Fold each printed sheet in half lengthwise. The left side of the document will list the term and the right side will list the definition. Tape or staple the open edges of your flashcards. Cut out your flashcards on the solid lines indicated and fold them on the dotted lines.

Module 2 *Section A: Forecast Demand* **Term** Associative forecasting APICS CLTD Learning System © 2025	Uses one or more variables that are believed to affect demand in order to forecast future demand.
Module 2 *Section A: Forecast Demand* **Term** Bias APICS CLTD Learning System © 2025	A consistent deviation from the mean in one direction (high or low). A normal property of a good forecast is that it is not [affected by this]. See: average forecast error.
Module 2 *Section A: Forecast Demand* **Term** Bullwhip effect APICS CLTD Learning System © 2025	An extreme change in the supply position upstream in a supply chain generated by a small change in demand downstream in the supply chain. Inventory can quickly move from being backordered to being excess. This is caused by the serial nature of communicating orders up the chain with the inherent transportation delays of moving product down the chain. [This] can be eliminated by synchronizing the supply chain.
Module 2 *Section A: Forecast Demand* **Term** Business-to-business e-commerce (B2B) APICS CLTD Learning System © 2025	Business conducted over the internet between businesses. The implication is that this connectivity will cause businesses to transform themselves via supply chain management to become virtual organizations—reducing costs, improving quality, reducing delivery lead time, and improving due-date performance.

Module 2

Section A: Forecast Demand

Term

Business-to-consumer e-sales (B2C)

Business being conducted between businesses and final consumers, largely over the internet. It includes traditional brick and mortar businesses that also offer products online and businesses that trade exclusively on the internet.

Module 2

Section A: Forecast Demand

Term

Forecast error

The difference between actual demand and forecast demand. [It] can be represented several different ways: mean absolute deviation (MAD); mean absolute percentage error (MAPE); and mean squared error (MSE). See: mean absolute deviation (MAD), mean absolute percentage error (MAPE), mean squared error (MSE).

Module 2

Section A: Forecast Demand

Term

Forecasting

The business function that attempts to predict sales and use of products so they can be purchased or manufactured in appropriate quantities in advance.

Module 2

Section A: Forecast Demand

Term

Qualitative forecasting techniques

An approach to forecasting that is based on intuitive or judgmental evaluation. It is used generally when data is scarce, not available, or no longer relevant. Common [types...] include personal insight, sales force estimates, panel consensus, market research, visionary forecasting, and the Delphi method. Examples include developing long-range projections and new product introductions.

Module 2
Section A: Forecast Demand

Term
Quantitative forecasting techniques

An approach to forecasting where historical demand data is used to project future demand. Extrinsic and intrinsic techniques are typically used. See: extrinsic forecasting method, intrinsic forecasting method.

Module 2
Section A: Forecast Demand

Term
Random variation

A fluctuation in data that is caused by uncertain or random occurrences. See: random events.

Module 2
Section A: Forecast Demand

Term
Seasonality

A predictable repetitive pattern of demand measured within a year where demand grows and declines. These are calendar-related patterns that can appear annually, quarterly, monthly, weekly, daily and/or hourly. Syn.: seasonal variation. See: base series.

Module 2
Section A: Forecast Demand

Term
Time series forecasting

A forecasting method that projects historical data patterns into the future. Involves the assumption that the near-term future will be like the recent past.

Module 2

Section A: Forecast Demand

Term

Tracking signal

The ratio of the cumulative algebraic sum of the deviations between the forecasts and the actual values to the mean absolute deviation. Used to signal when the validity of the forecasting model might be in doubt. See: forecast error, mean absolute deviation.

Module 2

Section A: Forecast Demand

Term

Trend

General upward or downward movement of a variable over time (e.g., demand, process attribute).