ABSTRACT OF THE DISCLOSURE

METHOD AND APPARATUS OF DYNAMIC CUSTOMER DEMAND FORECASTING

A method of dynamic customer demand forecasting. The inventive method first inputs forecast rules, including a forecast base rule and customer defined rules. The method then calculates forecast hit rates of the forecast rules. Each forecast hit rate corresponds to a forecast rule. Next, the method selects a highest hit rate from the forecast hit rates. Finally, the method designates the forecast rule corresponding to the highest hit rate as a target rule. Afterwards, the method further provides the target rule to a capacity allocation model for capacity allocation.

(FIG. 1)