

Accepted Manuscript

Tactical sales forecasting using a very large set of macroeconomic indicators

Yves R. Sagaert, El-Houssaine Aghezzaf, Nikolaos Kourentzes, Bram Desmet

PII: S0377-2217(17)30595-7
DOI: [10.1016/j.ejor.2017.06.054](https://doi.org/10.1016/j.ejor.2017.06.054)
Reference: EOR 14536



To appear in: *European Journal of Operational Research*

Received date: 5 November 2015
Revised date: 16 June 2017
Accepted date: 22 June 2017

Please cite this article as: Yves R. Sagaert, El-Houssaine Aghezzaf, Nikolaos Kourentzes, Bram Desmet, Tactical sales forecasting using a very large set of macroeconomic indicators, *European Journal of Operational Research* (2017), doi: [10.1016/j.ejor.2017.06.054](https://doi.org/10.1016/j.ejor.2017.06.054)

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Highlights

- We evaluate multiple leading indicators models to improve tactical sales forecasts.
- The proposed statistical approach automatically selects indicator type & lead order.
- We compare conditional and unconditional forecasting setup with leading indicators.
- We compare fully statistic variable selection to judgement aided selection.
- For our case company the proposed approach improved accuracy by 18.8%.

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