

DAFTAR PUSTAKA

- Xu, D., & Tian, Y. (2015). A Comprehensive Survey of Clustering Algorithms. *Annals of Data Science*, 165-193.
- Burinskiene, A. (2022). Forecasting Model: The Case of the Pharmaceutical Retail.
- Rathipriya, R., Rahman, A. A., Dhamodharavadhani, S., Meero, A., & Yoganandan, G. (2022). Demand forecasting model for time-series pharmaceutical data using shallow and deep neural network model.
- Vaghefinezad, S. M.-R., Razmib, J., & Jolaib, F. (2021). "A Novel Approach for Multi Product Demand Forecast Using Data Mining Techniques (Empirical Study: Carpet Industry)".
- Taghiyeh, S., Lengacher, D. C., Sadeghi, A. H., Fajhrabad, A. S., & Handfield, R. B. (2023). A novel multi-phase hierarchical forecasting approach with machine learning in supply chain management.
- Arif, M. I., Sany, S. I., Nahin, F. I., & Rabby, A. S. (2019). "Comparison Study: Product Demand Forecasting with Machine Learning for Shop".
- Mitra, A., Jain, A., Kishore, A., & Kumar, P. (2022). A Comparative Study of Demand Forecasting Models for a Multi-Channel Retail Company: A Novel Hybrid Machine Learning Approach.
- Kumar, A., Shankar, R., & Aljohani, N. R. (2019). A big data driven framework for demand-driven forecasting with effects of marketing-mix variables.
- Ozemre, M., & Kabadurmus, O. (2020). A big data analytics based methodology for strategic decision making.
- Seyedan, M., & Mafakheri, F. (2020). Predictive big data analytics for supply chain demand forecasting: methods, applications, and research opportunities.
- Zhang, X., & Kim, T. (2023). A hybrid attention and time series network for enterprise sales forecasting under digital management and edge computing.
- Kasem, M. S., Hamada, M., & Eddin, I. T. (2024). Customer profiling, segmentation, and sales prediction using AI in direct marketing.
- Boone, T., Ganshan, R., Jain, A., & Sanders, N. R. (2019). Forecasting sales in the supply chain: Consumer analytics in the big data era.
- Ajiga, D. I., Leonardo, N., Asuzu, O. F., Owolabi, O. R., Tubokirifuruar, T. S., & Adeleya, R. A. (2024). "AI-DRIVEN PREDICTIVE ANALYTICS IN RETAIL: A REVIEW OF EMERGING TRENDS AND CUSTOMER ENGAGEMENT STRATEGIES".
- Dudek, G., & Pelka, P. (2021). Pattern similarity-based machine learning methods for mid-term load forecasting: A comparative study.
- Khatiwada, A., Kadariya, P., Aghrari, S., & Dhakal, R. (2019). Big Data Analytics and Deep Learning Based Sentiment Analysis System for Sales Prediction.
- Zhang, C., Tian, Y. X., & Fan, Z. P. (2022). Forecasting sales using online review and search engine data: A method based on PCA-DSFOA-BPNN.

- Zhang, C., Tian, Y. X., Liu, Y., & Fan, L. W. (2019). Product sales forecasting using macroeconomic indicators and online reviews: a method combining prospect theory and sentiment analysis.
- Tristan, K., Niklas, K., Robin, H., & Cotruta, G. (2020). A NETWORK-BASED TRANSFER LEARNING APPROACH TO IMPROVE SALES FORECASTING OF NEW PRODUCTS.
- Ekambaram, V., Manglik, K., Mukherjee, S., Sajja, S. S., Dwivedi, S., & Rakyar, V. (2020). Attention based Multi-Modal New Product Sales Time-series Forecasting.
- Zhu, X., Ninh, A., Zhao, H., & Liu, Z. (2021). "Demand Forecasting with Supply-Chain Information and Machine Learning: Evidence in the Pharmaceutical Industry". *Production and Operation Management*.
- Weller, M., & Crone, S. (2012). *Supply Chain Forecasting: Best Practices & Benchmarking Study*. Lancaster Centre For Forecasting.
- Chase, C. W. (2016). Demand-Driven Forecasting: A Structured Approach to Forecasting, Second Edition. In *Next Generation Demand Management: People, Process, Analytics, and Technology*. John Wiley & Sons, Inc.
- Ikotun, A. M., Ezoguwu, A. E., Abualigah, L., Abuhaija, B., & Heming, J. (2023). K-means clustering algorithms: A comprehensive review, variants analysis, and advances in the era of big data. *Information Science*, 178-210.
- Trull, O., Diaz, J. C., & Troncoso, A. (2020). Initialization Methods for Multiple Seasonal Holt–Winters Forecasting Models. *Mathematics*.
- Cleveland, R. B., Cleveland, W. S., McRae, J. E., & Terpenning, I. (1990). STL : A Seasonal-Trend Decomposition Procedure Based on Loess. *Journal of Official Statistics*.
- Czajkowski, M., & Kretowski, M. (2016). The role of decision tree representation in regression problems – An evolutionary perspective. *Applied Soft Computing*.
- Breiman, L., Fiedman, J., Olshen, R., & Stone, C. J. (1984). *Classification and Regression Trees*. Belmont, California: Wadsworth International Group.
- Shutaywi, M., & Kachouie, N. (2021). Silhouette Analysis for Performance Evaluation in Machine Learning with Applications to Clustering. *Entropy*.
- Zabinsky, Z. B. (2009). *Random Search Algorithms*. Seattle: Department of Industrial and Systems Engineering, University of Washington.
- Alloghani, M., Jumeily, D. A., Mustafina, J., Hussain, A., & Aljaaf, A. J. (2020). A Systematic Review on Supervised and Unsupervised Machine Learning Algorithms for Data Science. *Supervised and Unsupervised Machine Learning for Data Science*.
- Lewis, C. (1982). *Industrial and Business Practical Method : Practical Guide to Exponential Smoothing and Curve Fitting*.
- Li, G., Wu, H., & Yang, H. (2023). A hybrid forecasting model of carbon emissions with optimized VMD and error correction. *Alexandri Engineering Journal*.
- Cook, A. G. (2016). *Forecasting for the Pharmaceutical Industry Models for New Product and In-Market Forecasting and How to Use Them*. Gower Publishing Limited.

- Fick, G., & Sprague, R. H. (1980). *Decision Support System : Issues and Challenges*. Pergamon Press.
- Eom, S., & Kim, E. (2006). A survey of decision support system applications (1995-2001). *Journal of the Operational Research Society*.
- Christopher, M. (2011). *Logistics & Supply Chain Management, 4th edition*. London, UK: Pearson.
- Jacob, F. R., & Chase, R. B. (2014). *Operations and Supply Chain Management (14th Global Edition)*. United Kingdom: McGraw Hill Education.
- Agrawal, S., Mishra, P., Lal, P., Agarwal, G., Agarwal, A., Mishra, A., & Mishra, S. K. (2019). Risk scoring model to predict recurrence in locally advanced breast cancer (LABC) treated with neoadjuvant chemotherapy (NACT). *Journal of Global Oncology* , Volume 5.
- Khedairia, S., & Khadir, M. T. (2019). A Multiple Clustering Combination Approach Based on Iterative Voting Process. *Journal of King Saud University - Computer and Information Sciences*.