



# Tidy Time Series & Forecasting in R



## 9. Dynamic regression

# Outline

- 1 Regression with ARIMA errors
- 2 Lab Session 18
- 3 Stochastic and deterministic trends
- 4 Dynamic harmonic regression
- 5 Lab Session 19
- 6 Lagged predictors

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# Regression with ARIMA errors

## Regression models

$$y_t = \beta_0 + \beta_1 x_{1,t} + \cdots + \beta_k x_{k,t} + \varepsilon_t,$$

- $y_t$  modeled as function of  $k$  explanatory variables  $x_{1,t}, \dots, x_{k,t}$ .
- In regression, we assume that  $\varepsilon_t$  was WN.
- Now we want to allow  $\varepsilon_t$  to be autocorrelated.

# Regression with ARIMA errors

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- In regression, we assume that  $\varepsilon_t$  was WN.
- Now we want to allow  $\varepsilon_t$  to be autocorrelated.

## Example: ARIMA(1,1,1) errors

$$y_t = \beta_0 + \beta_1 x_{1,t} + \cdots + \beta_k x_{k,t} + \eta_t,$$
$$(1 - \phi_1 B)(1 - B)\eta_t = (1 + \theta_1 B)\varepsilon_t,$$

where  $\varepsilon_t$  is white noise.

# Residuals and errors

**Example:**  $\eta_t = \text{ARIMA}(1,1,1)$

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# Residuals and errors

**Example:  $\eta_t = \text{ARIMA}(1,1,1)$**

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$$(1 - \phi_1 B)(1 - B)\eta_t = (1 + \theta_1 B)\varepsilon_t,$$

- Be careful in distinguishing  $\eta_t$  from  $\varepsilon_t$ .
- Only the errors  $\varepsilon_t$  are assumed to be white noise.
- In ordinary regression,  $\eta_t$  is assumed to be white noise and so  $\eta_t = \varepsilon_t$ .
- If  $\eta_t$  is non-stationary, the model is equivalent to regressing differenced  $y_t$  on differenced  $x_{1,t}, \dots, x_{k,t}$ .

# Estimation

If we minimize  $\sum \eta_t^2$  (by using ordinary regression):

- 1 Estimated coefficients  $\hat{\beta}_0, \dots, \hat{\beta}_k$  are no longer optimal as some information ignored;
- 2 Statistical tests associated with the model (e.g., t-tests on the coefficients) are incorrect.
- 3  $p$ -values for coefficients usually too small (“spurious regression”).
- 4 AIC of fitted models misleading.



# Estimation

If we minimize  $\sum \eta_t^2$  (by using ordinary regression):

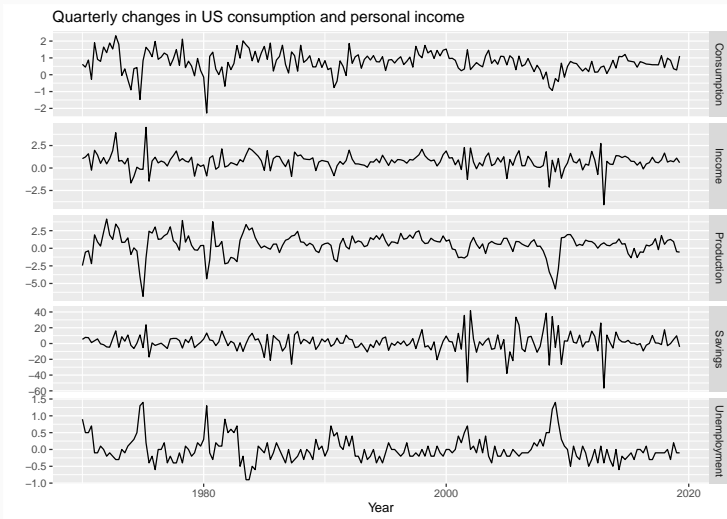
- 1 Estimated coefficients  $\hat{\beta}_0, \dots, \hat{\beta}_k$  are no longer optimal as some information ignored;
  - 2 Statistical tests associated with the model (e.g., t-tests on the coefficients) are incorrect.
  - 3  $p$ -values for coefficients usually too small (“spurious regression”).
  - 4 AIC of fitted models misleading.
- 
- Minimizing  $\sum \varepsilon_t^2$  avoids these problems.
  - Maximizing likelihood similar to minimizing  $\sum \varepsilon_t^2$ .

# Selecting predictors

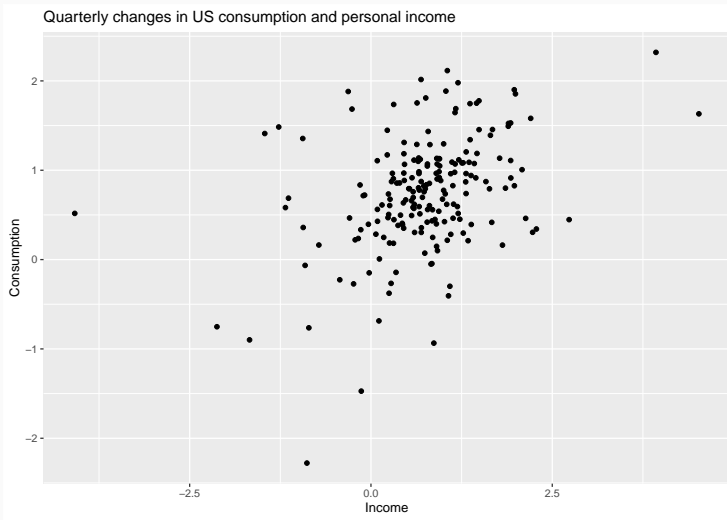
$$y_t = \beta_0 + \beta_1 x_{1,t} + \cdots + \beta_k x_{k,t} + \eta_t,$$
$$\eta_t \sim \text{ARIMA}(p, d, q)$$

- AICc can be calculated for final model.
- Repeat procedure for all subsets of predictors to be considered, and select model with lowest AICc value.

# US personal consumption and income



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# US personal consumption and income

- No need for transformations or further differencing.
- Increase in income does not necessarily translate into instant increase in consumption (e.g., after the loss of a job, it may take a few months for expenses to be reduced to allow for the new circumstances). We will ignore this for now.

# US personal consumption and income

```
fit <- us_change %>% model(ARIMA(Consumption ~ Income))  
report(fit)
```

```
## Series: Consumption  
## Model: LM w/ ARIMA(1,0,2) errors  
##  
## Coefficients:  
##          ar1          ma1          ma2  Income  intercept  
##          0.7070   -0.6172   0.2066   0.1976       0.5949  
## s.e.    0.1068    0.1218   0.0741   0.0462       0.0850  
##  
## sigma^2 estimated as 0.3113:  log likelihood=-163.04  
## AIC=338.07   AICc=338.51   BIC=357.8
```

# US personal consumption and income

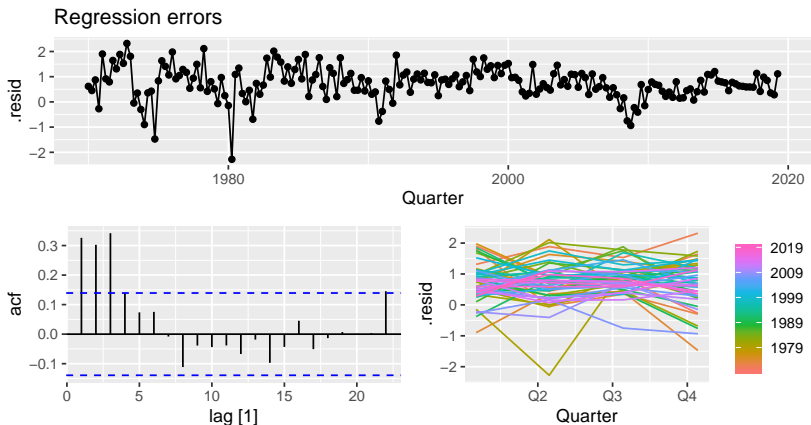
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##  
## sigma^2 estimated as 0.3113:  log likelihood=-163.04  
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```

Write down the equations for the fitted model.

# US personal consumption and income

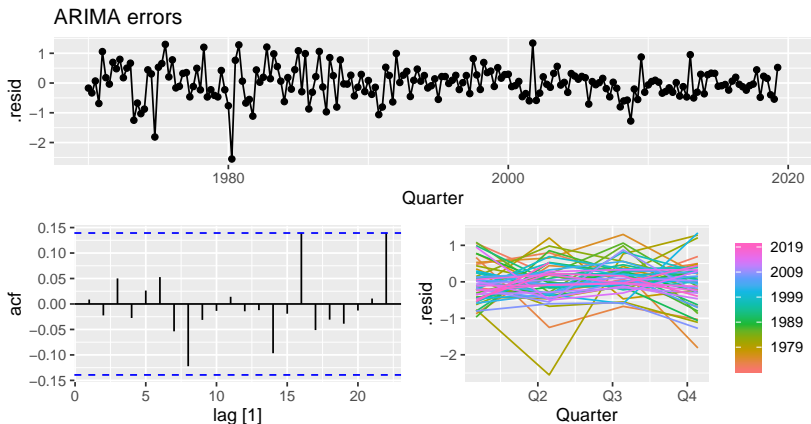
```
residuals(fit, type='regression') %>%  
  gg_tsdisplay(.resid) + ggtitle("Regression errors")
```





# US personal consumption and income

```
residuals(fit, type='response') %>%  
  gg_tsdisplay(.resid) + ggtitle("ARIMA errors")
```



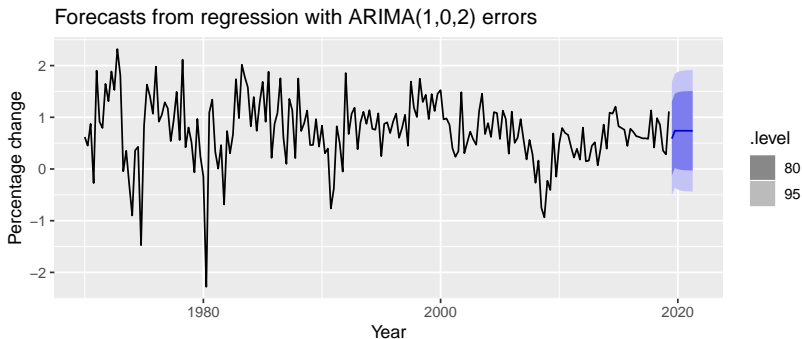
# US personal consumption and income

```
augment(fit) %>%  
  features(.resid, ljung_box, dof = 5, lag = 12)
```

```
## # A tibble: 1 x 3  
##   .model                                lb_stat lb_pvalue  
##   <chr>                                <dbl>     <dbl>  
## 1 ARIMA(Consumption ~ Income)         5.54      0.595
```

# US personal consumption and income

```
us_change_future <- new_data(us_change, 8) %>%  
  mutate(Income = mean(us_change$Income))  
forecast(fit, new_data = us_change_future) %>%  
  autoplot(us_change) +  
  labs(x = "Year", y = "Percentage change",  
       title = "Forecasts from regression with ARIMA(1,0,2) errors")
```



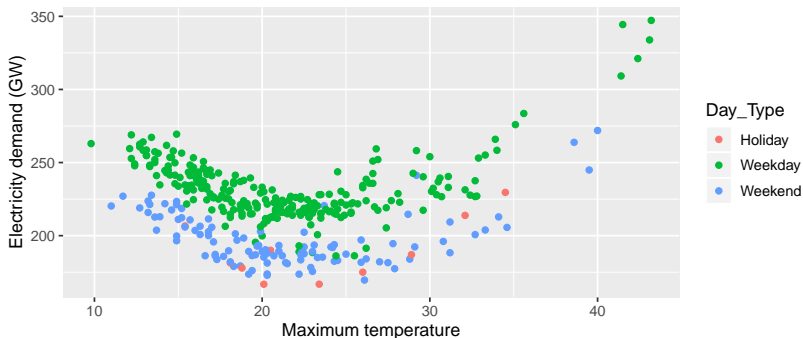
# Forecasting

- To forecast a regression model with ARIMA errors, we need to forecast the regression part of the model and the ARIMA part of the model and combine the results.
- Some predictors are known into the future (e.g., time, dummies).
- Separate forecasting models may be needed for other predictors.
- Forecast intervals ignore the uncertainty in forecasting the predictors.

# Daily electricity demand

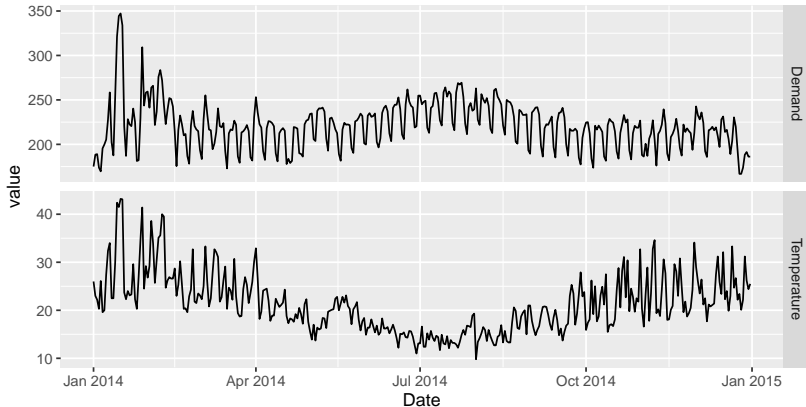
Model daily electricity demand as a function of temperature using quadratic regression with ARMA errors.

```
vic_elec_daily %>%  
  ggplot(aes(x=Temperature, y=Demand, colour=Day_Type)) +  
  geom_point() +  
  labs(x = "Maximum temperature", y = "Electricity demand (GW)")
```



# Daily electricity demand

```
vic_elec_daily %>%  
  pivot_longer(c(Demand, Temperature)) %>%  
  ggplot(aes(x = Date, y = value)) + geom_line() +  
  facet_grid(vars(name), scales = "free_y")
```



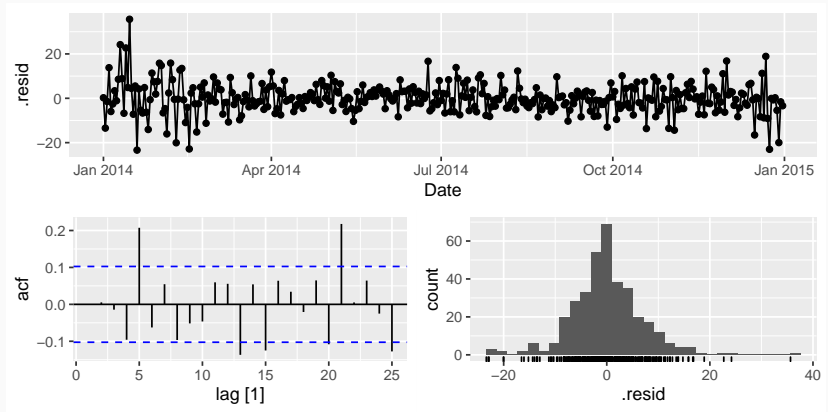
# Daily electricity demand

```
fit <- vic_elec_daily %>%  
  model(fit = ARIMA(Demand ~ Temperature + I(Temperature^2) +  
    (Day_Type=="Weekday")))  
report(fit)
```

```
## Series: Demand  
## Model: LM w/ ARIMA(2,1,2)(0,0,2)[7] errors  
##  
## Coefficients:  
##          ar1          ar2          ma1          ma2          sma1          sma2  Temperature  
##          1.1521   -0.2750   -1.3851    0.4071    0.1589    0.3103             -  
7.9467  
## s.e.    0.6265    0.4812    0.6082    0.5804    0.0591    0.0538             0.4920  
##          I(Temperature^2)  Day_Type == "Weekday"TRUE  
##                   0.1865                                31.8245  
## s.e.                   0.0097                                1.0189  
##  
## sigma^2 estimated as 48.82:  log likelihood=-1220.48  
## AIC=2460.96    AICc=2461.58    BIC=2499.93
```

# Daily electricity demand

```
augment(fit) %>%  
  gg_tsdisplay(.resid, plot_type = "histogram")
```





# Daily electricity demand

```
augment(fit) %>%  
  features(.resid, ljung_box, dof = 9, lag = 14)
```

```
## # A tibble: 1 x 3  
##   .model lb_stat lb_pvalue  
##   <chr>    <dbl>    <dbl>  
## 1 fit      38.1 0.0000000354
```

# Daily electricity demand

```
# Forecast one day ahead
```

```
vic_next_day <- new_data(vic_elec_daily, 1) %>%  
  mutate(Temperature = 26, Day_Type = "Holiday")  
forecast(fit, vic_next_day)
```

```
## # A tibble: 1 x 6 [1D]
```

```
## # Key:   .model [1]
```

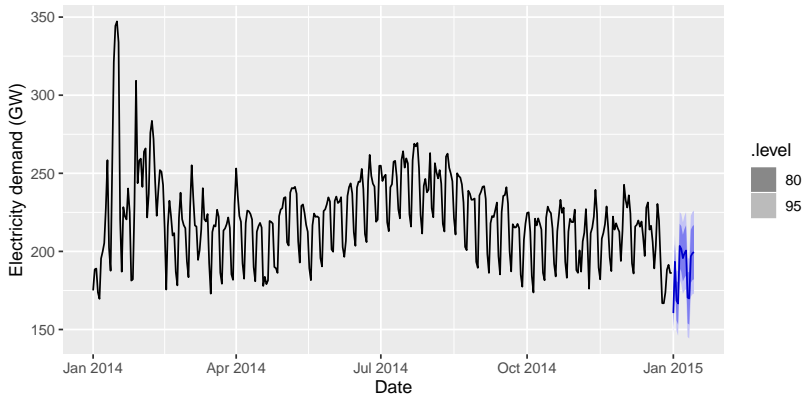
```
##   .model Date          Demand .distribution Temperature Day_Type  
##   <chr>  <date>         <dbl> <dist>          <dbl> <chr>  
## 1 fit    2015-01-01      161. N(161, 49)          26 Holiday
```

# Daily electricity demand

```
vic_elec_future <- new_data(vic_elec_daily, 14) %>%  
  mutate(  
    Temperature = 26,  
    Holiday = c(TRUE, rep(FALSE, 13)),  
    Day_Type = case_when(  
      Holiday ~ "Holiday",  
      wday(Date) %in% 2:6 ~ "Weekday",  
      TRUE ~ "Weekend"  
    )  
  )
```

# Daily electricity demand

```
forecast(fit, vic_elec_future) %>%  
  autoplot(vic_elec_daily) + ylab("Electricity demand (GW)")
```



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# Lab Session 18

Repeat the daily electricity example, but instead of using a quadratic function of temperature, use a piecewise linear function with the “knot” around 20 degrees Celsius (use predictors Temperature & Temp2). How can you optimize the choice of knot?

The data can be created as follows.

```
vic_elec_daily <- vic_elec %>%  
  filter(year(Time) == 2014) %>%  
  index_by(Date = date(Time)) %>%  
  summarise(  
    Demand = sum(Demand)/1e3,  
    Temperature = max(Temperature),  
    Holiday = any(Holiday)) %>%  
  mutate(  
    Temp2 = I(pmax(Temperature-20,0)),  
    Day_Type = case_when(  
      Holiday ~ "Holiday",  
      wday(Date) %in% 2:6 ~ "Weekday",  
      TRUE ~ "Weekend"))
```

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# Stochastic & deterministic trends

## Deterministic trend

$$y_t = \beta_0 + \beta_1 t + \eta_t$$

where  $\eta_t$  is ARMA process.



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## Stochastic trend

$$y_t = \beta_0 + \beta_1 t + \eta_t$$

where  $\eta_t$  is ARIMA process with  $d \geq 1$ .

# Stochastic & deterministic trends

## Deterministic trend

$$y_t = \beta_0 + \beta_1 t + \eta_t$$

where  $\eta_t$  is ARMA process.

## Stochastic trend

$$y_t = \beta_0 + \beta_1 t + \eta_t$$

where  $\eta_t$  is ARIMA process with  $d \geq 1$ .

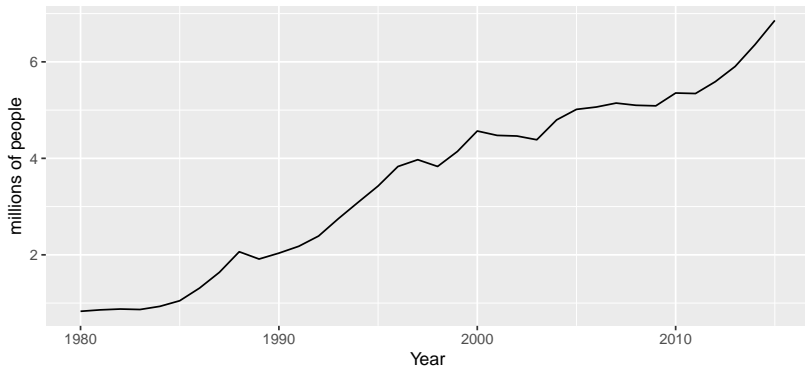
Difference both sides until  $\eta_t$  is stationary:

$$y'_t = \beta_1 + \eta'_t$$

where  $\eta'_t$  is ARMA process.

# International visitors

Total annual international visitors to Australia



# International visitors

## Deterministic trend

```
fit_deterministic <- aus_visitors %>%  
  model(Deterministic = ARIMA(value ~ trend() + pdq(d = 0)))  
report(fit_deterministic)
```

```
## Series: value  
## Model: LM w/ ARIMA(2,0,0) errors  
##  
## Coefficients:  
##          ar1          ar2  trend()  intercept  
##          1.1127   -0.3805   0.1710    0.4156  
## s.e.    0.1600    0.1585   0.0088    0.1897  
##  
## sigma^2 estimated as 0.02979:  log likelihood=13.6  
## AIC=-17.2   AICc=-15.2   BIC=-9.28
```

# International visitors

## Deterministic trend

```
fit_deterministic <- aus_visitors %>%  
  model(Deterministic = ARIMA(value ~ trend() + pdq(d = 0)))  
report(fit_deterministic)
```

```
## Series: value  
## Model: LM w/ ARIMA(2,0,0) errors  
##  
## Coefficients:  
##          ar1          ar2  trend()  intercept  
##          1.1127   -0.3805    0.1710     0.4156  
## s.e.    0.1600    0.1585    0.0088     0.1897  
##  
## sigma^2 estimated as 0.02979:  log likelihood=13.6  
## AIC=-17.2   AICc=-15.2   BIC=-9.28
```

$$y_t = 0.42 + 0.17t + \eta_t$$

$$\eta_t = 1.11\eta_{t-1} - 0.38\eta_{t-2} + \varepsilon_t$$

$$\varepsilon_t \sim \text{NID}(0, 0.0298)$$

# International visitors

## Stochastic trend

```
fit_stochastic <- aus_visitors %>%  
  model(Stochastic = ARIMA(value ~ pdq(d=1)))  
report(fit_stochastic)
```

```
## Series: value  
## Model: ARIMA(0,1,1) w/ drift  
##  
## Coefficients:  
##          mal  constant  
##      0.3006    0.1735  
## s.e.  0.1647    0.0390  
##  
## sigma^2 estimated as 0.03376:  log likelihood=10.62  
## AIC=-15.24  AICc=-14.46  BIC=-10.57
```

# International visitors

## Stochastic trend

```
fit_stochastic <- aus_visitors %>%  
  model(Stochastic = ARIMA(value ~ pdq(d=1)))  
report(fit_stochastic)
```

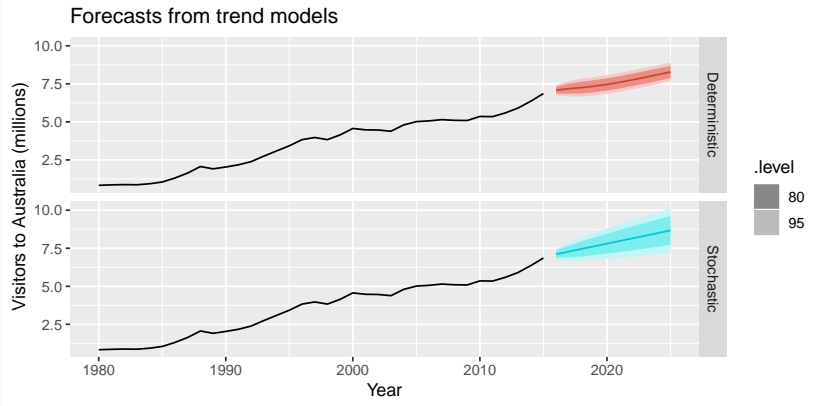
```
## Series: value  
## Model: ARIMA(0,1,1) w/ drift  
##  
## Coefficients:  
##          mal  constant  
##      0.3006    0.1735  
## s.e.  0.1647    0.0390  
##  
## sigma^2 estimated as 0.03376:  log likelihood=10.62  
## AIC=-15.24  AICc=-14.46  BIC=-10.57
```

$$y_t - y_{t-1} = 0.17 + \varepsilon_t$$

$$y_t = y_0 + 0.17t + \eta_t$$

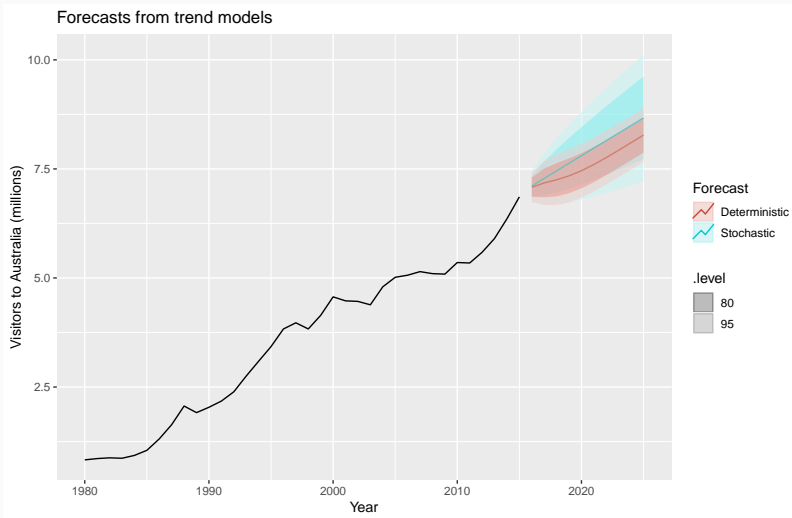
$$\eta_t = \eta_{t-1} + 0.30\varepsilon_{t-1} + \varepsilon_t$$

# International visitors





# International visitors



# Forecasting with trend

- Point forecasts are almost identical, but prediction intervals differ.
- Stochastic trends have much wider prediction intervals because the errors are non-stationary.
- Be careful of forecasting with deterministic trends too far ahead.

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# Dynamic harmonic regression

## Combine Fourier terms with ARIMA errors

### Advantages

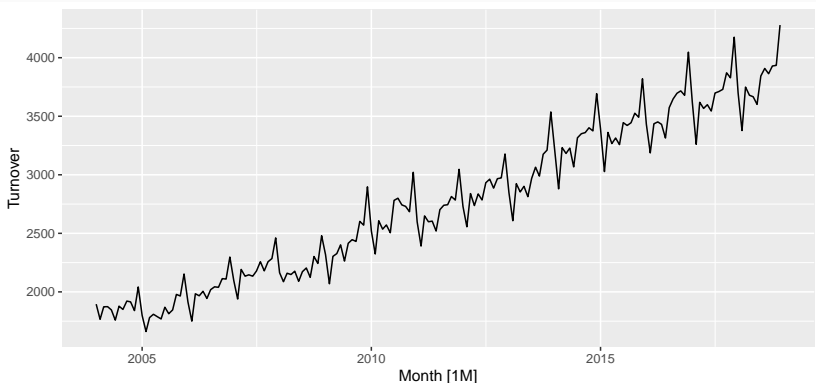
- it allows any length seasonality;
- for data with more than one seasonal period, you can include Fourier terms of different frequencies;
- the seasonal pattern is smooth for small values of  $K$  (but more wiggly seasonality can be handled by increasing  $K$ );
- the short-term dynamics are easily handled with a simple ARMA error.

### Disadvantages

- seasonality is assumed to be fixed

# Eating-out expenditure

```
aus_cafe <- aus_retail %>% filter(  
  Industry == "Cafes, restaurants and takeaway food services",  
  year(Month) %in% 2004:2018  
) %>% summarise(Turnover = sum(Turnover))  
aus_cafe %>% autoplot(Turnover)
```

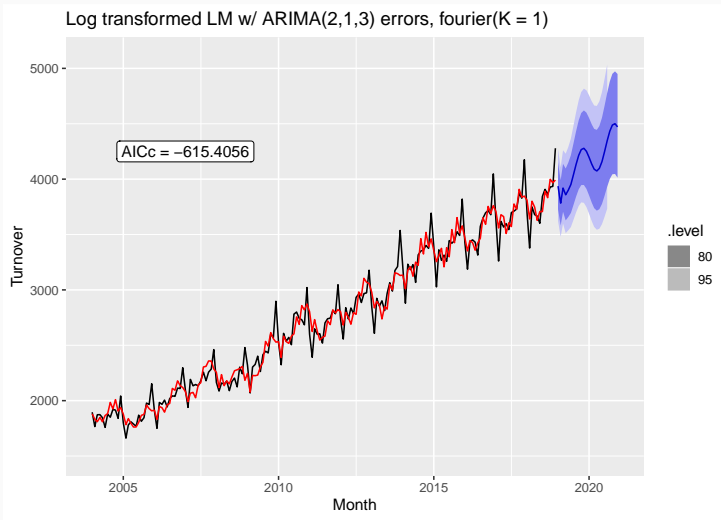


# Eating-out expenditure

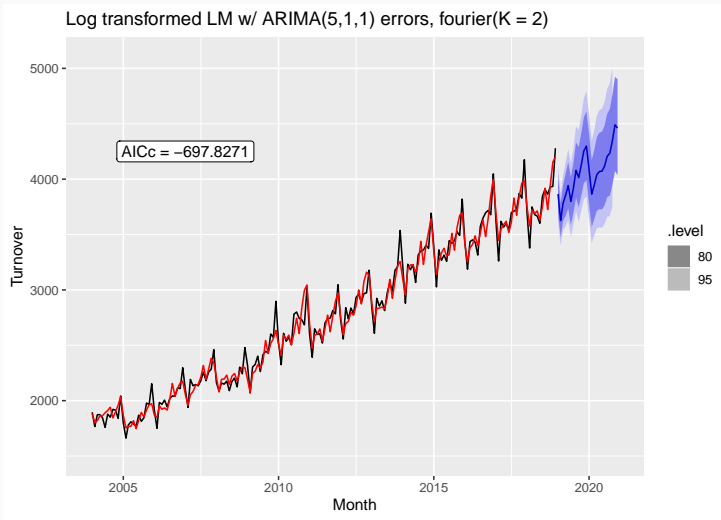
```
fit <- aus_cafe %>% model(  
  K = 1 = ARIMA(log(Turnover) ~ fourier(K = 1) + PDQ(0,0,0)),  
  K = 2 = ARIMA(log(Turnover) ~ fourier(K = 2) + PDQ(0,0,0)),  
  K = 3 = ARIMA(log(Turnover) ~ fourier(K = 3) + PDQ(0,0,0)),  
  K = 4 = ARIMA(log(Turnover) ~ fourier(K = 4) + PDQ(0,0,0)),  
  K = 5 = ARIMA(log(Turnover) ~ fourier(K = 5) + PDQ(0,0,0)),  
  K = 6 = ARIMA(log(Turnover) ~ fourier(K = 6) + PDQ(0,0,0)))  
glance(fit)
```

.model	sigma2	log_lik	AIC	AICc	BIC
K = 1	0.0017471	317.2353	-616.4707	-615.4056	-587.7842
K = 2	0.0010732	361.8533	-699.7066	-697.8271	-661.4579
K = 3	0.0007609	393.6062	-763.2125	-761.3329	-724.9638
K = 4	0.0005386	426.7839	-821.5678	-818.2098	-770.5697
K = 5	0.0003173	473.7344	-919.4688	-916.9078	-874.8454
K = 6	0.0003163	474.0307	-920.0614	-917.5004	-875.4380

# Eating-out expenditure

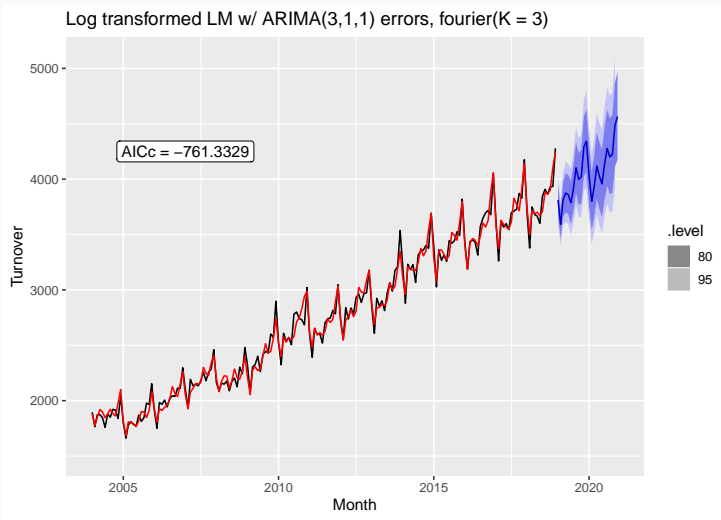


# Eating-out expenditure

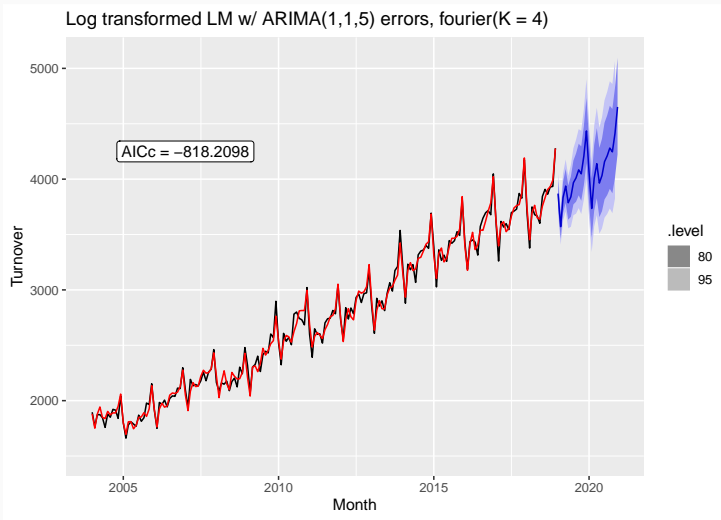




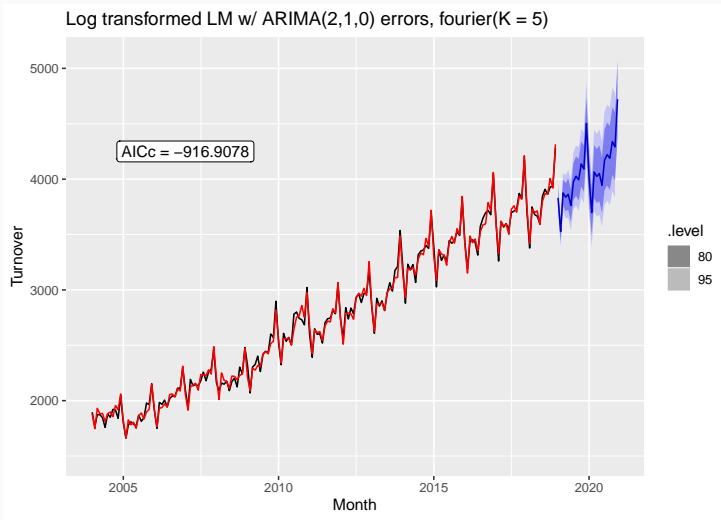
# Eating-out expenditure



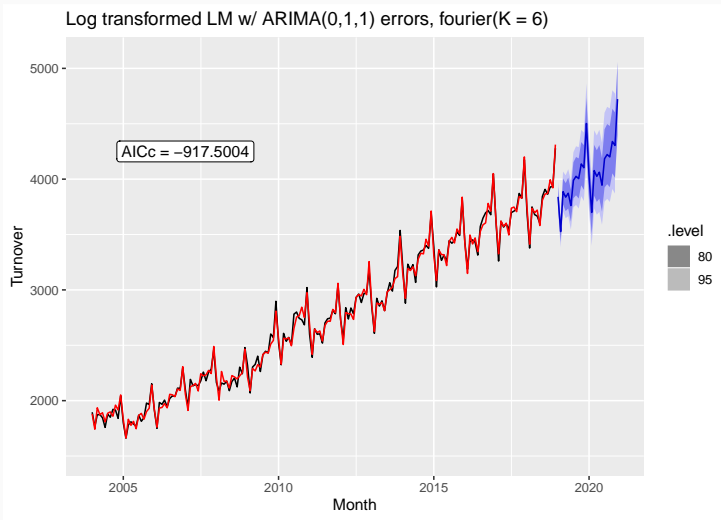
# Eating-out expenditure



# Eating-out expenditure



# Eating-out expenditure



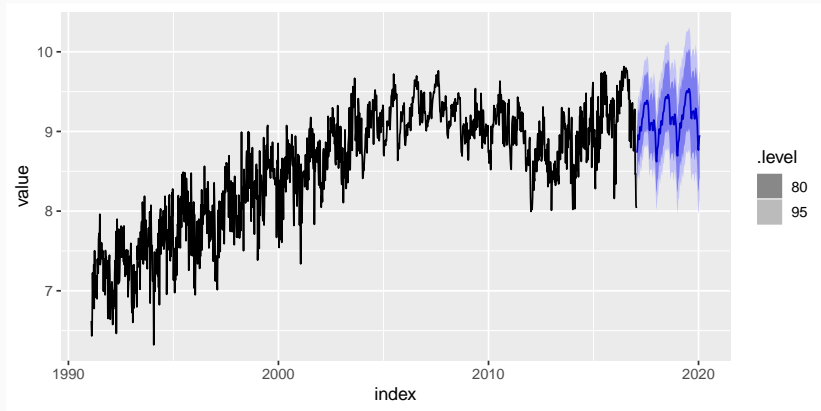
# Example: weekly gasoline products

```
gasoline <- as_tsibble(fpp2::gasoline)
fit <- gasoline %>% model(ARIMA(value ~ fourier(K = 13) + PDQ(0,0,0)))
report(fit)
```

```
## Series: value
## Model: LM w/ ARIMA(0,1,1) errors
##
## Coefficients:
##          ma1  fourier(K = 13)C1_52  fourier(K = 13)S1_52
##          -0.8934                -0.1121                -0.2300
## s.e.      0.0132                 0.0123                 0.0122
##          fourier(K = 13)C2_52  fourier(K = 13)S2_52
##                      0.0420                 0.0317
## s.e.                0.0099                 0.0099
##          fourier(K = 13)C3_52  fourier(K = 13)S3_52
##                      0.0832                 0.0346
## s.e.                0.0094                 0.0094
##          fourier(K = 13)C4_52  fourier(K = 13)S4_52
##                      0.0185                 0.0398
## s.e.                0.0092                 0.0092
##          fourier(K = 13)C5_52  fourier(K = 13)S5_52
##                      -0.0315                 0.0009
## s.e.                0.0091                 0.0091
##          fourier(K = 13)C6_52  fourier(K = 13)S6_52
```

# Example: weekly gasoline products

```
forecast(fit, h = "3 years") %>%  
  autoplot(gasoline)
```



# 5-minute call centre volume

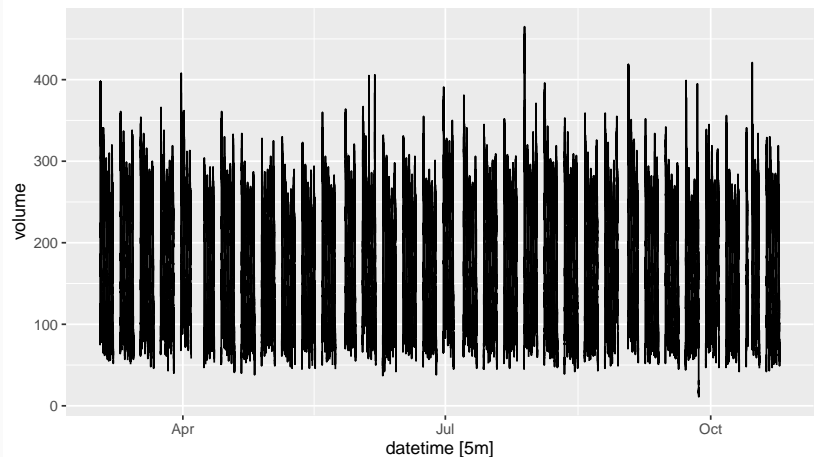
```
(calls <- readr::read_tsv("http://robjhyndman.com/data/callcenter.txt")) %>%  
  pivot_longer(-X1, names_to = "date", values_to = "volume") %>%  
  transmute(time = X1, date = as.Date(date, format = "%d/%m/%Y"),  
            datetime = as_datetime(date) + time, volume) %>%  
  as_tsibble(index = datetime))
```

```
## # A tsibble: 27,716 x 4 [5m] <UTC>
```

##	time	date	datetime	volume
##	<time>	<date>	<dtm>	<dbl>
##	1 07:00	2003-03-03	2003-03-03 07:00:00	111
##	2 07:05	2003-03-03	2003-03-03 07:05:00	113
##	3 07:10	2003-03-03	2003-03-03 07:10:00	76
##	4 07:15	2003-03-03	2003-03-03 07:15:00	82
##	5 07:20	2003-03-03	2003-03-03 07:20:00	91
##	6 07:25	2003-03-03	2003-03-03 07:25:00	87
##	7 07:30	2003-03-03	2003-03-03 07:30:00	75
##	8 07:35	2003-03-03	2003-03-03 07:35:00	89
##	9 07:40	2003-03-03	2003-03-03 07:40:00	99
##	10 07:45	2003-03-03	2003-03-03 07:45:00	125

# 5-minute call centre volume

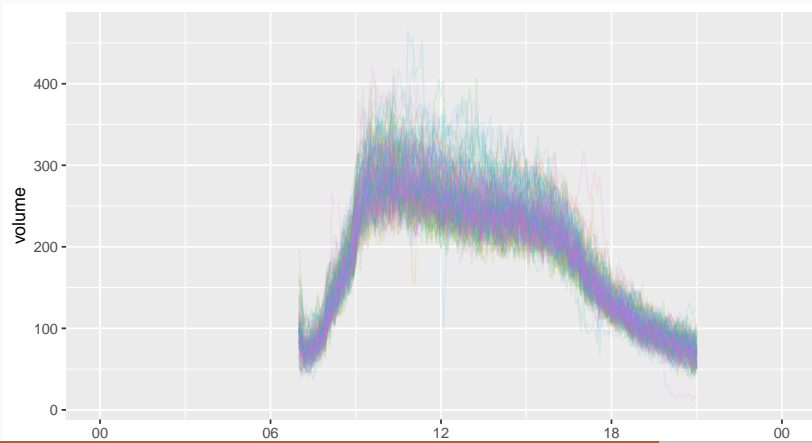
```
calls %>% fill_gaps() %>% autoplot(volume)
```





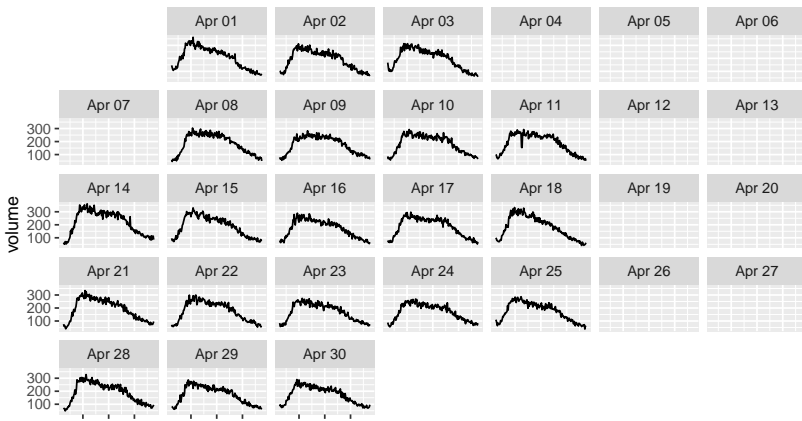
# 5-minute call centre volume

```
calls %>% fill_gaps() %>%  
  gg_season(volume, period = "day", alpha = 0.1) +  
  guides(colour = FALSE)
```



# 5-minute call centre volume

```
library(sugrants)
calls %>% filter(month(date, label = TRUE) == "Apr") %>%
  ggplot(aes(x = time, y = volume)) +
  geom_line() + facet_calendar(date)
```



# 5-minute call centre volume

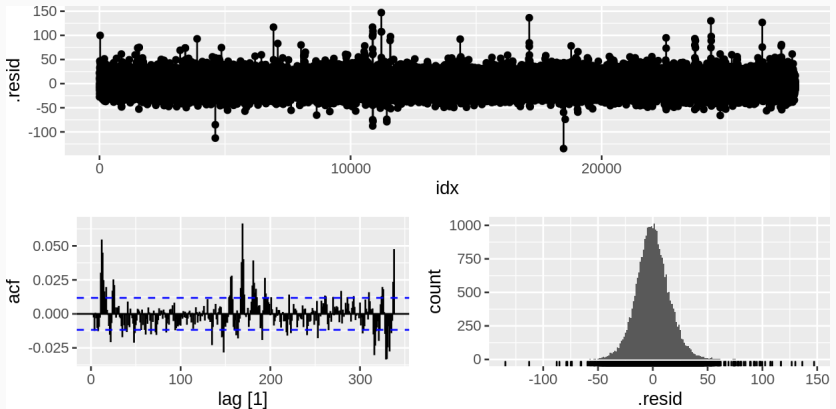
```
calls_md1 <- calls %>%  
  mutate(idx = row_number()) %>%  
  update_tsibble(index = idx)  
fit <- calls_md1 %>%  
  model(ARIMA(volume ~ fourier(169, K = 10) + pdq(d=0) + PDQ(0,0,0)))  
report(fit)
```

```
## Series: volume  
## Model: LM w/ ARIMA(1,0,3) errors  
##  
## Coefficients:  
##          ar1          ma1          ma2          ma3  fourier(169, K = 10)C1_169  
##          0.9894   -0.7383   -0.0333   -0.0282                        -79.0702  
## s.e.    0.0010    0.0061    0.0075    0.0060                        0.7001  
##          fourier(169, K = 10)S1_169  fourier(169, K = 10)C2_169  
##                                55.2985                        -32.3615  
## s.e.                                0.7007                        0.3784  
##          fourier(169, K = 10)S2_169  fourier(169, K = 10)C3_169  
##                                13.7417                        -9.3180  
## s.e.                                0.3786                        0.2725  
##          fourier(169, K = 10)S3_169  fourier(169, K = 10)C4_169  
##                                -13.6446                        -2.7913  
## s.e.                                0.2726                        0.2230  
##          fourier(169, K = 10)S4_169  fourier(169, K = 10)C5_169
```

# 5-minute call centre volume

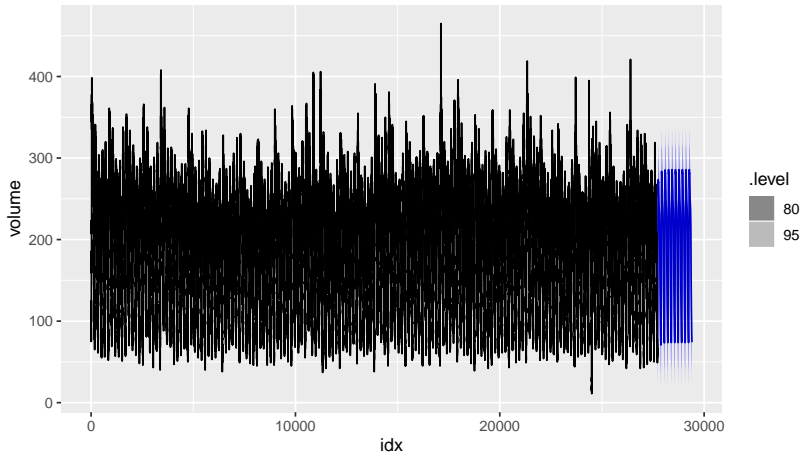
```
augment(fit) %>%
```

```
gg_tsdisplay(.resid, plot_type = "histogram", lag_max = 338)
```



# 5-minute call centre volume

```
fit %>% forecast(h = 1690) %>%  
  autoplot(calls_mdl)
```



# Outline

- 1 Regression with ARIMA errors
- 2 Lab Session 18
- 3 Stochastic and deterministic trends
- 4 Dynamic harmonic regression
- 5 Lab Session 19
- 6 Lagged predictors

## Lab Session 19

Repeat Lab Session 18 but using all available data, and handling the annual seasonality using Fourier terms.

# Outline

- 1 Regression with ARIMA errors
- 2 Lab Session 18
- 3 Stochastic and deterministic trends
- 4 Dynamic harmonic regression
- 5 Lab Session 19
- 6 Lagged predictors



# Lagged predictors

Sometimes a change in  $x_t$  does not affect  $y_t$  instantaneously

# Lagged predictors

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- $y_t$  = sales,  $x_t$  = advertising.
- $y_t$  = stream flow,  $x_t$  = rainfall.
- $y_t$  = size of herd,  $x_t$  = breeding stock.

# Lagged predictors

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- $y_t$  = sales,  $x_t$  = advertising.
  - $y_t$  = stream flow,  $x_t$  = rainfall.
  - $y_t$  = size of herd,  $x_t$  = breeding stock.
- 
- These are dynamic systems with input ( $x_t$ ) and output ( $y_t$ ).
  - $x_t$  is often a leading indicator.
  - There can be multiple predictors.

# Lagged predictors

The model include present and past values of predictor:  $x_t, x_{t-1}, x_{t-2}, \dots$

$$y_t = a + \nu_0 x_t + \nu_1 x_{t-1} + \dots + \nu_k x_{t-k} + \eta_t$$

where  $\eta_t$  is an ARIMA process.

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where  $\eta_t$  is an ARIMA process.

**Rewrite model as**

$$\begin{aligned} y_t &= a + (\nu_0 + \nu_1 B + \nu_2 B^2 + \dots + \nu_k B^k) x_t + \eta_t \\ &= a + \nu(B) x_t + \eta_t. \end{aligned}$$

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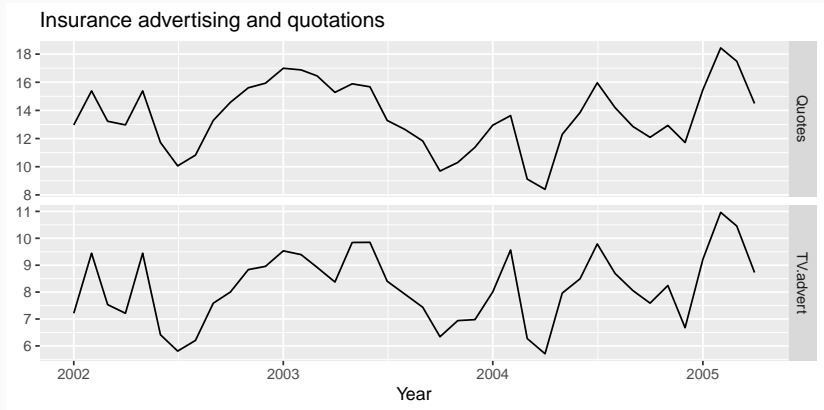
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$$\begin{aligned} y_t &= a + (\nu_0 + \nu_1 B + \nu_2 B^2 + \dots + \nu_k B^k) x_t + \eta_t \\ &= a + \nu(B) x_t + \eta_t. \end{aligned}$$

- $\nu(B)$  is called a *transfer function* since it describes how change in  $x_t$  is transferred to  $y_t$ .
- $x$  can influence  $y$ , but  $y$  is not allowed to influence  $x$ .

# Example: Insurance quotes and TV adverts



# Example: Insurance quotes and TV adverts

```
fit <- insurance %>%  
  # Restrict data so models use same fitting period  
  mutate(Quotes = c(NA,NA,NA,Quotes[4:40])) %>%  
  # Estimate models  
  model(  
    ARIMA(Quotes ~ pdq(d = 0) + TV.advert),  
    ARIMA(Quotes ~ pdq(d = 0) + TV.advert + lag(TV.advert)),  
    ARIMA(Quotes ~ pdq(d = 0) + TV.advert + lag(TV.advert) +  
      lag(TV.advert, 2)),  
    ARIMA(Quotes ~ pdq(d = 0) + TV.advert + lag(TV.advert) +  
      lag(TV.advert, 2) + lag(TV.advert, 3))  
  )
```



# Example: Insurance quotes and TV adverts

```
glance(fit)
```

Lag order	sigma2	log_lik	AIC	AICc	BIC
0	0.2649757	-28.28210	66.56420	68.32890	75.00859
1	0.2094368	-24.04404	58.08809	59.85279	66.53249
2	0.2150429	-24.01627	60.03254	62.57799	70.16581
3	0.2056454	-22.15731	60.31461	64.95977	73.82565

# Example: Insurance quotes and TV adverts

```
fit <- insurance %>%  
  model(ARIMA(Quotes ~ pdq(3, 0, 0) + TV.advert + lag(TV.advert)))  
report(fit)
```

```
## Series: Quotes  
## Model: LM w/ ARIMA(3,0,0) errors  
##  
## Coefficients:  
##          ar1          ar2          ar3  TV.advert  lag(TV.advert)  intercept  
##          1.4117   -0.9317   0.3591      1.2564           0.1625      2.0393  
## s.e.    0.1698    0.2545   0.1592      0.0667           0.0591      0.9931  
##  
## sigma^2 estimated as 0.2165:  log likelihood=-23.89  
## AIC=61.78   AICc=65.28   BIC=73.6
```

# Example: Insurance quotes and TV adverts

```
fit <- insurance %>%  
  model(ARIMA(Quotes ~ pdq(3, 0, 0) + TV.advert + lag(TV.advert)))  
report(fit)
```

```
## Series: Quotes  
## Model: LM w/ ARIMA(3,0,0) errors  
##  
## Coefficients:  
##          ar1          ar2          ar3  TV.advert  lag(TV.advert)  intercept  
##          1.4117   -0.9317   0.3591      1.2564           0.1625      2.0393  
## s.e.    0.1698    0.2545   0.1592      0.0667           0.0591      0.9931  
##  
## sigma^2 estimated as 0.2165:  log likelihood=-23.89  
## AIC=61.78   AICc=65.28   BIC=73.6
```

$$y_t = 2.04 + 1.26x_t + 0.16x_{t-1} + \eta_t,$$
$$\eta_t = 1.41\eta_{t-1} - 0.93\eta_{t-2} + 0.36\eta_{t-3} + \varepsilon_t,$$

# Example: Insurance quotes and TV adverts

```
advert_a <- new_data(insurance, 20) %>%  
  mutate(TV.advert = 10)  
forecast(fit, advert_a) %>% autoplot(insurance)
```



# Example: Insurance quotes and TV adverts

```
advert_b <- new_data(insurance, 20) %>%  
  mutate(TV.advert = 8)  
forecast(fit, advert_b) %>% autoplot(insurance)
```



# Example: Insurance quotes and TV adverts

```
advert_c <- new_data(insurance, 20) %>%  
  mutate(TV.advert = 6)  
forecast(fit, advert_c) %>% autoplot(insurance)
```

