Retail Analytics and Demand Forecasting Training Course

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s hyper-competitive retail landscape, data-driven decision-making is no longer optional it’s essential. Retail Analytics and Demand Forecasting Training Course equips professionals with cutting-edge skills to leverage big data, predictive analytics, and AI-driven insights for strategic business growth. Participants will gain hands-on experience in transforming raw data into actionable strategies, optimizing inventory, enhancing customer experience, and maximizing profitability. With a focus on real-world case studies, advanced forecasting models, and interactive learning, this program prepares retail leaders to stay ahead in an increasingly digital marketplace.

The course combines the latest methodologies in machine learning, predictive modeling, and trend analysis to address challenges such as seasonal demand fluctuations, inventory optimization, and sales forecasting. By mastering these techniques, participants will develop a robust understanding of how to interpret consumer behavior, analyze sales patterns, and make proactive decisions that drive operational efficiency. This program is ideal for retail professionals, business analysts, and decision-makers aiming to harness data intelligence and advanced analytics to achieve measurable business outcomes.

Programme Curriculum

Retail Analytics and Demand Forecasting Training Course

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Course Duration

5 days

Course Objectives

1. Master retail analytics techniques to optimize sales performance and inventory management.
2. Apply predictive modeling and machine learning algorithms to forecast demand accurately.
3. Understand and leverage consumer behavior analytics to improve customer engagement.
4. Use real-time data analytics for agile decision-making in retail operations.
5. Implement AI-driven forecasting tools to minimize stockouts and overstock situations.
6. Analyze historical sales data to detect trends, seasonality, and growth opportunities.
7. Enhance supply chain efficiency through advanced analytics.
8. Develop dashboards and data visualization for actionable insights.
9. Optimize pricing strategies using predictive demand models.
10. Improve merchandising strategies using market basket analysis.
11. Utilize Big Data tools for retail performance monitoring.
12. Benchmark against competitors using industry analytics insights.
13. Drive ROI-focused decision-making with measurable business metrics.

Target Audience

1. Retail Managers and Executives
2. Business Analysts and Data Analysts
3. Supply Chain and Inventory Managers
4. Marketing Professionals in Retail
5. E-commerce Professionals
6. Forecasting and Planning Specialists
7. Retail Consultants
8. Operations Managers

Course Modules

Module 1: Introduction to Retail Analytics

- Overview of Retail Analytics and its business impact
- Key performance indicators (KPIs) in retail
- Types of retail data: sales, inventory, and customer data
- Tools and software for retail analytics
- Case Study: Walmart’s data-driven strategy to boost sales

Module 2: Data Collection and Management

- Sources of retail data: POS, CRM, ERP
- Data cleaning, preprocessing, and transformation
- Understanding structured vs. unstructured data
- Data integration across channels
- Case Study: Target’s data management for predictive campaigns

Module 3: Consumer Behavior Analytics

- Understanding buying patterns and customer segmentation
- Basket analysis and recommendation systems
- Customer lifetime value (CLV) calculation
- Predicting churn and retention strategies
- Case Study: Amazon’s personalization engine

Module 4: Demand Forecasting Fundamentals

- Introduction to demand forecasting techniques
- Qualitative vs. quantitative forecasting
- Time series analysis and trend identification
- Forecast accuracy metrics
- Case Study: Zara’s fast-fashion inventory forecasting

Module 5: Advanced Forecasting Models

- Regression analysis and ARIMA models
- Machine learning models for demand prediction
- Seasonal and trend decomposition
- Forecasting for promotions and events
- Case Study: Coca-Cola’s promotional demand forecasting

Module 6: Inventory Optimization

- Stock level management and safety stock calculation
- Lead time analysis and reorder point strategies
- ABC and XYZ inventory analysis
- Reducing stockouts and overstock situations
- Case Study: Best Buy’s inventory optimization

Module 7: Data Visualization and Reporting

- Building dashboards using Tableau, Power BI, or Looker
- Visual storytelling for business insights
- KPI tracking and performance monitoring
- Automating reports and alerts
- Case Study: Tesco’s interactive dashboard for decision-making

Module 8: Retail Strategy & Analytics Integration

- Linking analytics with business strategy
- Multi-channel retail analytics

- Forecast-driven merchandising and pricing strategies
- ROI measurement and business impact analysis
- Case Study: Nike's analytics-driven retail transformation

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com