URN etd-0407109-183720-1613
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Statistics This thesis had been viewed 43 times. Download 0 times.
Department
Year 2007
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The Study of Small Quantity and Customization Order Forecasting－A case Study of An Auto Parts Exporter
Date of Defense 0000-00-00
Page Count 86

Keyword
No Any Keyword Information.

Abstract
Empirical studies of the Company T, focusing on the After Market (AM) auto parts manufacturing. The primary product is the various pistons of the auto engines which are sharing about the 80 percent of the company annual total sales. The 85 percent of the auto pistions are for export. This research is to carry out against export auto piston shipments forecasts, the scope of data collecting from January 2002 to December 2007, and comparing the forecasts to 12 months real data of the year of 2007. as the measure errors. After a preliminary analysis of information, there are certain standards and trends, without seasonal changes and non-linear features. This study selected Time Series adaptation of the prediction method (Holt Model), the GM (1,1)α Model of Grey System Theory, and Artificial Neural Network Forecasting to do predict analysis. The computing results show that, by Holt forecast model, coming out an average of 23.79 percent for MAPE, and by the GM (1,1)α Model projections, calculated the average MAPE for 10.09 percent. And the Artificial Neural Network Forecasting shows an average of 4.64 percent for MAPE. As the results, the GM (1,1) α Model and Artificial Neural Network Forecasting are more suitable for this study, and Artificial Neural Network Forecasting performs better than the forecast GM (1,1) α Model. Therefore use of Artificial Neural Network Forecasting to predict is extremely suitable and reliable.
Advisory Committee Chung-Cheng Huang - advisor

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Date of Submission 2008-07-10