

INTERNATIONAL SCHOOL OF  
MANAGEMENT EXCELLENCE



# Leveraging Data for Demand Management Under Uncertainty

A **Live-Online**  
Certification Workshop  
on Predictive Analytics

**Sep 19-21, 2024**  
**9:00 am – 1:00 pm**

**Program Duration - 12 hours**

## Contact Details:

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# Introduction:

In today's B2C landscape, businesses face similar challenges in managing demand. Consumer preferences shift overnight, market conditions fluctuate, and external factors like economic changes or global events add layers of complexity. How can you ensure your business not only survives but thrives in such a volatile environment?

Demand Management under Uncertainty is your compass. It's about mastering the art and science of anticipating customer needs, making informed decisions amidst unpredictability, and strategically managing resources to meet demand effectively

This workshop is part of a series of workshops for professionals to work with data driven analytics-based tools. This workshop is designed to help create an action plan for transformation using analytics with a focus on Demand management under Uncertainty. A practice focused workshop, it will show participants how they can turn insights into business outcomes and forge a data culture with a single version of truth across functions. Future workshops in the sequence will highlight the role of analytics in the areas of customer sentiment analytics, pricing strategies, and more.

## Who Should Attend:

**This workshop is designed for a diverse range of professionals who are involved in or influence demand management decisions within their organizations**

- ▶ Product Managers /Demand Planners
- ▶ Supply Chain/ Operations Managers
- ▶ Inventory Managers
- ▶ Sales and Marketing Professionals
- ▶ Business Analysts

# What you can expect to learn

- ▶ **The dynamics of demand forecasting:** Hands on working with your data and cutting-edge techniques that enable accurate predictions in uncertain times.
- ▶ **Navigating uncertainty with confidence:** Explore tools and methodologies to manage risks and seize opportunities in a fluctuating market.
- ▶ **Turn data into actionable insights:** Transform raw data into strategic decisions that drive your business forward.

## Modules:

### Demand in a B2C Business

- ▶ Importance and types of demand
- ▶ Challenges and Uncertainties in Forecasting Demand

### Data and Demand Management

- ▶ Useful data and features selection
- ▶ Aggregation levels (past sales, market trends, seasonality, promotions)
- ▶ Data based models and Causal models
- ▶ Selection of models

### Time Series Models

- ▶ Trend, seasonality and residuals
- ▶ Smoothing methods
- ▶ Evaluation of effectiveness of models

### Machine Learning Models

- ▶ Regression
- ▶ Regression Trees
- ▶ Simulation
- ▶ Scenario Analysis

### Demand Planning and Implementation

- ▶ Integration with the organization planning process
- ▶ Implementing best practices of Forecasting

**Program Fees:**

Corporates - Rs.5800/-  
 Academics - Rs. 3500/-  
 Students - Rs. 1500/-

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**Profile of Resource Persons:**

**C.S.Venkatesh** has worked in technology implementation for manufacturing and supply chain management with Cummins Engine Company, ITC, Singapore Technologies, Baan and i2 Technologies. He has more than 30 years of experience in consulting and training. He is currently the CEO of Metacog Solutions, a consultancy firm in Bangalore offering services to Automotive, Engineering, Consumer Electronics and FMCG companies. He is an engineer from NITK Surathkal and an MBA (XLRI).



**Rajendra Desai** is a certified consultant with M/s Frontline Systems Inc, USA a leader in providing Predictive and Prescriptive Analytics solutions for Industry. He has successfully executed consulting projects for diverse Industries to help them improve their operations through analytics solutions. He is currently a Senior Consultant with ISME, Bangalore. He has a BTech (IIT Delhi) and an MS (Virginia Tech, USA)

**About ISME**

ISME is a 18-year-old business school located on Sarjapur Road, Bangalore founded by a group of alumni of CMU, Purdue and Wharton. ISME has been conducting Management Development Programs for various Private and Public Sector Institutions. Our faculty keep a keen eye on the frontiers of technology and latest management techniques to build their repository of knowledge and skills. ISME offers a PhD program in Management, PGDM with AICTE approval and NBA accreditation and undergraduate programs in Business Management and Commerce.



Registration Form : <https://forms.office.com/r/FRKSEgLT4g>

The LIVE-ONLINE SESSIONS will be conducted through ZOOM Platform



- The details of the participation link will be shared to registered emails two-days prior to the program