

Title : Forecasting “No Go Online” Product Quantities for Home Product Center Public Company Limited

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ABSTRACT

This research aims to forecast the monthly product quantities of “No Go Online” sales to support “Go Online” sales of Home Product Center Public Company Limited. The data used for analysis covers the period from January 2013 to August 2024. The Exponential Smoothing method and the Box-Jenkins method are used in modelling and forecasting. The results indicated that the model from the Holt-Winters Exponential Smoothing method provided the lowest RMSE and MAPE values.

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