

1. Record Nr.	UNINA9910830942503321
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Titolo	Consumption-based forecasting and planning : predicting changing demand patterns in the new digital economy / / Charles W. Chase
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, Inc., , [2021] ©2021
ISBN	1-119-80987-8 1-119-80989-4 1-119-80988-6
Descrizione fisica	1 online resource (270 pages)
Collana	Wiley and SAS Business
Disciplina	658.40355
Soggetti	Demand (Economic theory) Business logistics Business forecasting
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
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Sommario/riassunto

"Helps companies understand the short-term changes in consumer demand patterns as a result of the digital economy, and COVID-19. Also, what is driving those changing consumer demand patterns (price, sales promotions, in-store merchandizing, epidemiological, economic and other related factors like unplanned events related to the pandemic crisis). Provides real case examples using real data, and how to apply

advanced analytics and machine learning to solve current business problems. Provides a framework for changing the way demand forecasting and planning are done, as well as the change management requirements for sustainability"--
