



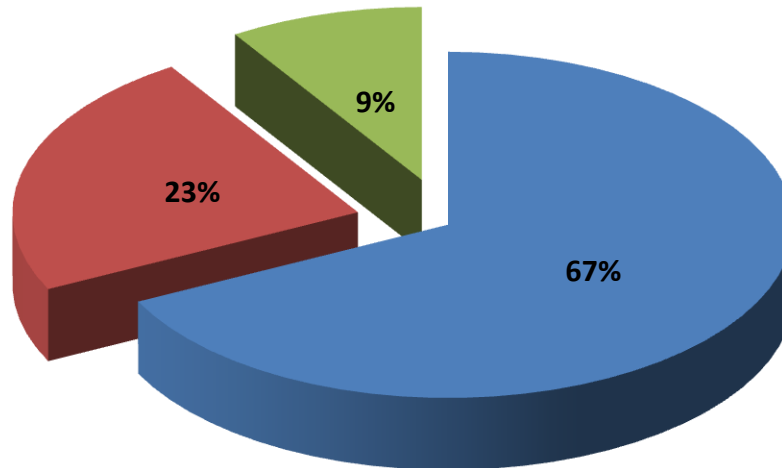
Benchmarking en Pronósticos de Demanda

Parte II:

Resultados generales y Específicos
por Industria

Tipos de Pronósticos más usados

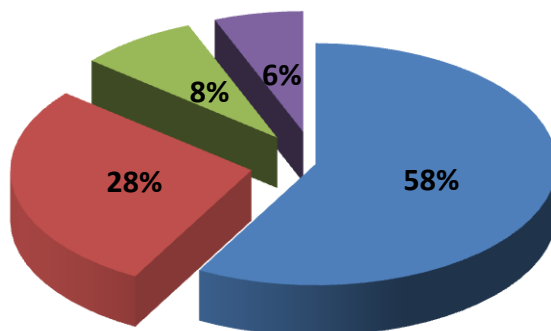
Forecasting Models Used
(All Industries Combined)



■ Time Series ■ Cause-and-Effect ■ Judgmental

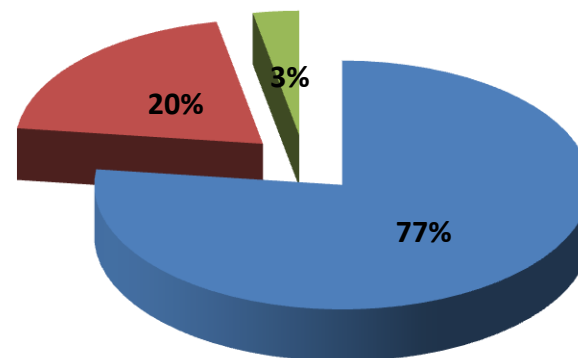
Modelos Mas usados

Time Series Models



- Averages/Simple Trends
- Exponential Smoothing
- Box Jenkins
- Decomposition

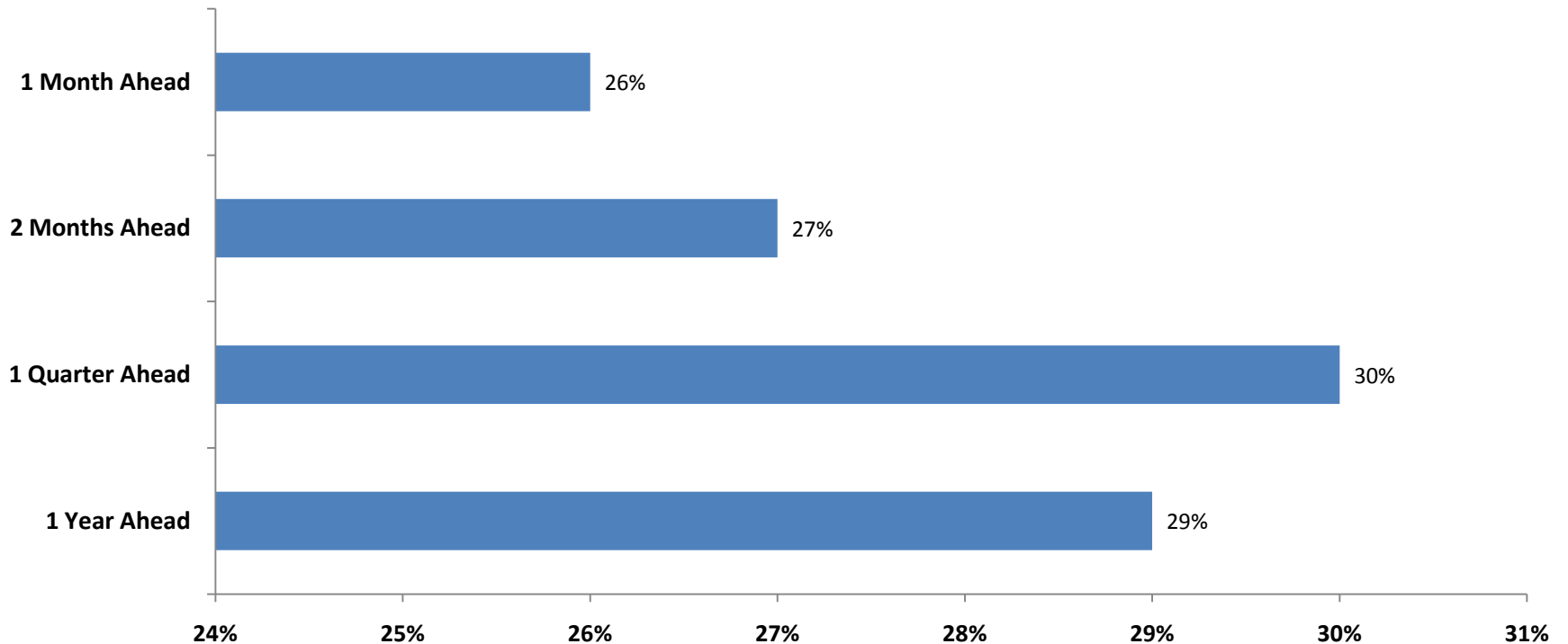
Cause and Effect Models



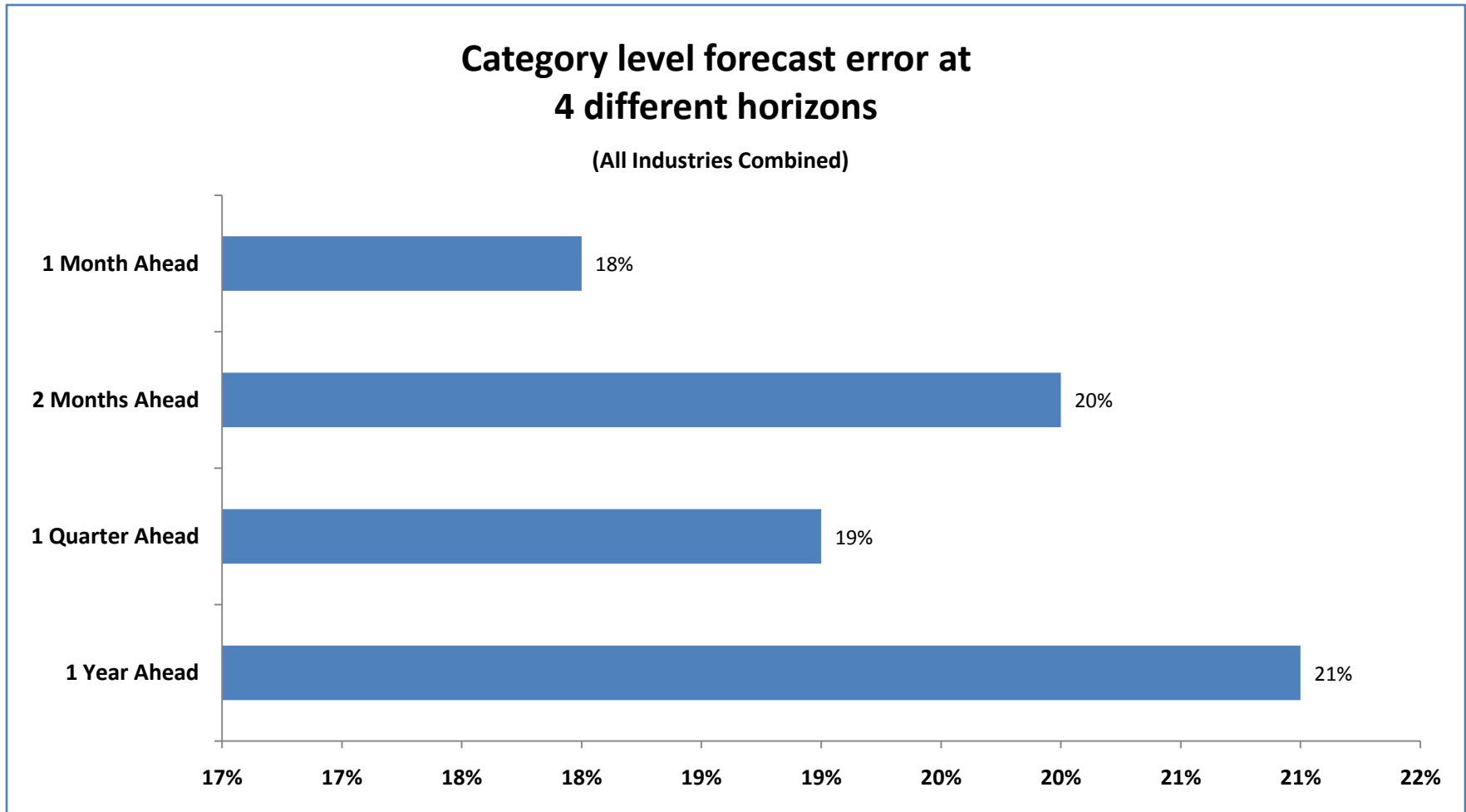
- Regression
- Econometrics
- Neural Networks

Error del Pronóstico por SKU

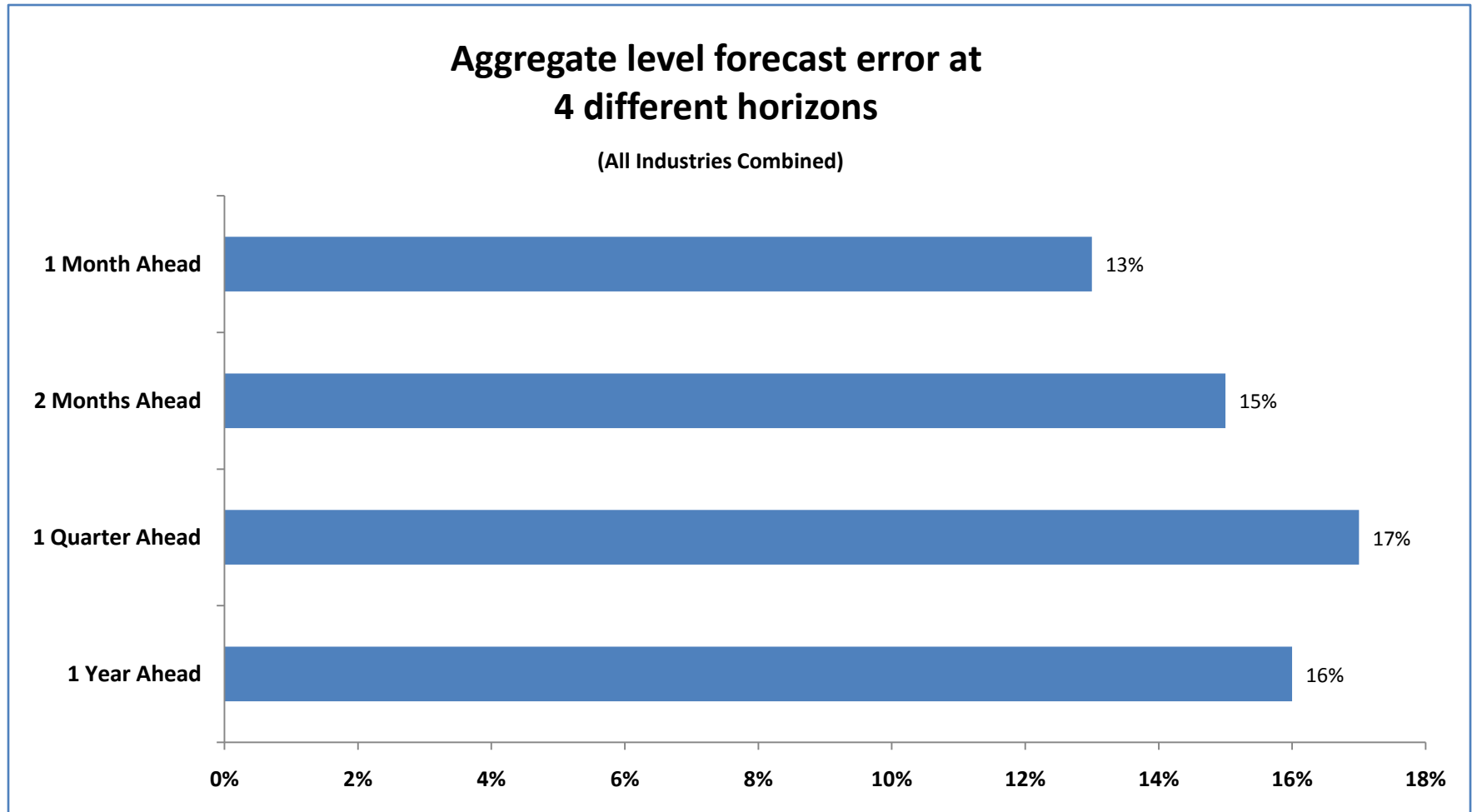
**SKU Level Forecast Error at
4 Different Horizons**
(All Industries Combined)



Error del Pronóstico por Categoría



Error del Pronóstico Agregado



Error del Pronóstico por industria y horizonte

| CONSUMER PRODUCTS | | | | |
|-------------------|---------------|---------------|-----------------|--------------|
| LEVEL | 1-Month Ahead | 2-Month Ahead | 1-Quarter Ahead | 1-Year Ahead |
| | % Error | % Error | % Error | % Error |
| SKU | 27% | 29% | 33% | 48% |
| CATEGORY | 20% | 22% | 23% | 19% |
| AGGREGATE | 15% | 15% | 14% | 8% |

| FOOD / BEVERAGES | | | | |
|------------------|---------------|---------------|-----------------|--------------|
| LEVEL | 1-Month Ahead | 2-Month Ahead | 1-Quarter Ahead | 1-Year Ahead |
| | % Error | % Error | % Error | % Error |
| SKU | 26% | 28% | 26% | 19% |
| CATEGORY | 15% | 22% | 21% | 14% |
| AGGREGATE | 18% | 36% | 40% | 48% |

| RETAIL | | | | |
|-----------|---------------|---------------|-----------------|--------------|
| LEVEL | 1-Month Ahead | 2-Month Ahead | 1-Quarter Ahead | 1-Year Ahead |
| | % Error | % Error | % Error | % Error |
| SKU | 24% | 17% | 24% | 23% |
| CATEGORY | 18% | 17% | 10% | 6% |
| AGGREGATE | 7% | 8% | 9% | 6% |

Tipos mas usados por industria

FORECASTING MODELS USED (By Industry)

| Models | Consumer Products | Food / Beverages | Retail |
|------------------|-------------------|------------------|--------|
| Time Series | 76% | 81% | 61% |
| Cause-And-Effect | 18% | 18% | 29% |
| Judmental | 6% | 1% | 10% |

Modelos mas usados por industria

| TIME SERIES MODELS (By Industry) | | | |
|---|--------------------------|-------------------------|---------------|
| Models | Consumer Products | Food / Beverages | Retail |
| Averages | 21% | 16% | 33% |
| Box Jenkins | 10% | 15% | 3% |
| Decomposition | 4% | 7% | 0% |
| Exponential Smoothing | 28% | 27% | 30% |
| Simple Trend | 37% | 35% | 33% |

| CAUSE AND EFFECT MODELS (By Industry) | | | |
|--|--------------------------|-------------------------|---------------|
| Models | Consumer Products | Food / Beverages | Retail |
| Econometrics | 7% | 14% | 21% |
| Neural Networks | 4% | 3% | 2% |
| Regression | 89% | 83% | 77% |