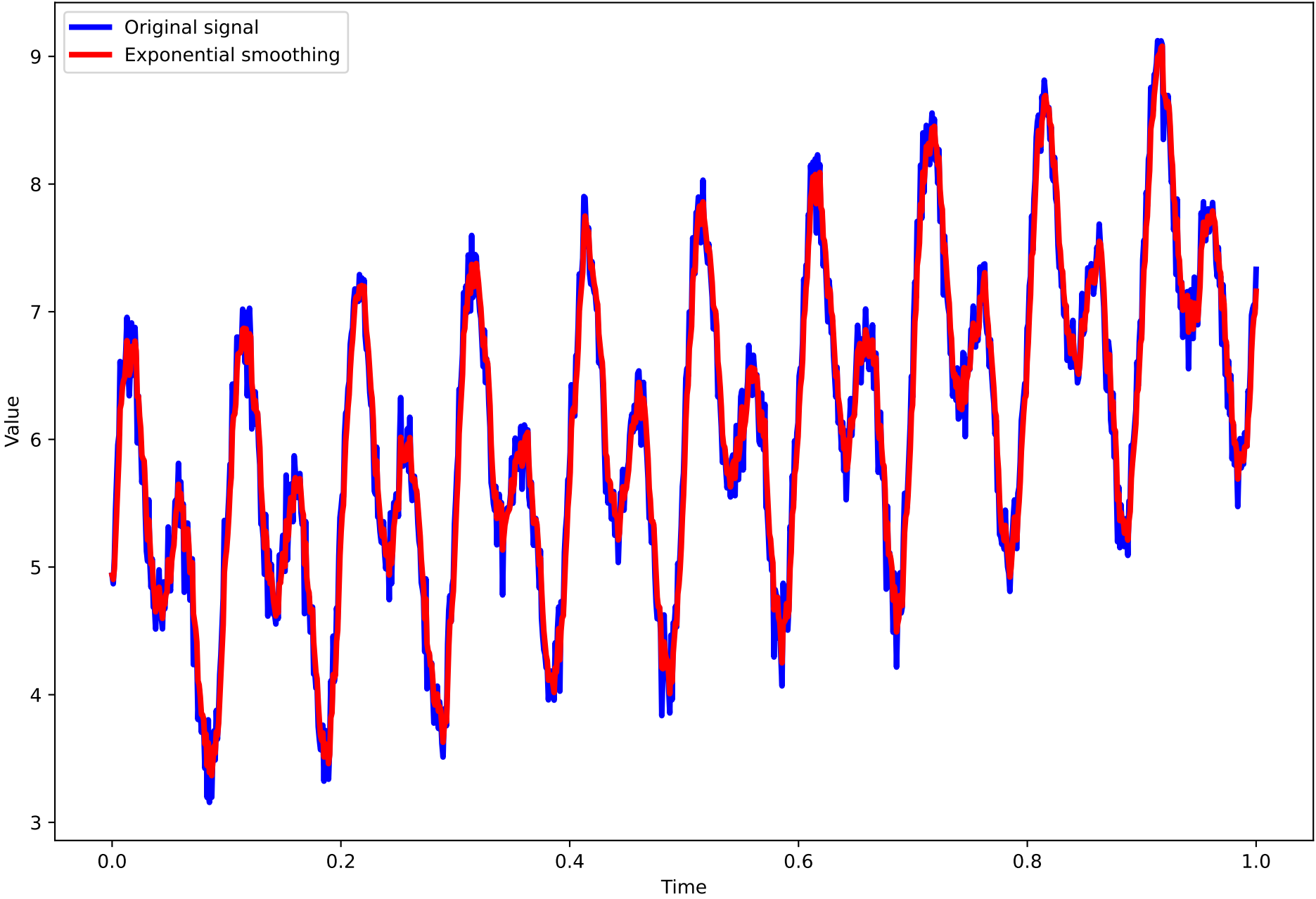Original vs exponential smoothing with initial guess for alpha=0.5
R squared=98.52%
SSE=86.3014

Original vs exponential smoothing
Best alpha=0.7475
R squared=99.67%
SSE=74.6702