

CHARTERED 
INSTITUTE OF PROFESSIONAL CERTIFICATIONS

CERTIFIED RETAIL SALES FORECASTING AND INVENTORY OPTIMIZATION MANAGER™

CRS™

**Fully Accredited
By:**

Chartered Institute of
Professional Certifications

CPD
Certification Service



PROGRAM OVERVIEW



Effective retail sales forecasting and inventory optimization can increase product availability by up to 30% and reduce excess inventory by as much as 20%, directly boosting profitability and customer satisfaction. Yet, retail professionals often face significant challenges, including volatile demand patterns, supply chain disruptions, and the need for accurate, real-time, data-driven decision-making.

This certified program will equip you with the advanced skills and knowledge required to overcome key forecasting and inventory challenges effectively, guiding you through the end-to-end process of demand planning, data analysis, inventory control, and supply chain coordination. You will explore essential frameworks including **demand pattern analysis, inventory segmentation, safety stock planning, and risk mitigation strategies**, as well as **innovative approaches like machine learning-based forecasting and multi-level inventory optimization**. The program emphasizes practical application, focusing on leveraging retail technologies, supplier collaboration, and cross-functional leadership, helping you understand the critical links between forecasting accuracy, operational efficiency, and customer satisfaction.

Beyond understanding core frameworks, this program will teach you how to design and implement tailored forecasting and inventory strategies that align with your organization's goals. You will gain the skills to **analyze historical and real-time data, manage lead times, and reduce costs through predictive analytics and automation**. Moreover, you will explore advanced topics such as **risk management in volatile retail environments, the role of AI and IoT in real-time inventory tracking, and methods for addressing issues like stockouts, overstocking, and supply chain delays**. By completing this program, you will deepen your expertise in retail sales forecasting and inventory management and be empowered to apply best practices that enhance profitability, agility, and resilience in today's competitive retail landscape.

ACCREDITATIONS



4.8



4.6



PROGRAM OVERVIEW



By the end of the program and upon passing the Chartered exam, you will have earned the **Certified Retail Sales Forecasting and Inventory Optimization Manager (CRS™)** designation that will demonstrate your expertise in developing accurate demand forecasts, optimizing inventory strategies, managing supply chain risks, and leading cross-functional teams to drive efficient, data-informed, and high-impact retail operations.

Globally demanded and recognized, this designation will elevate your professional credibility, unlock career advancement opportunities, and contribute to building a more responsive, resilient, and profitable retail organization. Additionally, this program has also been **independently accredited and certified by CPD as adhering to the highest standards of Continuing Professional Development**. We look forward to welcoming you to this program.

ACCREDITATIONS



4.8



4.6



KEY SKILLS YOU WILL GAIN

From This Program



**DEMAND FORECASTING TECHNIQUES
INVENTORY OPTIMIZATION STRATEGIES
DATA ANALYSIS
QUANTITATIVE VS. QUALITATIVE FORECASTING
METHODS**

**SUPPLY PLANNING
LEAN INVENTORY PRINCIPLES
SKU CLASSIFICATION
STOCK CONTROL**

**PROCESS OPTIMIZATION
PREDICTIVE ANALYTICS
LEAD TIME OPTIMIZATION
HISTORICAL SALES ANALYSIS**

**INVENTORY SEGMENTATION
INTEGRATED INVENTORY FORECASTING
COLLABORATIVE FORECASTING
SAFETY STOCK CALCULATION
S&OP INTEGRATION**

**ADVANCED ERP SYSTEMS
KPI MONITORING**

YOUR FACULTY DIRECTOR



Mark Yates

Renowned Analytics, Inventory, and Operations Strategy Expert

Mark Yates is a seasoned **retail analytics and forecasting expert with over 20 years of hands-on experience in retail operations, inventory optimization, and category management**. He is the Co-Founder of Retail In Detail and President of myAnalytics Consultancy Inc., where he helps retailers transform raw data into powerful insights that drive smarter decisions and stronger financial performance.

Throughout his extensive career, Mark has held leadership roles with leading organizations like **Loblaw Companies, Eastlink, and Citco Group, building predictive models, inventory strategies, and dashboards that directly impact profitability**. His expertise lies in bridging operational performance with financial outcomes—helping retailers improve forecasting accuracy, reduce shrink, and unlock hidden efficiencies. Mark also serves as an Instructor at Saint Mary's University, where he **teaches data-driven decision-making, making complex analytics accessible and actionable for retail professionals**.

OUR PARTICIPANTS

Over 70% of FORTUNE 500 Companies Have Attended Our Accredited Programs Before





PROGRAM AGENDA



MODULE 1: INTRODUCTION TO RETAIL SALES FORECASTING AND INVENTORY OPTIMIZATION

- Overview: Introduction to Retail Sales Forecasting and Inventory Optimization
- Lesson 1: Informed Decision Making for Inventory & Forecasting
- Lesson 2: Setting Targets and Benchmarking for Success
- Lesson 3: Inventory Optimization Strategies

MODULE 2: SALES ANALYSIS AND FORECASTING TECHNIQUES

- Overview: Sales Analysis and Forecasting Techniques
- Lesson 4: Conducting Analysis of Historical Sales Data
- Lesson 5: Quantitative vs. Qualitative Forecasting Methods
- Lesson 6: Contemporary Technology for Inventory

MODULE 3: INVENTORY OPTIMIZATION STRATEGIES

- Overview: Inventory Optimization Strategies

- Lesson 7: Reducing Stock Levels While Maximizing Availability
- Lesson 8: Lean Inventory Principles
- Lesson 9: Just In Time (JIT) Practices

MODULE 4: INVENTORY SEGMENTATION AND CLASSIFICATION

- Overview: Inventory Segmentation and Classification
- Lesson 10: ABC Analysis
- Lesson 11: Pareto Principles
- Lesson 12: Segmentation by Demand Variability

MODULE 5: INTEGRATING FORECASTING WITH INVENTORY MANAGEMENT

- Overview: Integrating Forecasting with Inventory Management
- Lesson 13: Alignment of Forecasting Tools
- Lesson 14: Collaborative Forecasting Techniques
- Lesson 15: ERP Systems



PROGRAM AGENDA

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FORECASTING AND
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OPTIMIZATION
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MODULE 6: KEY PERFORMANCE INDICATORS FOR FORECASTING AND INVENTORY MANAGEMENT

- Overview: Key Performance Indicators for Forecasting and Inventory Management
- Lesson 16: Defining KPIs
- Lesson 17: Analyzing Performance Metrics
- Lesson 18: Continuous Improvement Strategies

MODULE 7: DEMAND FORECASTING FOR PROMOTIONS AND NEW PRODUCTS

- Overview: Demand Forecasting for Promotions and New Products
- Lesson 19: Techniques for Short-Term Forecasting
- Lesson 20: Handling New Product Launches
- Lesson 21: Managing Promotional Spikes

MODULE 8: MANAGING SAFETY STOCK AND STOCK LEVELS

- Overview: Managing Safety Stock and Stock Levels
- Lesson 22: Calculating Safety Stock
- Lesson 23: Minimizing Risks Of Stockouts
- Lesson 24: Inventory Buffer Strategies

MODULE 9: CONTINGENCY PLANNING

- Overview: Contingency Planning
- Lesson 25: Understanding Demand Variability Risks
- Lesson 26: Developing Contingency Plans for Supply Chain Disruptions
- Lesson 27: Scenario Planning for Sudden Market Shifts

MODULE 10: LEAD TIME OPTIMIZATION

- Overview: Lead Time Optimization
- Lesson 28: Importance of Clear Communication Channels
- Lesson 29: Communication Packet
- Lesson 30: The Execution Factor

EXAMINATION

YOUR CHARTER DESIGNATION



Chartered Institute of Professional Certifications' programs are unique as they provide you with professional charter designations and marks that can be used across your lifetime once you have completed our programs. Upon completion of the program and successfully passing the Chartered exam, you will be awarded the prestigious **Certified Retail Sales Forecasting and Inventory Optimization Manager (CRS™)** designation, which can be showcased in your resume, CV, and other professional credentials. Developed by the **Chartered Institute of Professional Certifications**, a leading authority in professional certifications, this industry-recognized, trademarked charter will position you as an expert in retail forecasting and inventory management. It will validate your extensive knowledge in planning, executing, and optimizing inventory operations while demonstrating your proficiency in applying advanced forecasting techniques, data analytics, and best practices to enhance efficiency, improve profitability, and drive competitive advantage in today's fast-paced retail environment.

The program's content has been independently accredited and certified by the **Continuing Professional Development (CPD)** organization, guaranteeing adherence to rigorous standards of professional development.

ABOUT US

49,525

Business Leaders Have
Attained Their Chartered
Certifications Since 2009

390

Certified and Fully
Accredited Programs

87%

Chartered Leaders Have
Reported Career Promotions
and Enhancements

Chartered Institute of Professional Certifications

All of Chartered Institute of Professional Certifications programs are fully accredited programs. The professional charters and designations are trademarked credentials that can only be used by professionals who have completed and passed our accredited program. It is also independently accredited by CPD as adhering to the highest standards of continuing professional principles.

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OUR FACULTY DIRECTORS

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Stanford University



UNIVERSITY OF MICHIGAN



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POLITICAL SCIENCE



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Business
School**

**London
Business
School**



CONTACT US TODAY

We Thank You for Your Ongoing Support
of Our Programs

Singapore and Asia Pacific Enquiries

Email: advisor@charteredcertifications.com
Phone: +65 6716 9980
Address: Chartered Institute of Professional Certifications
1 Gateway Drive
#20-04 Westgate Tower
Singapore 608531

Australia and New Zealand Enquiries

Email: advisor@charteredcertifications.com
Phone: +61 3 9909 7310
Address: Chartered Institute of Professional Certifications
530 Little Collins Street, Level 1
Melbourne VIC 3000, Australia

UK, Europe and Middle East Enquiries

Email: advisor@charteredcertifications.com
Phone: +44 (020) 335 57898
Address: Chartered Institute of Professional Certifications
86-90 Paul Street
London, EC2A 4NE

USA Enquiries

Email: advisor@charteredcertifications.com
Phone: +1 888 745 8875
Address: Chartered Institute of Professional Certifications
99 Wall Street #3936
New York, NY 10005