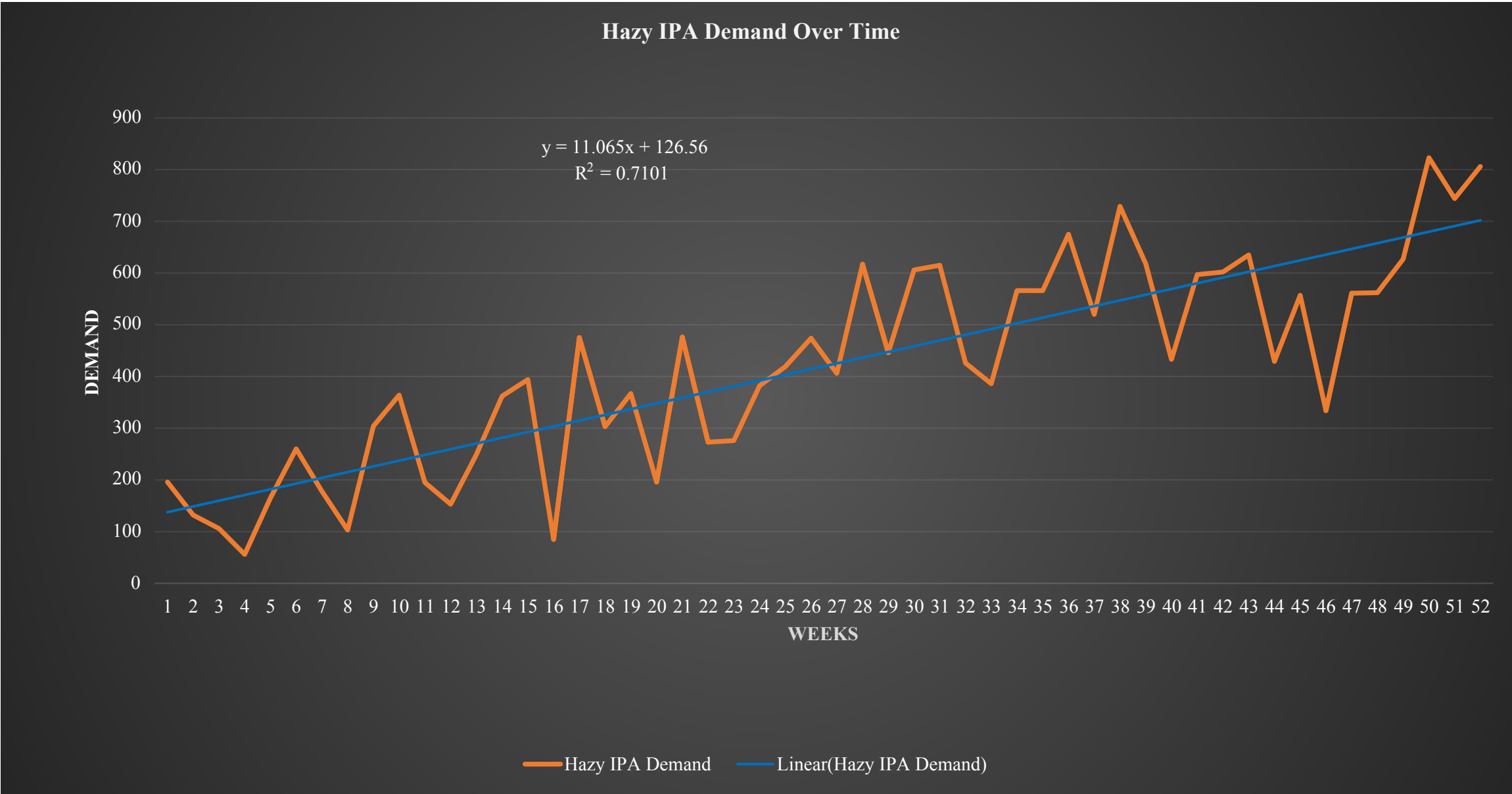


Week	Hazy IPA Demand	4SMA	Exponential Smoothing	ES Absolute Error	Regression Forecast
1	196				138
2	132		196		149
3	106		176.8	71	160
4	56	122.5	155.6	100	171
5	165	114.75	125.7	39	182
6	260	146.75	137.5	123	193
7	178	164.75	174.2	4	204
8	103	176.5	175.4	72	215
9	304	211.25	153.7	150	226
10	364	237.25	198.8	165	237
11	195	241.5	248.3	53	248
12	153	254	232.3	79	259
13	249	240.25	208.5	40	270
14	362	239.75	220.7	141	281
15	394	289.5	263.1	131	293
16	85	272.5	302.3	217	304
17	475	329	237.1	238	315
18	303	314.25	308.5	6	326
19	367	307.5	306.9	60	337
20	196	335.25	324.9	129	348
21	476	335.5	286.2	190	359
22	273	328	343.2	70	370
23	276	305.25	322.1	46	381
24	382	351.75	308.3	74	392
25	419	337.5	330.4	89	403
26	474	387.75	357.0	117	414
27	406	420.25	392.1	14	425
28	617	479	396.3	221	436
29	446	485.75	462.5	16	447
30	606	518.75	457.5	148	459
31	615	571	502.1	113	470
32	426	523.25	536.0	110	481
33	386	508.25	503.0	117	492
34	566	498.25	467.9	98	503
35	566	486	497.3	69	514
36	675	548.25	517.9	157	525
37	520	581.75	565.0	45	536
38	729	622.5	551.5	177	547
39	618	635.5	604.8	13	558
40	433	575	608.7	176	569
41	597	594.25	556.0	41	580
42	602	562.5	568.3	34	591
43	635	566.75	578.4	57	602
44	429	565.75	595.4	166	613
45	557	555.75	545.5	12	624
46	334	488.75	548.9	215	636
47	561	470.25	484.5	77	647
48	562	503.5	507.4	55	658
49	627	521	523.8	103	669
50	823	643.25	554.8	268	680
51	744	689	635.2	109	691
52	806	750	667.9	138	702
53		791	709		713



Smoothing Constant

MAD

0.3

103

Smoothing Constant	MAD
0.0	255.10
0.1	120.09
0.2	105.24
0.3	103.06
0.4	104.56
0.5	107.35
0.6	110.02
0.7	113.04
0.8	116.32
0.9	119.40
1.0	122.52

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.842672027
<b>R Square</b>	<b>0.710096146</b>
Adjusted R Square	0.704298069
Standard Error	108.2130098
Observations	52

Linear Regression Equation

Week 53

$$\hat{Y} = b_0 + b_1x$$

126.5588235+11.06526936x

Y= W53 Predicted Demand

x = # of weeks

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	1434141.898	1434141.898	122.4709737	4.76022E-15
Residual	50	585502.7747	11710.05549		
Total	51	2019644.673			

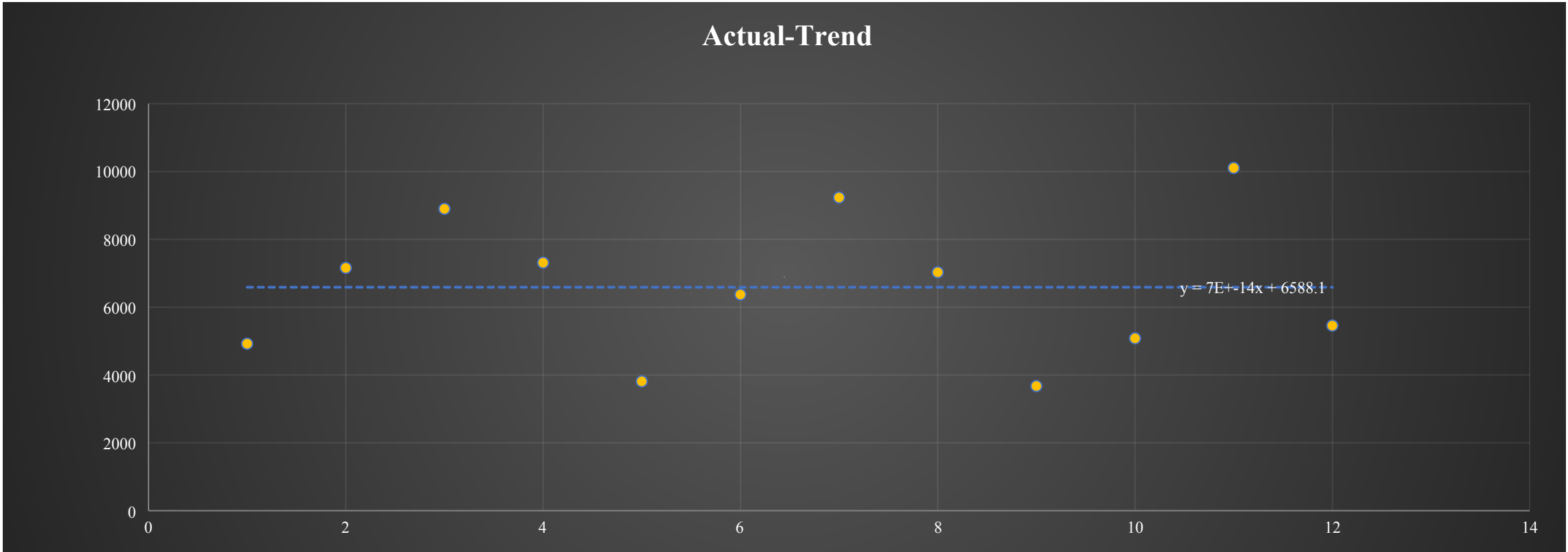
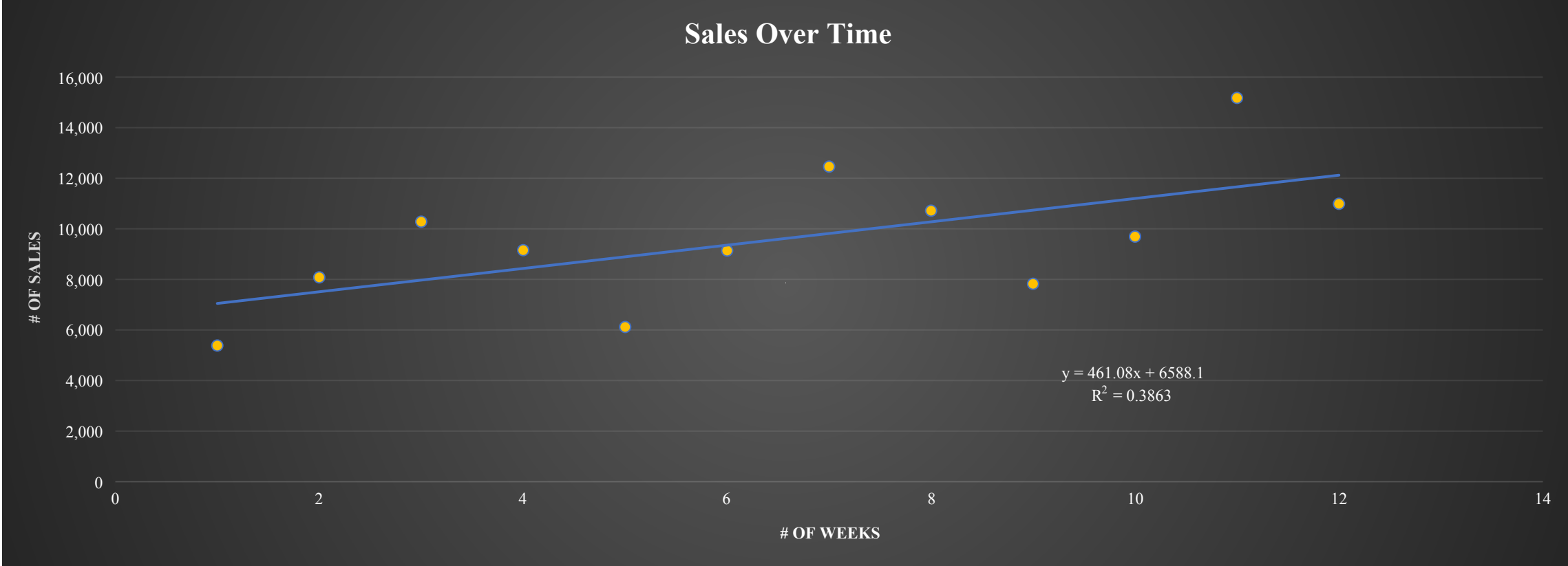
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
<b>Intercept</b>	<b>126.5588235</b>	30.45105643	4.15613901	0.000126502	65.39607666	187.7215704	65.39607666	187.7215704
<b>Week</b>	<b>11.06526936</b>	0.999874298	11.06666046	4.76022E-15	9.056962726	13.07357599	9.056962726	13.07357599

Week	Pilsner Sales	ES Forecast	ES Absolute Error	Regression Forecast	Actual-Trend
1	5,384			7049	4923
2	8,081	5384	2697	7510	7159
3	10,282	6733	3550	7971	8899
4	9,156	8507	649	8432	7312
5	6,118	8832	2714	8894	3813
6	9,139	7475	1664	9355	6372
7	12,460	8307	4153	9816	9232
8	10,717	10383	334	10277	7028
9	7,825	10550	2725	10738	3675
10	9,693	9188	505	11199	5082
11	15,177	9440	5737	11660	10105
12	10,990	12309	1319	12121	5457
13	10116	11649		12582	
14	12630	10883		13043	
15	16396	11757		13504	
16	13953	14076		13965	

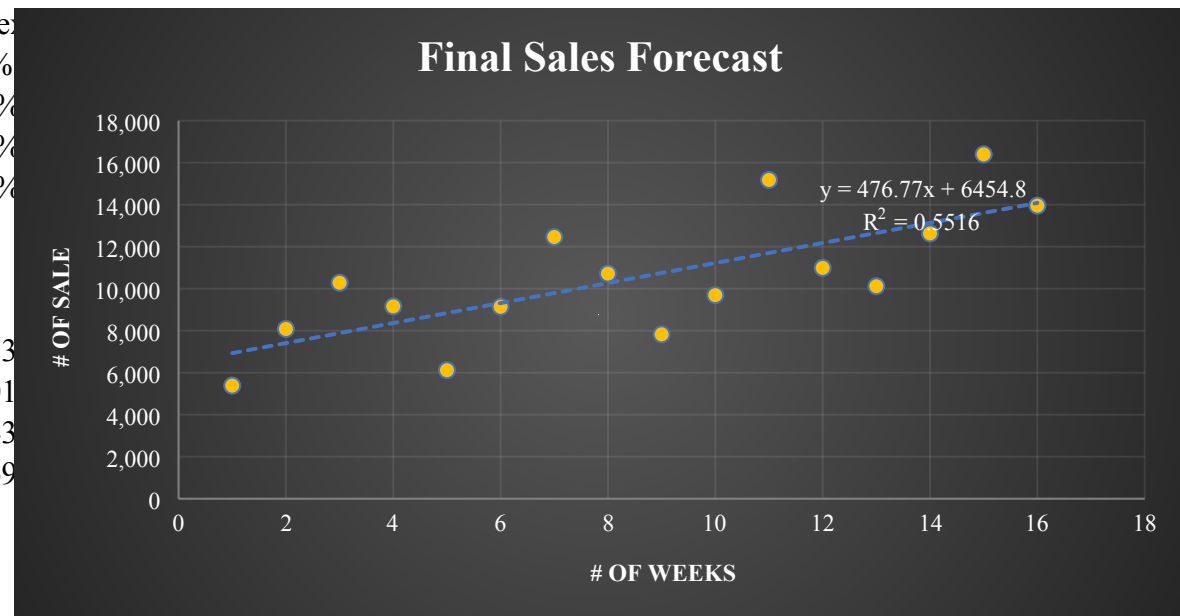
Smoothing Constant=  
MAD

0.5  
2335

MAD	
Smoothing Constant	2335
0	4772
0.1	3208
0.2	2644
0.3	2375
0.4	2337
0.5	2335
0.6	2372
0.7	2517
0.8	2676
0.9	2802
1	2888



Week	M1	M2	M3	M1 Index
1	4923	3813	3675	69.60%
2	7159	6372	5082	101.21%
3	8899	9232	10105	125.81%
4	7312	7028	5457	103.37%
Total Demand	28292	26446	24319	
Level Weekly Demand	7073	6611	6080	
Month 4 Forecast	26352		M4 W1	4122.33
M4 Level Weekly Forecast	6588		M4 W2	6175.01
			M4 W3	9479.43
			M4 W4	6575.69



SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.621527605
R Square	0.386296564
Adjusted R Square	0.32492622
Standard Error	2197.6921
Observations	12

Linear Regression Equation

Week 13

$$\hat{Y} = b_0 + b_1x$$

$$6588.121212121 + 461.083916083916x$$

Y=Predicted Demand

x = # of weeks

ANOVA

	df	SS	MS	F	Significance F
Regression	1	30401568.01	30401568.01	6.294515243	0.030971605
Residual	10	48298505.66	4829850.566		
Total	11	78700073.67			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	6588.121212	1352.585986	4.870759625	0.000650872	3574.371825	9601.870599	3574.371825	9601.871
Week	461.0839161	183.7802459	2.508887252	0.030971605	51.59600997	870.5718222	51.59600997	870.5718