Time Series Analysis & Forecasting Using R

7. Exponential smoothing



Outline

- 1 Exponential smoothing
- 2 Trend methods
- 3 Lab Session 14
- 4 Seasonal methods
- 5 ETS taxonomy
- 6 Lab Session 15
 - 7 Non-Gaussian forecast distributions

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The Pharmaceutical Benefits Scheme (PBS) is the Australian government drugs subsidy scheme.

- Many drugs bought from pharmacies are subsidised to allow more equitable access to modern drugs.
- The cost to government is determined by the number and types of drugs purchased. Currently nearly 1% of GDP.
- The total cost is budgeted based on forecasts of drug usage.

Federal Election



- In 2001: \$4.5 billion budget, under-forecasted by \$800 million.
- Thousands of products. Seasonal demand.
- Subject to covert marketing, volatile products, uncontrollable expenditure.
- Although monthly data available for 10 years, data are aggregated to annual values, and only the first three years are used in estimating the forecasts.
- All forecasts being done with the FORECAST function in MS-Excel!

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.

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

How do we combine these elements?

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Additively?

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

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Multiplicatively?

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

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Perhaps a mix of both?

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

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Multiplicatively?

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

Perhaps a mix of both?

$$\mathbf{v}_t = (\ell_{t-1} + b_{t-1})\mathbf{s}_{t-m} + \varepsilon_t$$

How do the level, trend and seasonal components evolve over time?

ETS models

```
General notation ETS: ExponenTial Smoothing

→ ↑ 

Error Trend Season
```

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

ETS models

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

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

ETS models

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General notation ETS: ExponenTial Smoothing

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Error Trend Season
```

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

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

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

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

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

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

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

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

- "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 state(s) over time.

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

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

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

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

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

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Holt's linear trend

Additive errors: ETS(A,A,N)

Forecast equation

Measurement equation

State equations

$$\hat{y}_{T+h|T} = \ell_T + hb_T$$
 $y_t = \ell_{t-1} + b_{t-1} + \varepsilon_t$
 $\ell_t = \ell_{t-1} + b_{t-1} + \alpha \varepsilon_t$
 $b_t = b_{t-1} + \beta \varepsilon_t$

Holt's linear trend

Additive errors: ETS(A,A,N)

Forecast equation

Measurement equation

State equations

$$\hat{y}_{T+h|T} = \ell_T + hb_T$$
 $y_t = \ell_{t-1} + b_{t-1} + \varepsilon_t$
 $\ell_t = \ell_{t-1} + b_{t-1} + \alpha \varepsilon_t$
 $b_t = b_{t-1} + \beta \varepsilon_t$

Multiplicative errors: ETS(M,A,N)

Forecast equation

Measurement equation

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

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

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

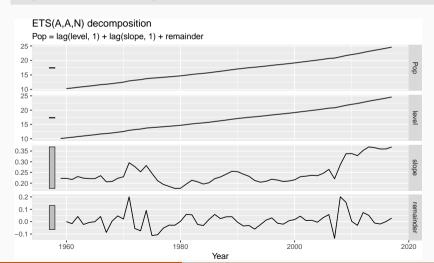
$$b_t = b_{t-1} + \beta \varepsilon_t$$

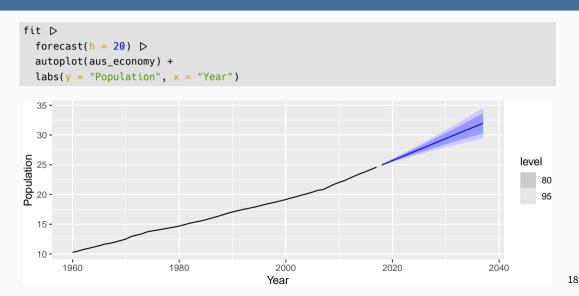
```
aus economy <- global economy ▷
 filter(Code = "AUS") ▷
 mutate(Pop = Population / 1e6)
fit <- aus economy ▷ model(AAN = ETS(Pop))</pre>
report(fit)
## Series: Pop
## Model: ETS(A,A,N)
    Smoothing parameters:
##
   alpha = 1
###
##
  beta = 0.327
##
    Initial states:
   1[0] p[0]
   10.1 0.222
###
###
    sigma^2: 0.0041
###
    AIC AICC BIC
```

```
components(fit)
```

```
## # A dable: 59 x 7 [1Y]
## # Key: Country, .model [1]
## # :
            Pop = lag(level, 1) + lag(slope, 1) + remainder
##
     Country .model Year Pop level slope remainder
     <frt> <frt> <chr> <dhl> <dhl> <dhl> <dhl> <dhl>
##
##
   1 Australia AAN
                      1959 NA
                                  10.1 0.222 NA
   2 Australia AAN
                      1960 10.3 10.3 0.222 -0.000145
###
   3 Australia AAN
                      1961 10.5 10.5 0.217 -0.0159
###
   4 Δustralia ΔΔN
                      1962 10.7 10.7 0.231 0.0418
###
###
   5 Australia AAN
                      1963 11.0 11.0 0.223 -0.0229
   6 Australia AAN
###
                       1964
                            11.2 11.2 0.221 -0.00641
   7 Australia AAN
                            11.4 11.4 0.221 -0.000314
###
                       1965
   8 Australia AAN
                       1966
                            11.7 11.7 0.235 0.0418
###
##
   9 Australia AAN
                       1967
                            11.8 11.8 0.206 -0.0869
```

components(fit) ▷ autoplot()





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

Additive errors

Forecast equation

Measurement equation

State equations

$$\hat{y}_{T+h|T} = \ell_T + (\phi + \dots + \phi^{h-1})b_T$$

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

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

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

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

Additive errors

Forecast equation

Measurement equation

State equations

$$\hat{y}_{T+h|T} = \ell_T + (\phi + \dots + \phi^{h-1})b_T$$

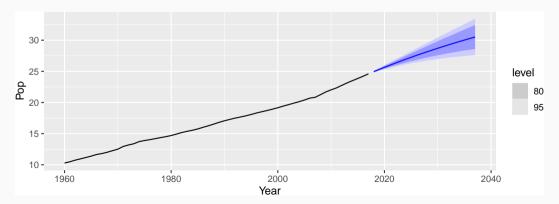
$$y_t = (\ell_{t-1} + \phi b_{t-1}) + \varepsilon_t$$

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

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

- 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.

```
aus_economy >
model(holt = ETS(Pop ~ trend("Ad"))) >
forecast(h = 20) >
autoplot(aus_economy)
```



Example: National populations

10 Armenia

```
fit <- global economy ▷
  mutate(Pop = Population / 1e6) ▷
  model(ets = ETS(Pop))
fit
## # A mable: 263 x 2
## # Key: Country [263]
##
       Country
                                            ets
       <fct>
                                       <model>
###
    1 Afghanistan
##
                                \langle ETS(A,A,N) \rangle
    2 Albania
###
                                \langle ETS(M,A,N) \rangle
##
    3 Algeria
                                \langle ETS(M,A,N) \rangle
    4 American Samoa
                                \langle ETS(M,A,N) \rangle
###
##
    5 Andorra
                                \langle ETS(M,A,N) \rangle
    6 Angola
###
                                \langle ETS(M,A,N) \rangle
###
    7 Antigua and Barbuda <ETS(M,A,N)>
    8 Arab World
                                \langle ETS(M,A,N) \rangle
###
    9 Argentina
                                \langle ETS(A,A,N) \rangle
```

 $\langle ETS(M,A,N) \rangle$

Example: National populations

fit ▷

```
forecast(h = 5)
## # A fable: 1,315 x 5 [1Y]
## # Key: Country, .model [263]
     Country .model Year
##
                                       Pop .mean
     <fct> <chr> <dhl>
                                    <dist> <dbl>
###
   1 Afghanistan ets
                       2018
                              N(36, 0.012) 36.4
##
##
   2 Afghanistan ets
                       2019
                              N(37, 0.059) 37.3
   3 Afghanistan ets
                       2020
                               N(38, 0.16) 38.2
##
   4 Afghanistan ets
###
                       2021
                               N(39, 0.35) 39.0
##
   5 Afghanistan ets
                       2022
                               N(40, 0.64) 39.9
   6 Albania ets
                       2018 N(2.9, 0.00012) 2.87
###
   7 Albania ets
##
                       2019
                             N(2.9, 6e-04) 2.87
##
   8 Albania
                ets
                       2020 N(2.9, 0.0017) 2.87
```

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Lab Session 14

Try forecasting the Chinese GDP from the global_economy data set using an ETS model.

Experiment with the various options in the ETS() function to see how much the forecasts change with damped trend, or with a Box-Cox transformation. Try to develop an intuition of what each is doing to the forecasts.

[Hint: use h=20 when forecasting, so you can clearly see the differences between the various options when plotting the forecasts.]

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

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

- $\mathbf{k} = \text{integer part of } (h-1)/m.$
- $\sum_i s_i \approx 0.$
- 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 method

Forecast equation $\hat{y}_{t+h|t} = (\ell_t + hb_t)s_{t+h-m(k+1)}$ Observation equation $y_t = (\ell_{t-1} + b_{t-1})s_{t-m}(1+arepsilon_t)$ State equations $\ell_t = (\ell_{t-1} + b_{t-1})(1+lphaarepsilon_t)$ $b_t = b_{t-1}(1+etaarepsilon_t)$ $s_t = s_{t-m}(1+\gammaarepsilon_t)$

- k is integer part of (h-1)/m.
- 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).

```
holidays <- tourism ▷
  filter(Purpose = "Holiday")
fit <- holidays ▷ model(ets = ETS(Trips))</pre>
fit
## # A mable: 76 x 4
## # Kev:
             Region, State, Purpose [76]
##
     Region
                                State
                                                   Purpose
                                                                    ets
###
     <chr>
                                <chr>
                                                   <chr>
                                                                <model>
###
   1 Adelaide
                                South Australia
                                                   Holiday <ETS(A,N,A)>
   2 Adelaide Hills
                                South Australia
                                                   Holidav <ETS(A,A,N)>
##
   3 Alice Springs
                                Northern Territory Holiday <ETS(M,N,A)>
###
   4 Australia's Coral Coast
                                Western Australia Holiday <ETS(M,N,A)>
###
   5 Australia's Golden Outback Western Australia Holiday <ETS(M.N.M)>
###
   6 Australia's North West
                                Western Australia Holiday <ETS(A.N.A)>
   7 Australia's South West
                                Western Australia Holiday <ETS(M,N,M)>
###
   8 Ballarat
                                Victoria
                                                   Holiday <ETS(M,N,A)>
###
   9 Barkly
                                Northern Territory Holiday <ETS(A,N,A)>
```

```
fit ▷
  filter(Region = "Snowy Mountains") ▷
  report()
```

```
## Series: Trips
## Model: ETS(M,N,A)
##
     Smoothing parameters:
       alpha = 0.157
##
       gamma = 1e-04
###
###
     Initial states:
##
    l[0] s[0] s[-1] s[-2] s[-3]
     142 -61 131 -42.2 -27.7
###
###
###
     sigma^2: 0.0388
##
   AIC AICC BIC
```

852 854 869

8 Snowy Mountai~ New ~ Holiday ets

9 Snowy Mountai~ New ~ Holiday ets

```
fit D
  filter(Region = "Snowy Mountains") ▷
  components(fit)
## # A dable: 84 x 9 [10]
             Region, State, Purpose, .model [1]
## # Kev:
             Trips = (lag(level, 1) + lag(season, 4)) * (1 + remainder)
## # :
     Region
                    State Purpose .model Ouarter Trips level season remainder
##
     <chr>
                    <chr> <chr> <chr>
                                          <qtr> <dbl> <dbl> <dbl>
###
                                                                       <dbl>
```

1998 Q4 89.8

1999 01 112.

148. -61.0

147. -27.7

0.0335

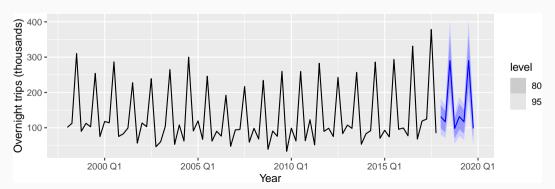
-0.0687

```
fit ▷
  filter(Region = "Snowy Mountains") ▷
  components(fit) ▷
  autoplot()
     ETS(M,N,A) decomposition
     Trips = (lag(level, 1) + lag(season, 4)) * (1 + remainder)
 300 - 200 -
 100 -
 100 -
50 -
0 -
-50 -
 0.25 -
 0.00 -
-0.25 -
                                            2005 Q1
                                                                                        2015 Q1
```

fit ▷ forecast()

```
## # A fable: 608 x 7 [10]
## # Kev:
             Region, State, Purpose, .model [76]
###
     Region
                    State
                                    Purpose .model Ouarter
                                                            Trips .mean
##
     <chr>
                    <chr>
                                    <chr> <chr>
                                                     <atr>
                                                                <dist> <dbl>
##
   1 Adelaide
                    South Australia Holiday ets 2018 01 N(210, 457) 210.
   2 Adelaide
                    South Australia Holiday ets
                                                   2018 02 N(173, 473) 173.
###
   3 Adelaide
                    South Australia Holiday ets 2018 Q3 N(169, 489) 169.
###
   4 Adelaide
                    South Australia Holiday ets
                                                   2018 04 N(186, 505) 186.
###
   5 Adelaide
                    South Australia Holiday ets
                                                   2019 01 N(210, 521) 210.
###
   6 Adelaide
                    South Australia Holiday ets
                                                   2019 Q2 N(173, 537) 173.
###
   7 Adelaide
                    South Australia Holiday ets
                                                   2019 Q3 N(169, 553) 169.
##
###
   8 Adelaide
                    South Australia Holiday ets
                                                   2019 Q4 N(186, 569) 186.
   9 Adelaide Hills South Australia Holiday ets
                                                            N(19, 36) 19.4
                                                   2018 01
  10 Adelaide Hills South Australia Holiday ets
                                                   2018 02
                                                             N(20, 36) 19.6
  # ... with 598 more rows
```

```
fit D
  forecast() D
  filter(Region = "Snowy Mountains") D
  autoplot(holidays) +
  labs(x = "Year", y = "Overnight trips (thousands)")
```



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Exponential smoothing models

Additive Error		Seasonal Component		
	Trend	N	Α	M
	Component	(None)	(Additive)	(Multiplicative)
N	(None)	A,N,N	A,N,A	<u> </u>
Α	(Additive)	A,A,N	A,A,A	<u>^,^,M</u>
A_d	(Additive damped)	A,A_d,N	A,A_d,A	$\Delta_{\leftarrow}\Delta_{\leftarrow}M$

Multiplicative Error		Seasonal Component			
	Trend	N	Α	М	
	Component	(None)	(Additive)	(Multiplicative)	
Ν	(None)	M,N,N	M,N,A	M,N,M	
Α	(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	

Estimating ETS models

- Smoothing parameters α , β , γ and ϕ , and the initial states ℓ_0 , b_0 , s_0 , s_{-1} , ..., 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

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

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

Model selection

Akaike's Information Criterion

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

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

Corrected AIC

$$AIC_{c} = AIC + \frac{2k(k+1)}{T - k - 1}$$

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

Model selection

Akaike's Information Criterion

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

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

Corrected AIC

$$AIC_{c} = AIC + \frac{2k(k+1)}{T - k - 1}$$

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

Bayesian Information Criterion

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

AIC and cross-validation

Minimizing the AIC assuming Gaussian residuals is asymptotically equivalent to minimizing one-step time series cross validation MSE.

Automatic forecasting

From Hyndman et al. (IJF, 2002):

- Apply each model that is appropriate to the data. Optimize parameters and initial values using MLE.
- Select best method using AICc.
- Produce forecasts using best method.
- Obtain forecast intervals using underlying state space model.
 - Method performed very well in M3 competition.
 - Used as a benchmark in the M4 competition.

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Lab Session 15

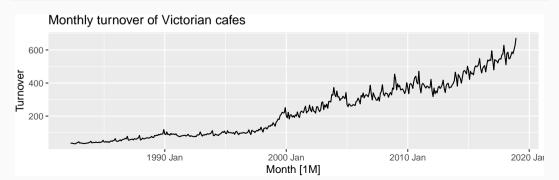
Find an ETS model for the Gas data from aus_production.

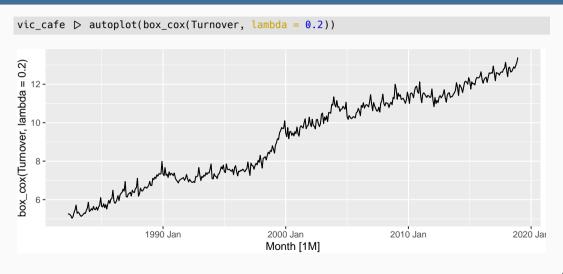
- Why is multiplicative seasonality necessary here?
- Experiment with making the trend damped. Does it improve the forecasts?

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Non-Gaussian forecast distributions





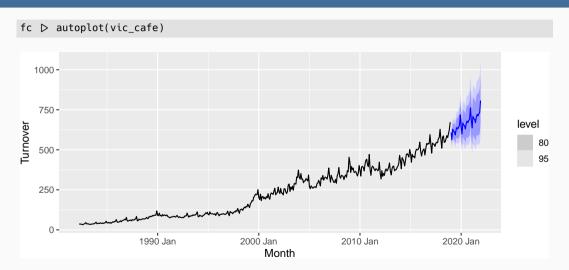
 $2019 \text{ Anr } \pm (N(13 + 0.044)) = 615$

4 ets

```
fit <- vic cafe ▷
 model(ets = ETS(box cox(Turnover, 0.2)))
fit
## # A mable: 1 x 1
###
            ets
  <model>
###
## 1 <ETS(A,A,A)>
(fc <- fit ▷ forecast(h = "3 years"))
## # A fable: 36 x 4 [1M]
## # Kev: .model [1]
###
    .model Month Turnover .mean
###
  <chr> <mth> <dist> <dbl>
  1 ets 2019 Jan t(N(13, 0.02)) 608.
   2 ets 2019 Feb t(N(13, 0.028)) 563.
   3 ets 2019 Mar t(N(13, 0.036)) 629.
```

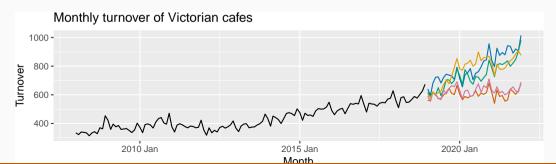
```
fit <- vic cafe ▷
  model(ets = ETS(box_cox(Turnover, 0.2)))
fit
## # A mable: 1 x 1
###
            ets
     <model>
###
## 1 <ETS(A,A,A)>
(fc <- fit ▷ forecast(h = "3 years"))
## # A fable: 36 x 4 [1M]
## # Kev: .model [1]
###
     .model Month
                         Turnover .mean
     <chr> <mth>
                     <dist> <dbl>
   1 ets 2019 Jan t(N(13, 0.02)) 608.
   2 ets 2019 Feb t(N(13, 0.028)) 563.
           2019 Mar t(N(13, 0.036)) 629.
   3 ets
## 4 ets
           2019 \text{ Anr } \pm (N(13 \ 0.044)) 615
```

- t(N) denotes a transformed normal distribution.
- back-transformation and bias adjustment is done automatically.



```
sim <- fit > generate(h = "3 years", times = 5, bootstrap = TRUE)
sim
## # A tsibble: 180 x 4 [1M]
## # Key: .model, .rep [5]
     .model Month .rep .sim
###
   <chr> <mth> <chr> <dbl>
###
  1 ets
          2019 Jan 1
                         562.
###
   2 ets
         2019 Feb 1
                         560.
##
   3 ets 2019 Mar 1 620.
   4 ets
         2019 Apr 1 602.
   5 ets
          2019 May 1
                         572.
###
   6 ets
          2019 Jun 1
                         573.
###
   7 ets
          2019 Jul 1
                         599.
   8 ets
         2019 Aug 1
                         615.
   9 ets 2019 Sep 1
                         646.
## 10 ets 2019 Oct 1
                         610
  # ... with 170 more rows
```

```
vic_cafe D
  filter(year(Month) \geq 2008) D
  ggplot(aes(x = Month)) +
  geom_line(aes(y = Turnover)) +
  geom_line(aes(y = .sim, colour = as.factor(.rep)), data = sim) +
  labs(title = "Monthly turnover of Victorian cafes") +
  guides(col = FALSE)
```



```
fc <- fit ▷ forecast(h = "3 years", bootstrap = TRUE)</pre>
fc
## # A fable: 36 x 4 [1M]
## # Kev:
              .model [1]
##
      .model
                Month
                             Turnover .mean
##
      <chr>
              <mth>
                                <dist> <dbl>
    1 ets
             2019 Jan t(sample[5000])
###
                                        608.
    2 ets
            2019 Feb t(sample[5000])
                                        563.
###
##
    3 ets
            2019 Mar t(sample[5000])
                                       628.
            2019 Apr t(sample[5000])
    4 ets
                                       614.
             2019 May t(sample[5000])
                                        612.
###
    5 ets
            2019 Jun t(sample[5000])
                                        592.
###
    6 ets
###
    7 ets
            2019 Jul t(sample[5000])
                                        623.
###
    8 ets
            2019 Aug t(sample[5000])
                                        640.
            2019 Sep t(sample[5000])
###
    9 ets
                                        630.
  10 ets
            2019 Oct t(sample[5000])
                                        642.
    ... with 26 more rows
```

```
fc ▷ autoplot(vic_cafe) +
  labs(title = "Monthly turnover of Victorian cafes")
```

