

Forecasting Passenger Arrivals at the Gotham International Airport

Chapter 12 (pages 551 hard cover version)

Due Date: Monday, April 30, 2012

This case is presented in your textbook (with additions below). Your assignment follows.

As the senior member of a consulting team (actually working alone), produce a report with any necessary and appropriate data, calculations, and diagrams. The report is intended to describe the definition of a forecasting process and the preparation of an initial forecast for the following year by a consulting team.

Samples for 10 days from the month of July for three previous years are presented on pages 551 and 552. Discuss forecasting concepts and tools. Analyze the data and using appropriate tools prepare a forecast for the following July. Perform intermediate calculations to 2 decimal places and round final answers to whole numbers. Suggest appropriate measures of forecast error and forecast controls.

You will note that there are two types of behavior. We discussed the type of calculation for one type but not the other (although I indicated that you might be called upon to learn more about it on your own). For year to year changes you can use the average of the total passengers for the 10 days (giving you 3 data points) to calculate the forecast for daily arrivals for the month of July next year. Optionally you can use all 30 data points (10 total arrivals for each year) to calculate the forecast for daily arrivals for the month of July next year.

The second behavior pattern can best be computed by developing factors (or indexes or relatives as we referred to them in lecture). Using these factors the adjusted demand forecast can be computed for each time period for an average day during the month of July next year.

One thing you must watch for is the presence on an “outlier,” a data point that is exceptionally high or low due to some unusual circumstance. The value for an outlier should be adjusted to approximate the average value during that time period for the particular month.

This is an individual assignment. Do your own calculations and writing. Cite sources: I will expect you to refer to several relevant resources (and not all Internet sources) and use quotation marks if directly using the words of a source. Do not overuse quotes.

See below for additional instructions.

Instructions:

The case study should follow general instructions for case studies as found in the course syllabus (“green sheet”) and as discussed in class. Be sure to incorporate responses in the narrative part of your paper to the three statements found at the end of the data, not as discrete questions and answers (remember this is a consulting report). Show data, all calculations, and relevant charts and diagrams as part of your paper (either in the analysis or as appendices).

The paper must have the following components **in this sequence**:

Evaluation form with student name and section number (found right after these instructions)

Cover page (case name, student name, course number, course section number, academic term or date)

Table of contents (paper sections and page number where each section starts)

Multi-section narrative content

Introduction (or background, situation summary, etc.)

Two or more sections representing analysis, conclusions, recommendations

Data, calculations, charts, and diagrams (either in the main part of the narrative or as an appendix or appendices)

Conclusion (one or two paragraph summary)

Bibliography (all works researched during case solution development), including a minimum of three references, not including lecture or text.

Footnotes, not endnotes or embedded reference notes, must be used.

Don’t spend time researching the company “Dave’s Burgers.” Many cases use fictitious names and this may be one. Focus on the quality related topics. **Do your research before you write the paper!**

Write from the viewpoint of a reasonably experienced consultant, but one who still cites authorities with direct quotations and/or references to principles, facts, opinions, theories, etc. As such a consultant, write in the first person plural (“we”), NOT in the first person singular (“I”) when referring to your findings, opinions, recommendations, etc.

Submit both a hard copy written case to the instructor and an on-line copy of the narrative portion of the case to Turnitin.com. Remove tables, charts, diagrams, and the evaluation form before submitting a copy to Turnitin.com. The class ID and password has been provided previously in lecture.

Enter your name and course section number on the form on the next page and include it in your paper as the first page!

Evaluation Form

Business 140
Spring 2012

Your Name: _____

Section Number: _____

Evaluation Form: Case # 2

Forecasting Passenger Arrivals.....

Minus Points

Minus Points

**STRUCTURE
PENALTIES**

CONTENT PENALTIES

- _____ Cover page
- _____ Missing
- _____ Incomplete
- _____ Table of contents
- _____ Missing
- _____ No section headings
- _____ No page numbers
- _____ Paper narrative
- _____ No section headings
- _____ No page numbers
- _____ No introductory section
- _____ No conclusion section
- _____ Footnote format or missing
- _____ No page reference in notes
- _____ Bibliography
- _____ Missing
- _____ Insufficient references
- _____ Insufficient non-Internet references
- _____ Format of entries

- _____ Content
- _____ Forecast discussion
- _____ Forecast calculations
- _____ Measures of forecast error
- _____ Forecast controls
- _____ Organization of narrative
- _____ Writing style
- _____ Extent of research
- _____ Charts and diagrams
- _____ Penalties
- _____ Paper too short
- _____ Paper late
- _____ No evaluation form
- _____ Data not included
- _____ Commonality of work

Turnitin.com score: