

Statistical Forecasting Assessment

Scope

This assessment will test your ability to build a forecasting model using statistics and Excel.

Brief

For this assessment, we have included a file titled `Data.xlsx` which is a dataset that contains time series data with product sales information.

The goal of this exercise is to take a dataset that contains time series data for two years and generate a 24-month sales forecast using Excel, and if necessary Visual Basic. Other tools are permitted but each step must be reproducible solely in Excel.

Your requirements for this assessment are:

1. Review the dataset and create separate pivot tables based on how you would aggregate the data.
2. Plot the forecast model over the entire time period including the two years worth of data.
3. Identify the components that make up the forecast. Explain your reasoning for each component.
4. The excel file should allow for the import of additional data, which will update the forecast model and extend the forecast automatically.
5. You cannot use any built-in forecast function (e.g. FORECAST.ETS)

Deliverables

You will need to produce the Excel file that you used to generate the forecast model. You can use the existing `Data.xlsx`.

You will need to present and explain this model to a Hire Digital Technical Recruiter.