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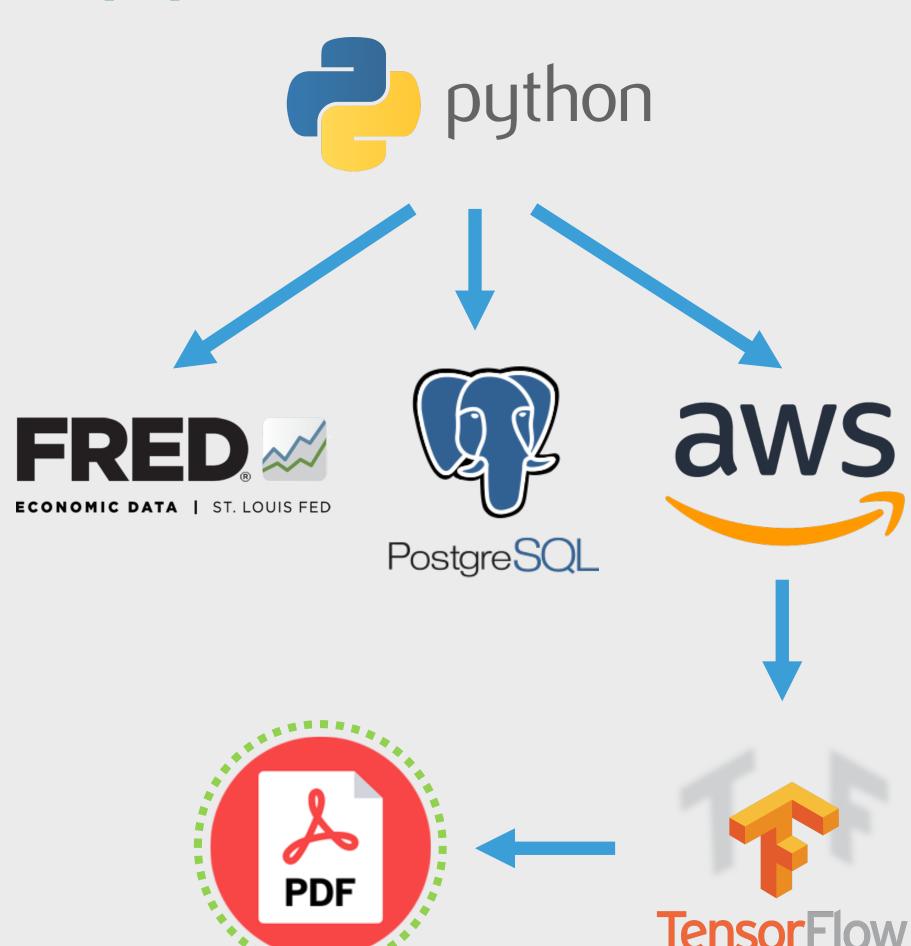
### Project scoping

Problem: Macroeconomic downturns cause VMware customers to postpone or cancel their purchases, resulting in unforeseen effects on revenue.

Solution: Use federal data to make robust macroeconomic predictions that inform 1- to 3-month sales forecasts and help set realistic goals.

Deliverable: Monthly report to sales managers with macroeconomic trend predictions for coming 3 months.

Approach

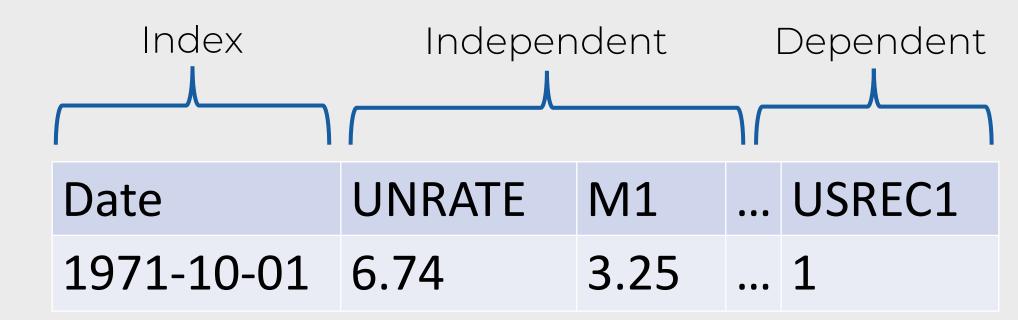


Explanation: With Python as back end, use FRED API to gather federal economic data; process and upload to PostgreSQL data warehouse; use TensorFlow on AWS for ML predictions, and export as PDF. Benefits: modular, readable codebase;

privy to 570k+ economic data series; company-wide access to underlying data; maximum cloud computing power for quick, accurate algorithms.

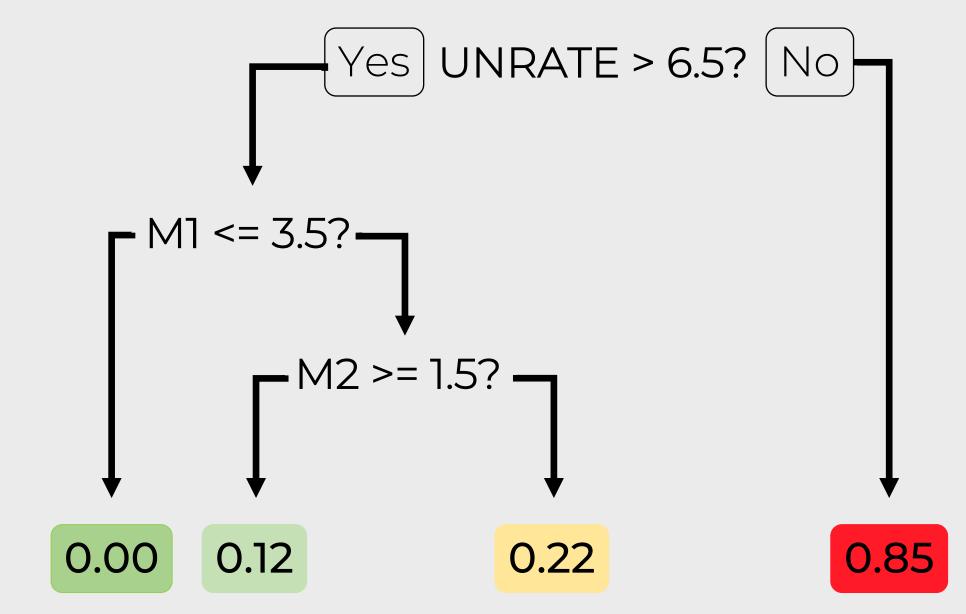
### Model definition

Setup: Predict likelihood of recession (1) vs. not (0) in 1, 2, 3 months by classifying with various continuous, independent economic variables.



Parameters (58): chosen based on literature review; revolve around employment, money, stock markets, sentiment, housing, manufacturing, consumption, and business sales.

Algorithm: Gradient-boosted Regression Trees: classify via ensemble of random binary decision trees



Modifications: Bootstrapping to reduce random error; Five-fold Cross Validation to verify algorithmic accuracy with unseen data

### Benchmarks

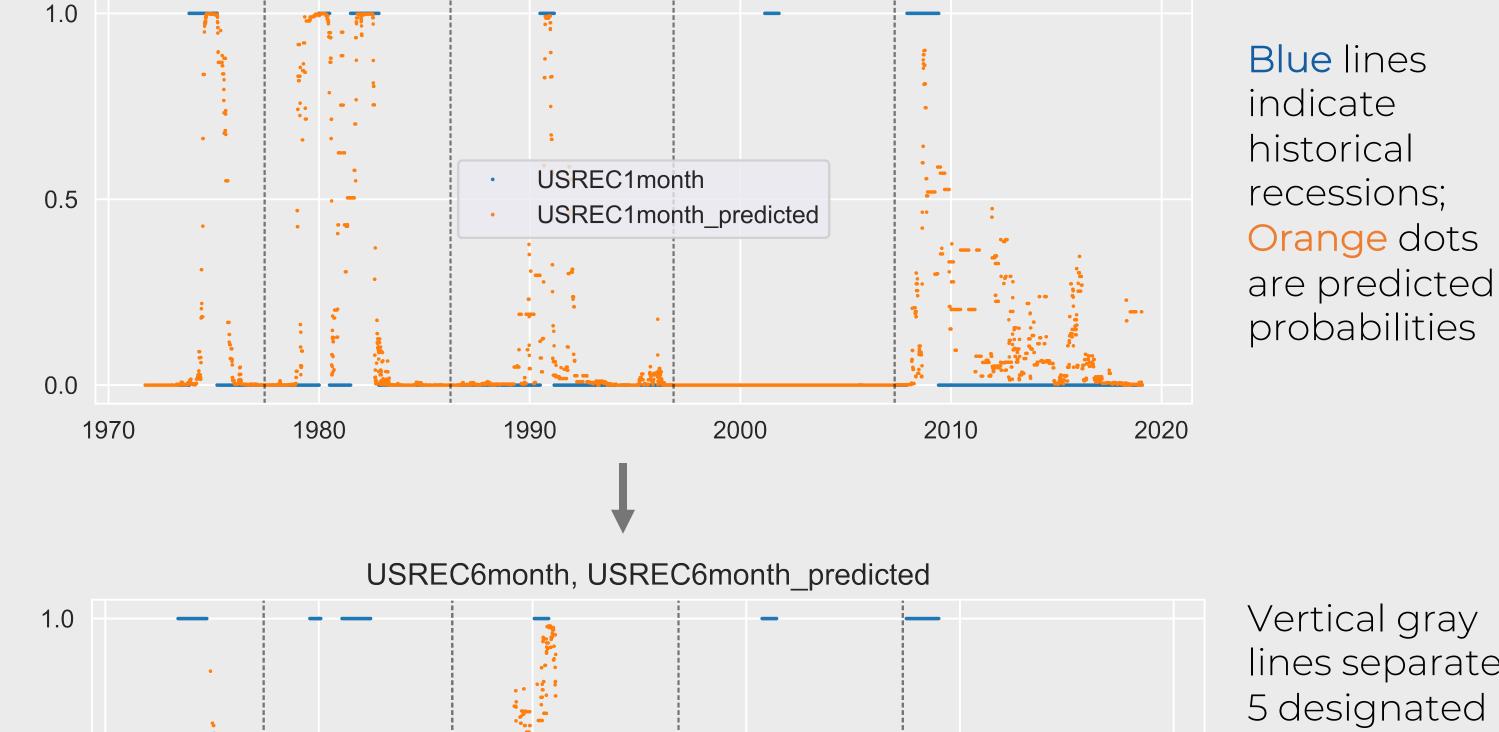
Predictive accuracy: How well can each of the five recessions be predicted by the four others?

Speed: Can model be trained quickly?

Fit: Does model avoid under- or overfitting?

### Preliminary results

0.5



USREC1month, USREC1month\_predicted

probabilities

lines separate 5 designated time periods USREC6month **USREC6**month predicted 6-month predictions are less robust than 1month values

Significance: Predictions for each period made without knowledge of macroeconomy during that period (true prediction); only one recession cannot be predicted by other downturns.

Use: Average the five algorithm results to predict future recessions.

# Recession probability forecast



## Challenges and next steps

Challenges: Ineffectiveness of initial algorithms; inconsistencies within FRED API; Python date formatting; interfacing with data warehouse

Next steps: Explore more advanced algorithms; redefine algorithmic accuracy; expand independent variable selection; develop new categorical dependent variables (e.g. downturn in particular market); widen model's geographic range; improve reporting format and customize for different consumers