

DEMAND FORECASTING METHOD USING ARTIFICIAL NEURAL NETWORKS

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ABSTRACT

Based on a forecast, the decision maker can determine the capacity required to meet a certain forecast demand, as well as carry out in advance the balance of capacities in order to avoid underusing or bottlenecks. This article proposes a procedure for forecasting demand through Artificial Neural Networks. In order to carry out the validation, the procedure proposed was applied in a Soda Trading and Distribution Company where three types of products were selected.

KEYWORDS

Forecast, Artificial Neural Networks, Big Data, Demand