

1.1: Overview and Guiding Questions

Forecasting

This section introduces students to **forecasting concepts** important to the Operations Manager's role.

Consider the following questions as you review the learning materials:

- What is the significance of accurate forecasting?
- How does qualitative forecasting differ from quantitative forecasting?
- What is time series forecasting?
- How are simple moving average forecasts calculated?
- How are weighted moving average forecasts calculated?

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