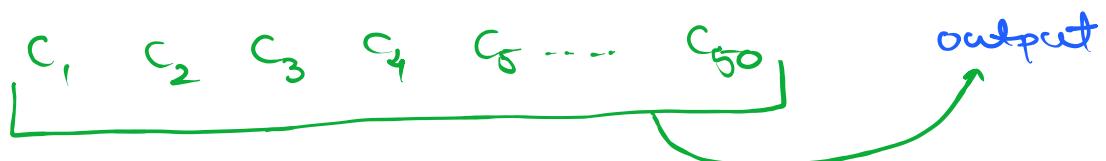
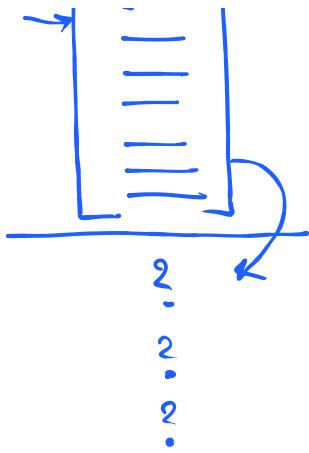


Time Related Weeks	No of visitors	
1	2882	
2	3105	
3	2791	
4	4725	
5	6720	
6	4850	
7	3990	
⋮	⋮	
40	5135	
<b>Auto-regression</b>		
41	?	3850
42	?	3850
43	?	3850
44	?	3850

RegressionAuto-regression

No of visitors

$$\begin{bmatrix} \equiv \\ \equiv \\ \equiv \end{bmatrix}$$



## Ways of Time Series Forecasting →

### Quantitative

- Data available
- Historical patterns repeat mostly.
- We can easily capture complex patterns through available data.

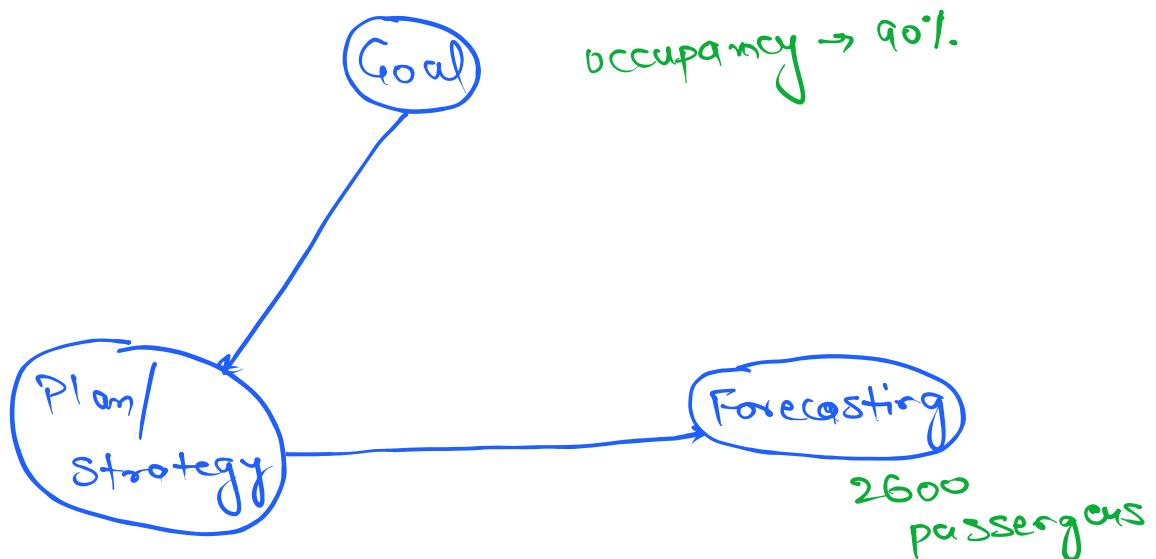
### Qualitative

- No data available
- we have no idea about the historical pattern.
- We can't capture/identify the complex patterns because of unavailability of data.

## 3 Components of Time Series Forecasting →

- ① Time Series Data.
- ② Time Series Analysis.
- ③ Time Series Forecasting.

## Basic Terminologies



A1:  $\sim 1000$

A2:  $\sim 2000$

A3:  $\sim 3000$

## Steps in Forecasting

- Define the problem statement.
- Collect the data
- Analyze the data.
- Build and evaluate the forecasting models.

Some caveats associated with Time-Series

forecasting →

- ① The granularity rule: The more aggregate your forecasts are, the more accurate they will be.
- ② The frequency rule: Keep updating your forecasts regularly to capture any new trend/information that comes.
- ③ The Horizon Rule: When you have forecasted for many future weeks/months, your forecasts are more likely to be very accurate in the earlier weeks/months as compared to the later ones.

Three important characteristics of a time-series data:

- ① Relevant: Data should be relevant to our goal/objective.
- ② Accurate: Data should be accurate in terms of capturing the timestamps and the related observations.
- ③ Long Enough: Data should be long enough in duration. This is important

to forecast unknown  
to identify all the patterns in the past.

## Basic Approaches for Time Series Forecasting →

① Naive Approach →

Forecasted = Last observed  
value value

② Simple Average Approach

③ Moving Average Approach

④ Weighted moving average approach.

$x_1$	$x_2$	$x_3$	$x_4$	$x_5$
2000	2100	1980	3150	2950

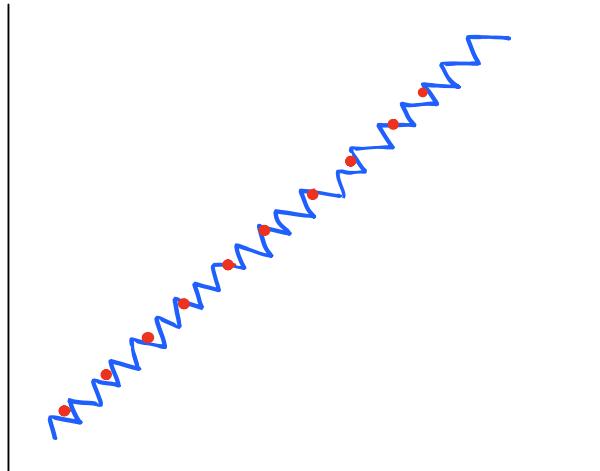
$$\text{Avg} = \frac{x_1 + x_2 + x_3 + x_4 + x_5}{5}$$

$$\text{Weighted Avg} = \frac{w_1 x_1 + w_2 x_2 + w_3 x_3 + w_4 x_4 + w_5 x_5}{5}$$

Homework (30%) - Score: 85  
 - Quizzes (20%) - Score: 90  
 - Final Exam (50%) - Score: 80  
 - Multiply each score by its respective weight:  
 - Homework: (  $85 \times 0.3 = 25.5$  )  
 - Quizzes: (  $90 \times 0.2 = 18$  )  
 - Final Exam: (  $80 \times 0.5 = 40$  )  
 - Multiply each score by its respective weight:  
 - Homework: (  $85 \times 0.3 = 25.5$  )  
 - Quizzes: (  $90 \times 0.2 = 18$  )  
 - Final Exam: (  $80 \times 0.5 = 40$  )

## Some examples of a Time Series data plot →

Upward  
 Trend  
 +  
 Seasonality

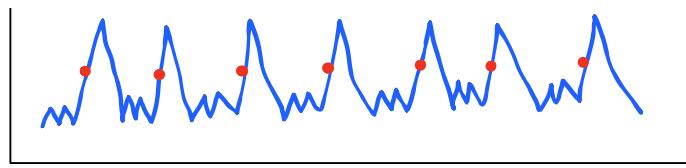


varying mean  
 +  
 Constant variance

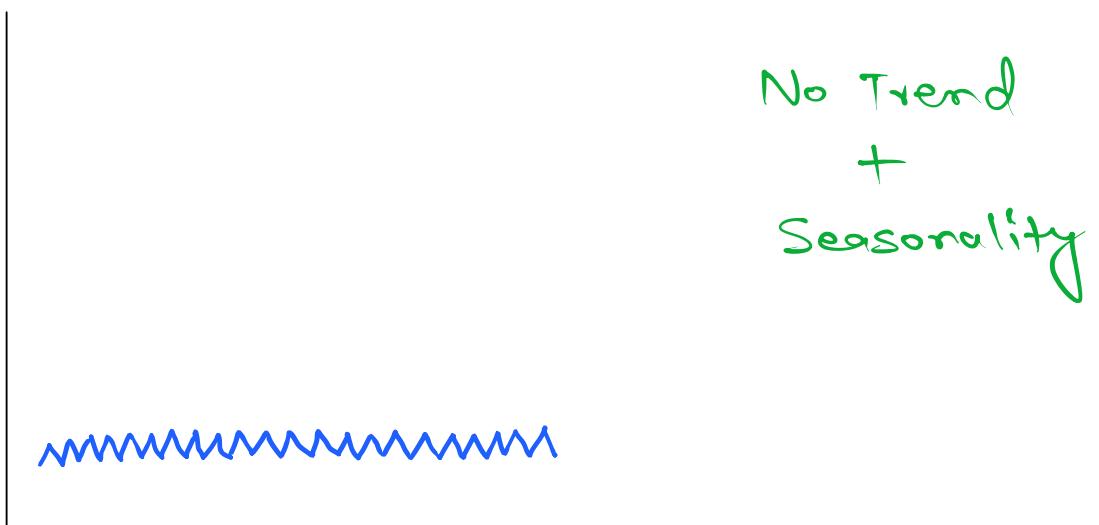
→ Non-stationary  
Time Series Data.



No Trend  
 +  
 Seasonality



Constant Mean  
&  
varying variance  $\rightarrow$  Non-stationary Data.



Constant Mean  
&  
constant variance  $\rightarrow$  Stationary Data.

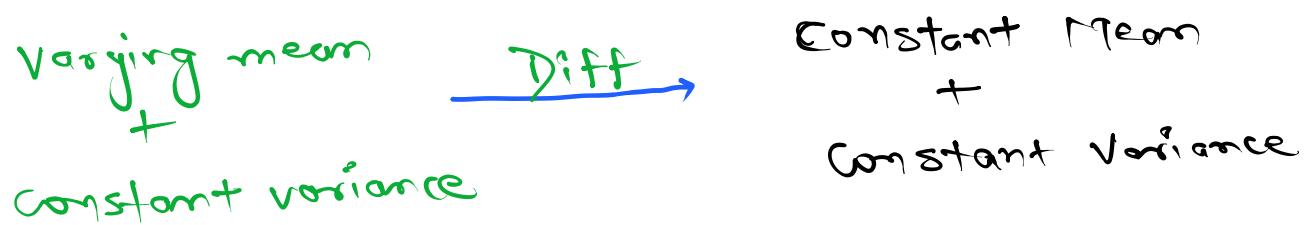
Every Time Series Algorithm; requires the data given to it to be 'Stationary'.

If the data is "Non-Stationary"  $\rightarrow$  then we perform necessary transformation on the .....

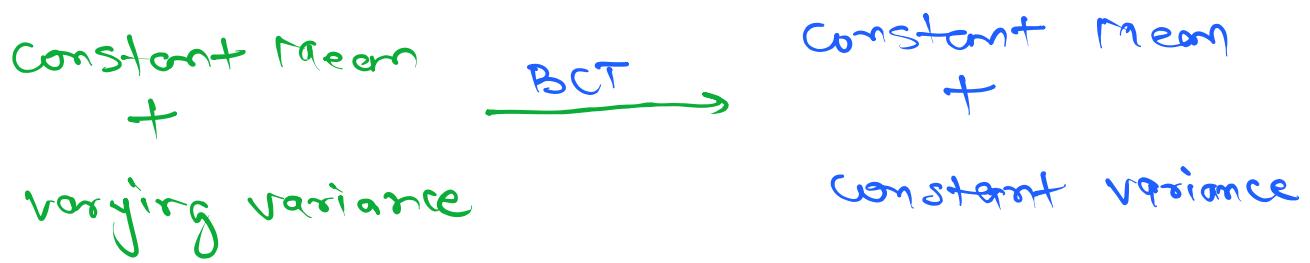
data to make it "Stationary".

## Time Series Transformations →

- ① Differencing → To be used when your data has varying mean but constant variance.



- ② Box-Cox Transformation → To be used when your data has constant mean but varying variance.



- ③ Box-Cox Transformation + Differencing