

**Sistem Peramalan Persediaan Baju menggunakan Metode *Moving Average*
Berbasis *Website*(*The Clothing Inventory Forecasting System uses the Website-
Based Moving Average Method*)
*Elly Antika as a chief counselor***

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ABSTRACT

Asri Collection Store, a leading Muslim fashion retailer in Probolinggo, East Java, is currently grappling with challenges in the increasingly competitive market. One key area requiring improvement is the optimization of inventory management. As a strategic initiative, the store intends to enhance its inventory forecasting by employing the moving average method. This approach aims to make Asri Collection Store more effective in anticipating and meeting customer demands while mitigating the risk of stockouts that could adversely impact customer trust. This research introduces a solution in the form of a "Moving Average-Based Inventory Forecasting System" to be implemented through a web-based platform. Through this approach, the store aims to proactively manage inventory, identify stock movement trends, and reduce unforeseen fluctuations. The integration of this technology is expected to provide Asri Collection Store with a more robust tool for inventory decision-making, improving operational efficiency, and ultimately strengthening its position in the Muslim fashion market.

Keywords: *Moving Average, Forcasting, Information Technologi*