

Forecast for daily data of retail sales

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Abstract: *The application of the Box-Jenkins time series methodology in the analysis of daily data from a retail company was described by means of a SARIMA, with intervention. The model describes and forecasts weekly seasonality, indicating a subtle ascension. The adjusted model will allow a more accurate decision by the company.*

Keywords: Additive Outlier; ARIMA; Forecast; Sazonal.

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