The Study on Metal Presses Machine Tools Sales Analysis and Forecasting

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ABSTRACT

The main purpose of this thesis is to construct a sale-forecasting model that is suitable for machine tools industry. Using old customers' sale data in marketing and sale forecasting in machine tools industry has been rarely studied in the previous research. On the basis of a set of sale data from a case study, this thesis explores the possibility of cus-tomers' re-purchase and analyzes customers trading data to predict the future sales from the old customer. First, the SMC Model is applied to as a prediction tool to estimate customers' re-purchase possibility in the future. Then, the RFM Model is used to classify customers. The class of customers with high possibility of repurchasing will be crossly veri-fied from the results obtained from using the SMC model. Through the results obtained from this research, the target customers can be easily identified and their importance and values can be analyzed. The accu-racy of sales prediction can be improved

Keywords : machine tools industry ; sales forecasting ; SMC Model ; RFM Model

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