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| Rolling, Forecast horizon=1 | MAPE | | | SMAPE | | | MASE | | |
| **category** | **ADL** | **ADL-EWC** | **ADL-IC** | **ADL** | **ADL-EWC** | **ADL-IC** | **ADL** | **ADL-EWC** | **ADL-IC** |
| Beer | 21.78% | 21.85% | **21.20%** | 21.60% | 21.79% | 21.20% | 0.752 | 0.758 | 0.739 |
| Carbonated beverages | 27.68% | 28.36% | 28.49% | 26.92% | 27.43% | 25.93% | 0.467 | 0.488 | 0.481 |
| Coffee | 30.07% | 30.72% | **29.53%** | 29.87% | 30.91% | 29.46% | 0.599 | 0.610 | 0.585 |
| Frozen pizza | 26.43% | 26.01% | **25.58%** | 28.64% | 28.24% | 27.38% | 1.015 | 1.009 | 1.006 |
| Household cleaner | 22.30% | 21.97% | **22.02%** | 23.01% | 22.68% | 21.71% | 0.888 | 0.875 | 0.839 |
| Hotdog | 44.96% | 45.01% | **47.80%** | 44.52% | 45.80% | 44.00% | 0.764 | 0.801 | 0.762 |
| Laundry detergent | 46.86% | 46.14% | **39.83%** | 39.93% | 39.84% | 37.36% | 0.567 | 0.586 | 0.565 |
| Margarine/Butter | 20.60% | 19.98% | **20.27%** | 20.97% | 20.39% | 20.49% | 0.499 | 0.490 | 0.488 |
| Mayonnaise | 23.99% | 24.24% | **23.56%** | 21.53% | 21.84% | 21.77% | 0.806 | 0.825 | 0.823 |
| mustketc | 30.21% | 30.57% | **29.14%** | 26.32% | 26.59% | 26.52% | 0.554 | 0.563 | 0.549 |
| Peanut butter | 26.37% | 26.41% | **25.60%** | 22.76% | 23.07% | 23.12% | 0.592 | 0.604 | 0.582 |
| Salty snacks | 28.41% | 28.38% | **25.06%** | 24.87% | 25.15% | 23.85% | 0.581 | 0.651 | 0.566 |
| Soup | 27.57% | 28.04% | **26.56%** | 25.42% | 25.84% | 25.38% | 0.335 | 0.336 | 0.335 |
| Sugar substitutes | 42.39% | 41.94% | **41.98%** | 38.81% | 38.57% | 38.44% | 0.972 | 0.965 | 0.963 |
| Toothpaste | 46.31% | 47.18% | 47.26% | 46.48% | 46.53% | 47.00% | 0.467 | 0.466 | 0.466 |

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| Forecast horizon= 1 | MAPE | | | SMAPE | | |  | | |
| Base-times-lift | ADL-own | ADL-own | Base-times-lift | ADL-own | ADL-own | Base-times-lift | ADL-own | ADL-own |
| ADL-own | 0.000 |  |  | 0.000 |  |  | 0.000 |  |  |
| ADL-own | 0.000 | 0.000 |  | 0.000 | 0.133 |  | 0.000 | 0.273 |  |
| ADL-own | 0.000 | 0.365 |  | 0.000 | 0.246 | 0.009 | 0.000 | 0.114 | 0.030 |
|  | ADL-own | ADL | ADL-IC | ADL-own | ADL | ADL-IC | ADL-own | ADL | ADL-IC |
| ADL | 0.000 |  |  | 0.001 |  |  | 0.021 |  |  |
| ADL-IC | 0.000 | 0.017 |  | 0.000 | 0.201 |  | 0.012 | 0.398 |  |
| ADL-EWC | 0.000 | 0.914 | 0.001 | 0.055 | 0.041 | 0.000 | 0.300 | 0.009 | 0.399 |
|  | ADL-own | ADL-DI | ADL-DI-IC | ADL-own | ADL-DI | ADL-DI-IC | ADL-own | ADL-DI | ADL-DI-IC |
| ADL-DI | 0.000 |  |  | 0.036 |  |  | 0.004 |  |  |
| ADL-DI-IC | 0.000 | 0.147 |  | 0.030 | 0.530 |  | 0.001 | 0.287 |  |
| ADL-DI-EWC | 0.000 | 0.594 | 0.093 | 0.097 | 0.408 | 0.027 | 0.041 | 0.158 | 0.005 |

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| Forecast horizon= 1 | MAPE | | | SMAPE | | | MASE | | |
| Base-times-lift | ADL-own-IC | ADL-own-ewc | Base-times-lift | ADL-own-IC | ADL-own-ewc | Base-times-lift | ADL-own-IC | ADL-own-ewc |
| ADL-own | 0.000 |  |  | 0.000 |  |  | 0.000 |  |  |
| ADL-own-IC | 0.000 | 0.000 |  | 0.000 | 0.133 |  | 0.000 | 0.273 |  |
| ADL-own-ewc | 0.000 | 0.365 |  | 0.000 | 0.246 | 0.009 | 0.000 | 0.114 | 0.030 |
|  | ADL-own | ADL | ADL-IC | ADL-own | ADL | ADL-IC | ADL-own | ADL | ADL-IC |
| ADL | 0.000 |  |  | 0.001 |  |  | 0.021 |  |  |
| ADL-IC | 0.000 | 0.017 |  | 0.000 | 0.201 |  | 0.012 | 0.398 |  |
| ADL-EWC | 0.000 | 0.914 | 0.001 | 0.055 | 0.041 | 0.000 | 0.300 | 0.009 | 0.399 |
|  | ADL-own | ADL-DI | ADL-DI-IC | ADL-own | ADL-DI | ADL-DI-IC | ADL-own | ADL-DI | ADL-DI-IC |
| ADL-DI | 0.000 |  |  | 0.036 |  |  | 0.004 |  |  |
| ADL-DI-IC | 0.000 | 0.147 |  | 0.030 | 0.530 |  | 0.001 | 0.287 |  |
| ADL-DI-EWC | 0.000 | 0.594 | 0.093 | 0.097 | 0.408 | 0.027 | 0.041 | 0.158 | 0.005 |

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| Forecast horizon= 1 | MAPE | | | SMAPE | | |  | | |
| Base-times-lift | ADL-own | ADL-own | Base-times-lift | ADL-own | ADL-own | Base-times-lift | ADL-own | ADL-own |
| ADL-own | 0.000 |  |  | 0.000 |  |  | 0.000 |  |  |
| ADL-own | 0.000 | 0.000 |  | 0.000 | 0.133 |  | 0.000 | 0.273 |  |
| ADL-own | 0.000 | 0.365 |  | 0.000 | 0.246 | 0.009 | 0.000 | 0.114 | 0.030 |
|  | ADL-own | ADL | ADL-IC | ADL-own | ADL | ADL-IC | ADL-own | ADL | ADL-IC |
| ADL | 0.000 |  |  | 0.001 |  |  | 0.021 |  |  |
| ADL-IC | 0.000 | 0.017 |  | 0.000 | 0.201 |  | 0.012 | 0.398 |  |
| ADL-EWC | 0.000 | 0.914 | 0.001 | 0.055 | 0.041 | 0.000 | 0.300 | 0.009 | 0.399 |
|  | ADL-own | ADL-DI | ADL-DI-IC | ADL-own | ADL-DI | ADL-DI-IC | ADL-own | ADL-DI | ADL-DI-IC |
| ADL-DI | 0.000 |  |  | 0.036 |  |  | 0.004 |  |  |
| ADL-DI-IC | 0.000 | 0.147 |  | 0.030 | 0.530 |  | 0.001 | 0.287 |  |
| ADL-DI-EWC | 0.000 | 0.594 | 0.093 | 0.097 | 0.408 | 0.027 | 0.041 | 0.158 | 0.005 |

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| Forecast horizon= 1 | MAPE | | | SMAPE | | | MASE | | |
| Base-times-lift | ADL-own | ADL-own | Base-times-lift | ADL-own | ADL-own | Base-times-lift | ADL-own | ADL-own |
| ADL-own | 0.000 |  |  | 0.000 |  |  | 0.000 |  |  |
| ADL-own | 0.000 | 0.000 |  | 0.000 | 0.133 |  | 0.000 | 0.273 |  |
| ADL-own | 0.000 | 0.365 |  | 0.000 | 0.246 | 0.009 | 0.000 | 0.114 | 0.030 |
|  | ADL-own | ADL | ADL-IC | ADL-own | ADL | ADL-IC | ADL-own | ADL | ADL-IC |
| ADL | 0.000 |  |  | 0.001 |  |  | 0.021 |  |  |
| ADL-IC | 0.000 | 0.017 |  | 0.000 | 0.201 |  | 0.012 | 0.398 |  |
| ADL-EWC | 0.000 | 0.914 | 0.001 | 0.055 | 0.041 | 0.000 | 0.300 | 0.009 | 0.399 |
|  | ADL-own | ADL-DI | ADL-DI-IC | ADL-own | ADL-DI | ADL-DI-IC | ADL-own | ADL-DI | ADL-DI-IC |
| ADL-DI | 0.000 |  |  | 0.036 |  |  | 0.004 |  |  |
| ADL-DI-IC | 0.000 | 0.147 |  | 0.030 | 0.530 |  | 0.001 | 0.287 |  |
| ADL-DI-EWC | 0.000 | 0.594 | 0.093 | 0.097 | 0.408 | 0.027 | 0.041 | 0.158 | 0.005 |

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| Forecast horizon= 1 | MAPE | | | SMAPE | | | MASE | | |
| Base-times-lift | ADL-own-IC | ADL-own-EWC | Base-times-lift | ADL-own-IC | ADL-own-EWC | Base-times-lift | ADL-own-IC | ADL-own-EWC |
| ADL-own | 0.000 |  |  | 0.000 |  |  | 0.000 |  |  |
| ADL-own-IC | 0.000 | 0.000 |  | 0.000 | 0.133 |  | 0.000 | 0.273 |  |
| ADL-own-EWC | 0.000 | 0.365 |  | 0.000 | 0.246 | 0.009 | 0.000 | 0.114 | 0.030 |
|  | ADL-own | ADL | ADL-IC | ADL-own | ADL | ADL-IC | ADL-own | ADL | ADL-IC |
| ADL | 0.000 |  |  | 0.001 |  |  | 0.021 |  |  |
| ADL-IC | 0.000 | 0.017 |  | 0.000 | 0.201 |  | 0.012 | 0.398 |  |
| ADL-EWC | 0.000 | 0.914 | 0.001 | 0.055 | 0.041 | 0.000 | 0.300 | 0.009 | 0.399 |
|  | ADL-own | ADL-DI | ADL-DI-IC | ADL-own | ADL-DI | ADL-DI-IC | ADL-own | ADL-DI | ADL-DI-IC |
| ADL-DI | 0.000 |  |  | 0.036 |  |  | 0.004 |  |  |
| ADL-DI-IC | 0.000 | 0.147 |  | 0.030 | 0.530 |  | 0.001 | 0.287 |  |
| ADL-DI-EWC | 0.000 | 0.594 | 0.093 | 0.097 | 0.408 | 0.027 | 0.041 | 0.158 | 0.005 |