



DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-027

Predictive Analytics and Forecasting

Contact

+31 85 7444446
info@aractech.com
<https://aractech.com>

Address

Waarderweg 50, 2031PB Haarlem - Netherlands.

Course content

Why Attend

Predictive analytics helps organisations anticipate demand, risk and customer behaviour. Accurate forecasts support better planning and resource allocation.

This Aractech course covers forecasting methods, time series analysis, regression models, classification basics, model evaluation, forecast accuracy and deploying predictive models in business processes, using practical tools and datasets.

Course Methodology

- Hands-on labs
- Case studies
- Model evaluation exercises
- Group work
- Presentations

Course Objectives

- Explain predictive analytics concepts
- Apply time series forecasting methods
- Build regression-based predictive models
- Understand classification models
- Evaluate model accuracy
- Use predictions in business decisions

Target Audience

- Business and data analysts
- Demand planners

Course content

- Finance and FP&A analysts
- Marketing analysts

Course outline

Detailed course outline

Day-by-day outline for Predictive Analytics and Forecasting.

Day 1 - Predictive Analytics Foundations

- 09:00-09:45 | Predictive versus descriptive
- 09:45-10:30 | Use cases
- 10:30-11:00 | Data preparation
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Data preparation (continued)
- 11:45-12:30 | Model life cycle
- 12:30-14:00 | Exercise: Use-case selection

Day 2 - Time Series Forecasting

- 09:00-09:45 | Trend and seasonality
- 09:45-10:30 | Moving averages
- 10:30-11:00 | Exponential smoothing
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Exponential smoothing (continued)
- 11:45-12:30 | ARIMA overview
- 12:30-14:00 | Lab: Demand forecast

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Day 3 - Regression Models

- 09:00-09:45 | Linear regression
- 09:45-10:30 | Multiple regression
- 10:30-11:00 | Feature selection
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Feature selection (continued)
- 11:45-12:30 | Interpretation
- 12:30-14:00 | Lab: Regression model

Day 4 - Classification and Evaluation

- 09:00-09:45 | Classification basics
- 09:45-10:30 | Decision trees
- 10:30-11:00 | Accuracy metrics
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Accuracy metrics (continued)
- 11:45-12:30 | Overfitting
- 12:30-14:00 | Lab: Churn prediction

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Day 5 - Deployment

- 09:00-09:54 | Forecast accuracy tracking
- 09:54-10:48 | Business integration
- 10:48-11:00 | Communication
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Communication (continued)
- 12:12-13:06 | Governance
- 13:06-14:00 | Capstone: Predictive model project

Seminar dates

Available seminar dates

Live dates and pricing for Predictive Analytics and Forecasting generated from the course details page.

Date	Location	Format	Fee
2 - 6 November 2026	Barcelona	Classroom	€2,815
21 - 25 December 2026	Frankfurt	Classroom	€1,875
18 - 22 January 2027	Dubai	Classroom	€1,845
15 - 19 February 2027	Istanbul	Classroom	€1,978
15 - 19 March 2027	Vienna	Classroom	€3,225
19 - 23 April 2027	Barcelona	Classroom	€2,815
17 - 21 May 2027	Paris	Classroom	€3,825
21 - 25 June 2027	Frankfurt	Classroom	€1,875
19 - 23 July 2027	Barcelona	Classroom	€2,815
16 - 20 August 2027	Frankfurt	Classroom	€1,875

Seminar dates

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Date	Location	Format	Fee
20 - 24 September 2027	Geneva	Classroom	€4,315
18 - 22 October 2027	Istanbul	Classroom	€1,978
15 - 19 November 2027	Cape Town	Classroom	€1,625
20 - 24 December 2027	Barcelona	Classroom	€2,815
2 - 6 November 2026	Online / Live	Online / Live	€1,815
21 - 25 December 2026	Online / Live	Online / Live	€1,815
18 - 22 January 2027	Online / Live	Online / Live	€1,815
15 - 19 February 2027	Online / Live	Online / Live	€1,815
15 - 19 March 2027	Online / Live	Online / Live	€1,815
19 - 23 April 2027	Online / Live	Online / Live	€1,815

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17 - 21 May 2027	Online / Live	Online / Live	€1,815
21 - 25 June 2027	Online / Live	Online / Live	€1,815
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16 - 20 August 2027	Online / Live	Online / Live	€1,815
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