



From guesswork selling to forecasting demand with ApisDom technology

A practical course for shops, creators and small businesses looking to anticipate sales, stock and growth

Discover how to understand your forecasts and scenarios, as well as your traffic light, without needing to code or seeing artificial intelligence as a hidden entity.

WHO IT'S FOR

**Shops,
ecommerce,
content creators,
newsletters and
businesses.**

WHAT'S INCLUDED

**10 modules and
downloadable
resources: minimum
data, CSV template,
traffic-light sheet and
glossary.**

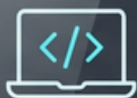
HOW TO READ IT

**In business
language. No
coding, no
statistics and no
technical
documentation.**



E-COMMERCE

Sales projections
and daily inventory
management.



SAAS

Monthly Recurring
Revenue (MRR)
forecasting and user
engagement analysis.



LOGISTICS

Planning for
shipment
demand.



FINANCE

Operational Expense
Projection or Cash
Flow.



HEALTH/GYM

Attendance by
time intervals.
Timetables.

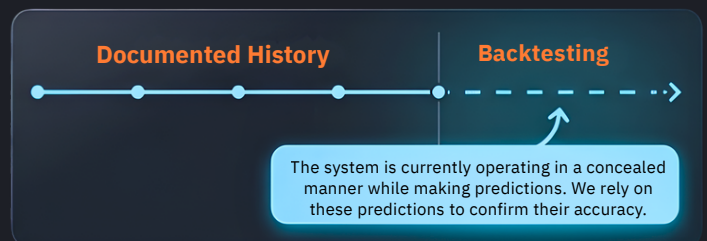
What you will learn

1. Introduction and main idea
2. The name: Amazon Chronos-2
3. Why a small store can now use predictions
4. What is a time series?
5. What the engine is looking for
6. How ApisDom Technology works internally
7. What do low, medium, and high mean?
8. How the ApisDom traffic light system works
9. Why incomplete data affects reliability
10. What decisions can a business make with a forecast?
11. What a prediction should not promise
12. Complete example from beginning to end
13. Downloadable resources
14. Technology and related resources

Why does this course exist and what can it change for your business?

What is the engine and what does ApisDom technology bring to the table?

- Minimum data guide
- CSV template
- Traffic light sheet
- Glossary



<10% : Exceptional Precision



10-20% Adequate accuracy

20%: It is advisable to incorporate additional historical context.



The promise, without smoke

ApisDom doesn't predict the future; instead, it analyzes your history, identifies patterns, calculates scenarios, and provides you with a clear forecast so you can make more informed decisions.

What was once reserved for large corporations is now within reach of your business. For years, demand forecasting and future behavior analysis seemed to be the exclusive domain of large companies. It required a data team, infrastructure, analysts, and custom models, representing a significant cost in time and money, thus excluding most small businesses that were making decisions blindly.

Interpreting the narratives these data reveal remains crucial. Almost every business possesses more information than it realizes. A store tracks its sales, a channel accumulates views, and a newsletter monitors subscriber fluctuations. The real challenge lies not in the availability of data, but in understanding the story it tells and what it can predict about the future.

No programming skills, statistical knowledge, or technical documentation will be required. We'll explain the technical aspects in language accessible to anyone who owns a business and wants to use it. Let's start with the fundamental idea.

Decisions made today based on intuition

Often, important decisions are still made intuitively. Should I buy more stock for December or risk running short? Is this product growing or losing popularity? Is my channel really on the rise or did it just have one hit video? These are questions about the future that are answered by analyzing the past: your own data, organized chronologically.

Almost all small businesses already have this material. A store has information about daily sales, products, stock, seasons, and promotions.

A channel includes views, topics, publication dates, and growth metrics.

An ecommerce platform records orders, revenue, products, and behavior over time.

A newsletter tracks new subscribers, unsubscribes, campaigns, and week-by-week evolution.

An app has daily records; a local business, reservations or visits.

Why does this course exist?

Having data is not the same as understanding it. A prediction isn't about guessing the future; its purpose is to reduce improvisation: to buy more efficiently, plan ahead, prepare campaigns on time, detect changes before they become problems, and stop making decisions solely on intuition.

Technology accessibility

A multinational corporation may have entire teams dedicated to analyzing demand, inventory, and seasonal trends. In contrast, a small shop typically lacks that capacity. However, it does possess valuable data such as historical sales, orders, campaigns, products, and dates. If this data is properly organized, a tool can facilitate its interpretation.

Today, modern, pre-trained prediction models exist, along with APIs and products that integrate this functionality. Some of the work that previously required an entire department can now be incorporated into a single tool. Products like Forecast (for Shopify stores) and Viral (for content creators) are examples of how this technology has become accessible to everyday users.

The key nuance

It's important to clarify that this doesn't mean a small shop has the same system as a multinational corporation. Rather, it means they can now access tools that were previously out of reach and use them with their own data.

The true value lies not only in calculating a number, but in helping you better interpret your own data. A forecast is only useful if it contributes to decision-making. Furthermore, a misinterpreted forecast can be more harmful than having no forecast at all.

What you will learn

This course doesn't just teach you how to read a number. It provides you with the tools you need to understand what a prediction does, what it doesn't do, and how to interpret it effectively.



The name: ApisDom Technology and Amazon Chronos-2

ApisDom Technology is the prediction layer of ApisDom: the set that receives your data, organizes it, calculates the forecast, translates it into scenarios, applies the traffic light system and delivers an understandable result.

Chronos-2 is the technical basis for time series prediction on which that layer is based,

According to the documentation provided, it is a model developed by Amazon Science.

That's why it's not "just a simple call to an external API." The value for you isn't in the calculation itself, but in how that calculation is prepared, interpreted, and explained to you. You don't need to understand the model internally to use the forecast. You only need to understand one thing that we'll repeat throughout the course:

A forecast depends on your historical data and how it is interpreted.

Simply put: Chronos-2 is the engine that performs the calculations; ApisDom Technology is everything that surrounds that engine so you can use it without being a technical expert. ApisDom provides the integration, data preparation, scenarios, reliability indicator, and explanations in plain language.

 **Respuesta del Microservicio** ×

Respuesta completa de la API con metadata de ApisDom

 Copiar JSON  Descargar JSON

```
{
  "date": "2026-01-24",
  "value": 440.65,
  "lower": 400.61,
  "upper": 474.82
},
{
  "date": "2026-01-25",
  "value": 449.33,
  "lower": 405.77,
  "upper": 489.27
}
],
"quality_warning": null,
"mape": 0.0554,
"info_message": null
}
}
```

01

Fundamentals: Your Information

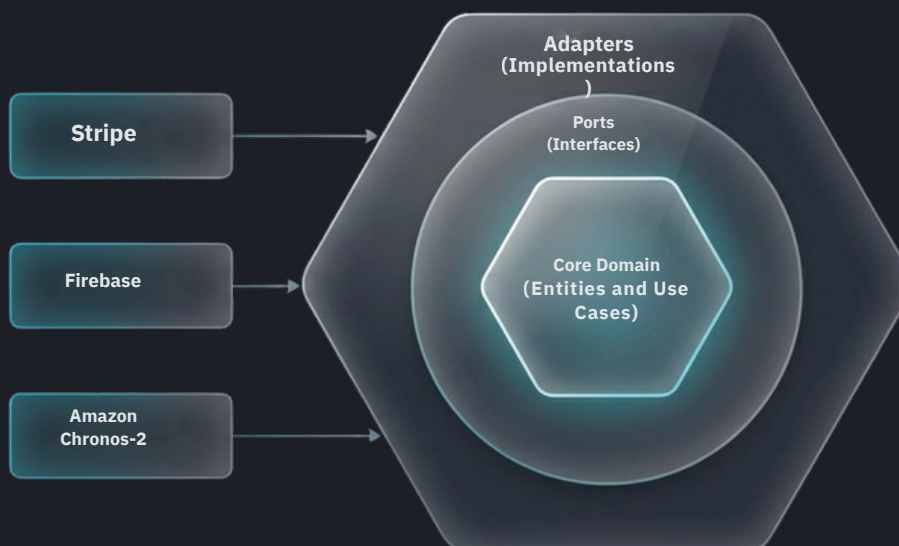
and what they express

Before exploring the engine, it is essential to grasp the fundamentals: why can a small shop utilize predictions today? It is important to comprehend what a time series entails and which signals to observe in its historical data.

01 Why a small store can now utilize predictive analytics

02 What constitutes a time series?

03 What is the engine attempting to discern?



Inter

Designed in alignment with the pattern Ports and Adapters for decouple the reasoning from business.

Scalability:

Technology Stack: Next.js 16, TypeScript strict, Firebase, and Stripe.

Modular integration that permits alteration AI providers are deficient. influence the core.

01

MODULE 1

The relevance of prediction for small stores today.

Objective: To understand what changes are needed so that this is no longer exclusive to large companies.

Previously, making accurate forecasts was expensive because it required building everything from scratch: the infrastructure, the models, the specialists, and the time to interpret the data. Now, much of that work can be integrated into a tool or API. Here's what has changed:

BEFORE	NOW
Own data team	Motor already integrated into a tool
Custom-trained models	Predictive models already prepared
Own infrastructure	An app or API connected to your data
Analysts interpreting results	Traffic lights and understandable scenarios
High and fixed cost	Use on demand

The practical consequence is important: you don't need to know how to program to take advantage of a prediction. What you do need is to understand what kinds of questions you can start answering better. For example:

- A store that is unsure whether to buy more stock of a product before a busy season.
- An ecommerce site that wants to detect if a product is gradually losing popularity.
- A YouTube channel that wants to know if its growth is a trend or just a spike.
- A newsletter that wants to see if its subscribers are growing steadily.
- A small business that wants to prepare a campaign with more information and less intuition.

However, just because the tool is available doesn't mean it will always be right. A prediction works with the data you have. If you look at a single figure without context, it's easy to make a mistake. And if you don't have enough historical data, there's no basis for making a prediction. We'll dedicate several modules to this later on.

KEY IDEA

The prediction doesn't replace the business owner. It gives them a clearer picture of what's already happening in their data.

What is a time series?

Objective: to understand the basics, without math.

A time series is essentially a collection of data arranged chronologically. That is all. If you document occurrences on a daily, weekly, or monthly basis, you already possess a time series. Nearly every business has multiple time series without being aware of it.

BUSINESS	TIME SERIES
Shopify / store	Sales per day or per product
YouTube / content	Views per week or per video
Ecommerce	Orders per day or revenue per month
Newsletter	Subscribers per week
SaaS / application	Registrations per day
Hospitality / Tourism	Reservations per day
Web	Visits per day

The key isn't just the number. The key is when it happens. And this changes the meaning completely.

TO SEE IT CLEARLY

Selling 100 units at Christmas is not the same as selling 100 units in February. The number is the same, but it means different things. And getting 10,000 views on a single video is not the same as maintaining 10,000 views every week. The date is what gives the data meaning.

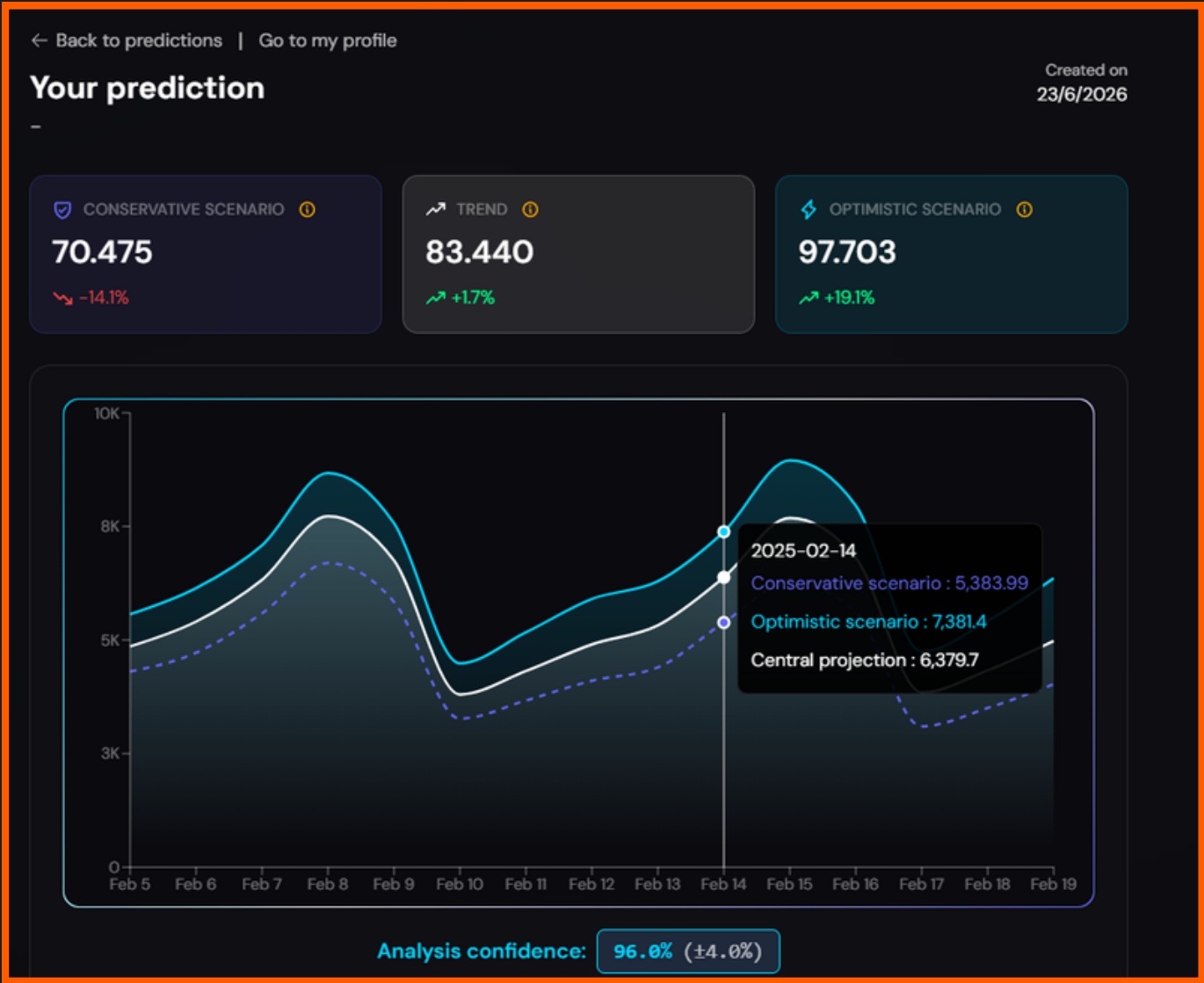
When you sort the data by date, you begin to see what a single number hides: whether it's going up, down, if there are recurring patterns, and when your best and worst moments occur. That's the value of a time series: it lets you see the evolution, not just a snapshot of a single day.

However, not all data is created equal. If it's disorganized, incomplete, or mixed up, the interpretation suffers. A time series needs two essential things: dates and values. And predictions are not the same with five days of data as with several months of historical data.

At ApisDom, the technical documentation requires a minimum number of data points to work with and recommends having significantly more for a more robust forecast. We'll look at this in practical terms later; for now, just remember this: the more well-told data, the stronger the forecast.

A NOTEBOOK IS ALSO A TIME SERIES

If a store records how many units it sold each day, it already has a simple form of time series. The difference is that a tool can read many dates together and detect patterns that are easily missed.



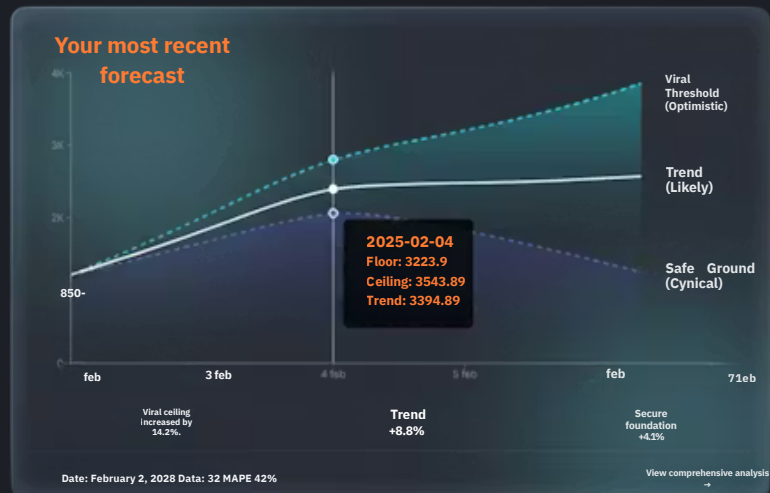
03 MODULE 3

WHAT IS THE ENGINE TRYING TO SEE?

When a predictive tool analyzes your historical data, it doesn't simply "guess." Its function is to identify signals: clues about how your data has evolved over time. Below are the main signals, each accompanied by a business example:

Objective: to understand what signals it looks for in your history, without needing to break down the details yet.

- **1. Secure Foundation (Pessimistic):**
Your safety net. "What if "Is everything going awry?" If your metrics do not decline from this point onward, your The business is performing well.
- **2. Trend (Likely):**
The statistical median. The a more accurate projection based on your present behavior.
- **3. Techo Viral (Optimistic):**
The maximum potential identified based on your historical highs.



SIGN	WHAT DOES IT MEAN	EXAMPLE
Trend	Whether you go up, down, or stay the same	An ecommerce business that grows slowly each month
Season	Patterns by days, weeks, months or campaigns	A product that goes up in price every Christmas
Repetition	Behaviors that recur regularly	A store that sells more every Sunday
Sudden changes	Unusual spikes or drops	A video that goes viral due to an external mention
Useful history	If there is enough memory to foresee	A new product with only a few days on sale
Variation	Whether the data is stable or highly irregular	Similar sales every day versus huge jumps
Continuity	If the sequence is sufficiently ordered	Isolated days without data disrupt the reading
Context	If the data helps to understand what happened	A closed day is not the same as a slow day

The engine's job is, above all, to distinguish between a pattern and an accident. A pattern repeats itself and helps us predict; an accident happened once for a specific reason and doesn't necessarily have to happen again.

PARENTS OR ACCIDENTS

If a store sells more every Sunday, that's a pattern. If a video spikes once because it was shared by a big account, that's an accident: it doesn't mean all future videos will perform the same way. And if a product's sales drop because it was out of stock, that drop doesn't mean people stopped wanting it.

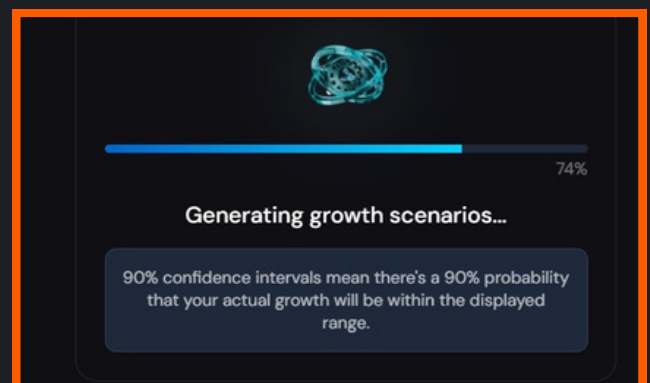
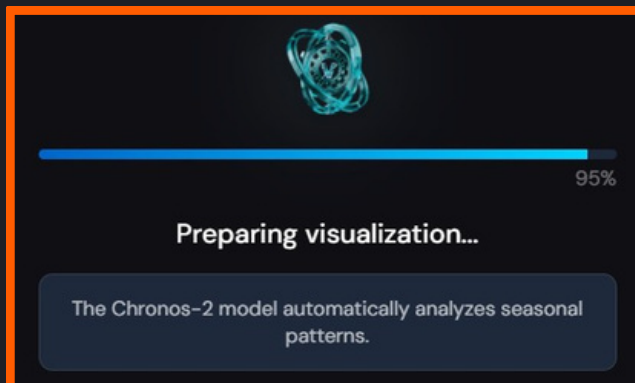
KEY IDEA

The engine endeavors to distinguish between repeated occurrences and mere coincidences. However, if the data fails to accurately represent the events, the engine is unable to make a determination.

SUMMARY OF PART ONE

Thus far, you possess the foundation: your sales, visits, or registrations create a narrative; this narrative only holds significance when arranged chronologically; a tool endeavors to analyze it to identify patterns; and the more effectively the data conveys past events, the more accurate the forecast will be.

In the subsequent modules, we will explore how ApisDom Tecnología converts that data into a comprehensible forecast, complete with scenarios and a clear assessment of reliability.



GDPR Adherence
Servers situated in Europe.

Anonymity
Possibility of testing without registration (FingerprintJS) and irreversible deletion.



Data Ownership

Your information is neither sold nor shared with third parties.

Infrastructure

Robust Hexagonal Architecture utilizing Firebase and Google Cloud.

02

The engine and reliability

We open the box: how a forecast is formed, what the low, medium and high scenarios mean, and how the traffic light tells you how much you can trust it.

04 How ApisDom technology works from the inside

05 What do low, medium, and high mean?

06 How the ApisDom traffic light works



04 MODULE 4

How ApisDom works Technology inside

Objective: to open the black box without turning it into a technical lesson.

There's no need to hide the fact that there's a technical engine behind it, but there's also no need to explain it like you're a programmer. The best way to understand it is to see it as a process: your data comes in on one side and comes out transformed into something you can read.

1. User data

Your sales, orders, visits, or records, each with its date.

2. Temporary organization

ApisDom sorts that data by date and gets it ready.

3. Reading the historical record

The system observes how they have moved over time: rises, falls, repetitions.

4 • Amazon Chronos-2

The engine calculates a forecast based on that historical data.

5 • Prediction scenarios

The ApisDom layer translates the calculation into low, medium, and high scenarios.

6 • Margin of error / interval

It shows how much uncertainty accompanies that forecast.

7 • Reliability traffic light

A color indicates whether it is advisable to trust, proceed with caution, or not to act.

8 • Understandable result

You receive a practical guide, not an incomprehensible table.

There are a couple of fundamental ideas that should be clear from the start:

The engine doesn't work on intuition, it works on history: each piece of data is linked to a date or period.

Chronos-2 is a pre-trained model: it does not need to be re-trained.

Train with each request. Apply what you've learned from countless series to your own.

The output should not be interpreted as a fixed figure. Therefore, ApisDom presents it as scenarios and with a reliability rating.

KEY IDEA

ApisDom Technology is not a box that spits out a number. It's a journey: historical data, time-based real-time forecasting, scenarios, margin of error, and reliability.

The goal is not to impress with technology, but to help you better understand a forecast.

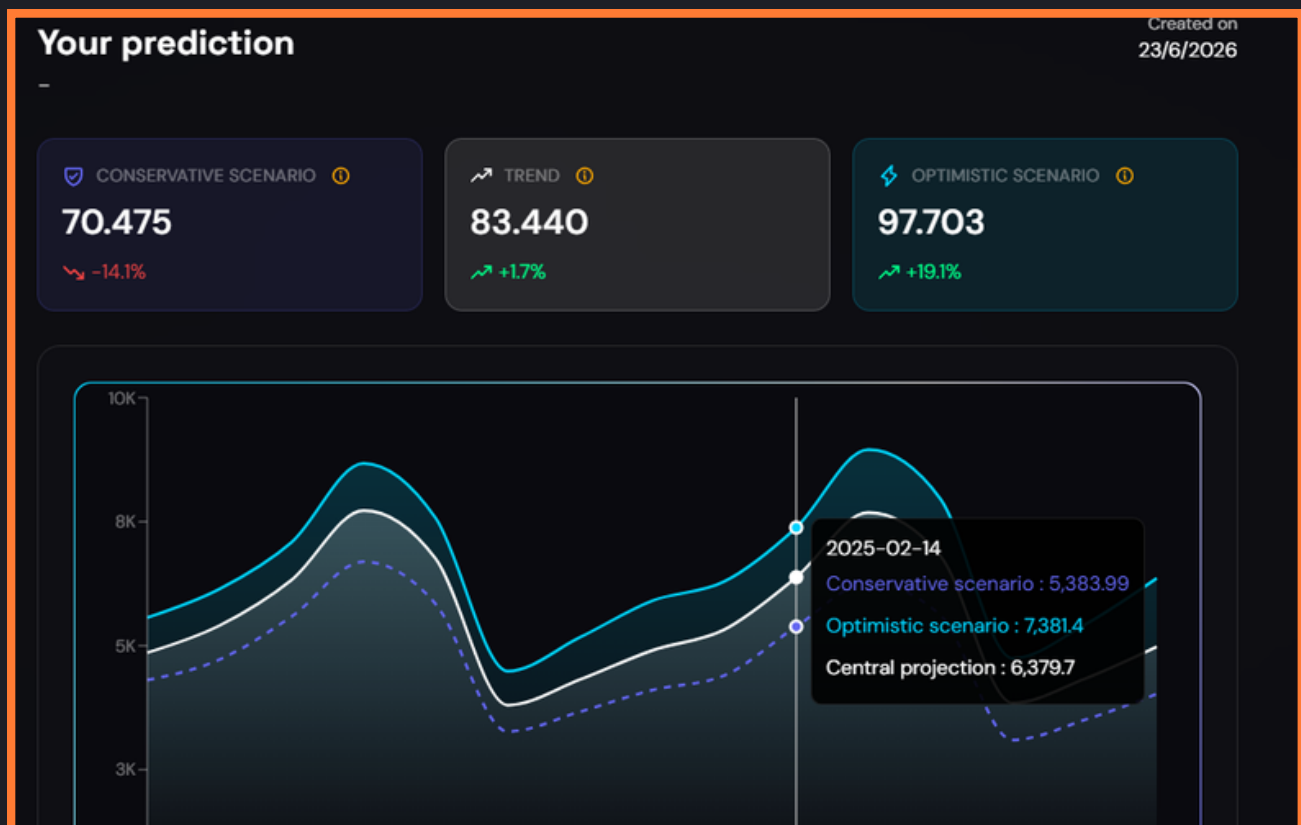
WHAT DO LOW, MEDIUM, AND HIGH MEAN?

Objective: To read a forecast as a prudent range, rather than considering it as a single number.

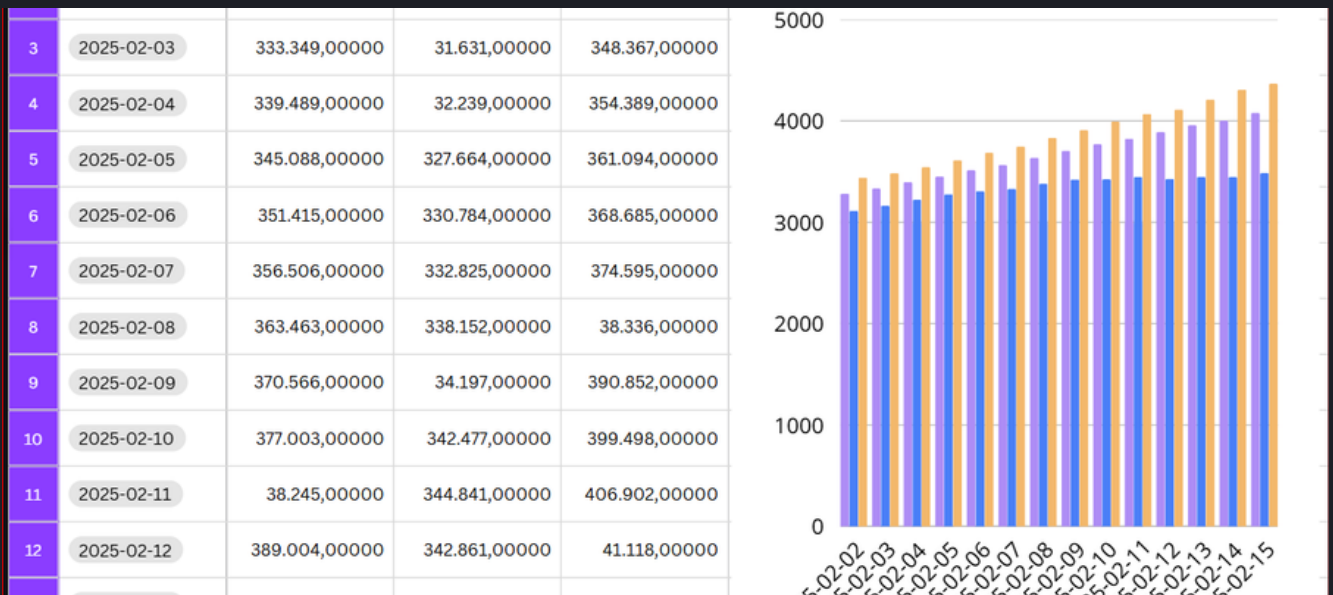
A serious prediction doesn't have to be reduced to a single number. In real-world business, a range is often more useful than a single figure. That's why ApisDom presents three scenarios. They aren't three promises: they're three possible interpretations of the same historical data.

SCENERY	IT IS EQUIVALENT TO	WHAT DOES IT MEAN
Low	Conservative	Cautionary reading if conditions are unfavorable or you fall short of expectations
Half	Central	Central reading of the forecast based on available data
High	Optimistic	Reading possible if behavior improves or accompanies

Let's look at an example. A store wants to forecast sales of a product, and the system returns this:



PROJECTION



SCENERY	WHAT DOES IT MEAN
Low/conservative	Cautious reading. It's useful for planning without relying on the best-case scenario.
Midfielder	Main reference for the forecast based on the analyzed historical data.
High/Optimistic	Potential ceiling if performance allows.

What about the confidence interval and the margin of error?

Both concepts are related to the uncertainty inherent in a forecast.

- **Confidence interval:** This represents a reasonable range for the projection. In this case, the forecast should not be interpreted as a single number, but as an interval ranging from 3,485.84 to 4,367.24, with a center point of 4,078.26.
- **Margin of error (MAPE):** This measures the degree of error of the model when compared to historical data. In this example, a MAPE of 4.87% is reported, which implies that the results should be interpreted with caution, without promising accurate future results.

The incorrect interpretation would be: "I'm going to get exactly 4,078.26." The correct interpretation is: "With the current data, it's reasonable to consider a range of 3,485.84 to 4,367.24." The lower scenario helps maintain caution, the higher one establishes a possible limit, and the middle number acts as a central reference point. The real value lies in comparing these values, rather than obsessing over a single figure.

KEY IDEA

For purchasing stock, planning resources, or preparing a campaign, a range is often more useful than a fixed number. Scenarios and margins of error exist so you can make decisions with uncertainty in plain sight, not hidden away.

06 MODULE 6

How the ApisDom traffic light works

Objective: to understand the layer that indicates how reliable the forecast is.

The traffic light indicator isn't just decoration. It's a layer of reliability: before you trust a forecast, it tells you whether to trust it, treat it with caution, or not at all worth acting on. Its function is to prevent you from treating any number as if it were all the same.

COLOR	WHAT DOES IT MEAN	WHAT DOES APISDOM DO?
Green	The data allows for a reasonable prediction	The engine runs and you receive the full prediction.
Yellow	There is data, but with signs of caution.	The engine runs; the result should be interpreted with caution.
Red	The data does not allow us to trust the forecast	The engine does not run and no credit is consumed.

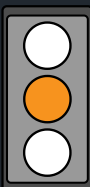
That last point is important and unusual: in Forecast, if the data isn't sufficient, the system won't run the prediction and won't charge you. It prefers not to show you a weak number rather than make you pay for it.



Reliable

Green • example

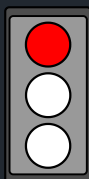
A store with 18 months of sales, stable products, stock controlled and sales recorded continuously. *There is historical Enough: the engine can detect patterns and you can read the forecast with more confidence.*



Limitations

Yellow • example

A store with data, but with major changes: campaigns, breakages stock issues, price changes, or incomplete months. *It can be calculated, But it must be interpreted carefully.*



Not predictable

Red • example

A store that wants to anticipate a new product with only five days' notice of data. *There isn't enough memory: any number would have little basis for decision.*

This is what the label looks like that accompanies each color inside the product. Notice that the number is never alone: it's always accompanied by a phrase that explains what it means for your decision.

Reliable prediction

Your historical data is sufficient and stable. The engine is running, and you can read the forecast with greater confidence.

Prediction with limitations

There is data to draw on, but with warnings. Interpret the result prudently, not as an absolute truth.

Trend change detected between the first and second half of the historical period.

Insufficient data to predict

The historical data is too short or irregular. The engine isn't running and no credit is being used: any number would have little basis.

A different warning: "Exceptional stability"

The product may display a separate "Exceptional Stability" indicator. This is not a fourth color in the traffic light system. It's information that appears after the forecast, when your sales are so stable that the daily average is now a useful benchmark. Don't confuse it with the previous traffic light indicator, which determines whether the forecast is executed or not.

Exceptional stability

Your sales are so stable that the daily average is now a useful reference point. It's a warning after the forecast, not a color of a traffic light beforehand.

KEY IDEA

1. Two predictions with comparable numerical values may exhibit varying degrees of confidence.
2. The traffic light system serves as a guide prior to making a decision. It does not supplant your judgment; instead, it safeguards you from misinterpreting the outcomes.

SUMMARY OF PART TWO

You already know how a forecast is created, what the scenarios mean, and how to read the traffic light system. In the final part, we'll apply all of this to real-world decisions: what happens when the data is incomplete, what decisions you can better prepare for, what a prediction should never promise, and a complete practical case study from start to finish.

03

Real decisions and limits

From forecasting to practice: What happens with incomplete data? What decisions can you prepare for more effectively? What should you never promise? And a complete case study from start to finish.

07 Why incomplete data reduces reliability

08 What decisions can a business make with a forecast?

09 What a prediction should not promise

10 Complete example from beginning to end



Why incomplete data reduces reliability

Objective: to understand the limits without resorting to technicalities or generating alarm.

A prediction depends on the story the data tells. If that story is incomplete, the forecast loses its effectiveness. The engine can work with what you give it, but it can't know what's missing from the data. If there was a campaign, a stockout, a price change, a temporary closure, or a month of reduced activity, and that information isn't recorded, the interpretation changes.

THE EXAMPLE OF INCOMPLETE ADDITION

If you want to add five numbers and you're missing one, you can make an approximation, but you can't say you've done the complete sum. The same applies to predictions: if part of the story is missing, the result should be read more carefully.

The most deceptive thing is that you know what happened, but the engine only sees the number. And the same piece of data can tell two different stories:

PROBLEM WITH THE DATA	WHAT THE USER MIGHT THINK	WHAT CAN THE ENGINE INTERPRET
Product out of stock	"I sold less that month"	Drop in demand
Strong campaign	"I sold a lot that month."	Sudden, unexplained price increase
Price change	"Sales changed"	Change in behavior
New product	"I want a forecast now."	There is almost no history
Mixed data	"I look at total sales"	Confused patterns between products
Temporary closure	"We were closed"	A zero, if the closing is not indicated.
Very little data	"I need a quick answer"	Without sufficient base: block or warn

Here, it helps to translate into business language what the documentation asks for regarding the amount of data: With less than 10 data points, there is no sufficient minimum base.

A range of 10 to 29 points can be used for forecasting, but with a larger margin of error and requiring greater caution. A base of 30 or more points is generally more suitable, provided the data makes sense.

KEY IDEA

If the data doesn't describe what happened, the engine can't invent it. The better. The more your historical data reflects reality, the more reliable your forecasts can be.

08 MODULE 8

What decisions can you make? a business with a forecast

Objective: to reduce prediction to real decisions and generate a practical benefit.

Here's what you're really interested in: how this helps you in your day-to-day life. A forecast doesn't make decisions for you, but it can help you be better informed when making important decisions. For a store or an e-commerce business:

DECISION	HOW PREDICTION HELPS	WHAT YOU SHOULD NOT ASSUME
Buy stock	Avoid running out or buying too much	That the central figure is exact
Detect falls	Determine if a drop is a one-off event or a recurring pattern.	That every decrease means a loss of demand
Prepare campaigns	Anticipate a strong period and push in time	That the campaign will repeat the previous peak
Check for loose products	Identify those that are losing strength	That one bad month already sets a trend
Cash flow planning	Estimate approximate income with caution	That the expected income is guaranteed
Adjust replacement	Restock before you run out of stock	That there's no need to monitor the actual stock

And for a YouTube channel, content, a newsletter, or a digital media outlet:

DECISION	HOW PREDICTION HELPS	WHAT YOU SHOULD NOT ASSUME
Measure growth	See if the channel grows steadily or due to a single video.	Let a viral video set the normal pace
Choosing topics	Identify categories that maintain interest	That a theme will continue to work forever
Plan calendar	Decide when to publish more with more information	Publishing more guarantees greater reach
Compare formats	See what type of content performs best	That the format is the sole cause of the result
Read a rise	Distinguishing actual accident trend	That every peak will repeat itself
Follow a goal	See if visits or subscribers are progressing towards the goal	That the progress will be linear

KEY IDEA

The prediction does not replace the business owner's judgment. It provides an interpretation. more organized to make better decisions and with less improvisation.

What a prediction

Objective: to use it well, setting its limits honestly.

- To know exactly what's going to happen.
- Always get it right.
- Replace your judgment as the business owner.
- Fix incomplete data.
- Turn five sales into an annual strategy.
- Explaining campaigns, stock levels, or price changes that don't appear in the data. Serving, on its own, for critical decisions without considering the context.

CENTRAL PHRASE

A forecast doesn't eliminate uncertainty. It organizes it.

That phrase is the heart of the course. A forecast can help you see a range, a risk, a trend, or a signal. But the business still needs human context: knowing if there was a campaign, if there was a stock shortage, if the market changed, or if something happened that the data alone can't explain.

- If a store had a strong campaign in December, the engine may see a spike, but the owner knows why it happened.
- If a video went viral due to an external mention, the channel should not assume that all videos will do the same.
- If a new product has only been on sale for a few days, the forecast should be read with great caution.
- If a series has no temporal pattern, it may not be a good case for prediction.
- If you only have one isolated piece of information, there's no story to tell.

Cases in which it is not advisable to use it

The documentation itself indicates uses that are not recommended. Time series forecasting is not intended for:

A prediction shouldn't promise you:

Predicting highly volatile stock markets or cryptocurrencies.

Extrapolate from a single data point.

Data without a temporal pattern, where the order by dates adds nothing.

KEY IDEA

Prediction is a support tool, not a guarantee or an automatic order.

RESPONSIBLE NOTICE (LEGAL DOCUMENTATION)

Predictions are statistical estimates based on historical patterns. They should not be used as the sole basis for critical decisions, and confidence intervals show likely ranges, not guarantees.

Complete example from beginning to end

Objective: to evaluate the entire journey applied to a Shopify store.

- **Objective: To evaluate the journey applied to a Shopify store, focusing on revenue projections for the next 30 days.**

We will apply what we have learned to a practical case study. The store wants to know its potential revenue for the next period and how to interpret that forecast beyond a single figure. The report will present three revenue scenarios: conservative, central, and optimistic, along with a 90% confidence interval.

- **1. Initial situation and 2. Available history**

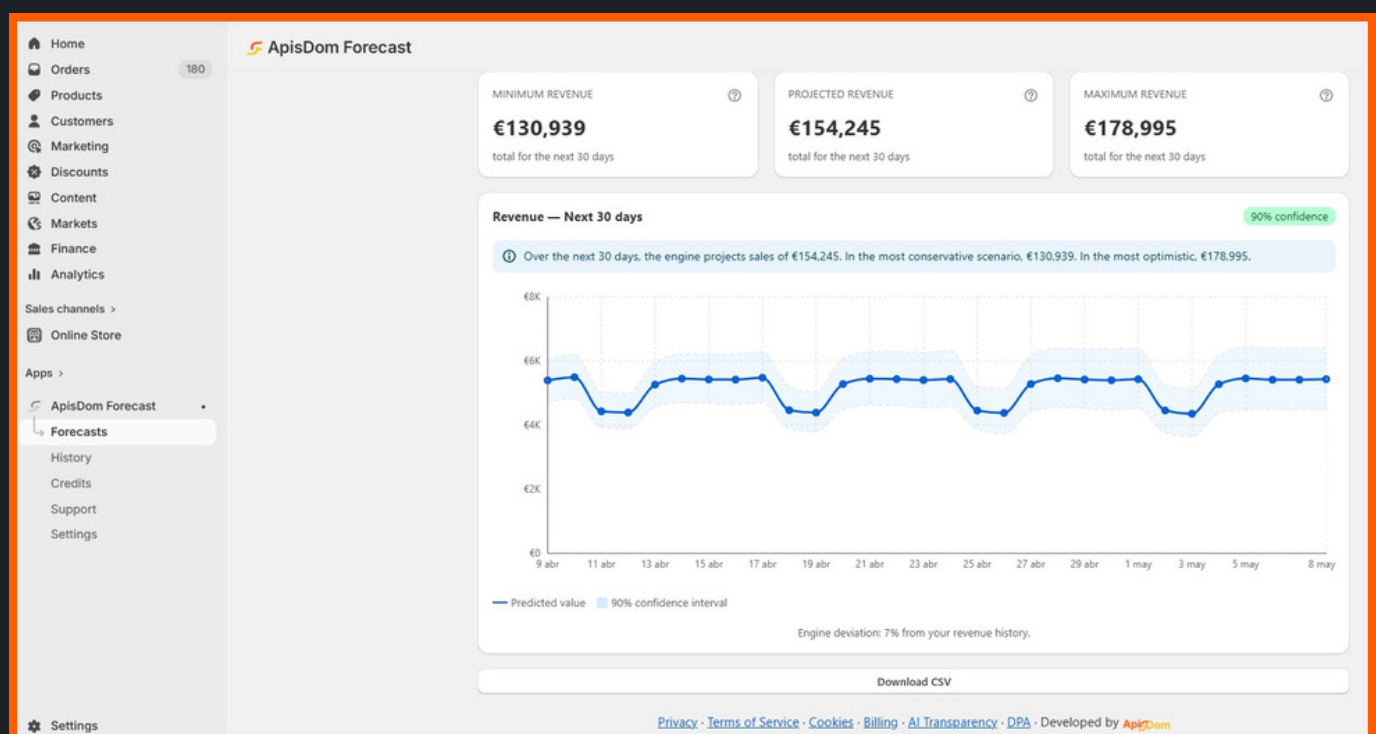
The store has a real history of orders and revenue. The projection is prepared for the next 30 days and considers three scenarios: minimum, projected, and maximum. The central forecast is set at €154,245, the most conservative scenario at €130,939, and the most optimistic at €178,995. The chart illustrates this projection along with the 90% confidence interval.

- **3. Potential problems**

Before focusing solely on the central figure, it's crucial to remember that a forecast is not a promise. The store may face promotional campaigns, price changes, stockouts, peak seasons, or days with atypical behavior, all of which could influence the interpretation of the results. Therefore, it's not enough to consider "€154,245" as an exact figure; it's essential to look at the entire range: from €130,939 to €178,995.

- **4. Engine reading and 5. Generated scenarios**

The engine analyzes historical revenue, identifies temporal patterns, and projects revenue for the next 30 days. The results are not presented as a single figure, but rather as three scenarios. The conservative scenario allows for prudent planning, the mid-range scenario serves as the primary benchmark, and the optimistic scenario reflects the maximum potential in the event of favorable performance. The shaded area in the chart represents the 90% confidence interval: it is not a guarantee, but rather a way to illustrate the reasonable range of uncertainty surrounding the forecast.



SCENERY	PROJECTED REVENUE, NEXT 30 DAYS
Low/conservative	≈ 130.939 €
Midfielder	≈ 154.245 €
High/Optimistic	≈ 178.995 €

6. The incorrect interpretation is: "I'm going to earn exactly €154,245." The correct interpretation is: "Based on current historical data, the forecast ranges between €130,939 and €178,995, with €154,245 as the central scenario." The lower scenario helps to be cautious, the higher one shows a possible ceiling, and the middle one serves as the main reference point. The usefulness lies in comparing the entire range, not focusing on a single figure.

7. The 90% confidence interval is the shaded area of the graph. It does not mean that the outcome is guaranteed, but rather that the forecast should be read as a reasonable range around the central scenario.

In this image, Forecast also shows a 7% deviation in the engine's performance compared to historical revenue. This data should be interpreted with caution: the smaller the deviation, the more stable the reading; the larger it is, the more careful one should be before making a decision.

- **8. What decision can the owner make?**
- Use the central scenario, €154,245, as the main reference for planning the next period.
- Use the low scenario, €130,939, as a prudent floor to avoid committing more stock, purchases or resources than necessary.
- Keep in mind the high scenario, €178,995, as a possible ceiling if the performance is favorable, but without treating it as a guarantee.
- Prepare purchases, campaigns, or resources by looking at the full range, not an isolated figure.
- Check if the available stock allows covering a scenario close to the central one without initially assuming the maximum scenario.

- **9. What decision should I not make yet?**

Buy or commit resources assuming that the high scenario of €178,995 will be directly met.

- Treat the €154,245 of the central stage as an exact figure.

Ignore the low scenario of €130,939, because it is the one that helps to plan more prudently.

- Using the forecast as an automatic order without checking stock, campaigns, margins, calendar and actual store situation.

Confusing the confidence interval with a guarantee of result.

- **10. What to improve for future predictions**

Keep the order and revenue history as clean and continuous as possible.

- Mark campaigns, promotions, price changes, or special periods so that the history better reflects what happened.

Check for stockouts, because a drop in revenue does not always mean a drop in demand.

Separate important products or families when it makes sense, instead of reading everything as a single block.

Compare each new forecast with what actually happened afterward to understand whether the margin of error improves or worsens.

- **Key idea of the case**
- The owner doesn't use the forecast as an automatic order to buy stock or launch campaigns. He uses it as a supporting indicator. In this example, the range is from €130,939 to €178,995, with €154,245 as the central reference point. A prudent decision isn't based on a single figure, but rather on comparing the three scenarios, reviewing the margin of error, and cross-referencing it with the store's actual performance.

To use what you have learned

This course is free and designed to help you understand prediction before using it in real-world decisions. Along with the complete PDF course, these resources help you prepare your data and check its quality. The material can be used independently and also distributed as educational content within ApisDom products, applications, or dashboards.

Quick guide to minimum data

What data do you need depending on what you want to predict?

I WANT TO PREDICT	MINIMUM RECOMMENDED DATA	WHY THEY MATTER
Sales	date, product, units, revenue	They allow you to see evolution and separate products
Demand	date, product, units, stock	Stock levels prevent confusing stockouts with a drop in demand.
Visualizations	close, video, visits, theme	They distinguish peak trends by theme
Income	date, channel, amount	They allow you to estimate cash flow per period
Records	date, source, number of registrations	They show whether the growth is sustained.
Newsletter	date, subscribers, cancellations, campaign (if any)	The losses and campaigns explain the jumps
Web traffic	date, visits, source (if any)	The source helps to understand the peaks
MRR / recurring revenue	date, amount, additions, removals (if any)	They reflect real net growth

PRACTICAL RULE OF QUANTITY

Fewer than 10 points does not provide a sufficient basis. Between 10 and 29 points requires caution. 30 or more points usually provide a better basis, provided the data is well-organized and has a temporal meaning.

KEY IDEA

It's not about having all the possible data. It's about having the necessary data for the story to make sense.

CSV template

A template isn't for scheduling. It's for organizing your story before requesting a forecast. The simplest version uses just two columns: date and value.

```
date,value
2026-01-01,12
2026-01-02,15
2026-01-03,31
```

- **Date: When it happened.**
- **value: sales, views, registrations, revenue or your main metric.**

If you want to add context (recommended for stores), you can expand it:

```
Date, Item, Value, Stock, Price, Campaign, Notes
2026-01-01, Product A, 12, 50, 19.99, No,
2026-01-02, Product A, 15, 48, 19.99, No,
2026-01-03, Product A, 31, 42, 14.99, Yes, Discount
```

- **Date: When it happened.**
- **Item: Product, video, channel, category, or element you follow. Value: Sales, views, registrations, or top metric.**
- **stock: units available, if applicable.**
- **Price: Price, if applicable.**
- **campaign: whether there was a promotion, special action or event.**
- **Notes: Any helpful explanation.**

Viral accepts CSV and Excel files and works with a two-column spreadsheet (date and value). It blocks analysis with a score below 10 points and does not consume credits.

Traffic light sheet

Before trusting a forecast, check your data with this checklist:

ASK	IF THE ANSWER IS YES...	WHAT IT MEANS FOR FORECASTING
Do you have at least 10 data points?	GOOD	There is a minimum base to execute
Do you have 30 or more points?	Better	More solid base
Are there any dates with no data?	Review	It can break continuity
Were there any stock shortages?	To mark	Declines that are not due to a lack of demand
Did you change prices?	To mark	Change the subsequent behavior
Were there campaigns?	To mark	Peaks that don't repeat on their own
Is the product new?	Caution	Historical information may be missing.
Is the data mixed up?	Separate	Confuses patterns between products
Are there any peaks you can explain?	Write down	Context helps to read them
Does the series have a sequel?	GOOD	Best temporary read
Are there any unmarked closures or holidays?	To mark	An unexplained zero misleads the engine

Simple glossary

How it relates to the traffic light: many favorable responses bring the reading closer to green; several cautionary signals can lead to yellow; a very short or incomplete history can lead to red. If there isn't enough data, blocking the prediction is better than showing a weak number.

Serie temporal	A list of data sorted by date.
History	The set of past data that you use to forecast.
Trend	Whether something goes up, down, or stays the same over time.
Season	A pattern that repeats itself on certain dates or times.
Pico	A sudden, unusual rise.
Low/conservative scenario	Cautionary reading if things aren't going well.
Midstage / Central Stage	The central reading of the forecast.
High/optimistic scenario	This is possible if behavior improves.
Confidence interval	The most likely range. It is not a guarantee.
Margin of error	How much the forecast usually deviates. A word of caution.
MAP	A measure of error: how wrong the model was when compared to past data.
Traffic light	The reliability signal: green, yellow, or red.
Reliability	How much can you trust a forecast based on your data?
Prediction	An estimate of the future based on past patterns.
Incomplete data	A historic place that is missing part of its history.
Temporary pattern	A behavior that repeats itself over time and allows for prediction.

Technology and related resources

Everything explained in this course is based on real ApisDom technology. This section is for informational purposes only, not commercial: it simply lays out the pieces so you know where each one fits.

PART	FOR WHOM	WHAT ARE YOU DOING
ApisDom Technology 2 / Prediction API	Technical cover	The time series prediction engine, based on Chronos-2, on which everything else is built.
Forecast para Shopify	Shops and ecommerce	Sales forecasting within Shopify, with reliability traffic light and scenarios, working on the actual history of the store and not on generic industry averages.
Viral	Content creators	Content performance projection based on a history uploaded in CSV or Excel.

If you want to learn more, here are some related resources:

Technology and Related Resources

This course offers an introduction to weather forecasting within the ApisDom ecosystem. For more information or to see this technology in action, you can consult the following resources:

1. ApisDom Prediction API with Amazon Chronos-2

Technical documentation of the time series prediction API.

Access the documentation at <https://apisdom.com/documentacion#prediction-api-forecasting-con-chronos-2-amazon>.

1. Forecast for Shopify

ApisDom application designed for forecasting demand, revenue, inventory, scenarios, and quality traffic lights within Shopify.

Access the application at <https://foresight.apisdom.com/es/pages/app>.

1. Viral

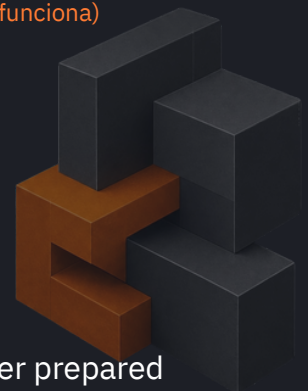
A predictive tool that allows you to analyze historical data, content, visualizations, growth, and temporal evolution.

Access Viral at <https://viral.apisdom.com/como-funciona>

1. ApisDom Web and Support

ApisDom homepage, which includes documentation, projects, and contact options.

Visit ApisDom at <https://apisdom.com>.



- Prediction doesn't replace your judgment, but it can help you be better prepared for the next decision.
- If you understand the range, the traffic light, and the context of your business, you stop just looking at what happened and start preparing better for what may come.