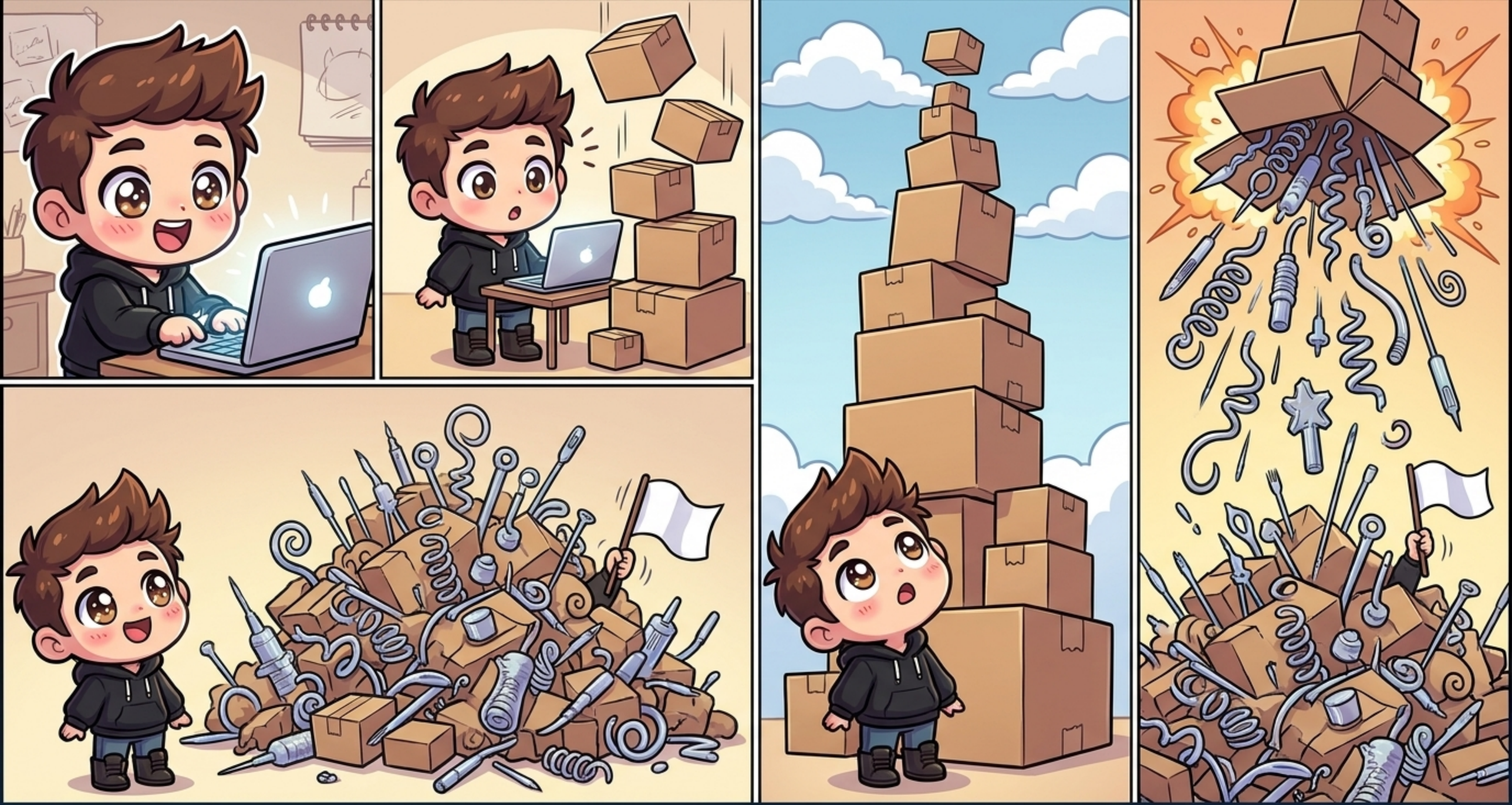

Profitable inventory forecasting relies on core product sales velocity rather than sheer optimism.

The mountain of optimism claims another inventory victim.