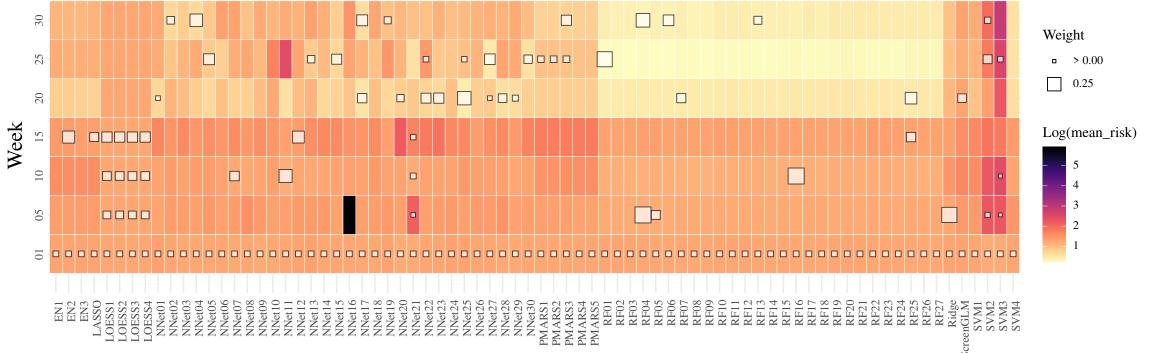Peak week: Squared Error Loss