mForecast User Manual

Basic Forecasting

1) Enter your sales/expenses: Touch options. Enter a new title in the Title field (do not touch return on the key pad) and touch Create New button to create a new item you want to track.

2) Enter history: Touch history button. For items/expenses affected by seasonality such as ice cream sales, water bills, lawn care and electric its recommended that you enter at least 1 year of history, if you don't have that much history don't worry just enter as much data as you have. For fixed bills such as car payments just enter one data point for previous month, no need to enter more than that. If you don't have any expenses for a month enter a 0 for amount, entering 0 is will generate a more accurate forecast than not entering any data.

3) Forecast: Touch Forecast to see the forecast, if you disagree with the forecast touch the row in the table that you would like to change and you will be prompted to change it.

4) Repeat steps 1-3 for all your bills

Advanced Forecasting & Promotions

1) Touch options, create a new time series to forecast e.g. Product 1.

2) Touch history, enter you historical sales. As you enter your historical sales data make sure to mark On Ad to true when you had a special or Ad that drove your sales upward. Seasonal / intermittent data forecasting is supported, provided 0 is entered for the months when there is no sale instead of not entering any data.

3) In the Options screen, enter a future Ad/special date if you are going to run a special again. You can enter sales in currency or units, be consistent.

4) Touch forecast, this will generate a forecast. Review the forecast and override it where needed.

Tweaking Forecasts: You can change the settings to improve the generated forecast, touch Options, here you can change the forecasting technique if you desire - you can use Auto (default) which uses heuristic checks to pick the best technique or use Smoothing which uses Holt winters family of smoothing, or use Simple Moving Average (SMA). You can further tweak the parameters used in these techniques by touching More Options and entering a period for SMA. You can also set the Level parameter - Alpha, Trend parameter - Beta and Seasonality parameter - Gamma. Setting these values higher will lead to less memory or in other words more weightage to recent data.

Data Analysis and Export

Touch options and touch Pie Chart, you will see the distribution of your sales/expenses, touch on the month selector on the top to change month. To see the trends for a specific expense touch the expense in Options and then touch Forecast button.

Export: Touch options and then touch Email and More Options. You can choose to export just currently loaded bill data or all the bills you entered. You also have the option of excluding history from the export. Export creates CSV (comma separated values) format which can be opened in Excel or any text editor, once you open in Excel you can save as excel spreadsheet instead of CSV, doing so will give you more flexibility in analyzing your data further.

At the end of every month revisit the application and enter the actual bills/sales for that month.

mForecast uses industry standard smoothing algorithms and forecasting techniques that large corporations use to forecast their sales, the same techniques can now be used by you on your ipad/iphone!

Cloud Sync

Cloud Sync is a paid auto renewable subscription. iDataCrunch Sync is a full featured and advanced fine-grained implementation of sync. It is more flexible and full featured compared to other sync mechanisms. Visit the app description page on iTunes for pricing and payment details this information is also available inside the app when you touch on "Sync". Cloud sync allows for data on various devices that you own to be synchronized at a fine grained level. What this means is that you could change individual history items or forecasts or add new forecast books and all your devices upon sync will have the same data. iDataCrunch Sync server is used to store and manage the sync process. Sync uses your internet connection. If you are on a bandwidth constrained 3G plan consider using sync only when you are in a Wi-Fi spot.

First step in sync is to purchase the sync feature within the application. You only need to purchase this subscription on one device; it will transfer to all your devices with no additional charge. Make sure you are online either through Wi-Fi or 3G, this feature will *not* work in offline mode. Touch "Sync" to get started, you will see a dialog box showing details of what sync is, touch continue. Pause for a second or so and you should see a dialog box showing the details of purchase price, length of subscription and terms of payment. If you want to continue to purchase, touch Purchase, you will get one more confirmation dialog asking if you want to purchase, touch Confirm and your purchase should be done. You will get an alert stating that the service is available on your device.

Transferring your purchase: On other devices that you use (make sure you are logged into device using your Apple ID) the sync subscription purchase will transfer with no additional cost. Touch on Sync and then Continue, in the following screen touch

"Already Purchased" and your purchase will be transferred, this means that you have this feature available on both (or more) the devices.
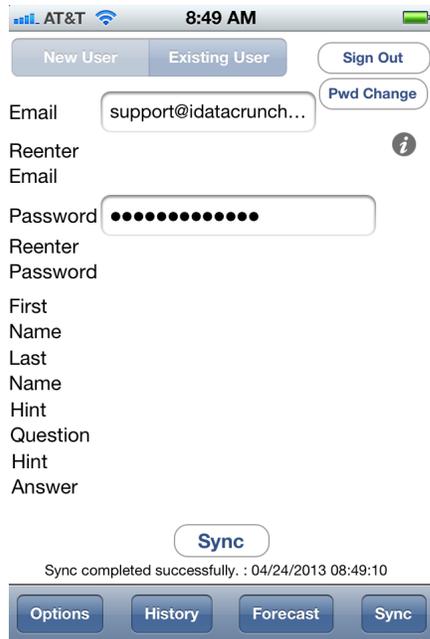
Sync is implemented as an auto renewable subscription, which means that your iTunes account will be debited with the amount on a yearly basis. If you want to discontinue the auto subscription, you will have to do so from your iTunes account, this can be done from your device by touching Settings->Store, make sure you are logged on to your iTunes account. Once a subscription is purchased it cannot be cancelled for the duration of the subscription, you can however cancel future renewals.

Using Sync:
First step is to create an iDataCrunch User Account. Do so by filling out the form. Make sure to agree to the Terms & Conditions. First touch Create User (you must create user first before Sync). This should create a user. If you have created a user on a different device touch Existing User and enter the credentials.

Once you are logged in you will see the following screen.

Now you can sync by touching the Sync button, doing so will publish and reconcile your data to the iDataCrunch Cloud. Make sure that you are connected to the internet. Repeat the same process on your other devices and data will be synchronized across all your devices, any change that you make on one device will be available on another device after you touch sync. Note: You must explicitly touch Sync button to synchronize your data each time on each device.

Logging out: If you want to log out, touch Log Out and you will have to reenter your password by touching existing user and entering your credentials.

Changing Password: Touch on Change Pwd and you will be prompted to change your password. Once you change your password on one device effectively you are updating your password on the iDataCrunch cloud, you need to go on other devices and touch on Log Out and then re-login using your new password by touching existing user.

Lost Password: At this time this process requires sending an email to support@idatacrunch.com. Touch on the info icon (the "i" icon) on the Sync view, this will bring up a dialog box with a reference ID, in your email please mention the reference id, we cannot reset your password without this reference ID.
You can simplify this process as follows: After touching the info icon, take a snap of the screen by touching the Home button and the power button at the same time. This picture will be in your album, now open your photo album and then email that image to support@idatacrunch.com, small resolution is fine. Turn around time is about 48 hours in some cases it could take longer. Future enhancements will make this process easier and automated.

Collaboration: You can collaborate with others and share data. To enable this, you have to login from the App on each device using the same iDataCrunch Credentials. Note that

each device needs to have the sync purchased/available. Once you login from a device you are authorizing all the data in that device to be synchronized with the cloud bi-directionally. Read terms and conditions carefully.

Terms & Privacy Policy: http://www.idatacrunch.com/About_Us.html

**Payment will be charged to iTunes Account at confirmation of purchase. Subscription automatically renews unless auto-renew is turned off at least 24-hours before the end of the current period. Account will be charged for renewal within 24-hours prior to the end of the current period, and identify the cost of the renewal. Subscriptions may be managed by the user and auto-renewal may be turned off by going to the user's Account Settings after purchase. No cancellation of the current subscription is allowed during active subscription period. Any unused portion of a free trial period, if offered, will be forfeited when the user purchases a subscription to that publication.

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