

ABSTRACT

**THE IMPLEMENTATION OF TREND LEAST SQUARE METHOD IN
FORECASTING SMARTPHONE SALES**

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Jaya Ponsel shop Bengkulu City is one of the stores that sells various types of smartphones, smartphone accessories and accepts smartphone service in Bengkulu City. So far, Jaya Ponsel's sales data management has utilized a computer in recording daily sales of each smartphone unit, so that sometimes it makes some types of smartphones pre-order in advance due to non-existent stock and of course makes consumers have to wait first. The implementation of Trend Least Square Method in forecasting smartphone sales at Jaya Ponsel Bengkulu can help manage smartphone sales data and manage smartphone inventory based on forecasting results. Besides that, it can help provide information on the results of forecasting smartphone sales in the following month for the next 3 years based on the brand of smartphone. Based on the results of forecasting smartphone brands in 2024, 2025, and 2026, it can be concluded that Oppo smartphone and Samsung have decreased smartphone sales, while Vivo smartphone has increased smartphone sales until December 2026.

Keywords: Trend Least Square Method, Forecasting, Smartphone Sales.

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