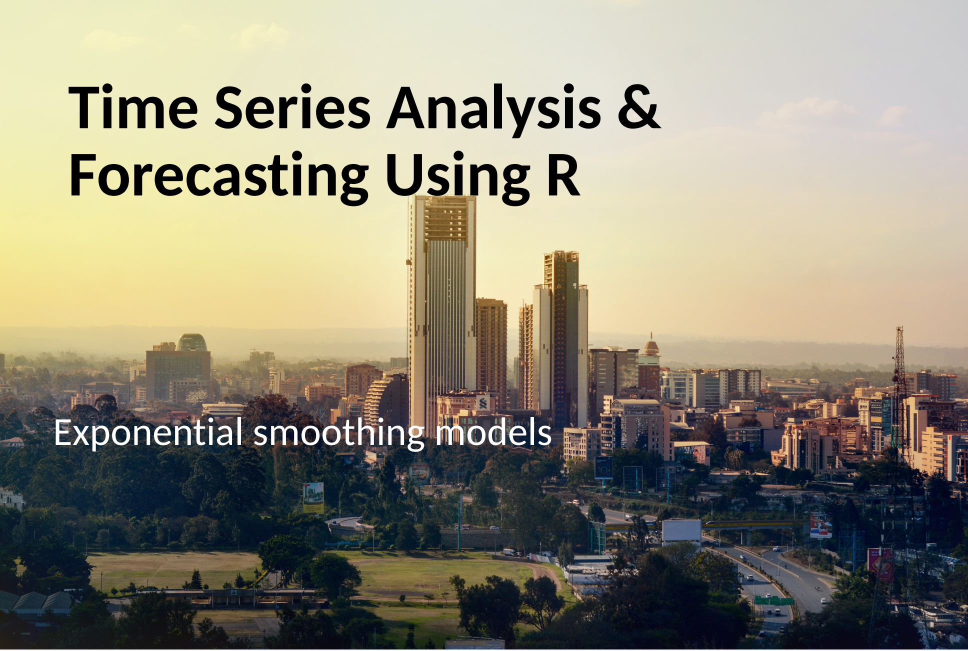
Time Series Analysis & Forecasting Using R

Exponential smoothing models



Outline

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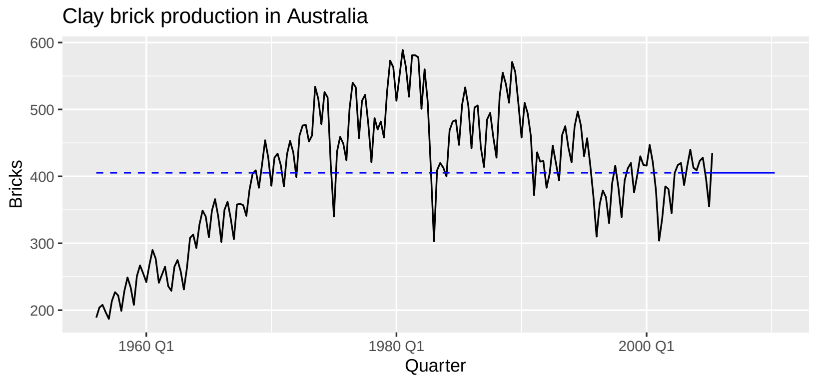
Average method

- Forecast of all future values is equal to mean of historical data $\{y_1, \ldots, y_T\}$.
  - Forecasts: $\hat{y}_{T+h|T} = \bar{y} = (y_1 + \cdots + y_T)/T$



Average forecasts

$$\hat{y}_{T+h|T} = \frac{1}{T}\sum_{t=1}^{T} y_t$$

Average forecasts

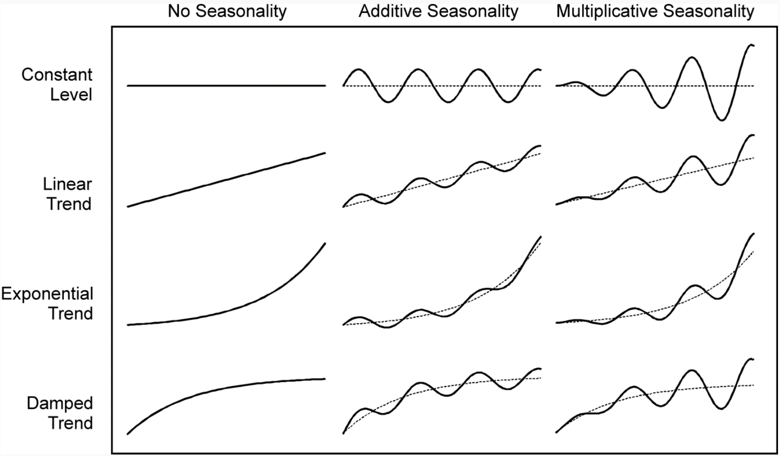
$$\hat{y}_{T+h|T} = \frac{1}{T}\sum_{t=1}^{T} y_t$$

- Want something in between these methods.
- Most recent data should have more weight.
- Trend and seasonality

Historical perspective

- Developed in the 1950s and 1960s as **methods** (algorithms) to produce point forecasts.
- Combine a “level”, “trend” (slope) and “seasonal” component to describe a time series.
- The rate of change of the components are controlled by “smoothing parameters”: α, β and γ respectively.
- Need to choose best values for the smoothing parameters (and initial states).
- Equivalent ETS state space **models** developed in the 1990s and 2000s.

Pegel’s classification



Exponential smoothing methods

Trend Component		Seasonal Component N (None)	A (Additive)	M (Multiplicative)
N	(None)	(N,N)	(N,A)	(N,M)
A	(Additive)	(A,N)	(A,A)	(A,M)
A_d	(Additive damped)	(A_d,N)	(A_d,A)	(A_d,M)

(N,N): Simple exponential smoothing
(A,N): Holt's linear method
(A_d,N): Additive damped trend method
(A,A): Additive Holt-Winters' method
(A,M): Multiplicative Holt-Winters' method
(A_d,M): Damped multiplicative Holt-Winters' method

Capturing levels, trends, and seasonalities

We want a method that captures the level (ℓ_t), trend (b_t) and seasonality (s_t).

How do we combine these elements?

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Additively?

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Multiplicatively?

$y_t = \ell_{t-1} b_{t-1} s_{t-m}$

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$$y_t = \ell_{t-1} + b_{t-1} + s_{t-m}$$

Multiplicatively?

$$y_t = \ell_{t-1} b_{t-1} s_{t-m}$$

Perhaps a mix of both?

$$y_t = (\ell_{t-1} + b_{t-1}) s_{t-m}$$

Exponential smoothing methods

Trend	Seasonal N	Seasonal A	Seasonal M
N	$\hat{y}_{t+h\|t} = \ell_t$ $\ell_t = \alpha y_t + (1-\alpha)\ell_{t-1}$	$\hat{y}_{t+h\|t} = \ell_t + s_{t-m+h_m^+}$ $\ell_t = \alpha(y_t - s_{t-m}) + (1-\alpha)\ell_{t-1}$ $s_t = \gamma(y_t - \ell_{t-1}) + (1-\gamma)s_{t-m}$	$\hat{y}_{t+h\|t} = \ell_t s_{t-m+h_m^+}$ $\ell_t = \alpha(y_t/s_{t-m}) + (1-\alpha)\ell_{t-1}$ $s_t = \gamma(y_t/\ell_{t-1}) + (1-\gamma)s_{t-m}$
A	$\hat{y}_{t+h\|t} = \ell_t + hb_t$ $\ell_t = \alpha y_t + (1-\alpha)(\ell_{t-1} + b_{t-1})$ $b_t = \beta^*(\ell_t - \ell_{t-1}) + (1-\beta^*)b_{t-1}$	$\hat{y}_{t+h\|t} = \ell_t + hb_t + s_{t-m+h_m^+}$ $\ell_t = \alpha(y_t - s_{t-m}) + (1-\alpha)(\ell_{t-1} + b_{t-1})$ $b_t = \beta^*(\ell_t - \ell_{t-1}) + (1-\beta^*)b_{t-1}$ $s_t = \gamma(y_t - \ell_{t-1} - b_{t-1}) + (1-\gamma)s_{t-m}$	$\hat{y}_{t+h\|t} = (\ell_t + hb_t)s_{t-m+h_m^+}$ $\ell_t = \alpha(y_t/s_{t-m}) + (1-\alpha)(\ell_{t-1} + b_{t-1})$ $b_t = \beta^*(\ell_t - \ell_{t-1}) + (1-\beta^*)b_{t-1}$ $s_t = \gamma(y_t/(\ell_{t-1} + b_{t-1})) + (1-\gamma)s_{t-m}$
$\mathbf{A_d}$	$\hat{y}_{t+h\|t} = \ell_t + \phi_h b_t$ $\ell_t = \alpha y_t + (1-\alpha)(\ell_{t-1} + \phi b_{t-1})$ $b_t = \beta^*(\ell_t - \ell_{t-1}) + (1-\beta^*)\phi b_{t-1}$	$\hat{y}_{t+h\|t} = \ell_t + \phi_h b_t + s_{t-m+h_m^+}$ $\ell_t = \alpha(y_t - s_{t-m}) + (1-\alpha)(\ell_{t-1} + \phi b_{t-1})$ $b_t = \beta^*(\ell_t - \ell_{t-1}) + (1-\beta^*)\phi b_{t-1}$ $s_t = \gamma(y_t - \ell_{t-1} - \phi b_{t-1}) + (1-\gamma)s_{t-m}$	$\hat{y}_{t+h\|t} = (\ell_t + \phi_h b_t)s_{t-m+h_m^+}$ $\ell_t = \alpha(y_t/s_{t-m}) + (1-\alpha)(\ell_{t-1} + \phi b_{t-1})$ $b_t = \beta^*(\ell_t - \ell_{t-1}) + (1-\beta^*)\phi b_{t-1}$ $s_t = \gamma(y_t/(\ell_{t-1} + \phi b_{t-1})) + (1-\gamma)s_{t-m}$
M	$\hat{y}_{t+h\|t} = \ell_t b_t^h$ $\ell_t = \alpha y_t + (1-\alpha)\ell_{t-1}b_{t-1}$ $b_t = \beta^*(\ell_t/\ell_{t-1}) + (1-\beta^*)b_{t-1}$	$\hat{y}_{t+h\|t} = \ell_t b_t^h + s_{t-m+h_m^+}$ $\ell_t = \alpha(y_t - s_{t-m}) + (1-\alpha)\ell_{t-1}b_{t-1}$ $b_t = \beta^*(\ell_t/\ell_{t-1}) + (1-\beta^*)b_{t-1}$ $s_t = \gamma(y_t - \ell_{t-1}b_{t-1}) + (1-\gamma)s_{t-m}$	$\hat{y}_{t+h\|t} = \ell_t b_t^h s_{t-m+h_m^+}$ $\ell_t = \alpha(y_t/s_{t-m}) + (1-\alpha)\ell_{t-1}b_{t-1}$ $b_t = \beta^*(\ell_t/\ell_{t-1}) + (1-\beta^*)b_{t-1}$ $s_t = \gamma(y_t/(\ell_{t-1}b_{t-1})) + (1-\gamma)s_{t-m}$
$\mathbf{M_d}$	$\hat{y}_{t+h\|t} = \ell_t b_t^{\phi_h}$ $\ell_t = \alpha y_t + (1-\alpha)\ell_{t-1}b_{t-1}^{\phi}$ $b_t = \beta^*(\ell_t/\ell_{t-1}) + (1-\beta^*)b_{t-1}^{\phi}$	$\hat{y}_{t+h\|t} = \ell_t b_t^{\phi_h} + s_{t-m+h_m^+}$ $\ell_t = \alpha(y_t - s_{t-m}) + (1-\alpha)\ell_{t-1}b_{t-1}^{\phi}$ $b_t = \beta^*(\ell_t/\ell_{t-1}) + (1-\beta^*)b_{t-1}^{\phi}$ $s_t = \gamma(y_t - \ell_{t-1}b_{t-1}^{\phi}) + (1-\gamma)s_{t-m}$	$\hat{y}_{t+h\|t} = \ell_t b_t^{\phi_h} s_{t-m+h_m^+}$ $\ell_t = \alpha(y_t/s_{t-m}) + (1-\alpha)\ell_{t-1}b_{t-1}^{\phi}$ $b_t = \beta^*(\ell_t/\ell_{t-1}) + (1-\beta^*)b_{t-1}^{\phi}$ $s_t = \gamma(y_t/(\ell_{t-1}b_{t-1}^{\phi})) + (1-\gamma)s_{t-m}$

Exponential smoothing methods

Trend	Seasonal N	Seasonal A	Seasonal M
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A	$\hat{y}_{t+h\|t} = \ell_t + hb_t$ $\ell_t = \alpha y_t + (1-\alpha)(\ell_{t-1} + b_{t-1})$ $b_t = \beta^*(\ell_t - \ell_{t-1}) + (1-\beta^*)b_{t-1}$	$\hat{y}_{t+h\|t} = \ell_t + hb_t + s_{t-m+h_m^+}$ $\ell_t = \alpha(y_t - s_{t-m}) + (1-\alpha)(\ell_{t-1} + b_{t-1})$ $b_t = \beta^*(\ell_t - \ell_{t-1}) + (1-\beta^*)b_{t-1}$ $s_t = \gamma(y_t - \ell_{t-1} - b_{t-1}) + (1-\gamma)s_{t-m}$	$\hat{y}_{t+h\|t} = (\ell_t + hb_t)s_{t-m+h_m^+}$ $\ell_t = \alpha(y_t / s_{t-m}) + (1-\alpha)(\ell_{t-1} + b_{t-1})$ $b_t = \beta^*(\ell_t - \ell_{t-1}) + (1-\beta^*)b_{t-1}$ $s_t = \gamma(y_t / (\ell_{t-1} + b_{t-1})) + (1-\gamma)s_{t-m}$
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How do the level, trend and seasonal components evolve over time?

Big idea: control the rate of change (smoothing)

α controls the flexibility of the **level**

- If α = 0, the level never updates (mean)
- If α = 1, the level updates completely (naive)

β controls the flexibility of the **trend**

- If β = 0, the trend is linear (regression trend)
- If β = 1, the trend updates every observation

γ controls the flexibility of the **seasonality**

- If γ = 0, the seasonality is fixed (seasonal means)
- If γ = 1, the seasonality updates completely (seasonal naive)

Parameter estimation

- Need to choose value for smoothing and initial values.
- A robust and objective way to obtain values for the unknown parameters included in any exponential smoothing method is to estimate them from the observed data.
- Initial and smoothing values are chosen by minimising sum of squared errors (SSE):

$$SSE = \sum_{t=1}^{N}(y_t - \hat{y}_{t|t-1})^2 = \sum_{t=1}^{N} e_t^2.$$

Outline

Exponential smoothing state space models

methods

- ES methods presented so far are algorithms that generate **point forecast**.
- Each exponential smoothing method can be written as an **Innovation state space model**

models

- Generate same point forecasts but can also generate forecast intervals.
- A stochastic (or random) data generating process that can generate an entire forecast distribution.
- Allow for “proper” model selection. Parameters are estimated using miximizing **likelihood**. the

Exponential smoothing methods

Trend Component		Seasonal Component N (None)	A (Additive)	M (Multiplicative)
N	(None)	(N,N)	(N,A)	(N,M)
A	(Additive)	(A,N)	(A,A)	(A,M)
A_d	(Additive damped)	(A_d,N)	(A_d,A)	(A_d,M)

(N,N): Simple exponential smoothing

(A,N): Holt's linear method

(A_d,N): Additive damped trend method

(A,A): Additive Holt-Winters' method

(A,M): Multiplicative Holt-Winters' method

(A_d,M): Damped multiplicative Holt-Winters' method

ETS models

- Two models for each method: one with additive and one with multiplicative errors (multiplicative error means the noise increases with level of series)
- The possibilities for each component are:
  - Error ={A,M}
  - Trend ={N,A,A_d,M,M_d}
  - Seasonal ={N,A,M} where N =none, A = additive, M = multiplicative, and $_d$=damped.
- Each state space model can be labeled as ETS (Error, Trend, Seasonal).

ETS models

- Each model consists of an *observation* equation that describes the observed data and *transition*, one for each state (level, trend, seasonal), i.e., state space models, that describe how the unobserved components or states change over time. Hence these are referred to as *state space models*.

ETS taxonomy

General notation E T S : **E**xponen**T**ial **S**moothing

$\nearrow \quad \uparrow \quad \nwarrow$

Error **T**rend **S**eason

Error: Additive (`"A"`) or multiplicative (`"M"`)

ETS taxonomy

General notation

$$\begin{array}{ccc} & \text{E T S} : \textbf{E}\text{xponen}\textbf{T}\text{ial }\textbf{S}\text{moothing} \\ \nearrow & \uparrow \quad \nwarrow & \\ \end{array}$$

Error **T**rend **S**eason

Error: Additive (`"A"`) or multiplicative (`"M"`)

Trend: None (`"N"`), additive (`"A"`), multiplicative (`"M"`), or damped (`"Ad"` or `"Md"`).

ETS taxonomy

General notation

$$\begin{array}{ccc} \text{E} & \text{T} & \text{S} \\ \nearrow & \uparrow & \nwarrow \\ \textbf{Error} & \textbf{Trend} & \textbf{Season} \end{array} \quad : \quad \textbf{E}\text{xponen}\textbf{T}\text{ial } \textbf{S}\text{moothing}$$

Error: Additive (`"A"`) or multiplicative (`"M"`)

Trend: None (`"N"`), additive (`"A"`), multiplicative (`"M"`), or damped (`"Ad"` or `"Md"`).

Seasonality: None (`"N"`), additive (`"A"`) or multiplicative (`"M"`)

ETS taxonomy

Additive Error

Trend Component		Seasonal Component N (None)	Seasonal Component A (Additive)	Seasonal Component M (Multiplicative)
N	(None)	A,N,N	A,N,A	A,N,M
A	(Additive)	A,A,N	A,A,A	A,A,M
A_d	(Additive damped)	A,A_d,N	A,A_d,A	A,A_d,M

Multiplicative Error

Trend Component		Seasonal Component N (None)	Seasonal Component A (Additive)	Seasonal Component M (Multiplicative)
N	(None)	M,N,N	M,N,A	M,N,M
A	(Additive)	M,A,N	M,A,A	M,A,M
A_d	(Additive damped)	M,A_d,N	M,A_d,A	M,A_d,M

Additive error models

Trend	Seasonal		
	N	A	M
N	$y_t = \ell_{t-1} + \varepsilon_t$ $\ell_t = \ell_{t-1} + \alpha\varepsilon_t$	$y_t = \ell_{t-1} + s_{t-m} + \varepsilon_t$ $\ell_t = \ell_{t-1} + \alpha\varepsilon_t$ $s_t = s_{t-m} + \gamma\varepsilon_t$	$y_t = \ell_{t-1}s_{t-m} + \varepsilon_t$ $\ell_t = \ell_{t-1} + \alpha\varepsilon_t/s_{t-m}$ $s_t = s_{t-m} + \gamma\varepsilon_t/\ell_{t-1}$
A	$y_t = \ell_{t-1} + b_{t-1} + \varepsilon_t$ $\ell_t = \ell_{t-1} + b_{t-1} + \alpha\varepsilon_t$ $b_t = b_{t-1} + \beta\varepsilon_t$	$y_t = \ell_{t-1} + b_{t-1} + s_{t-m} + \varepsilon_t$ $\ell_t = \ell_{t-1} + b_{t-1} + \alpha\varepsilon_t$ $b_t = b_{t-1} + \beta\varepsilon_t$ $s_t = s_{t-m} + \gamma\varepsilon_t$	$y_t = (\ell_{t-1} + b_{t-1})s_{t-m} + \varepsilon_t$ $\ell_t = \ell_{t-1} + b_{t-1} + \alpha\varepsilon_t/s_{t-m}$ $b_t = b_{t-1} + \beta\varepsilon_t/s_{t-m}$ $s_t = s_{t-m} + \gamma\varepsilon_t/(\ell_{t-1} + b_{t-1})$
$\mathbf{A_d}$	$y_t = \ell_{t-1} + \phi b_{t-1} + \varepsilon_t$ $\ell_t = \ell_{t-1} + \phi b_{t-1} + \alpha\varepsilon_t$ $b_t = \phi b_{t-1} + \beta\varepsilon_t$	$y_t = \ell_{t-1} + \phi b_{t-1} + s_{t-m} + \varepsilon_t$ $\ell_t = \ell_{t-1} + \phi b_{t-1} + \alpha\varepsilon_t$ $b_t = \phi b_{t-1} + \beta\varepsilon_t$ $s_t = s_{t-m} + \gamma\varepsilon_t$	$y_t = (\ell_{t-1} + \phi b_{t-1})s_{t-m} + \varepsilon_t$ $\ell_t = \ell_{t-1} + \phi b_{t-1} + \alpha\varepsilon_t/s_{t-m}$ $b_t = \phi b_{t-1} + \beta\varepsilon_t/s_{t-m}$ $s_t = s_{t-m} + \gamma\varepsilon_t/(\ell_{t-1} + \phi b_{t-1})$

Multiplicative error models

Trend	Seasonal N	Seasonal A	Seasonal M
N	$y_t = \ell_{t-1}(1+\varepsilon_t)$ $\ell_t = \ell_{t-1}(1+\alpha\varepsilon_t)$	$y_t = (\ell_{t-1}+s_{t-m})(1+\varepsilon_t)$ $\ell_t = \ell_{t-1}+\alpha(\ell_{t-1}+s_{t-m})\varepsilon_t$ $s_t = s_{t-m}+\gamma(\ell_{t-1}+s_{t-m})\varepsilon_t$	$y_t = \ell_{t-1}s_{t-m}(1+\varepsilon_t)$ $\ell_t = \ell_{t-1}(1+\alpha\varepsilon_t)$ $s_t = s_{t-m}(1+\gamma\varepsilon_t)$
A	$y_t = (\ell_{t-1}+b_{t-1})(1+\varepsilon_t)$ $\ell_t = (\ell_{t-1}+b_{t-1})(1+\alpha\varepsilon_t)$ $b_t = b_{t-1}+\beta(\ell_{t-1}+b_{t-1})\varepsilon_t$	$y_t = (\ell_{t-1}+b_{t-1}+s_{t-m})(1+\varepsilon_t)$ $\ell_t = \ell_{t-1}+b_{t-1}+\alpha(\ell_{t-1}+b_{t-1}+s_{t-m})\varepsilon_t$ $b_t = b_{t-1}+\beta(\ell_{t-1}+b_{t-1}+s_{t-m})\varepsilon_t$ $s_t = s_{t-m}+\gamma(\ell_{t-1}+b_{t-1}+s_{t-m})\varepsilon_t$	$y_t = (\ell_{t-1}+b_{t-1})s_{t-m}(1+\varepsilon_t)$ $\ell_t = (\ell_{t-1}+b_{t-1})(1+\alpha\varepsilon_t)$ $b_t = b_{t-1}+\beta(\ell_{t-1}+b_{t-1})\varepsilon_t$ $s_t = s_{t-m}(1+\gamma\varepsilon_t)$
$\mathbf{A_d}$	$y_t = (\ell_{t-1}+\phi b_{t-1})(1+\varepsilon_t)$ $\ell_t = (\ell_{t-1}+\phi b_{t-1})(1+\alpha\varepsilon_t)$ $b_t = \phi b_{t-1}+\beta(\ell_{t-1}+\phi b_{t-1})\varepsilon_t$	$y_t = (\ell_{t-1}+\phi b_{t-1}+s_{t-m})(1+\varepsilon_t)$ $\ell_t = \ell_{t-1}+\phi b_{t-1}+\alpha(\ell_{t-1}+\phi b_{t-1}+s_{t-m})\varepsilon_t$ $b_t = \phi b_{t-1}+\beta(\ell_{t-1}+\phi b_{t-1}+s_{t-m})\varepsilon_t$ $s_t = s_{t-m}+\gamma(\ell_{t-1}+\phi b_{t-1}+s_{t-m})\varepsilon_t$	$y_t = (\ell_{t-1}+\phi b_{t-1})s_{t-m}(1+\varepsilon_t)$ $\ell_t = (\ell_{t-1}+\phi b_{t-1})(1+\alpha\varepsilon_t)$ $b_t = \phi b_{t-1}+\beta(\ell_{t-1}+\phi b_{t-1})\varepsilon_t$ $s_t = s_{t-m}(1+\gamma\varepsilon_t)$

Innovations state space models

Let $\boldsymbol{x}_t = (\ell_t, b_t, s_t, s_{t-1}, \dots, s_{t-m+1})$ and $\varepsilon_t \overset{\text{iid}}{\sim} \text{N}(0, \sigma^2)$.

$$\begin{aligned} y_t &= \underbrace{h(\boldsymbol{x}_{t-1})}_{\mu_t} + \underbrace{k(\boldsymbol{x}_{t-1})\varepsilon_t}_{e_t} \\ \boldsymbol{x}_t &= f(\boldsymbol{x}_{t-1}) + g(\boldsymbol{x}_{t-1})\varepsilon_t \end{aligned}$$

Additive errors $k(x) = 1$. $\qquad y_t = \mu_t + \varepsilon_t$.

Multiplicative errors $k(\boldsymbol{x}_{t-1}) = \mu_t$. $\qquad y_t = \mu_t(1 + \varepsilon_t)$.

$\varepsilon_t = (y_t - \mu_t)/\mu_t$ is relative error.

Innovations state space models

Estimation

$$
\begin{aligned}
L^*(\theta, \boldsymbol{x}_0) &= n \log\Big(\sum_{t=1}^{n} \varepsilon_t^2 / k^2(\boldsymbol{x}_{t-1}) \Big) + 2 \sum_{t=1}^{n} \log |k(\boldsymbol{x}_{t-1})| \\
&= -2 \log(\text{Likelihood}) + \text{constant}
\end{aligned}
$$

Estimating ETS models

- Smoothing parameters α, β, γ and ϕ, and the initial states $\ell_0, b_0, s_0, s_{-1}, \dots, s_{-m+1}$ are estimated by maximising the "likelihood" = the probability of the data arising from the specified model.
- For models with additive errors equivalent to minimising SSE.
- For models with multiplicative errors, **not** equivalent to minimising SSE.

Model selection

Akaike's Information Criterion

$$\text{AIC} = -2\log(\text{L}) + 2k$$

where L is the likelihood and k is the number of parameters initial states estimated in the model.

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Corrected AIC

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which is the AIC corrected (for small sample bias).

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Bayesian Information Criterion

$$\text{BIC} = \text{AIC} + k(\log(T) - 2).$$

ETS(A,N,N): Specifying the model

```
ETS(y ~ error("A") + trend("N") + season("N"))
```

Outline

ETS(A,N,N): SES with additive errors

Forecast equation	$\hat{y}_{T+h\|T} = \ell_T$
Measurement equation	$y_t = \ell_{t-1} + \varepsilon_t$
State equation	$\ell_t = \ell_{t-1} + \alpha\varepsilon_t$

where $\varepsilon_t \sim \text{NID}(0, \sigma^2)$.

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- "innovations" or "single source of error" because equations have the same error process, ε_t.
- Measurement equation: relationship between observations and states.
- Transition/state equation(s): evolution of the state(s) through time.

ETS(M,N,N): SES with multiplicative errors

Forecast equation	$\hat{y}_{T+h\|T} = \ell_T$
Measurement equation	$y_t = \ell_{t-1}(1 + \varepsilon_t)$
State equation	$\ell_t = \ell_{t-1}(1 + \alpha\varepsilon_t)$

where $\varepsilon_t \sim \text{NID}(0, \sigma^2)$.

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where $\varepsilon_t \sim \text{NID}(0, \sigma^2)$.

- Models with additive and multiplicative errors with the same parameters generate the same point forecasts but different prediction intervals.

Outline

Holt's linear trend

Additive errors: ETS(A,A,N)

Forecast equation $\hat{y}_{T+h|T} = \ell_T + hb_T$

Measurement equation $y_t = \ell_{t-1} + b_{t-1} + \varepsilon_t$

State equations
$$\ell_t = \ell_{t-1} + b_{t-1} + \alpha\varepsilon_t$$
$$b_t = b_{t-1} + \beta\varepsilon_t$$

Holt's linear trend

Additive errors: ETS(A,A,N)

Forecast equation $\hat{y}_{T+h|T} = \ell_T + hb_T$

Measurement equation $y_t = \ell_{t-1} + b_{t-1} + \varepsilon_t$

State equations $\ell_t = \ell_{t-1} + b_{t-1} + \alpha\varepsilon_t$

$b_t = b_{t-1} + \beta\varepsilon_t$

Multiplicative errors: ETS(M,A,N)

Forecast equation $\hat{y}_{T+h|T} = \ell_T + hb_T$

Measurement equation $y_t = (\ell_{t-1} + b_{t-1})(1 + \varepsilon_t)$

State equations $\ell_t = (\ell_{t-1} + b_{t-1})(1 + \alpha\varepsilon_t)$

$b_t = b_{t-1} + \beta\varepsilon_t$

Damped trend additive

- Holt's linear model displays a constant trend (increasing or decreasing) indefinitely into the future.
- The exponential trend model also includes exponential growth or decline.
- Empirical evidence indicates that these methods tend to over-forecast, especially for longer forecast horizons.
- Motivated by this, a *dampening* parameter is introduced so that the trend approaches a flat line some time in the future.

Damped trend additive

Component form

$$
\begin{aligned}
\hat{y}_{t+h|t} &= \ell_t + (\phi + \phi^2 + \cdots + \phi^h) b_t \\
\ell_t &= \alpha y_t + (1 - \alpha)(\ell_{t-1} + \phi b_{t-1}) \\
b_t &= \beta^*(\ell_t - \ell_{t-1}) + (1 - \beta^*)\phi b_{t-1}.
\end{aligned}
$$

Damped trend additive

Component form

$$\begin{aligned}
\hat{y}_{t+h|t} &= \ell_t + (\phi + \phi^2 + \dots + \phi^h) b_t \\
\ell_t &= \alpha y_t + (1 - \alpha)(\ell_{t-1} + \phi b_{t-1}) \\
b_t &= \beta^*(\ell_t - \ell_{t-1}) + (1 - \beta^*)\phi b_{t-1}.
\end{aligned}$$

- Damping parameter $0 < \phi < 1$.
- If $\phi = 1$, identical to Holt's linear trend.
- As $h \to \infty$, $\hat{y}_{T+h|T} \to \ell_T + \phi b_T/(1 - \phi)$.
- Short-run forecasts trended, long-run forecasts constant.

ETS(A,Ad,N): Damped trend multiplicative

Additive errors

$$
\begin{aligned}
\text{Forecast equation} \quad \hat{y}_{T+h|T} &= \ell_T + b_T^{(}\phi + \cdots + \phi^{h-1})\\
\text{Measurement equation} \quad y_t &= (\ell_{t-1} + \phi b_{t-1}) + (1 + \varepsilon_t)\\
\text{State equations} \quad \ell_t &= (\ell_{t-1} + \phi b_{t-1}) + (1 + \alpha\varepsilon_t)\\
b_t &= \phi b_{t-1} + \beta(\ell_{t-1} + \phi b_{t-1})\varepsilon_t
\end{aligned}
$$

ETS(A,Ad,N): Damped trend multiplicative

Additive errors

$$\begin{aligned}
\text{Forecast equation} \quad \hat{y}_{T+h|T} &= \ell_T + b_T^(\phi + \cdots + \phi^{h-1}) \\
\text{Measurement equation} \quad y_t &= (\ell_{t-1} + \phi b_{t-1}) + (1 + \varepsilon_t) \\
\text{State equations} \quad \ell_t &= (\ell_{t-1} + \phi b_{t-1}) + (1 + \alpha\varepsilon_t) \\
b_t &= \phi b_{t-1} + \beta(\ell_{t-1} + \phi b_{t-1})\varepsilon_t
\end{aligned}$$

Outline

Holt-Winters method

- Holt and Winters extended Holt's method to capture seasonality.
- There are two variations to this method that differ in the nature of the seasonal component: - **Additive :** The additive method is preferred when the seasonal variations are roughly constant through the series, - **Multiplicative :** the multiplicative method is preferred when the seasonal variations are changing proportional to the level of the series.

ETS(A,A,A): Holt-Winters additive

$$
\begin{aligned}
\text{Forecast equation} \quad & \hat{y}_{t+h|t} = \ell_t + hb_t + s_{t+h-m(k+1)} \\
\text{Observation equation} \quad & y_t = \ell_{t-1} + b_{t-1} + s_{t-m} + \varepsilon_t \\
\text{State equations} \quad & \ell_t = \ell_{t-1} + b_{t-1} + \alpha\varepsilon_t \\
& b_t = b_{t-1} + \beta\varepsilon_t \\
& s_t = s_{t-m} + \gamma\varepsilon_t
\end{aligned}
$$

- k = integer part of $(h-1)/m$.
- $\sum_i s_i \approx 0$.
- Parameters: $0 \le \alpha \le 1$, $0 \le \beta^* \le 1$, $0 \le \gamma \le 1-\alpha$ and m = period of seasonality (e.g. $m = 4$ for quarterly data).

ETS(M,A,M): Holt-Winters multiplicative

$$
\begin{aligned}
\text{Forecast equation} \quad \hat{y}_{t+h|t} &= (\ell_t + hb_t)s_{t+h-m(k+1)} \\
\text{Observation equation} \quad y_t &= (\ell_{t-1} + b_{t-1})s_{t-m}(1 + \varepsilon_t) \\
\text{State equations} \quad \ell_t &= (\ell_{t-1} + b_{t-1})(1 + \alpha\varepsilon_t) \\
b_t &= b_{t-1}(1 + \beta\varepsilon_t) \\
s_t &= s_{t-m}(1 + \gamma\varepsilon_t)
\end{aligned}
$$

- k is integer part of $(h-1)/m$.
- $\sum_i s_i \approx m$.
- Parameters: $0 \leq \alpha \leq 1$, $0 \leq \beta^* \leq 1$, $0 \leq \gamma \leq 1-\alpha$ and m = period of seasonality (e.g. $m = 4$ for quarterly data).

Holt-Winters damped method

Often the single most accurate forecasting method for seasonal data:

$$\hat{y}_{t+h|t} = [\ell_t + (\phi + \phi^2 + \cdots + \phi^h)b_t]s_{t+h-m(k+1)}$$

$$\ell_t = \alpha(y_t/s_{t-m}) + (1-\alpha)(\ell_{t-1} + \phi b_{t-1})$$

$$b_t = \beta^*(\ell_t - \ell_{t-1}) + (1-\beta^*)\phi b_{t-1}$$

$$s_t = \gamma\frac{y_t}{(\ell_{t-1} + \phi b_{t-1})} + (1-\gamma)s_{t-m}$$

Outline

Lab Session 7

Use ETS model to produce forecast for 42 days:

- Split daily time series into train and test
- Specify following models and train data:
  - single exponential smoothing
  - holt-winter
  - automatic ETS()
- use glance, tidy and report functions to extract information from trained models
- Report forecast accuracy
- which model is more accurate?