

practices that have been identified. The main benefit of trend analysis is that it is easy to understand and can be used to identify long-term trends in data.

### Regression Analysis:

Regression analysis is a statistical method used to predict future performance based on the relationship between two or more variables. It is used to analyze the relationship between a dependent variable, such as sales, and one or more independent variables, such as advertising expenses. The method helps identify causal relationships between variables and forecasting data influenced by multiple factors.

The main benefit of regression analysis is that it can help identify the factors that significantly impact the outcome of interest. The process of regression analysis involves collecting data on the relevant variables and then using statistical techniques to analyze the relationship between them. The resulting statistical model can then be used to predict future performance.

### Time-series Analysis:

Time-series analysis is a method of forecasting future financial performance based on patterns in data over time. It predicts future sales, expenses, cash flow, and other financial metrics. The method uses statistical models to analyze trends, seasonality, and different patterns in the data.

Time-series analysis involves collecting data on the relevant variables over time and then using statistical techniques to analyze the data. This involves identifying patterns and trends in the data, such as seasonality, and then using these patterns to make predictions about future performance. The main benefit of time-series analysis is that it can help identify ways that take time to be evident from the raw data.

### Delphi Technique

The Delphi technique is a forecasting method based on experts' opinions. The experts are asked to provide their forecast, and then the responses are consolidated to get a consensus forecast. The technique is beneficial when there is a need for more historical data or an uncertain future.