



# TRAINING BOOKLET 2021

OUR **ONLINE** TRAINING  
*ALL* **DIGITAL**

OUR TRAINING  
**FACE-TO-FACE**

**CAMPUS**  
**PREDICONSULT**



## OUR COMMITMENTS AND TRAINING APPROACH (1/2)

### We help you to strengthen and develop your skills and evolve into expertise in the field of Predictive Analysis and Forecasting

Predictive analytics and forecasting have taken on an increasingly important role in businesses. The latter have increasingly important and varied data.

By using them properly, they gain knowledge that they can turn into benefits and advantages that allow them to stay ahead of the competition.

All players involved in predictive analysis and forecasting (forecasters, data planners, analysts, data scientists, managers, etc.) must have the essential knowledge to apply, manage and take advantage of everything that this field can bring to the business.

We provide you with training and learning paths adapted to this field in order to acquire and develop your knowledge and skills and to progress towards expertise and performance. This will allow you to strengthen your professional career, enrich your best practices and be ready to take advantage of developments and new knowledge in predictive analysis and forecasting.

- ✓ Our trainings are face-to-face but also in distance
- ✓ We complement our training with Webinars, Conferences and Workshops
- ✓ We welcome you in Paris. We organize sessions in London, Madrid, Brussels, Geneva, and in MENA and West African countries.
- ✓ Come and follow a training course while exchanging with your peers from other companies as part of Inter-Company training
- ✓ Unless you want training tailored to your business? Let's organize it together as part of our Intra-Company offer!
- ✓ To take into account your specificities, organization and specific needs, we design tailored solutions for you.
- ✓ To take into account your schedule constraints, we organize one training session per quarter in each area

✓ For More Information, Full Program and [REGISTRATION, Contact Us](#)

## OUR COMMITMENTS AND TRAINING APPROACH (2/2)

**Information** : For each training, we provide you with clear information on our website. You can download a training sheet for each offer. For any further information, please do not hesitate to contact us by phone or email.

**Assessment interview related to your expectations before the training session**: At least 15 days before the start of the training, and once your registration has been confirmed, you will receive a questionnaire to let us know your expectations. If necessary, an interview will follow at the latest one week before the start of the training to deepen them.

**Participant's Booklet**: Once registration has been confirmed, you will receive a Participant's Booklet by email containing information on the course you will be taking: location, schedule, program and progress.

**The objectives of the training and the Program**: For each training, you will find on our site a sheet clearly indicating the objectives and the precise program. This form can also be sent to you by email or post at your request. We will make sure that the objectives and the program correspond to your expectations, which you will express in the questionnaire and, possibly, during the additional interview.

**Documentation**: Electronic documentation of the course content, case studies and exercises will be provided to you at the start of the training. At the end of it, an internship certificate will be delivered to you personally or sent by mail if applicable.

**The educational approach**: Our educational approach is based on at least three pillars: a theoretical approach, examples and case studies and applications, in particular with dedicated software when possible. You will be able to use your own data during this computer work.

**Evaluation at the end of the training**: You will find an evaluation and satisfaction questionnaire in the Participant's Booklet that you will receive a few days before the start of your training. Please complete it and give it to the facilitator before the end of the training. A session of at least 30 minutes (depending on the number of participants) will be devoted to the analysis and discussion of all the evaluations.

**Achievements and follow-up after the training** : A fortnight after the end of your training, we will offer you a one-hour interview by phone or by any other means of communication (Skype, MStTeams, etc.) in order to analyze together how the training taken helps you in your daily work. Our trainer will give you advice and answer your questions.

**Our trainers**: We rely on a network of partners and our own experts to offer you a training offer that meets your business needs and that is innovative in their content and procedures. All of our experts come from the corporate world and business schools. They invest significant resources in order to stay on top of their areas of expertise. A CV will be sent to you before your registration is confirmed.

# FORECASTING : METHODS AND APPLICATIONS

2 days

- ✓ It's an **ONLINE** training *ALL* **DIGITAL**
- ✓ For **FACE-TO-FACE**, contact Us
- ✓ **Dates 2021\***: 25-26 Jan, 29-30 March, 17-18 May, 20-21 Sep, 15-16 Nov.
- ✓ **Date on request available**
- ✓ **Price: 390 € (VAT excluded)**

Forecasting helps companies anticipate demand and adapt its capabilities and resources. It is very important to have the necessary knowledge to build reliable forecasts on which the company can rely for its strategic management.

## WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What are the main forecasting techniques and methods applied in business
- How to apply them to your own data and interpret and evaluate their performance
- Select the appropriate forecasting method based on your data
- Reconcile your targets / forecasts
- How to implement them within the forecasting process of your business
- How to integrate your forecasts into a collaborative approach

\* Subject to change till 2 months before the indicated date

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## FORECASTING WITH « FORECAST PRO »

1 day

- ✓ It's an **ONLINE** training *ALL* **DIGITAL**
- ✓ For **FACE-TO-FACE**, contact Us
- ✓ **Dates 2021\***: 27 Jan, 5 March, 7 May, 3 June, 6 Sep, 12 Nov.
- ✓ **Date on request available**
- ✓ **Price: 280 € (VAT excluded)**

Forecasting, although based on important theoretical concepts, is above all an operational and iterative work.

It is important to have a powerful tool like Forecast Pro that offers several features and methods for developing forecasts.

### WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What are the capabilities of this software and how it can help you in your “Forecaster life”
- How to build forecasts with a wide range of forecasting methods
- Test your own data on operational software used by more than 40,000 customers around the world.
- Evaluate the performance of each method
- How to implement this tool in the IS of your company
- Adjust your forecasts in a collaborative framework
- Provide forecasts for your S&OP

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# SALES AND OPERATIONS PLANING « S&OP »

2 Days

- ✓ It's an **ONLINE** training *ALL* **DIGITAL**
- ✓ For **FACE-TO-FACE**, contact Us
- ✓ **Dates 2021\***: 11-12 Feb, 7-8 April, 1-2 June, 27-28 Sep, 6-7 Dec.
- ✓ **Date on request available**
- ✓ **Price: 390 € (VAT excluded)**

S&OP structures the operations of the company for an optimal planning and execution of its resources in order to achieve the objectives of growth and profitability.

At the end of an iterative and collaborative process, consolidation enables the establishment of the business plan for the short and medium term.

## WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- Strengthen your knowledge about the S&OP process
- How to build and evaluate scenarios, chose and make optimal decisions.
- How to implement this process within the company
- How to set a performance monitoring tools and corrective actions...
- Better understand and manage issues related to resources and various supply / demand constraints
- Implement production and distribution plans on the basis of an iterative and collaborative process.

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# FORECASTING NEW PRODUCTS AND SERVICES

## 1 Day

- ✓ It's an **ONLINE** training *ALL* **DIGITAL**
- ✓ For **FACE-TO-FACE**, contact Us
- ✓ **Dates2021\***: 8 March, 3 May, 13 Sep, 30 Nov.
- ✓ **Date on request available**
- ✓ **Price: 280 € (VAT excluded)**

New products and services represent up to 30% of sales in some activities. Predicting them is trickier because very often there is no history and they may not look like other previous products. It is often necessary to carry out a qualitative-quantitative mix and surveys.

## WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What are the characteristics of new products: innovation, launch, cannibalization, cycle, markets,...
- What are the methods to predict these new products and services.
- How to reconcile between quantitative / qualitative forecasting and objectives. How to apply qualitative and quantitative forecasting methods
- How to develop forecasts for the launch of new products and services and monitor them regularly
- How to reconcile your goals / forecasts
- How to insert your forecasts into a collaborative approach

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# IMPLEMENTING A BUSINESS FORECASTING PROCESS

## 1 Day

- ✓ It's an **ONLINE** training *ALL* **DIGITAL**
- ✓ For **FACE-TO-FACE**, contact Us
- ✓ **Dates 2021\***: 9 March, 21 May, 22 Sep, 22 Nov.
- ✓ **Date on request available**
- ✓ **Price: 280 € (VAT excluded)**

In a highly competitive world where responsiveness and adaptation are essential keys to success, forecasting is a vital step. A company that has a solid forecasting process in place will be able to anticipate and adapt and, as a result, will have an essential lead over its competitors.

## WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- How to scale and develop an existing forecasting system and process
- How to implement a system with its tools and processes in a business that does not have one
- Which approach to use? With which players within the company
- How and why to develop forecasts and track and measure the performance of forecasts and bring them closer to objectives
- How this system will fit into the company's IS
- How to insert your forecasts into a collaborative approach

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# IMPLEMENTING A STRATEGIC PLAN

1 Day

- ✓ It's an **ONLINE** training *ALL* **DIGITAL**
- ✓ For **FACE-TO-FACE**, contact Us
- ✓ **Dates 2021\***: 15 Feb, 26 April, 30 Sep, 17 Nov.
- ✓ **Date on request available**
- ✓ **Price: 280 € (VAT excluded)**

The strategic plan allows any organization to define its vision, its objectives and its medium and long-term ambitions and the methods it proposes to use to achieve these objectives. It is in a way a roadmap with the definition of the means to be implemented and the actions to be carried out to achieve the result it sets.

## WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What a strategic plan is, its stages and its players.
- Identify and define the objectives and ambition to be achieved
- How to define, design and implement a strategic plan
- How to build and evaluate scenarios, simulate and chose the right solution
- How to implement the strategic plan on the basis of an iterative and collaborative process
- How to mobilize internal and even external resources in order to produce a roadmap understood and shared by the organization.

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# FORECASTING WITH MACHINE LEARNING

1 Day

- ✓ It's an **ONLINE** training *ALL* **DIGITAL**
- ✓ For **FACE-TO-FACE**, contact Us
- ✓ **Dates 2021\***: 8 March, 20 May, 21 Sep, 23 Nov.
- ✓ **Date on request available**
- ✓ **Price: 280 € (VAT excluded)**

The databases available to forecasters are increasingly large and sampled with high frequency. Knowing how to process this type of data requires appropriate methods such as Machine Learning.

This training aims to present Machine Learning models for forecasting time series. The models will be presented in detail and many real data applications will be carried out.

## WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What is Machine Learning and how is it used in forecasting
- How to set up machine learning models
- What are the main regression models in the context of Big data: Lasso, Adaptive Lasso, Ridge, Elastic Net
- How to perform a forecast in the context of a large set of information
- How to use data from different frequencies.
- Learn more with applications using R software

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# ECONOMETRIC MODELING AND FORECASTING

1 Day

- ✓ It's an **ONLINE** training *ALL* **DIGITAL**
- ✓ For **FACE-TO-FACE**, contact Us
- ✓ **Dates 2021\***: 23 April, 21 June, 29 Sep, 8 Nov.
- ✓ **Date on request available**
- ✓ **Price: 280 € (VAT excluded)**

Forecasting methods are widely used in practice in order to anticipate future developments. Econometric models provide a quantification of these future values.

This training aims to present econometric models used in practice to carry out time series forecasts. The models will be presented in detail and many real data applications will be carried out.

## WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What is and how to set up an econometric modelling approach
- What are the linear regression models: estimation, validation and forecast
- How to predict a variable using an auto-projective model
- How to predict a variable using an explanatory model
- How to Forecasting risks around the central scenario
- Learn more with examples in Economics and monetary policy
- Running some applications using R software

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## DATA CULTURE

1 Day

- ✓ It's an **ONLINE** training *ALL* **DIGITAL**
- ✓ For **FACE-TO-FACE**, contact Us
- ✓ **Dates 2021\***: 15 Mar, 14 May, 5 Oct, 10 Dec.
- ✓ **Date on request available**
- ✓ **Price: 280 € (VAT excluded)**

Data Culture is now growing across all companies. Among many benefits, it helps decision-makers to reach smarter decisions and it increases efficiency of resource use and allocation.

This training offers an extended overview of all aspects of data: storage, its operation, governance and legal aspects. It also will be an opportunity to learn more about the latest advances in the field.

### WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- Understand the key concepts related to data, know the potential and the limits of its use.
- How to gain insight into the state of the art in academic and professional fields.
- Understanding the challenges of data and of a data-driven IS
- Gain insight into future achievements and expectations in the field
- Learn more about the limits and risks.
- Learn more about the legal aspects and the cybersecurity risks and challenges

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## DATA ANALYSIS

2 Days

- ✓ It's an **ONLINE** training *ALL* **DIGITAL**
- ✓ For **FACE-TO-FACE**, contact Us
- ✓ **Dates 2021\***: 11-12 Feb, 12-13 April, 4-5 Oct, 1-2 Dec.
- ✓ **Date on request available**
- ✓ **Price: 390 € (VAT excluded)**

Often relegated to simple calculations of averages, statistical techniques are often underestimated in the added value they can provide. This training aims to exploit the full potential of your data, through various modern statistical techniques.

### WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- Use quantitative techniques in order to expose and enrich your descriptive analyzes
- How to perform in-depth end-to-end analysis of your data
- How to use statistics to make data talk
- Have the keys to start a datamining study.
- Know how to do the most common statistical tests and be able to interpret them
- Establish a segmentation

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# MACHINE LEARNING

2 Days

- ✓ It's an **ONLINE** training *ALL* **DIGITAL**
- ✓ For **FACE-TO-FACE**, contact Us
- ✓ **Dates 2021\***: 13-14 Jan, 17-18 May, 2-3 Sep, 25-26 Nov.
- ✓ **Date on request available**
- ✓ **Price: 390 € (VAT excluded)**

This very practical training is for all those wishing to be quickly operational in machine learning. All the major ML topics are discussed and put into practice with examples that can serve as inspiration, to be reused in the workplace.

The main objectives are to have an extended vision of machine learning, and its capabilities to respond to certain issues and to be able to predict or classify phenomena from past observations.

## WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- Understand and implement the ML approach,
- What are the differences between Machine Learning, Deep Learning and Artificial Intelligence,
- How to develop and assess the quality of an ML model ,
- Have a complete overview of the most common models, and know their strengths and weaknesses,
- Learn more about the supervised and non-supervised Learning.

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# SUPPLY-CHAIN FORECASTING

## 2 Days

- ✓ It's an **ONLINE** training *ALL* **DIGITAL**
- ✓ For **FACE-TO-FACE**, contact Us
- ✓ **Dates 2021\***: 2-3 Feb, 18-19 May, 16-17 Sep, 3-4 Nov.
- ✓ **Date on request available**
- ✓ **Price: 390 € (VAT excluded)**

Forecasting helps Supply-chain players (demand planners, supply-chain managers, marketers, ...) anticipate demand and adapt capabilities and resources. It is crucial to understand the market and the major factors that influence the demand forecast .

## WHAT YOU WILL LEARN

After having completed the course, you will have learned:

- What are the main forecasting techniques and methods used for Supply-chain
- How to apply them to your own data and interpret and evaluate their performance
- Select the appropriate forecasting method based on your data
- Reconcile your targets / forecasts
- How to implement them within the forecasting process of your Supply-chain
- How to integrate your forecasts into a collaborative approach within the Supply-chain

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