

TABLE 13.2: Demand Forecasting Methods

| QUALITATIVE METHODS | QUANTITATIVE METHODS |
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| <ul style="list-style-type: none">a. Expert opinionb. Delphi methodc. Sales force opinionsd. Market researche. Historical life-cycle analogy | <ul style="list-style-type: none">• <i>Time Series Analysis</i><ul style="list-style-type: none">a. Naïve approachb. Moving averagec. Weighted moving averaged. Exponential smoothinge. Trend-adjusted exponential smoothingf. Linear trend analysis/simple linear regression analysisg. Techniques for seasonalityh. Linear trend multiplicative modeli. Techniques for evaluating cyclical variations• <i>Causal Methods</i><ul style="list-style-type: none">a. Simple linear regression analysisb. Multiple linear regression analysis |