Effect on the Demand and Stock Returns: Cross-Sectional of Big Data and Time-Series Analysis

Amelec Viloria; Indira Meñaca Guerrero; Hugo Martínez Caraballo; Nelson Orellano Llinas; Lesbia Valero; Hugo Hernández Palma; Edwin Caño Otero; Omar Bonerge Pineda Lezama

Abstract

For reducing the degree of uncertainty caused by constant change in the environment, large, medium or small, private or public organizations must support their decisions in something more than experience or intuition; they must be supported by the development of accurate and reliable forecasts in order to meet the needs in the organization planning tasks. This case study presents a growing company dedicated to the storage of perishable products and incorporates time series forecasting techniques to estimate the volume of storage to foresee the requirements of additional facilities, personnel and materials needed for product mobility.

Keywords