* **Planning and Controlling the Supply Chain** 
  + Forecasting

### Objectives

The **Forecasting Principles** site summarizes all useful knowledge about forecasting so that it can be used by researchers, practitioners, and educators. (Those who might want to challenge this are invited to submit missing information.) This knowledge is provided as principles (guidelines, prescriptions, rules, conditions, action statements, or advice about what to do in given situations).

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| This site describes all evidenced-based principles on forecasting and provides sources to support the principles. The primary source is *[Principles of Forecasting](http://www.forecastingprinciples.com/handbook.html)*, a comprehensive summary of forecasting knowledge which involved 40 authors and 123 reviewers. |  |
| The directors of forecastingprinciples.com use the following guidelines to help achieve the site’s objectives:   |  |  | | --- | --- | | **1. Open** | Include all submitted evidence relevant to forecasting principles that meets scientific standards (objectivity, full disclosure of methods and data, and clear writing). | | **2. Useful** | Provide information and materials likely to be helpful to practitioners, teachers and researchers. | | **3. Timely** | List new information as soon as it becomes available. | | **4. Objective** | Rely on evidence rather than on opinions. Avoid puffery and endorsing particular products. | | **5. Understandable** | Ensure that normal human beings can make sense of the site’s content. | | **6. Civil** | Maintain a courteous tone. | | **7. Free** | Provide core content as a public service. | | |

### Sponsors

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| The Forecasting Principles site is provided as a public service by the International Institute of Forecasters. A [companion site](http://www.forecasters.org/" \t "_blank) provides information about the Institute, the International Symposium on Forecasting, the *International Journal of Forecasting,* and *Foresight: The International Journal of Applied Forecasting*. Support for this site was initially provided by the Marketing Department of the Wharton School. |

### How To Use this Site

* The Navigation Bar at the top of each page contains nine resources:
  + [**Methodology Tree**](http://www.forecastingprinciples.com/methodologytree.html) - describes methods and show how they are related to one another. This Tree will also link you to further information.
  + [**Selection Tree**](http://www.forecastingprinciples.com/selection_tree.html) - guides you to the most effective forecasting method for a given problem. More generally, the Selection Tree provides one way to navigate the site by focusing on methodological issues.
  + [**Forecasting Audit**](http://audit.forecastingprinciples.com/) - allows you to identify weak areas of your forecasting system.
  + [**The Principles**](http://www.forecastingprinciples.com/standardshort.pdf) – "Standards and Practices for Forecasting" describes the original 139 forecasting principles, and the purpose, conditions, and evidence for each.
  + [**Forecasting Canon**](http://www.forecastingprinciples.com/forecasting_canon1.html) – or "Nine Generalizations to Improve Forecast Accuracy" provides a gentle introduction to evidence-based forecasting and the opportunity for large gains for those who follow them.
  + [**Forecasting Dictionary**](http://www.forecastingprinciples.com/forecastingdictionary.html) - defines key forecasting words or phrases, often with links to related concepts and relevant research.
  + [**FAQ**](http://www.forecastingprinciples.com/FAQ.html) – or Frequently Asked Questions, pose and answer questions that are often asked about forecasting; you may be surprised by some of the answers.
  + [**Site Map**](http://www.forecastingprinciples.com/sitemap.html) - gives an overview of the site and has links to all key pages.
  + [**Site Search**](http://www.forecastingprinciples.com/searchsite.html) - allows you to search for key words or phrases on pages throughout this site.
* For a **computer translation** of this site, please use the links in the main menu. If your language is not in the list, we suggest you use the URL mode of such sites as Prompt Online's [IM Translator](http://webtranslation.paralink.com/urlmode.asp) - if you type or copy the url for this site (i.e., forecastingprinciples.com) into the prompt box and select the language you wish to translate into (English-Spanish), the IM Translator will not only translate this entire home page for you, but all links you follow will likewise be translated.

### Directors

Forecastingprinciples.com was created in 1997 by Dr [J. Scott Armstrong](http://marketing.wharton.upenn.edu/people/faculty.cfm?id=52), The Wharton School, University of Pennsylvania, Philadelphia, PA 19104, and he has been a Director since that time. Dr [Kesten C. Green](http://www.kestencgreen.com/kgcv.pdf) of the Business and Economic Forecasting Unit at Monash University, joined him in 2006 as co-director.

### Updates

Changes are made on a regular basis, usually many changes each week. The date of the last important revision to each page is at the bottom of the left-hand navigation bar.

### Awards for this Site

* "Award of Excellence" from StudySphere (June 21, 2006).
* Rated at 4 stars (out of five) on the MERLOT site on October 2005
* Listed among Best Information on the Net sites by the O'Keefe Library of St. Ambrose University.
* Named as one of the top 5% of DSS sites by Decision Support Systems Resources.
* Rated with 4 checks (out of five) on the Argus Clearinghouse, under Statistics.