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Prediction and Judgmental Adjustments of Supply-Chain Planning in Festive Season

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Prediction and Judgmental Adjustments of Supply-Chain Planning in Festive Season

Megha Chhabra ^α, Deepti Sahu ^σ & Gunjan Agarwal ^ρ

Abstract- For a robust performance, Shipping costs planning in festive seasons is given the input data as free from trends, season-of-year effects etc. Seasonal forecasting for supply-chain planning with past few years of similar data impact shipping costs. Additionally, during a festive season of the year, unbiased and accurate prediction of shipment load plays a major role in bringing up sales. Time-series forecasting methods can be useful to remove traditional fluctuations due to gap in months-of-year of festivals. We describe exponential smoothing techniques and trend fitting methods and compare the predictive accuracy. The accuracy is compared using root-mean square error and median absolute deviation. The exponential smoothing shows changing behavior with increased data size and data item values. The data is compared with and without tuning the seasonal effects due to festive season.

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I. INTRODUCTION

Supply-chain holds a huge planning propaganda as a baseline to project sales and revenue generation based on it. Specially a case of modern era, where the comfort to customer can help an organization to retain the customer and thereby increase more sales and generate more business of the products. In addition to it, the planned resource production prediction helps generating less of the cost of production and more of the effort on quality productivity. Supply chain managements involve huge planning horizon for demand forecasting. For the purpose they use forecast systems for initial forecast followed by judgmental adjustment by the company experts to adjust exceptional events in the planning process. The manual adjustments made raise questions related to improvement of accuracy and type of adjustments made. Effective Short-term forecasting is important for improving supply chain management [26], irrespective of the type of business. Multiple applications of the prediction analysis and adjustment behavior in prediction accuracy can be seen in past few years [14]-[16], [18]-[20]. According to the literature of economic forecasting, accuracy of the statistical decisions can be improved when experts consider the changes in the statistical models according to the changes coming from occurrence of special events [1]-[8], [10], [11] and

[22]-[23] showed that the suggested judgmental adjustments tend to improved accuracy marginally but may also introduce bias. Since it's a human added knowledge as a judgement factor, it is more likely to make error in level of adjustment and make room for error as experimental evidences suggest [24]-[26]. Forecasters make decisions on the basis of noisy and randomly fluctuating events in time series [9].

Several methods, techniques have been used in literature to forecast load demands. We used exponential smoothing technique and trend fitting for prediction.

This study presents effect of seasonal demand on prediction methodology of above mentioned models using reference data of handlooms business sector for predicting shipment load for four different Handlooms companies. The proposed methods are used to predict one month's demand. The outcome of both models is analyzed and accuracy is compared.

II. TIME SERIES MODELS

A time series is sequential nature of data produced during a certain period of time. Assuming no major disrupting to critical parameters of a recurring event, the future prediction is always related to past data. Two time-series analysis models, namely, multiplicative decomposition and the smoothing technique use the dependency of future data to the past events, and model the behavior as follows:

a) Smoothing Techniques

Smoothing techniques are used to smoothen out random variations in the data due to irregular components of the time series. They provide a clearer and better view of data and it is easy to understand.

- 1) *Moving averages:* A moving average (MA) is an average of the data provided for certain number of time period. The method is called "moving" because it is obtained using summing and averaging the values from a given number of periods say n , each time deleting the oldest value and adding the new one. The moving average is calculated as:

$$MA_{t+1} = \sum_{i=1}^{n-1} \quad (1)$$

Where t = current period.

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D= actual data exchanged each period.
 n = length of the time period.

2) *Weighted moving Average (WMA)*: In MA each observation is given equal weightage, which in real situations is less likely to occur. It may be desired to place more weight on certain period of time than others. When certain inputs are weighted differently

$$WMA_{t+1} = \sum(\text{Weight for period } n)(\text{data value in period } n)/\sum\text{Weights} \quad (2)$$

3) *Exponential smoothing Technique*: An exponentially weighted moving average is a means of smoothing random fluctuations that has the following desirable properties: (1) declining weight is put on older data, (2) it is extremely easy to compute, and (3) minimum data is required [18]. Exponential smoothing methods are widely used in industry. Their popularity is due to several practical

than others, the moving average outcome of those inputs is called weighted moving average(WMA). In this case, different values may be assigned to compute a weighted average of the most recent n values.Hence, Weighted Moving average is given as:

considerations in short-range forecasting [21]. A type of MA forecasting technique which weighs past data from previous time periods with exponentially decreasing importance in the forecast so that the most recent data carries more weight in the moving average. For finding trend effect, adjusted exponential smoothing gives a better answer. Hence,

Trend adjusted forecast:

$$(F_t)_{adj} = F_t + (1 - \beta)/\beta * T_t \quad (3)$$

For which; $F_t = F_{t-1} + \alpha(Y_{t-1} - F_{t-1})$, and Trend factor: $T_t = \beta (F_t - F_{t-1}) + (1 - \beta) * T_{t-1}$

Where

$(F_t)_{adj}$ = trend-adjusted Forecast,

F_t = New forecast, F_{t-1} = Old forecast, Y_{t-1} = Observed data

α = Simple exponential smoothing factor

β = Smoothing constant for trend

T_t = exponentially smoothed trend factor

b) *Trend Projections*

When a time series reflects a change from a consistent pattern to a real time increase or decrease in the variable of interest example shipping load or

admissions in school etc, trend component of the series is demonstrated in that pattern. The trend projection model is:

$$T_t = b_0 + b_1 * t$$

$$\text{And } b_0 = (\sum Y/n) - b_1 * (\sum t/n) \text{ and } b_1 = (\sum t * Y_t - (\sum t \sum Y_t)/n) / (\sum t^2 - (\sum t)^2/n) \quad (4)$$

Where,

T_t = Trend value for the variable of interest in period t.

b_0 = Intercept of the trend projection line.

b_1 = Slope of the line.

c) *Trend and seasonal component*

To occupy the Seasonal festive pattern, time series decomposition model breaks down, analyzes and forecasts the seasonal and the trend components. The method is often referred as Time series decomposition, since the technique is analyzing seasonal indexes after decomposing the series in order to identify seasonal components called as seasonal indexes. These helps deseasonalize the series. This deseasonalized series helps in projecting trend projection line. Lastly, seasonal indexes are used to seasonalize the trend projection. [27].The steps involved are as follows:

3. Determine average seasonal factors corresponding to the seasons A_t .
4. Scale the seasonal factors S_t and then determine the deseasonalized data $Y_t' = Y_t/S_t$.
5. Determine trend line of deseasonalized data.
6. Determine deseasonalized predictions.

III. EXPERIMENTATION

The data is input to both the methods with and without tuning the seasonal effects. In order to fit the seasonal component, extent of seasons is fixed for a month's duration. For example, Ludhiana manufacturers tend to see a huge impact on sale during Diwali, Baisakhi etc. Data is selected and analyzed from four Ludhiana-based handloom manufacturers. For a better accuracy rate, last three years data is analyzed. In the given market trend of last three years, Each festive

1. Identify the quarters, months etc. and calculate centered moving averages (CMA).
2. Determine seasonal and Irregular factors $S_t I_t = Y_t / CMA_t$.

month's shipment load is recorded and analyzed to forecast next festive season's shipment load.

a) *Data*

The data is collected for the festive season's months of Punjab for Ludhiana based four Handlooms manufacturers for the last three years. Table 1 is organized structure of observed shipment load for the festive season of Lohri (Jan), Holi (March), Vaisakhi (April), Rakhsha-Bandhan (August), Krwachauth(Sep-Oct), Diwali and E-id (Oct-Nov), Guru-Nanak Jayanti (Nov) and finally Christmas(Dec) for all four handlooms. Along with these values, table1 also contains one last entry as observed value of Lohri (Jan'17).

The graphical representation of the observed data along with its linear trend fitting is shown in graph1. The graph shows observed shipment lad of all four handlooms over the seasonal period of last three years along with one last entry as observed shipment load of Jan'17 which is value of interest here.

b) *Results*

All three Smoothing averages and trend fitting with and without tuning the trend effect are applied on

the data collected and outcome is predicted for festive season of Lohri (Jan'17). The results are compared with already observed value for Lohri (Jan'17).

i. *Smoothing Technique*

- *Moving averages:* Here the moving average (MA) is an average of the data provided for observed shipment load of all four Handlooms for festive seasons of past three years. Table 2 shows 3-month and 4-month MA. The outcome MA_3 and MA_4 are the two averages predicting the shipment load for festive season of Lohri (Jan'17) using Moving averages. $MA_3 = 2150$ and $MA_4 = 2543.77$. In comparison to the observed value of Lohri (Jan'17) as 2250, the question arises which moving average gives better result. For finding the accuracy level, Sum of squares SSE, mean square error MSE and root mean square error RMSE are found. Table 7 shows the overall comparison.

Table 1: Observed shipment load for the festive season of 2016 for Ludhiana based four Handlooms supply-chain companies

| Year | 1 | | 2 | | 3 | | | |
|---------------|------------|---|---------------|------------|---|---------------|------------|---|
| Festive Month | Season (t) | Observed Shipment Load (Units per pack of Handlooms)(Y) | Festive Month | Season (t) | Observed Shipment Load (Units per pack of Handlooms)(Y) | Festive Month | Season (t) | Observed Shipment Load (Units per pack of Handlooms)(Y) |
| (Jan'14) | 1 | 2500 | (Jan'15) | 1 | 2200 | (Jan'16) | 1 | 2300 |
| (March'14) | 2 | 1130 | (March'15) | 2 | 1145 | (March'16) | 2 | 1130 |
| (April'14) | 3 | 2200 | (April'15) | 3 | 2500 | (April'16) | 3 | 2400 |
| (August'14) | 4 | 2250 | (August'15) | 4 | 2300 | (August'16) | 4 | 2250 |
| (Sep-Oct'14) | 5 | 3450 | (Sep-Oct'15) | 5 | 3400 | (Sep-Oct'16) | 5 | 3350 |
| (Oct-Nov'14) | 6 | 3000 | (Oct-Nov'15) | 6 | 2800 | (Oct-Nov'16) | 6 | 3000 |
| (Oct-Nov'14) | 7 | 3330 | (Oct-Nov'15) | 7 | 2850 | (Oct-Nov'16) | 7 | 3150 |
| (Nov'14) | 8 | 1100 | (Nov'15) | 8 | 1200 | (Nov'16) | 8 | 1400 |
| (Dec'14) | 9 | 1700 | (Dec'15) | 9 | 1950 | (Dec'16) | 9 | 1900 |
| Year | | 4 | | (Jan'17) | | 1 | | 2250 |

- *Weighted moving Average (WMA):* The expert planner/ analysts of the companies decide to weigh the past three month's sales. WMA calculated using average weightage given to past values for the combined data is shown in table 3. Using observed Shipment load for the last three months from table1, WMA is calculated for festive season of Lohri (Jan'17) as follows: $WMA \text{ for Lohri'17} = 2233.33$.

Graph 2 shows Observed Vs Forecasted shipment load with 3period_moving average for the festive season of past three years for Ludhiana based four Handlooms supply-chain companies. The graph illustrates that with 3 period moving average the next forecasted value that is Jan'17 reduced than observed value. Where as in graph 3 shows with the 4-period moving average the forecast increases.

- *Exponential smoothing Technique:* Since trend is expected out of festive season demands of the handlooms in the market hence, adjusted exponential smoothing $(F_t)_{adj}$ is obtained as a result. Therefore using eq 3, trend adjusted forecast is calculated with $\alpha = 2/(n+1)$ i.e. $= 2/(27+1) = 0.1$, and initial $T_t = 0$ and $\beta = 0.1$. The adjusted forecast in table 4 gives final $(F_t)_{adj} = 2280.922$ which is close to simple exponential smoothing without any tuning for trend effects $F_t = 2312.219$

Accuracy of forecast is better judged by finding mean square error for different values of smoothing constant α ($0 < \alpha \leq 1$). In order to get which smoothing factor gives better result, comparison between forecasts for $\alpha = 0.1$ and $\alpha = 0.8$ is shown in table 5. Result shows for $\alpha = 0.8$ is relatively gives more root mean square error hence less accurate forecast for large data set. It is observed that the data with larger fluctuations over the period of time more than a year does not predict accurate using exponential smoothing.

- ii. *Trend Fitting:* Using eq 6 the model can be fitted using table 1 data. To occupy the Seasonal festive pattern, time series decomposition model breaks down, analyzes and forecasts the seasonal and the trend components. The given data set has distinct nine seasons hence the forecast is effected by the

trend and seasonal component. Table 6 shows before and after seasonal and trend decomposition effect comparison of trend fitting. The forecasted value comes out to be $T = 2378$ and 2322 resp. for Jan'17.

The accuracy so measure for all the methods applied are shown in table 7. Accuracy is compared by calculating MSE and RMSE of all the forecasts so far applied in this work. The lesser the RMSE better is the forecast. As shown in table 7, Trend fitting after trend deseasonalization gives least RMSE and hence is the best forecast seen.

IV. CONCLUSION

The techniques used in this case study shows following results based on forecast and the measure of error based on MSE and RMSE:

- The moving average method is simple to use. It works well with time series that do not have trend or seasonal components. With little data, limited to on period ahead, it works better. In this case study, with the data for past three years which included trend effects, it does not give effective result. The outcome of the smoothing Technique shows results for the moving averages MA_4 gives lesser RMSE and hence is better forecast than MA_3 .

Table 2: Forecasting Jan'17 using 3-Month moving average and 4-Month moving average

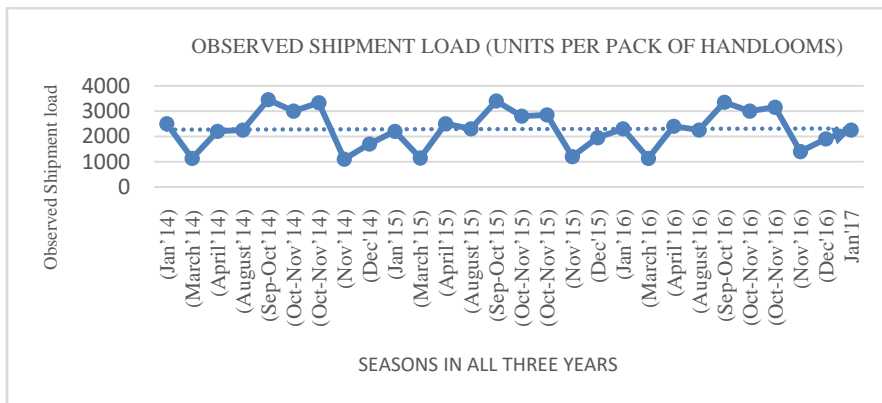
| Festive Month | Year | Season(t) | Observed Shipment Load (Units per pack of Handlooms) (y) | MA ₃ | MA ₄ | CMA ₄ |
|---------------|------|-----------|--|-----------------|-----------------|------------------|
| (Jan'14) | 1 | 1 | 2500 | | | |
| (March'14) | | 2 | 1130 | 1943.333 | | |
| (April'14) | | 3 | 2200 | 1860 | 2020 | 2138.75 |
| (August'14) | | 4 | 2250 | 2633.333 | 2257.5 | 2491.25 |
| (Sep-Oct'14) | | 5 | 3450 | 2900 | 2725 | 2866.25 |
| (Oct-Nov'14) | | 6 | 3000 | 3260 | 3007.5 | 2863.75 |
| (Oct-Nov'14) | | 7 | 3330 | 2476.667 | 2720 | 2501.25 |
| (Nov'14) | | 8 | 1100 | 2043.333 | 2282.5 | 2182.5 |
| (Dec'14) | | 9 | 1700 | 1666.667 | 2082.5 | 1809.375 |
| (Jan'15) | 2 | 1 | 2200 | 1681.667 | 1536.25 | 1711.25 |
| (March'15) | | 2 | 1145 | 1948.333 | 1886.25 | 1961.25 |
| (April'15) | | 3 | 2500 | 1981.667 | 2036.25 | 2186.25 |
| (August'15) | | 4 | 2300 | 2733.333 | 2336.25 | 2543.125 |
| (Sep-Oct'15) | | 5 | 3400 | 2833.333 | 2750 | 2793.75 |
| (Oct-Nov'15) | | 6 | 2800 | 3016.667 | 2837.5 | 2700 |
| (Oct-Nov'15) | | 7 | 2850 | 2283.333 | 2562.5 | 2381.25 |
| (Nov'15) | | 8 | 1200 | 2000 | 2200 | 2137.5 |
| (Dec'15) | | 9 | 1950 | 1816.667 | 2075 | 1860 |
| (Jan'16) | 3 | 1 | 2300 | 1793.333 | 1645 | 1795 |

| | | | | | | |
|--------------|---|---|------|-------------|--------|----------------|
| (March'16) | | 2 | 1130 | 1943.333 | 1945 | 1982.5 |
| (April'16) | | 3 | 2400 | 1926.667 | 2020 | 2151.25 |
| (August'16) | | 4 | 2250 | 2666.667 | 2282.5 | 2516.25 |
| (Sep-Oct'16) | | 5 | 3350 | 2866.667 | 2750 | 2843.75 |
| (Oct-Nov'16) | | 6 | 3000 | 3166.667 | 2937.5 | 2831.25 |
| (Oct-Nov'16) | | 7 | 3150 | 2516.667 | 2725 | 2543.75 |
| (Nov'16) | | 8 | 1400 | 2150 | 2362.5 | |
| (Dec'16) | | 9 | 1900 | | | |
| Jan'17 | 4 | 1 | 2250 | | | |

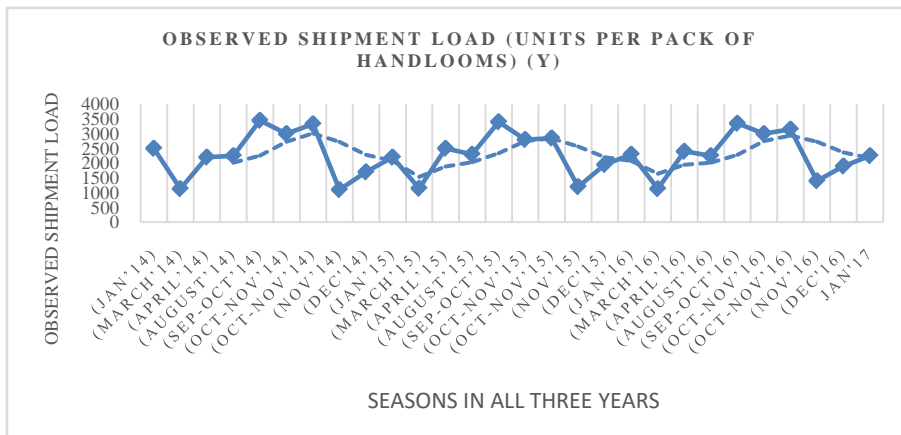
Table 3: Weighted moving average for last three months

| Season (t) | Weights (w) | Values (y) | weights*value | Festival |
|------------------|-------------|------------|----------------|-------------------|
| Last Month | 1/2 | 1900 | 950 | Christmas |
| Two months ago | 1/6 | 1400 | 233.33 | Gurunanak Jayanti |
| Three Months ago | 1/3 | 3150 | 1050 | Eid |
| Forecasted value | | | 2233.33 | Lohri(Jan'17) |

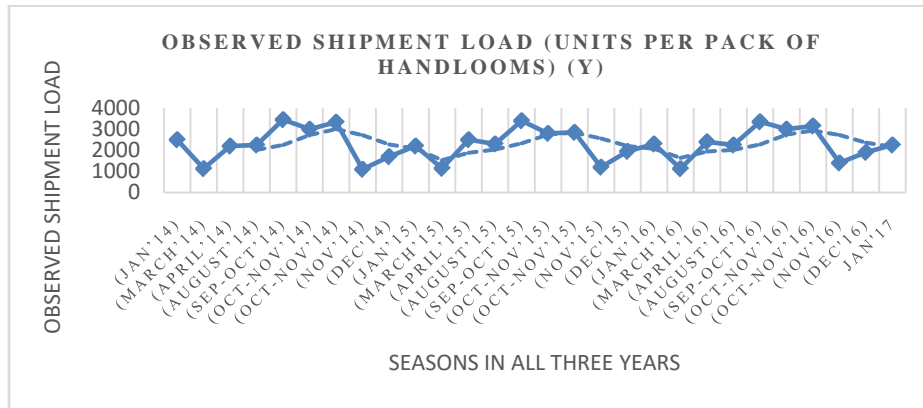
Graph 1: Observed shipment load for the festive season of 2016 for Ludhiana based four Handlooms supply-chain companies.



Graph 2: Observed Vs Forecasted shipment load with 3period-moving average for the festive season of past three years for Ludhiana based four Handlooms supply-chain companies.



Graph 3: Observed Vs Forecasted shipment load with 3period-moving average for the festive season of past three years for Ludhiana based four Handlooms supply-chain companies.



- Using Weighted moving averages, given the understanding of the owner of the sales-market head, the weights assigned to the various months of certain period 'n' hugely impacts the forecast value accuracy level. In the given data set, the weights assigned by the stakeholder proves to give best outcome of all forecasts. WMA is the best suited outcome for the dataset.
- Due to large variation of shipment load in various sequential months, Exponential smoothing technique could not predict better results for data with such huge variation. Setting $\alpha=0.8$ gives poor forecast of the observed shipment load of Lohri (Jan'17).
- The trend adjustments made in data due to seasonal effect of festivals dramatically improves projection using trend line projection. RMSE comparison between other techniques and trend projection shows trend projection with trend deseasonalization gives best of all results and closest forecast to actual observation.

Table 4: Forecasting Jan'17 using exponential smoothing average with $\alpha= 0.1$

| Festive Month | Year | Season(t) | Observed Shipment Load (Units per pack of Handlooms) (y_t) | Old Forecast F_{t-1} | New Forecast ($F_t = F_{t-1} + 0.1(y_{t-1} - F_{t-1})$) | Adjusted forecast ($(F_t)_{adj} = F_t + (1 - \beta)/\beta * T_t$) |
|---------------|------|-----------|--|------------------------|---|---|
| (Jan'14) | 1 | 1 | 2500 | 2500 | 2500 | 2500 |
| (March'14) | | 2 | 1130 | 2500 | 2363 | 2239.7 |
| (April'14) | | 3 | 2200 | 2363 | 2346.7 | 2221.06 |
| (August'14) | | 4 | 2250 | 2346.7 | 2337.03 | 2215.251 |
| (Sep-Oct'14) | | 5 | 3450 | 2337.03 | 2448.327 | 2438.893 |
| (Oct-Nov'14) | | 6 | 3000 | 2448.327 | 2503.494 | 2544.654 |
| (Oct-Nov'14) | | 7 | 3330 | 2503.494 | 2586.145 | 2697.575 |
| (Nov'14) | | 8 | 1100 | 2586.145 | 2437.53 | 2404.064 |
| (Dec'14) | | 9 | 1700 | 2437.53 | 2363.777 | 2267.28 |
| (Jan'15) | 2 | 1 | 2200 | 2363.777 | 2347.4 | 2245.812 |
| (March'15) | | 2 | 1145 | 2347.4 | 2227.16 | 2027.515 |
| (April'15) | | 3 | 2500 | 2227.16 | 2254.444 | 2099.319 |
| (August'15) | | 4 | 2300 | 2254.444 | 2258.999 | 2123.487 |
| (Sep-Oct'15) | | 5 | 3400 | 2258.999 | 2373.099 | 2353.828 |
| (Oct-Nov'15) | | 6 | 2800 | 2373.099 | 2415.789 | 2436.867 |
| (Oct-Nov'15) | | 7 | 2850 | 2415.789 | 2459.211 | 2517.259 |
| (Nov'15) | | 8 | 1200 | 2459.211 | 2333.289 | 2272.204 |

| | | | | | | |
|--------------|---|---|------|----------|----------|-----------------|
| (Dec'15) | | 9 | 1950 | 2333.289 | 2294.961 | 2205.488 |
| (Jan'16) | | 1 | 2300 | 2294.961 | 2295.464 | 2215.392 |
| (March'16) | | 2 | 1130 | 2295.464 | 2178.918 | 2001.961 |
| (April'16) | | 3 | 2400 | 2178.918 | 2201.026 | 2061.663 |
| (August'16) | | 4 | 2250 | 2201.026 | 2205.924 | 2084.904 |
| (Sep-Oct'16) | | 5 | 3350 | 2205.924 | 2320.331 | 2314.38 |
| (Oct-Nov'16) | | 6 | 3000 | 2320.331 | 2388.298 | 2444.113 |
| (Oct-Nov'16) | | 7 | 3150 | 2388.298 | 2464.468 | 2583.255 |
| (Nov'16) | | 8 | 1400 | 2464.468 | 2358.021 | 2369.127 |
| (Dec'16) | 3 | 9 | 1900 | 2358.021 | 2312.219 | 2280.992 |
| Jan'17 | 4 | 1 | 2250 | | | |

Table 5: A comparative study of forecasts by setting $\alpha=0.1$ and $\alpha=0.8$ for all four handlooms for the last three years data

| Festive Month | Year | Season (t) | Observed Shipment Load (Units per pack of Handlooms) (γ) | Old Forecast $\alpha=0.1$ | New Forecast $\alpha=0.1$ | Old Forecast $\alpha=0.8$ | New Forecast $\alpha=0.8$ |
|---------------|------|------------|---|---------------------------|---------------------------|---------------------------|---------------------------|
| (Jan'14) | 1 | 1 | 2500 | 2500 | 2500 | 2500 | 2500 |
| (March'14) | | 2 | 1130 | 2500 | 2363 | 2500 | 1404 |
| (April'14) | | 3 | 2200 | 2363 | 2346.7 | 1404 | 2040.8 |
| (August'14) | | 4 | 2250 | 2346.7 | 2337.03 | 2040.8 | 2208.16 |
| (Sep-Oct'14) | | 5 | 3450 | 2337.03 | 2448.327 | 2208.16 | 3201.632 |
| (Oct-Nov'14) | | 6 | 3000 | 2448.327 | 2503.494 | 3201.632 | 3040.326 |
| (Oct-Nov'14) | | 7 | 3330 | 2503.494 | 2586.145 | 3040.3264 | 3272.065 |
| (Nov'14) | | 8 | 1100 | 2586.145 | 2437.53 | 3272.06528 | 1534.413 |
| (Dec'14) | | 9 | 1700 | 2437.53 | 2363.777 | 1534.413056 | 1666.883 |
| (Jan'15) | 2 | 1 | 2200 | 2363.777 | 2347.4 | 1666.882611 | 2093.377 |
| (March'15) | | 2 | 1145 | 2347.4 | 2227.16 | 2093.376522 | 1334.675 |
| (April'15) | | 3 | 2500 | 2227.16 | 2254.444 | 1334.675304 | 2266.935 |
| (August'15) | | 4 | 2300 | 2254.444 | 2258.999 | 2266.935061 | 2293.387 |
| (Sep-Oct'15) | | 5 | 3400 | 2258.999 | 2373.099 | 2293.387012 | 3178.677 |
| (Oct-Nov'15) | | 6 | 2800 | 2373.099 | 2415.789 | 3178.677402 | 2875.735 |
| (Oct-Nov'15) | | 7 | 2850 | 2415.789 | 2459.211 | 2875.73548 | 2855.147 |
| (Nov'15) | | 8 | 1200 | 2459.211 | 2333.289 | 2855.147096 | 1531.029 |
| (Dec'15) | | 9 | 1950 | 2333.289 | 2294.961 | 1531.029419 | 1866.206 |
| (Jan'16) | 3 | 1 | 2300 | 2294.961 | 2295.464 | 1866.205884 | 2213.241 |
| (March'16) | | 2 | 1130 | 2295.464 | 2178.918 | 2213.241177 | 1346.648 |
| (April'16) | | 3 | 2400 | 2178.918 | 2201.026 | 1346.648235 | x2189.33 |
| (August'16) | | 4 | 2250 | 2201.026 | 2205.924 | 2189.329647 | 2237.866 |
| (Sep-Oct'16) | | 5 | 3350 | 2205.924 | 2320.331 | 2237.865929 | 3127.573 |
| (Oct-Nov'16) | | 6 | 3000 | 2320.331 | 2388.298 | 3127.573186 | 3025.515 |
| (Oct-Nov'16) | | 7 | 3150 | 2388.298 | 2464.468 | 3025.514637 | 3125.103 |
| (Nov'16) | | 8 | 1400 | 2464.468 | 2358.021 | 3125.102927 | 1745.021 |
| (Dec'16) | | 9 | 1900 | 2358.021 | 2312.219 | 1745.020585 | 1869.004 |
| Jan'17 | 4 | 1 | 2250 | | | | |

Table 6: A comparative study of forecasts before and after seasonal and trend decomposition effect comparison of trend fitting for all four handlooms for the last three years data

| Festive Month | Year | Quarters (t) | Observed Shipments Load (Units per pack of Handlooms) Y_t | Season | 3 period | Seasonal irregular factor | Scaling factor | Deseasonalized data | Deseasonalized trend projection | Trend line | Trend projection | Trend line | |
|---------------|------|--------------|---|--------|----------|---------------------------|----------------|---------------------|---------------------------------|------------------------|------------------|----------------------|--------|
| | | | | t | CMA | $S_t Y_t$ | S_t | $Y_t/S_t = Y'_t$ | $Y'_t * t$ | $T'_t = b_0 + b_1 * t$ | $Y'_t * t$ | $Tt = b_0 + b_1 * t$ | |
| (Jan'14) | 1 | 1 | 2500 | 1 | | | 1.238 | 2018.96 | 2018.96 | 2228.92 | 2500 | 2264.1 | |
| (March'14) | | 2 | 1130 | 2 | 1943.3 | 0.581 | 0.594 | 1903.16 | 3806.32 | 2234.45 | 2260 | 2266.2 | |
| (April'14) | | 3 | 2200 | 3 | 1860 | 1.183 | 1.229 | 1789.53 | 5368.59 | 2239.98 | 6600 | 2268.4 | |
| (August'14) | | 4 | 2250 | 4 | 2633.3 | 0.854 | 0.846 | 2659.24 | 10636.94 | 2245.51 | 9000 | 2270.5 | |
| (Sep-Oct'14) | | 5 | 3450 | 5 | 2900 | 1.19 | 1.185 | 2910.24 | 14551.19 | 2251.05 | 17250 | 2272.7 | |
| (Oct-Nov'14) | | 6 | 3000 | 6 | 3260 | 0.92 | 0.931 | 3220.8 | 19324.8 | 2256.58 | 18000 | 2274.8 | |
| (Oct-Nov'14) | | 7 | 3330 | 7 | 2476.7 | 1.345 | 1.31 | 2542.5 | 17797.5 | 2262.11 | 23310 | 2277 | |
| (Nov'14) | | 8 | 1100 | 8 | 2043.3 | 0.538 | 0.544 | 2021.34 | 16170.69 | 2267.64 | 8800 | 2279.1 | |
| (Dec'14) | | 9 | 1700 | 9 | 1666.7 | 1.02 | 1.122 | 1515.61 | 13640.48 | 2273.17 | 15300 | 2281.3 | |
| (Jan'15) | | 2 | 1 | 2200 | 10 | 1681.7 | 1.308 | 1.238 | 1776.68 | 17766.81 | 2278.7 | 22000 | 2283.4 |
| (March'15) | | | 2 | 1145 | 11 | 1948.3 | 0.588 | 0.594 | 1928.42 | 21212.63 | 2284.24 | 12595 | 2285.6 |
| (April'15) | | | 3 | 2500 | 12 | 1981.7 | 1.262 | 1.229 | 2033.56 | 24402.7 | 2289.77 | 30000 | 2287.7 |
| (August'15) | 4 | | 2300 | 13 | 2733.3 | 0.841 | 0.846 | 2718.33 | 35338.29 | 2295.3 | 29900 | 2289.9 | |
| (Sep-Oct'15) | 5 | | 3400 | 14 | 2833.3 | 1.2 | 1.185 | 2868.06 | 40152.86 | 2300.83 | 47600 | 2292 | |
| (Oct-Nov'15) | 6 | | 2800 | 15 | 3016.7 | 0.928 | 0.931 | 3006.08 | 45091.2 | 2306.36 | 42000 | 2294.2 | |
| (Oct-Nov'15) | 7 | | 2850 | 16 | 2283.3 | 1.248 | 1.31 | 2176.01 | 34816.21 | 2311.89 | 45600 | 2296.3 | |
| (Nov'15) | 8 | | 1200 | 17 | 2000 | 0.6 | 0.544 | 2205.09 | 37486.59 | 2317.43 | 20400 | 2298.5 | |
| (Dec'15) | 9 | | 1950 | 18 | 1816.7 | 1.073 | 1.122 | 1738.49 | 31292.87 | 2322.96 | 35100 | 2300.6 | |
| (Jan'16) | 3 | | 1 | 2300 | 19 | 1793.3 | 1.283 | 1.238 | 1857.44 | 35291.34 | 2328.49 | 43700 | 2302.8 |
| (March'16) | | | 2 | 1130 | 20 | 1943.3 | 0.581 | 0.594 | 1903.16 | 38063.16 | 2334.02 | 22600 | 2304.9 |
| (April'16) | | | 3 | 2400 | 21 | 1926.7 | 1.246 | 1.229 | 1952.22 | 40996.54 | 2339.55 | 50400 | 2307.1 |
| (August'16) | | 4 | 2250 | 22 | 2666.7 | 0.844 | 0.846 | 2659.24 | 58503.19 | 2345.08 | 49500 | 2309.3 | |
| (Sep-Oct'16) | | 5 | 3350 | 23 | 2866.7 | 1.169 | 1.185 | 2825.88 | 64995.33 | 2350.61 | 77050 | 2311.4 | |
| (Oct-Nov'16) | | 6 | 3000 | 24 | 3166.7 | 0.947 | 0.931 | 3220.8 | 77299.2 | 2356.15 | 72000 | 2313.6 | |
| (Oct-Nov'16) | | 7 | 3150 | 25 | 2516.7 | 1.252 | 1.31 | 2405.07 | 60126.68 | 2361.68 | 78750 | 2315.7 | |
| (Nov'16) | | 8 | 1400 | 26 | 2150 | 0.651 | 0.544 | 2572.61 | 66887.84 | 2367.21 | 36400 | 2317.9 | |
| (Dec'16) | | 9 | 1900 | 27 | | | 1.122 | 1693.92 | 45735.73 | 2372.74 | 51300 | 2320 | |
| Jan'17 | | 4 | 1 | 2250 | 28 | | | | b1 | 5.532 | b1 | 2.152 | |
| | | | | | | | | | b0 | 2223.39 | b0 | 2261.91 | |
| | | | | | | | | | T'(28) | 2378.27 | T(28) | 2322.17 | |

Table 7: Comparison of accuracy of forecast using SSE, MSE and RMSE for all techniques applied

| Error measure | Smoothing techniques | | | | Trend fitting | |
|------------------|----------------------|-------------|-----------------------|----------------|---------------|--------------------|
| | Moving averages | | Exponential smoothing | | Normal | Deseasonalized |
| | MA3 | MA4 | $\alpha = 0.1$ | $\alpha = 0.8$ | | |
| SSE | 21470355.56 | 15913144.53 | 16949382.13 | 22536138.72 | 15230927.11 | 6568052.846 |
| MSE | 795198.3539 | 589375.7234 | 627754.8936 | 834671.8046 | 564108.4115 | 243261.2165 |
| RMSE | 891.7389494 | 767.7080978 | 792.309847 | 913.6037459 | 751.0715089 | 493.2151828 |
| Forecasted value | 2150 | 2544 | 2358 | 1745 | 2378 | 2322 |

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