

Adstock Rate - Deriving with Analytical Method

Instructions

1. Insert Sales and Advertising
2. Open Solver by going to the Data menu and selecting Solver
If Solver isn't available then load the Add-in.
3. Click Solve

		Advertising	Advertising	Model Results	
		Before Adstock	After Adstock	After Adstock	
	Sales				
1	670,871	-	-	Adstock Rate	83.76%
2	35,524,494	-	-	α	69044669.8
3	50,173,057	-	-	β	13223977.9921
4	46,849,336	-	-	SSE	#####
5	39,246,118	-	-	Correlation	0.1658
6	21,362	-	-	R-Squared	0.0275
7	8,831	-	-		
8	17,987	-	-		
9	72,788	-	-		
10	70,691,096	-	-		
11	98,352,774	-	-		
12	96,408,086	-	-		
13	97,663,276	-	-		
14	72,524,082	-	-		
15	44,150,510	-	-		
16	293,596,202	-	-		
17	52,892,091	-	-		
18	91,911,501	-	-		
19	93,892,473	-	-		
20	120,030,002	-	-		
21	50,012,648	-	-		
22	47,577,866	-	-		
23	66,395,702	-	-		
24	108,721,179	-	-		
25	69,263,878	-	-		
26	154,607,585	-	-		
27	71,141,134	0.179	0.179		
28	69,654,386	0.628	0.778		
29	62,962,474	0.628	1.280		
30	147,178,533	0.628	1.700		
31	73,797,654	0.628	2.052		
32	76,441,432	0.090	1.808		
33	69,958,251	-	1.514		
34	84,762,834	-	1.268		
35	89,314,294	-	1.062		
36	73,083,886	0.150	1.039		

37	148,786,415	0.209	1.080
38	77,341,625	0.209	1.114
39	70,677,953	0.209	1.142
40	73,150,392	0.150	1.106
41	81,245,287	-	0.927
42	69,788,971	-	0.776
43	52,650,999	-	0.650
44	114,397,752	-	0.544
45	74,672,993	0.256	0.712
46	76,415,745	0.256	0.852
47	78,010,767	0.256	0.969
48	150,047,690	0.256	1.068
49	67,177,030	0.110	1.004
50	68,384,498	-	0.841
51	70,872,725	-	0.704
52	75,167,242	-	0.590
53	<u>51,431,436</u>	<u>-</u>	0.494