

# Forecast Video Game Demand

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A video game producer is planning production levels.

Time series forecasting models (ETS Model & ARIMA Model) to forecast monthly demand and provide a recommendation to help match supply to demand.

## Business Problem

You recently started working for a company as a supply chain analyst that creates and sells video games. Many businesses have to be on point when it comes to ordering supplies to meet the demand of its customers. An overestimation of demand leads to bloated inventory and high costs. Underestimating demand means many valued customers won't get the products they want. Your manager has tasked you to forecast monthly sales data in order to synchronize supply with demand, aid in decision making that will help build a competitive infrastructure and measure company performance. You, the supply chain analyst, are assigned to help your manager run the numbers through a time series forecasting model.

You've been asked to provide a forecast for the next 4 months of sales and report your findings.

## Data

- monthly-sales.xlsx - Monthly Sales

## Tasks

- Provide a forecast for the next 4 months of sales and report the findings.