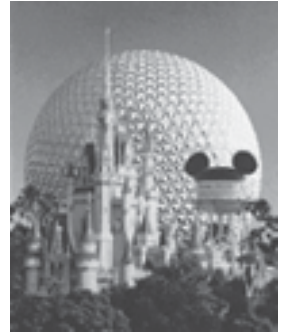


# DS 816: Business Forecasting

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## **Disney World conjures up images of fun and excitement:**

Magic Kingdom, Epcot Center, Fort Wilderness, and Blizzard Beach. But behind the scenes, a lot of careful planning and hard work are involved. The forecasting team prepares daily, weekly, monthly, annual, and five-year projections to assist various departments in their planning and operations.



EPCOT Center

The team monitors school vacation schedules, airline specials, consumer confidence, and economic trends; it surveys thousands of people to ascertain their vacation plans; it tracks the economies of foreign countries. All of this data is used to forecast attendance at Disney World and even the demand for each ride.

## **By taking DS 816, you will learn forecasting techniques which are being used to:**

- perform strategic business planning for aerospace/defense companies
- forecast demand for natural gas
- forecast volume of calls at a call-center
- forecast the demand for blood tests at a laboratory
- forecast airline passenger-miles
- set sales quotas for a pharmaceutical firm
- forecast the demand for police patrol services
- forecast nursing staffing requirements at a hospital
- forecast national and state economic variables

You want to make money on the stock market too? Now that may be asking for too much!

## **The course will prepare you for jobs such as:**

- forecast analyst
- financial analyst
- market research analyst
- planner



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