ABSTRACT

COMMUNICATIONS APPARATUS AND METHOD FOR ESTIMATING POTENTIAL DEMAND FOR IMPROVED FORECASTING AND RESOURCE MANAGEMENT

A communications server apparatus and method for forecasting demand for services is provided, the server managing the provision of services based on received queries. Data records comprising data instances of service queries within a past time period are received. Modified data records are derived by modifying a value of a feature of one or more of the data instances to a standardized value. The feature is a parameter relating to an offer, by the server, to provide a service in response to a query. The data instances of the modified data records are input into a classification model, wherein the classification model predicts whether or not a service booking will be made. Classification predictions are output by the classification model and an estimate of potential demand for the past time period is determined based on the classification predictions, for improved forecasting of demand for services.

(Fig. 4)