Abstract:

This work deals with the development of sales forecasts in order to optimise the relation between publishers – wholesalers – retailers. The problem of identifying, developing and controlling forecast systems is shown on original sales data of a well-established special interest magazine. The method of developing models to forecast sales can be transferred to other magazines in the field of special interest magazines. In chapter 2 an introduction of the sales structure of the German press market is given focussing on press wholesale. Different methods for identifying time series follow in chapter 3. Besides graphic methods for the first recognition of structures as for example functional connections, outliers, break and turning points, various tests for the identification of time series are shown. A brief survey of the theoretical basics of time series is given in chapter 4. The main emphasis is lying on the presentation of SARIMA models which were used on many of the examined time series to create models. The development of models described in chapter 5 can be divided in three steps: first the classification of time series, followed by tests of identification and at the end the development of models including diagnosis and forecast.