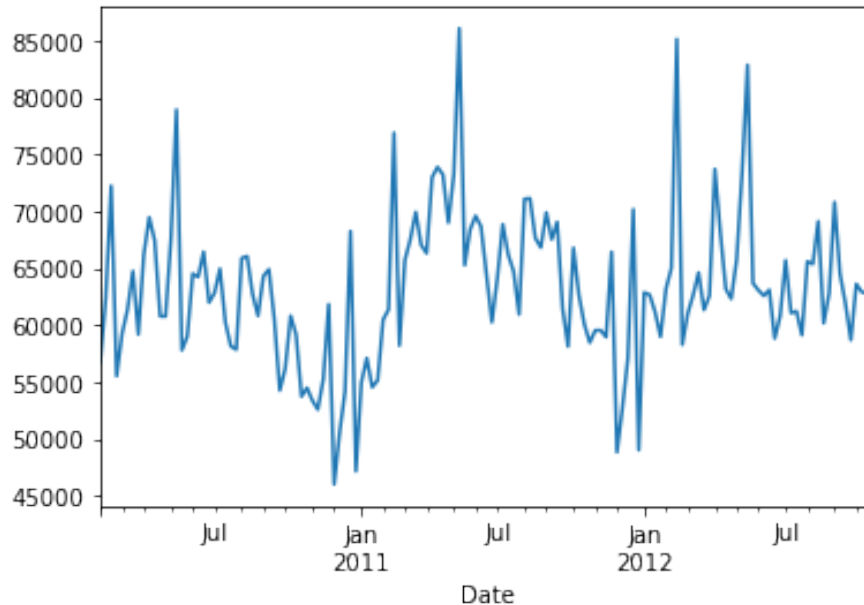




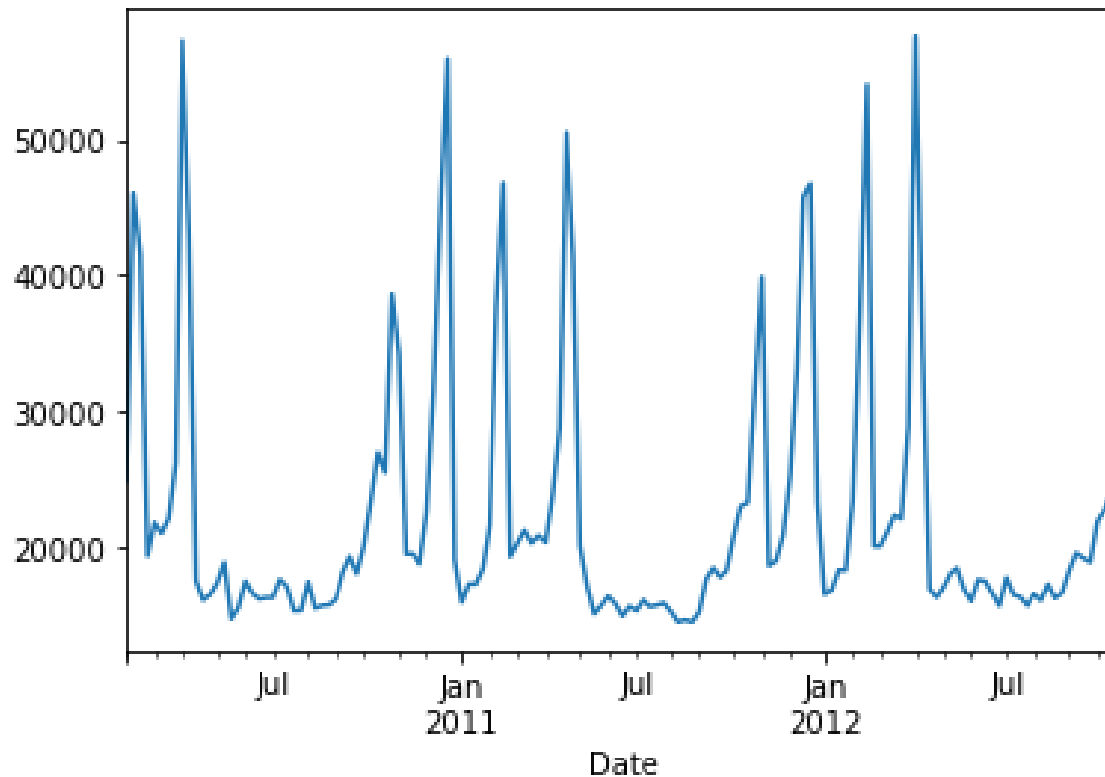
Recommendation

School of Information Studies
Syracuse University

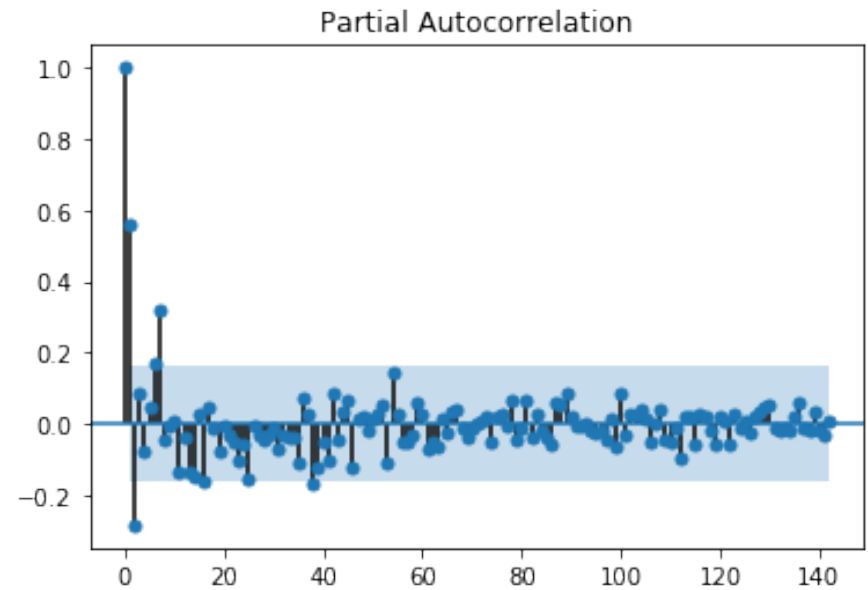
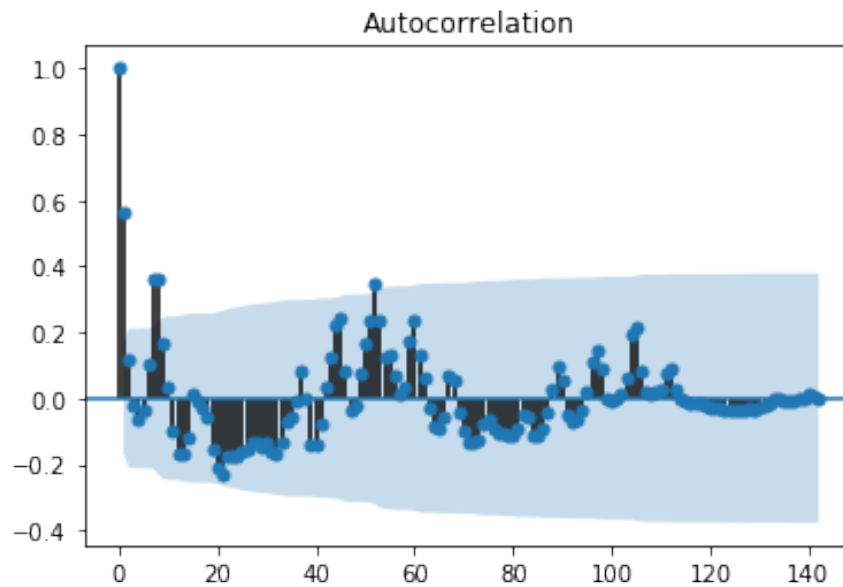
Our Challenge This Week?



Will Sales Rise or Fall?



How Might We Know?



Stationary

ADF Statistic:

-8.892005

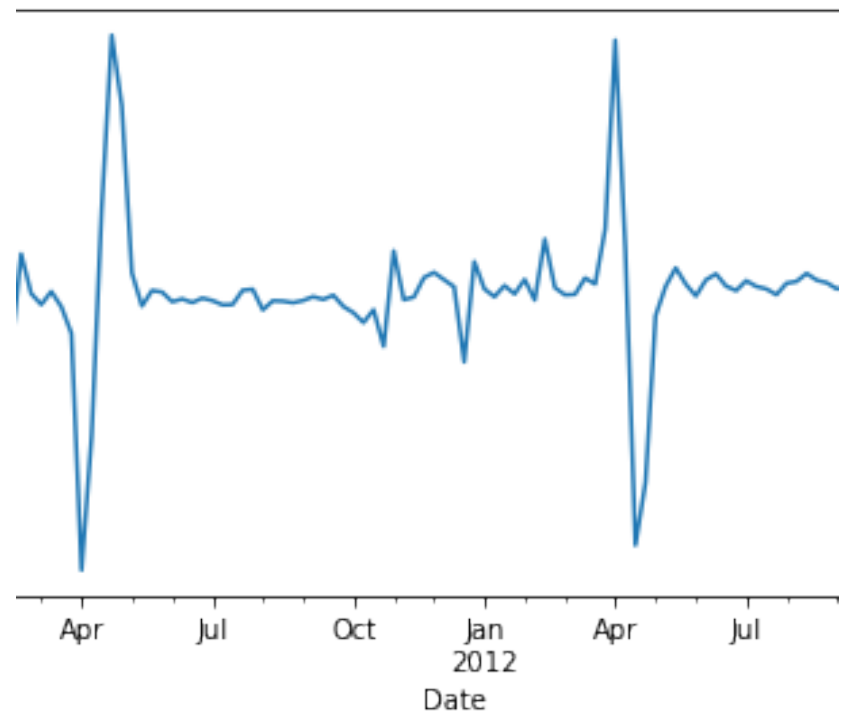
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Critical Values:

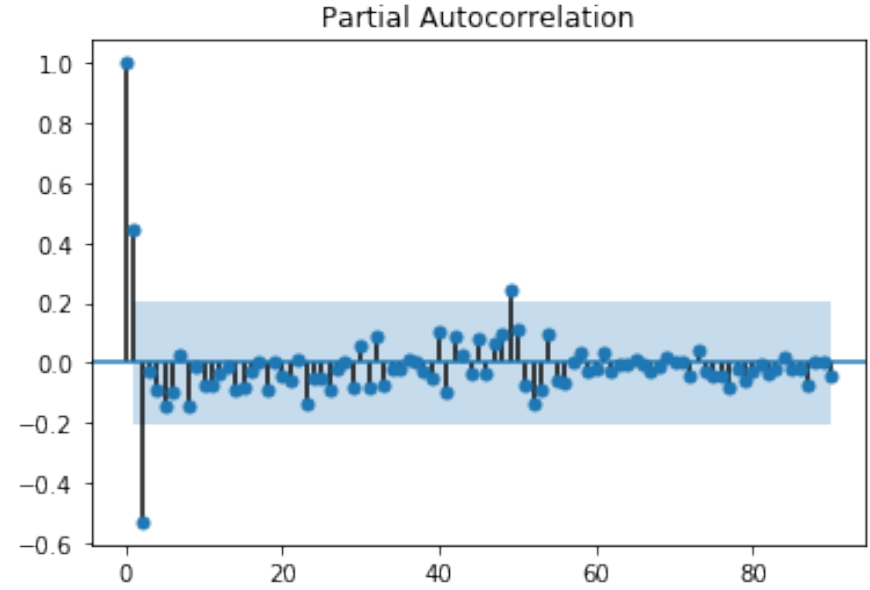
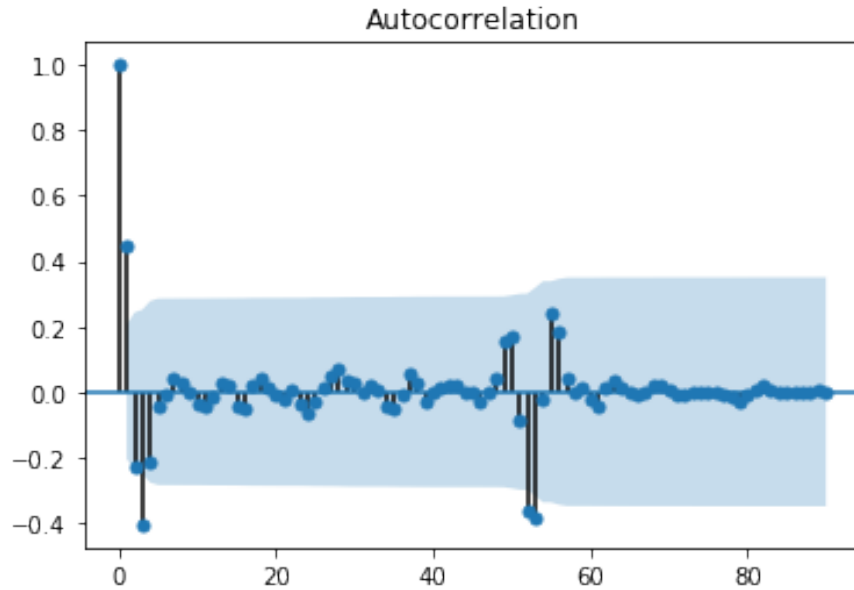
1%: -3.506

5%: -2.895

10%: -2.584



Modeling Input



Recommendation

- Increasing sales in next quarter
- Opportunity to close forecast gap
- Consider data transformations
- Consider methods to account for holiday

