Forecasting with Excel Training Course

Professional Development Training Course Outline

Category	Logistics and Supply Chain Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Forecasting is a critical skill for organizations aiming to make data-driven decisions, optimize resources, and predict future trends accurately. Forecasting with Excel Training Course provides participants with advanced techniques to analyze historical data, build predictive models, and leverage Excel's powerful forecasting tools. Through this course, learners will gain practical insights into demand planning, sales projections, and scenario analysis, enabling businesses to achieve efficiency, reduce risks, and improve overall strategic planning.

Participants will explore key forecasting methods including time series analysis, regression modeling, and trend extrapolation. The course emphasizes hands-on exercises in Excel, allowing learners to apply theoretical knowledge to real-world business scenarios. Case studies and practical applications will enhance participants' understanding of forecasting challenges, while equipping them with actionable skills to improve organizational performance and data-driven decision-making processes.

Programme Curriculum

Forecasting with Excel Training Course

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Course Objectives

By the end of this training course, participants will be able to:

1. Understand the fundamentals of forecasting and its importance in business planning.
2. Apply time series analysis for accurate trend identification.
3. Utilize regression techniques to model relationships between variables.
4. Forecast sales, inventory, and demand using Excel tools.
5. Implement scenario planning and sensitivity analysis.
6. Analyze historical data to detect seasonal and cyclical patterns.
7. Create dynamic dashboards for forecasting insights.
8. Use Excel functions and add-ins to automate forecasting processes.
9. Conduct error measurement and evaluate forecast accuracy.
10. Apply exponential smoothing and moving averages effectively.
11. Integrate forecasting models with business strategy and planning.
12. Interpret and communicate forecasting results to stakeholders.
13. Solve real-world forecasting problems through case studies.

Organizational Benefits

- Improved decision-making through accurate predictions.
- Enhanced operational efficiency by aligning resources with demand.
- Reduced inventory costs and stock-outs.
- Better financial planning and budgeting.
- Increased agility in responding to market changes.
- Improved customer satisfaction through reliable service levels.
- Streamlined reporting and data visualization processes.
- Empowered teams with practical forecasting skills.
- Stronger alignment between strategy and execution.
- Reduced risk of forecast errors impacting business outcomes.

Target Audiences

1. Business analysts seeking forecasting skills.
2. Financial planners and controllers.
3. Operations and supply chain managers.
4. Marketing analysts and sales planners.
5. Data analysts and reporting professionals.
6. Inventory and demand planners.
7. Project managers needing predictive insights.
8. Excel users looking to advance their analytical capabilities.

Course Duration: 5 days

Course Modules

Module 1: Introduction to Forecasting

- Definition and importance of forecasting in business.
- Types of forecasts: qualitative and quantitative.
- Understanding the forecasting process.
- Key Excel tools for forecasting.
- Case Study: Forecasting product demand for a retail company.
- Hands-on exercise using historical sales data.

Module 2: Time Series Analysis in Excel

- Identifying trends, seasonality, and cycles.
- Using Excel charts and formulas for trend analysis.
- Implementing moving averages.
- Exponential smoothing techniques.
- Case Study: Seasonal sales forecast for a manufacturing firm.
- Exercise: Building a time series forecast in Excel.

Module 3: Regression Forecasting Techniques

- Simple and multiple regression analysis.
- Interpreting regression outputs in Excel.
- Predictive modeling for business variables.
- Testing model assumptions and accuracy.

- Case Study: Sales forecasting using regression analysis.
- Practical exercise on regression modeling.

Module 4: Scenario and Sensitivity Analysis

- Understanding best-case, worst-case, and most likely scenarios.
- Performing what-if analysis in Excel.
- Using data tables and Goal Seek for scenario planning.
- Case Study: Forecasting financial outcomes under uncertainty.
- Hands-on scenario analysis exercise.

Module 5: Forecast Accuracy and Error Measurement

- Mean absolute deviation (MAD) and mean absolute percentage error (MAPE).
- Root mean square error (RMSE) calculations.
- Evaluating model performance.
- Adjusting forecasts for improved accuracy.
- Case Study: Comparing forecast accuracy across multiple models.
- Exercise on calculating forecast errors in Excel.

Module 6: Forecasting Dashboards and Reporting

- Designing interactive dashboards for forecasting insights.
- Visualizing trends and predictions.
- Automating updates with Excel formulas.
- Case Study: Building a demand forecast dashboard.
- Hands-on dashboard creation exercise.

Module 7: Advanced Excel Forecasting Functions

- Using FORECAST, TREND, and LINEST functions.
- Implementing dynamic named ranges.
- Automating repetitive forecasting tasks.
- Case Study: Automating weekly sales forecasts.
- Exercise on advanced Excel functions.

Module 8: Integrated Forecasting Projects

- Applying multiple forecasting techniques in a single project.

- Linking forecasts to business strategy.
- Presenting results to stakeholders effectively.
- Case Study: End-to-end forecasting for a multi-product company.
- Final hands-on project and peer review.

Training Methodology

- Interactive lectures with practical demonstrations.
- Hands-on exercises using Excel datasets.
- Group discussions and problem-solving sessions.
- Case studies highlighting real-world applications.
- Scenario-based learning for decision-making skills.
- Individual and group projects to consolidate learning.

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

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