



EyeOn product The Forecast Game

Embark on an exciting forecasting adventure and discover the power of smart-touch forecasting



The game

In the Forecast Game, your goal is to create the most accurate demand forecast for various products. To beat the competition, you will have to effectively correct the sales history, work with advanced forecasting models, and smartly apply your strategic judgement. Success lies in the synergy of machine input and human intuition. Ready to elevate your forecasting game?

Learning objective

The main learning objective of the Forecast Game is to discover the power of **smart-touch forecasting**. Smart-touch forecasting is the art of finding the optimal balance between human expertise and machine intelligence within the realm of demand planning. In the game you will learn when to trust the baseline forecast and when to infuse valuable human judgment, a critical distinction especially in the transition from statistical to driver-based forecasting. In short, the EyeOn Forecast Game will experience and learn how to:

- Enrich forecasts effectively - under time-pressure
- Master the art of cleaning sales history - differentiating your approach based on your type of forecast model
- Balance human judgment and machine intelligence - in a dynamic and uncertain environment
- Use the available demand driver information - for a winning edge against the competition

