# contents

"Knowledge of truth is always more than theoretical and intellectual. It is the product of activity as well as its cause. Scholarly reflection therefore must grow out of real problems, and not be the mere invention of professional scholars."

JOHN DEWEY, UNIVERSITY OF VERMONT

3 Note from the Editor

## valedictory

5 Twenty Years On: How Is Forecasting Faring? Paul Goodwin

#### forecasting competitions

**8** Learnings from the VN1 Forecasting Competition Nicolas Vandeput

#### decision intelligence

**14** Decision Modeling to Increase Forecast Usability James Taylor

#### performance evaluation

19 The Trade-Offs between Forecasting Performance Fotios Petropoulos & Evangelos Spiliotis and Computational Cost

#### forecasting methods

Harrison Katz., **26** Two-Part Forecasting for Time-Shifted Metrics Erica Savage & Kai Thomas Brusch

## ai and machine learning

**34** Retrieval-Augmented Forecasting: Ryan Fattini & Ryan Young Bridging Human Insight and Machine Precision

#### opinion-editorials

**44** The Mythical Influence of Metric Asymmetry Patrick Bower

**46** Systems Thinking to Address Sustainability Leo Sadovy

# FORESIGHT

Foresight Advisory Board Chairman: Jim Hoover, University of Florida Carolyn Allmon, ACIST Medical Systems

Mark Chockalingam, Valtitude/Demand Planning LLC

Cara Curtland, HP

Lauren Davis, UNC A&T State University

Robert Fildes, Lancaster Centre for Forecasting

Ram Ganeshan, College of William and Mary

**Igor Gusakov**, GoodsForecast

Sevvandi Kandanaarachchi, CSIRO

Jonathon Karelse, NorthFind Management

Yue Li, Bain & Company

Joe McConnell, McConnell Chase Software

Polly Mitchell-Guthrie, Two Halves Consulting

Dilek Önkal, Northumbria University

**Steven Pauly**, Slimstock

**Jack Pope**, Investment Economics

Johann Robette, Vekia Eduardo Romanus, Ipiranga

**Jerry Shan**, Insightful-Tech Ventures

Sujit Singh, Arkieva

Marina Sologubova, Estée Lauder

Eric Stellwagen, Business Forecast Systems

Nicolas Vandeput, SupChains

Lawrence Vanston, Technology Futures

Janina Zittel, Zuse Institute Berlin

Editor-in-Chief

Deputy Editor

Michael Gilliland

Stephan Kolassa

Jeff Baker

Associate Editors

Fotios Petropoulos Evangelos Spiliotis Aris Syntetos

Column Editors

Simon Clarke

Opinion-Editorial

Shari De Baets

Judgmental Forecasting

**Elaine Deschamps** 

Government & Public Policy

**Anne-Flore Elard** 

 ${\it Machine Learning \& AI}$ 

**Tao Hong** 

Energy & Environment

Malvina Marchese

Financial Forecasting

**Zabiulla Mohammed** 

 $Retail \& \mathit{CPG}$ 

Christian Schäfer

Life Sciences

Ira Sohn

Long-Range Forecasting

**Simon Spavound** 

Book Reviews

Foresight Staff

**Ying Fry** 

Marketing & Sponsorship

Liza Woodruff

Design & Production

**Ralph Culver** 

Manuscript Editor

**Mary Ellen Bridge** 

Copy Editor

Foresight is published by the International Institute of Forecasters, with the purpose of advancing the practice of forecasting. We encourage submissions from industry practitioners, software and consulting vendors, and academic researchers. Manuscripts should be written in language accessible to analysts, planners, managers, and students. All manuscripts are peer reviewed and edited for clarity and style.

See the Guidelines for Authors (*forecasters.org/foresight/submit-article/*) for full details on suitable topics, manuscript preparation, and manuscript submission.

Foresight welcomes advertising. However, journal content is solely at the discretion of the editors and will adhere to the highest standards of objectivity. Where an article describes the use of commercially available software or a licensed procedure, the author must disclose any interest in the product. Articles whose principal purpose is to promote a commercial product or service will be rejected.

©2025 International Institute of Forecasters (ISSN 1555-9068)

IIF Membership & Subscriptions Ying Fry, IIF Business Manager forecasters@forecasters.org

> Foresight Business Office: 8956 Erect Road Seagrove, NC 27341