

# Principles Of Business Forecasting

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"big data." That approach ignores all cumulative knowledge about forecasting methods. It also violates the Golden Rule of Forecasting and Occam's razor. Review of "Principles of Business Forecasting" Concept of Forecasting Forecasting is a process of making predictions about the future course of a business or a company based on trend analysis and past and present data. So essentially data is collected and studied about the business, and analysis is done to forecast future scenarios that are likely to occur. Forecasts: Concept, Identify, Forecast, Analyze and Adapt Preface. Buy a print or downloadable version. Welcome to our online textbook on forecasting. This textbook is intended to provide a comprehensive introduction to

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