

***STOCK FORECASTING APPLICATION at COBRA DENTAL JEMBER
USING DOUBLE EXPONENTIAL SMOOTHING METHOD ANDROID-
BASED***

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ABSTRACT

To be able to survive in the business world, business people always do various ways. Cobra Dental Jember is no exception. The competition experienced by Cobra Dental Jember is competition between branches. Where each branch has different marketing and stock management strategies. Cobra Dental Jember only relies on intuition to predict sales and inventory. If the predicted inventory of goods is too large, the stock of materials will swell and in the end, not all of the materials that have been purchased will be sold out. Based on the above problems, the author tries to build a stock forecasting system using the double exponential smoothing method to forecast market demand. The data used for forecasting is sales data belonging to Cobra Dental Jember for 5 years. From the calculation results, the smallest MAPE (Mean Percentage Error) obtained from the best parameters, namely alpha 0.3 is 8.54% with 66 test data using double exponential smoothing. It is hoped that it can help Cobra Dental employees to predict future stock of goods.

Keywords: double exponential smoothing, stock, MAPE