



This assignment will give you some practice with forecasting using exponential smoothing models as well as simple and multiple regression. Forecasts almost always precede more sophisticated modeling, but they often provide value on their own. An example of the former would be understanding future demand for a product before creating an optimization to set production levels based on that demand. An example of the latter would be examining seasonal drops in demand to inform sales efforts or to investigate complementary offerings: it may make good sense to produce snowmobiles at the end of jet-ski season so the factory can run all year long.

Note: This is a Category A assignment.

Setup and Deliverables

You should complete this assignment using Excel. Your deliverable will be an Excel spreadsheet called **lastname.xlsx**, with tabs labelled “25, 32, 52, 13.1, and 13.3”. The data is provided for you in a spreadsheet. You must ensure that your submitted deliverable opens on a Windows version of Excel before you submit it.

Exercises from Practical Management Science: Chapter 13

1. Exercise 25
2. Exercise 32
3. Exercise 52
4. Case 13.1
5. Case 13.3