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Factors that Affect the Improvement of Demand Forecast Accuracy through Point-of-Sale Reporting

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## HIGHLIGHTS

- We compare point-of-sale and order history forecasts from a major food manufacturer.
- We examine 60,651 orders using hierarchical linear modeling and multinomial logit.
- We find that point-of-sale forecast improve most with low frequency items.
- We find that point-of-sale forecast improve most with low order variance.
- We find that point-of-sale forecast improve most with moderate order quantities.

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