



Demand Planning for S&OP

3-day Tutorial Workshop

Live Virtual Session



**Improve Your Forecasts With Better Models and Diagnostics!
We Will Show You How To:**

- Set up a Demand Planning Process for your Business
 - Use Statistical Modeling to Create Baseline Forecasts
 - Incorporate Promotional Events Into Your Forecast Modeling
 - Use Forecast Error as a Diagnostic to Improve Model Quality

[To register for this tutorial, visit Valuechainplanning.com](http://Valuechainplanning.com)
[Contact us today at \(781\)-995-0685, or via Email at training at valuechainplanning.com](tel:(781)995-0685)

Demand Planning for S&OP

Demand Planning is the art and science of accurately forecasting the demand for your supply chain. An accurate demand plan helps you reduce inventory costs and increase customer service levels. When properly implemented and used in the Value Chain Process, the demand plan helps create a lean and customer centric supply chain.

In this workshop, you will learn how to develop a baseline statistical forecast and leverage a collaborative process to add customer intelligence. The result is a more accurate plan that includes promotional activity, customer intelligence, and display activity.

This two-day intensive workshop will take you through an overview of demand planning process, organization, and structure within the supply chain and comprehensively cover statistical modeling to create accurate forecasts. We will also talk about model diagnostics to improve the quality of the forecast models with specific references to popular applications such as SAP APO, Forecastpro, Oracle, Demantra, etc.

Insightful information on...

- Demand Planning Overview
- Mechanics of Forecast Modeling
- Forecast Performance Metrics
- Model Diagnostics
- Measure and use Forecast Accuracy
- Promotional Planning
- Consensus Demand Planning
- Event Modeling

Who Should Attend?

- Demand Planners
- Forecast Analysts
- Forecasting Managers
- Directors of Forecasting & Demand Planning
- Directors of Value Chain
- Analysts in the Supply Chain
- Inventory Planners
- Operations Planners
- Financial Analysts
- Directors of Logistics
- Directors of Customer Service



Dr. Mark Chockalingam

President and Founder of Demand Planning LLC

Dr. Mark Chockalingam is the President and Founder of Demand Planning Net, which became Valtitude beginning September 2019. In an operational capacity, Mark serves as Chief Executive Officer of Valtitude and is responsible for strategy and general management.

Mark has over twenty years of consulting and corporate experience in the areas of Predictive Analytics, Sales forecasting, Supply Chain Optimization, and Integrated Business Planning.

Mark has worked with companies ranging from the Fortune 500 such as Pfizer, Miller SAB, FMC, Colgate-Palmolive, Honeywell, Eastman Kodak to the small and medium-sized companies.

Mark has a Ph. D. in Finance from Arizona State University, an MBA from the University of Toledo and is a member of the Institute of Chartered Accountants of India.

10% discount for groups of 3 or more from the same company using 1 payment method

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Workshop Agenda

DAY ONE

10:00am *Welcome & Introduction*

10:15am *Demand Planning Overview*

- Planning objectives
- The Service – Cost – Balance Model
- Define your Plan
- Budgeting vs. Forecasting vs. Planning
- Beyond Statistical Forecasting
- Key Components of a Demand Plan
- Terminology in Planning – Forecast Horizon, Buckets & Periodicity
- Forecast Pass
- Demand Management

11:45am *Data Integration and Cleansing*

- It is all about the data
- The Forecast Problem and Data collection
- Define True Demand
- Data challenges
 - Shipment Vs. Orders
 - Gross Demand Vs. Net Demand
- Historical shifts in demand
- Data filtering
- Outliers – Identification and Correction
- Tolerance band
- Methodology for outlier correction

1:00pm *Lunch Break*

2:00pm *Stat Modeling and AI-driven Planning*

- Demand Modeling
- Key components of demand
- Additive Vs. Multiplicative Seasonality
- Modeling by decomposition
- Introduction to Demand Modeling
- Balancing between Fit Vs. Model Robustness
- Uni-Variate Time Series vs. Multi-Variate methods
- Moving Average
- AI driven Planning and Expert Models
- Introduction to Planviva

DAY TWO

10:00am *Advanced smoothing models*

- First Order Exponential Smoothing
- Holt Models to accommodate trend
- Holt Winters Model
- Exponential Trend and Dampening
- Interaction between components
- Higher order Models

11:30 am *Modeling special cases of Demand*

- Product Life Cycle & Long-term Planning
 - Product Lifecycle and trend
 - Launch Forecasting
 - Volume effect online extension
- Event Modeling
 - Event Modeling
 - Baseline vs. Incremental
 - Illustration of Event Models
- Planning for Intermittent Demand
 - What is Intermittent Demand & what causes it?
 - Strategies for intermittent demand
 - Modeling for Intermittent Demand

1:00pm *Lunch break*

2:00 pm *Product Portfolio Management*

- Impact of Data Volatility on SCM
- Measuring Volatility
- Impact of multiple Extreme Observations on Volatility
- SKU Segmentation for demand modeling & inventory strategies
- Modeling by exception

Workshop Agenda

DAY THREE

10:00am *Demand Planning Analytics toolkit*

- Definition of Demand Forecast Errors
 - Forecast Accuracy
 - Forecast Bias vs. Forecast Error
 - Error and Volatility Reduction
 - Errors across SKUs vs. Errors across time
 - Model Diagnostics vs Performance
 - MAD
 - MAPE vs. MPE
 - WAPE
 - Root Mean Squared Error
- Measuring forecast performance
- Forecast Performance Metric
 - Forecast errors and actionability.
 - Sources of Forecast Error
 - Definition of Demand Planning Metrics - WAPE & Bias
 - Types of Bias
 - SKU Mix Error
 - Error Analysis for Continuous Improvement
 - Forecast Accuracy Reporting

11:30am *Why S&OP?*

- Fragmented Planning Activities
 - Supply chain challenges
 - Service, costs and inventories
- Disparities between the Financial forecast and operational forecasts
 - Bottom Line challenges from Fragmented Planning
 - Benefits of a holistic S&OP Design
 - Core Components of SIOP
 - Consensus Demand Planning
 - Rough Cut Planning and Supply Collaboration
 - Executive Presentation
 - Demand-Supply Balancing

CADP (Certified Analyst in Demand Planning)

DAY ONE

9:00am – 10:00am *Joint Session -Discuss Exam format &*

helpful hints

10:00 – 11:00am *Review*

- Review of Online Session
- Open Q&A Session

11:00 – 12:00pm *Review*

- Review of Practical Problem Solving
- Open Q&A Session

DAY TWO

1:30 – 5:30pm *Exam*

- Part 1 - Multiple Choice Concepts (2 hrs)
- Part 2 - Practical Problem Solving with Calculations (2 hrs)

About Us

Valtitude / Demand Planning LLC provides services in Demand Planning, S&OP, Sales Forecasting, and Supply Chain Optimization.

We have helped a variety of businesses across industry verticals to improve their planning process and create value through SCM analytics and diagnostics, process re-design, solutions implementation, and customized on-site training. We provide strategy and solutions consulting to customers across a variety of industries - Pharmaceuticals, CPG, High-Tech, Food and Beverage, Quick Service Restaurants, Utilities, Oil and Gas, Aerospace, Chemicals, and Industrial Manufacturing, Automotive, Financial Services, Publishing, etc.

Our consulting expertise includes Corporate Finance, Operations Forecasting & Planning, Strategic Forecasting, Financial Planning & Budgeting, Inventory Optimization, Production Planning, and Scheduling.

Founded in 2004, the company is headquartered in Boston and has offices in India, China, and the UK.

For more information, on our consulting services visit <https://valuechainplanning.com/consulting-details/>

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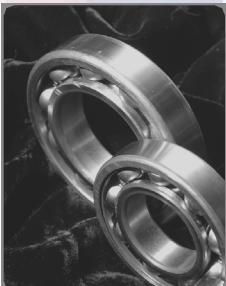
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