Sales Forecasting in the Big Data Era

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Message from the Guest Editor

Dear Colleagues,

Sales forecasting is a crucial issue for many companies. Production planning and scheduling, supply chain optimization, etc. often rely on sales forecasting systems. The most common approach to deal with sales forecasting is based on statistical times series methods, and obtains satisfactory results in different situations. With the current emergence of mobile and connected technologies, a huge number of data—that is, big data—are now available. This data provides valuable information about consumer behavior, feeling, sentiments, product features, real time localization, etc. This big data era is a real opportunity to enhance sales forecasting systems. To deal with this massive amount of information, many artificial intelligence techniques have been developed. Thus, sales forecasting systems should now integrate different techniques to deal with the heterogeneous data and specific constraints of the current environment.

This Special Issue aims to provide a broad overview of current advanced sales forecasting techniques to academics and practitioners.

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Special Issue

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Message from the Editor-in-Chief

The new open access journal *Forecasting* provides an interdisciplinary forum for all aspects related to the immensely broad field of time series analysis and forecasting. The range of applications in forecasting is enormous, from energy forecasting or economic analysis of stock indices prediction, climate forecasting, chemical or natural process forecasting, etc. It is the aim of the journal to publish relevant topical contributions for the scientific community of forecasting in a timely manner. We would like to invite you to contribute to the journal by sending us your high quality research papers and would be pleased to welcome you as one of our authors.

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