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ABOUT THE SIMULATION - DESIGN ROOM

- Four options available to the base model for modification
- Pay attention to the estimated change in demand created by each option, its impact on profit per unit, and other variables

DEMAND ESTIMATE RATIONALE

- **Changed throughout the game**
- **Considered consensus forecast as a baseline**
- **Average demand (and standard deviation) provided based on feature choice compared and used as upper and lower limits**
- **Results from previous cycles influenced our final decisions for the following cycles**

CRITICAL DECISION - FORECAST ROOM

- **Moving into the Forecast Room, you predict what the demand will be for the two phone lines for the year.**
- **Your forecasting team gives you their individual estimates as well as a team consensus, but importance should be placed on the average.**

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CRITICAL LEARNINGS

- Do not follow the consensus always because that might be involved in individual bias in group
- Model A is more stable
- Market research for the estimation of product demand is good for efficient results
- Forecasting the model B fewer results in giving a better gross margin



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