

Matrix of Forecast Quality Metrics

| Metric | Excellent | Good | Average | Poor | Very Poor |
|---------|-----------------|----------------|------------|----------|-----------|
| MAPE, % | < 10% | 10-15% | 15-25% | 25-50% | > 50% |
| MAE | < 5% of revenue | 5-10% | 10-20% | 20-30% | > 30% |
| RMSE | ~ MAE | Slightly > MAE | 1.5-2x MAE | 2-3x MAE | > 3x MAE |
| R2 | 0.9-1.0 | 0.75-0.9 | 0.5-0.75 | 0.25-0.5 | < 0.25 |