



# Predicting Net Revenue For Buffer

## Katie Fan

# Introduction

---

- A software startup founded in 2010
- A popular social media management app
- Transparency
- 72k active users
- About \$1.7 monthly total net revenue



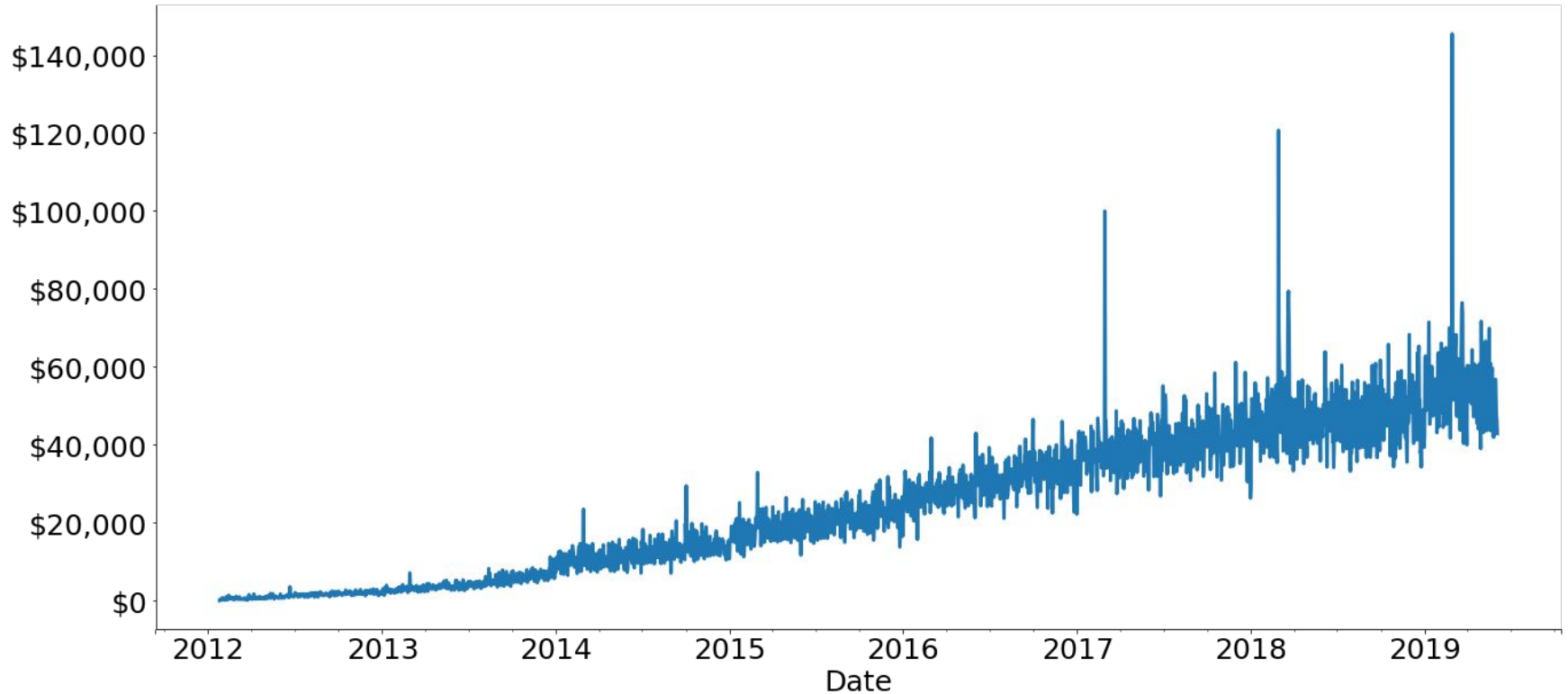
# Methodology

---



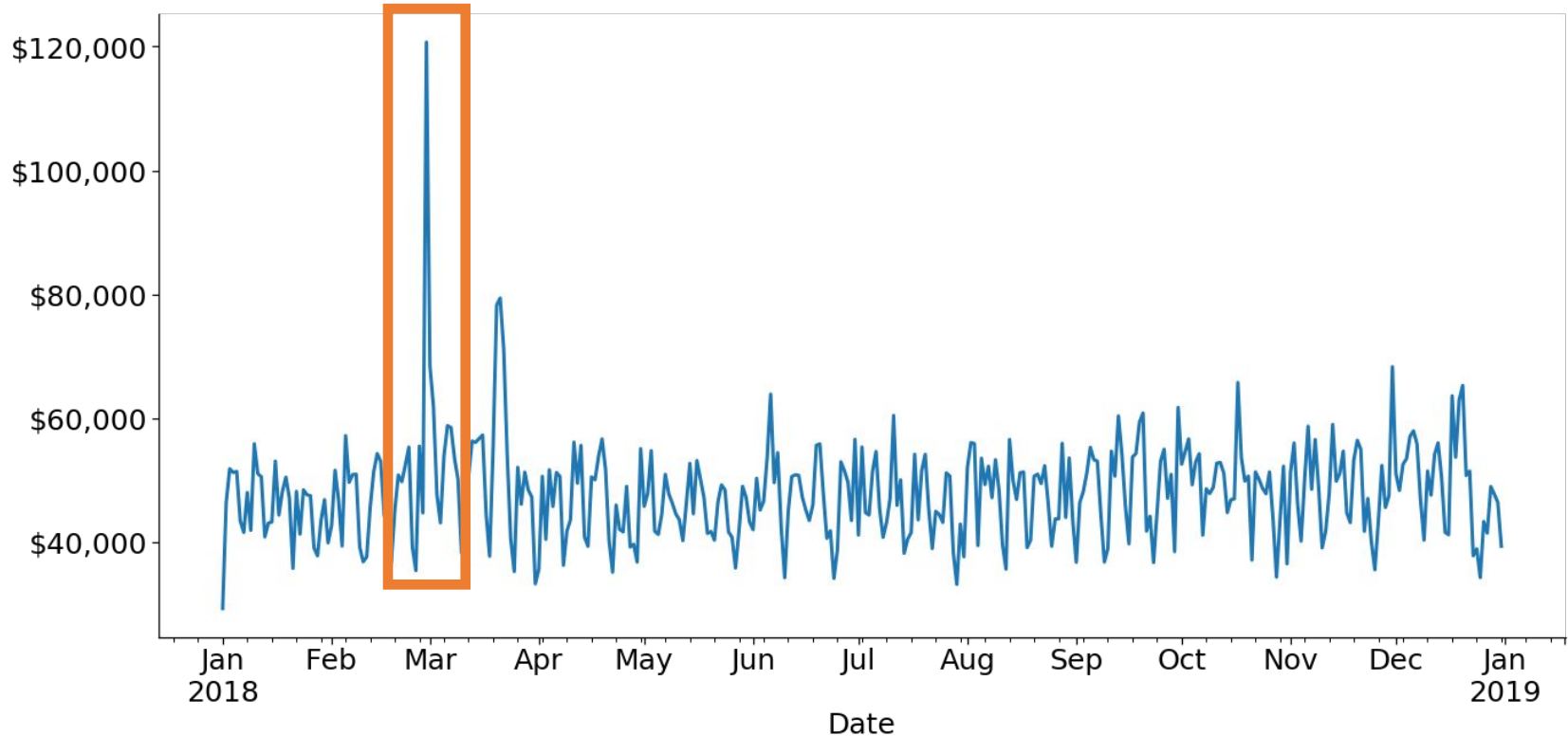
# Net Revenue Raw Data

---



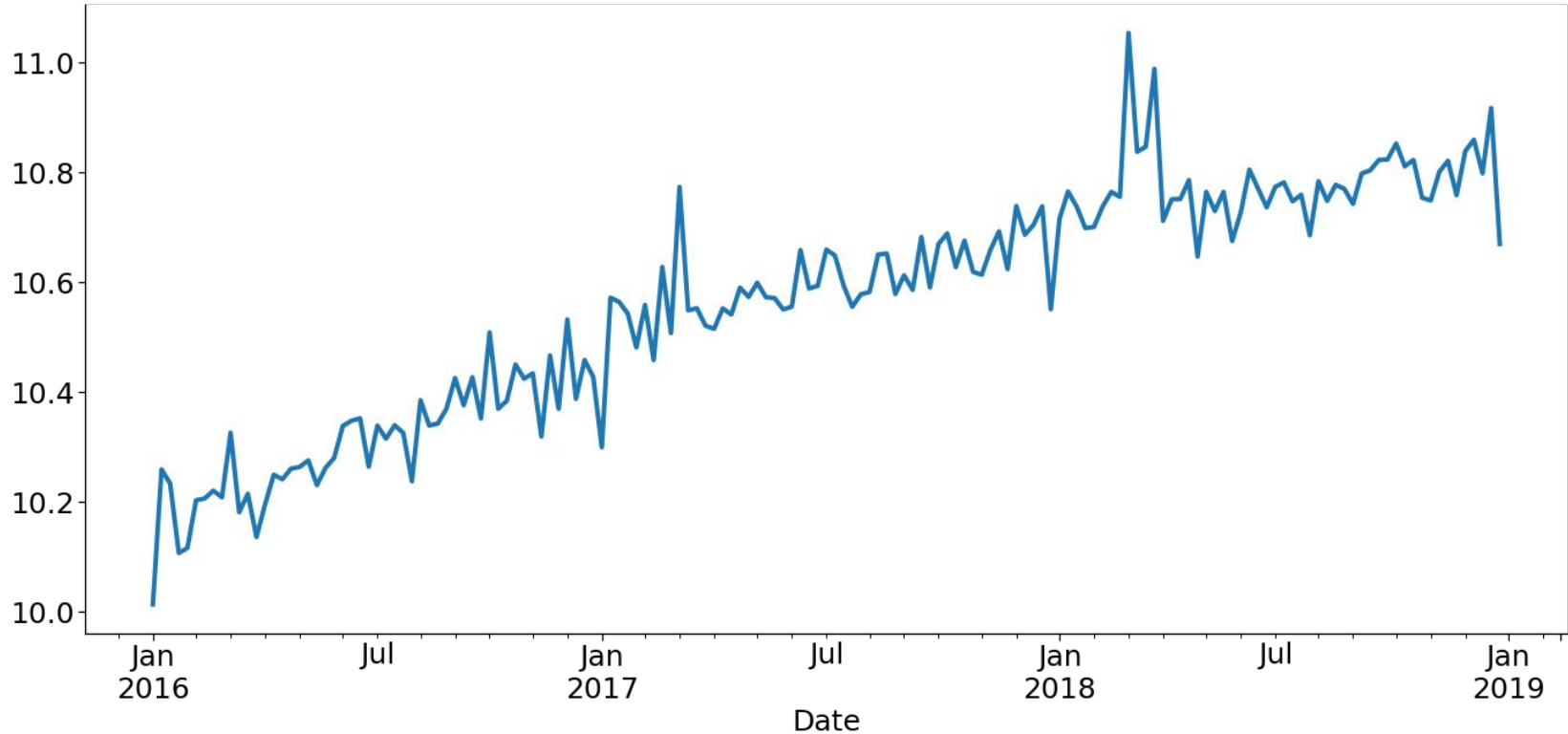
# Seasonal Pattern in Net Revenue

---



# Log Transformed Net Revenue

---

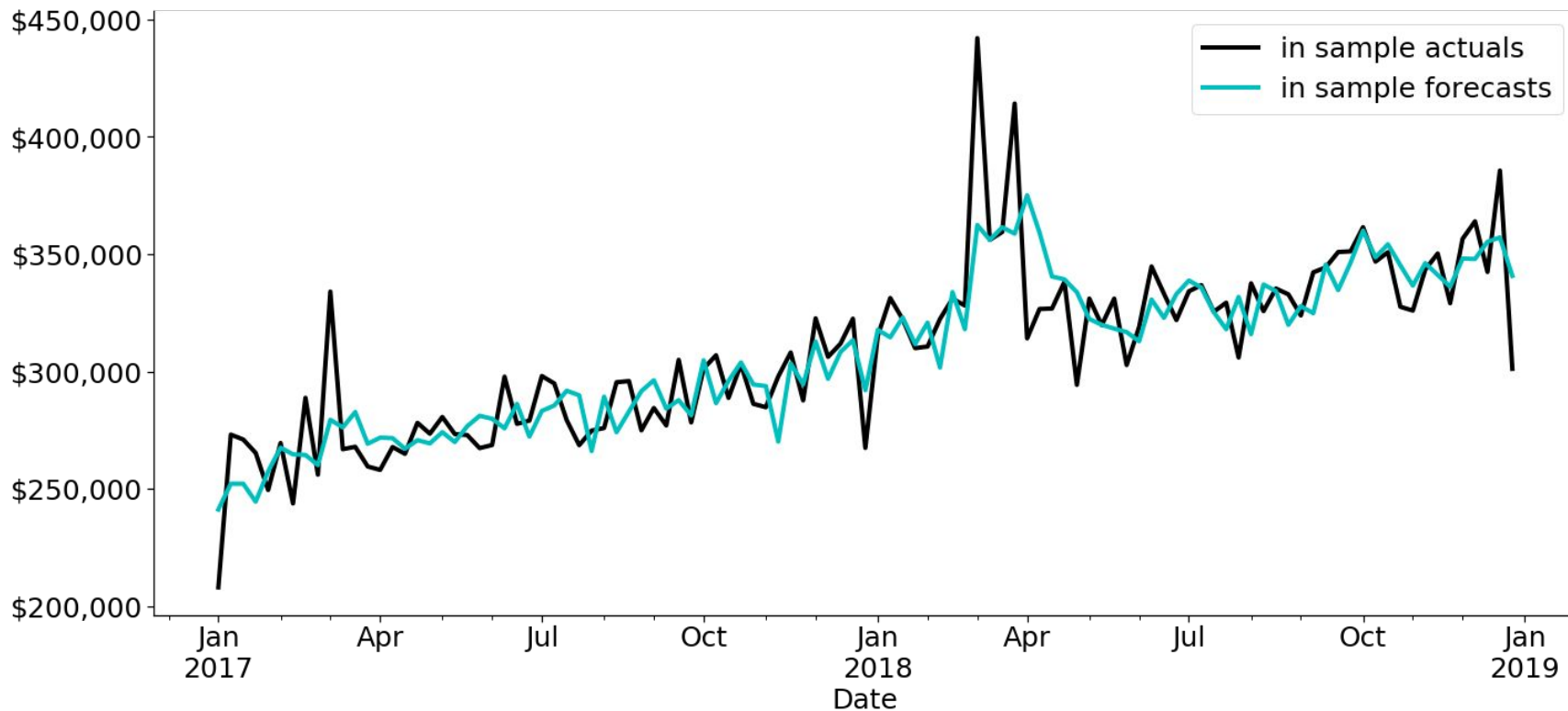


# SARIMA Model

---

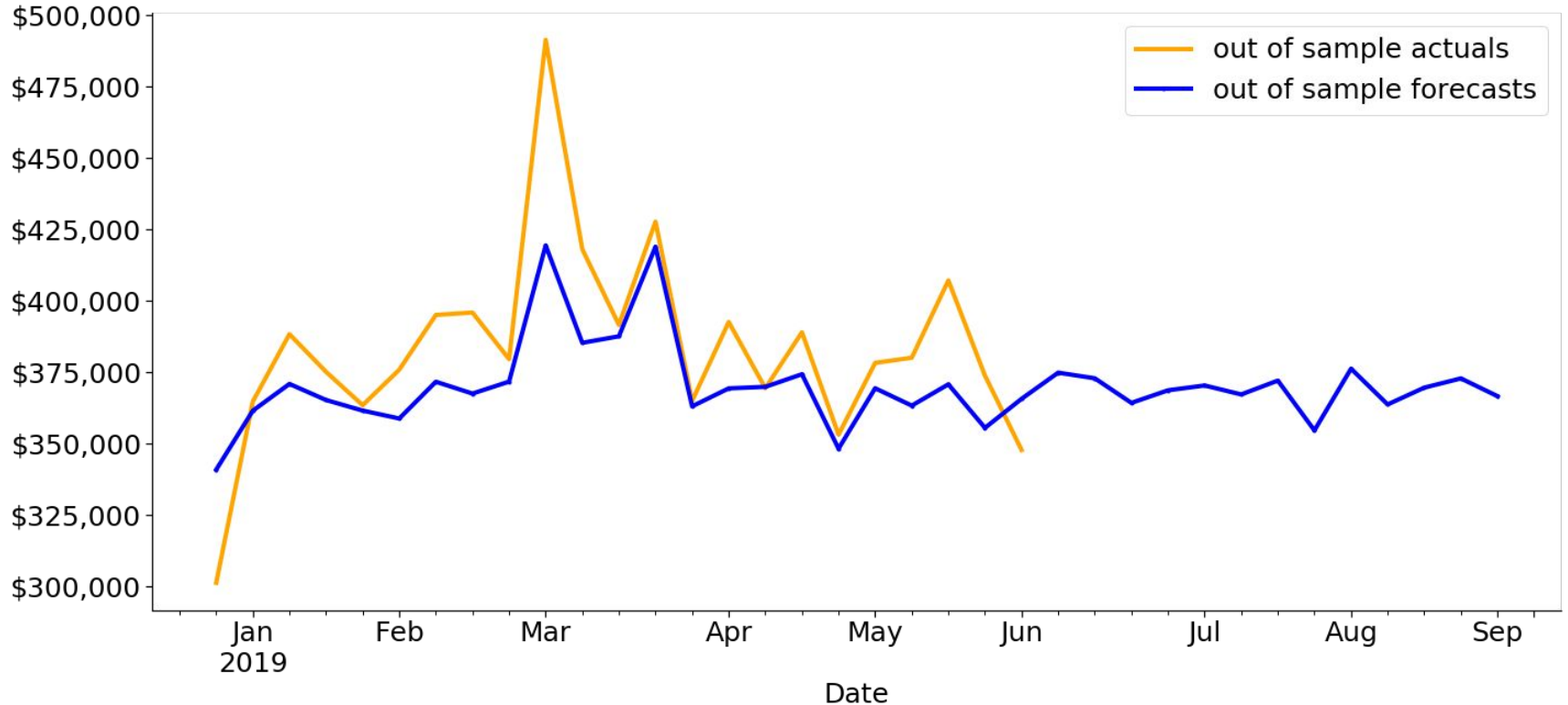
- Autoregressive Integrated Moving Average Model
- A time series forecasting technique
- Relies on past values and previous forecast errors and takes seasonality into account

# In Sample Net Revenue Prediction

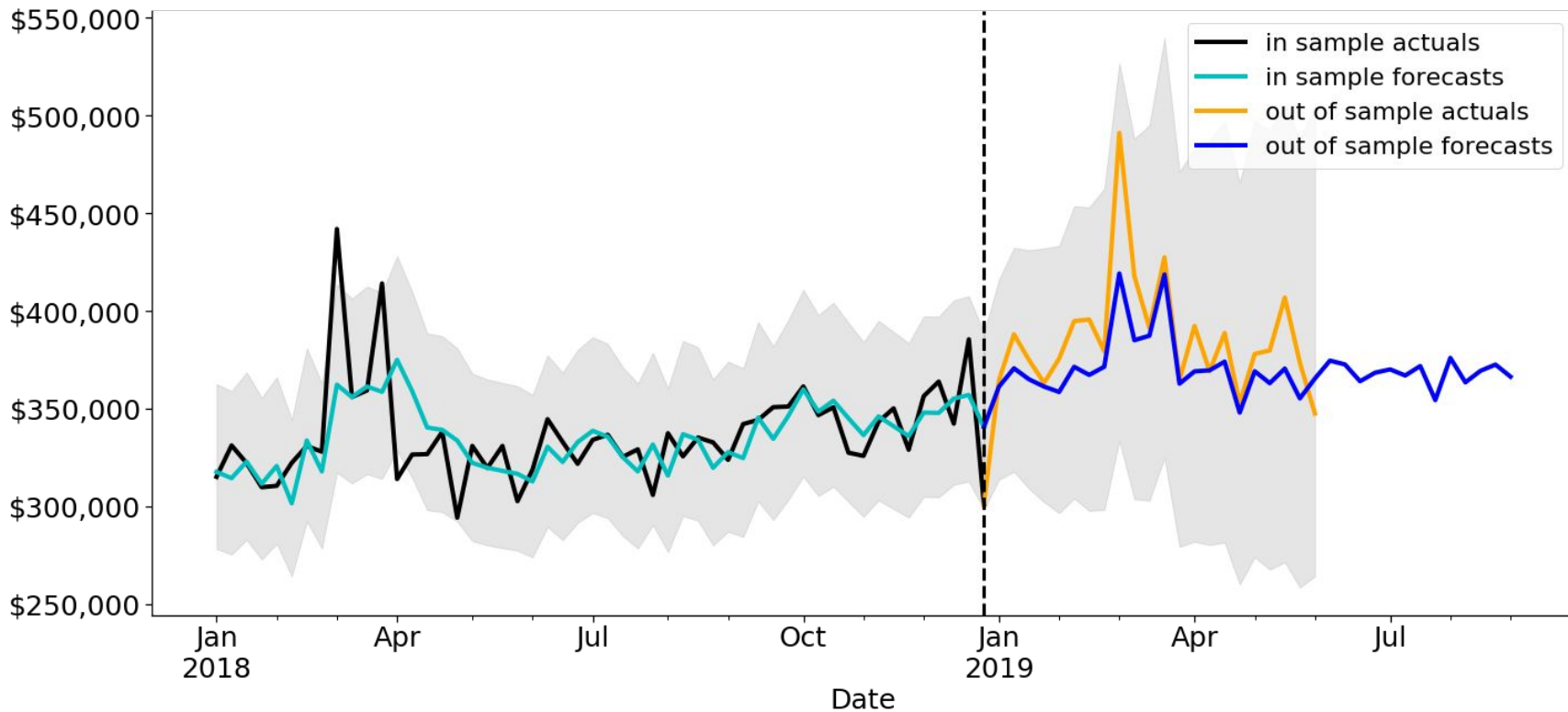




# Out Of Sample Net Revenue Prediction



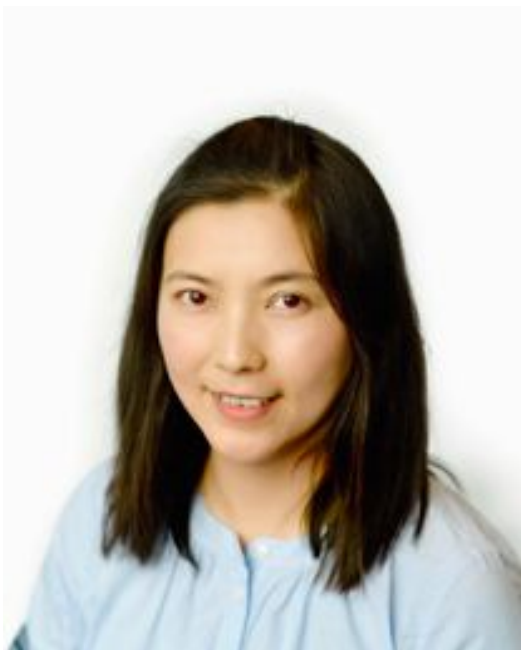
# Zooming In Net Revenue Prediction



# Takeaways

---

- Good forecast in application to real-life problems having time-varying trends and seasonal patterns
- Reference for revenue projection and budget planning
- More promotions to increase net revenue



**Thank you!**

**Katie Fan**

 **katiefan1020**

 **katiefan1020**

 **katie2019**