Venda de Carros na Noruega

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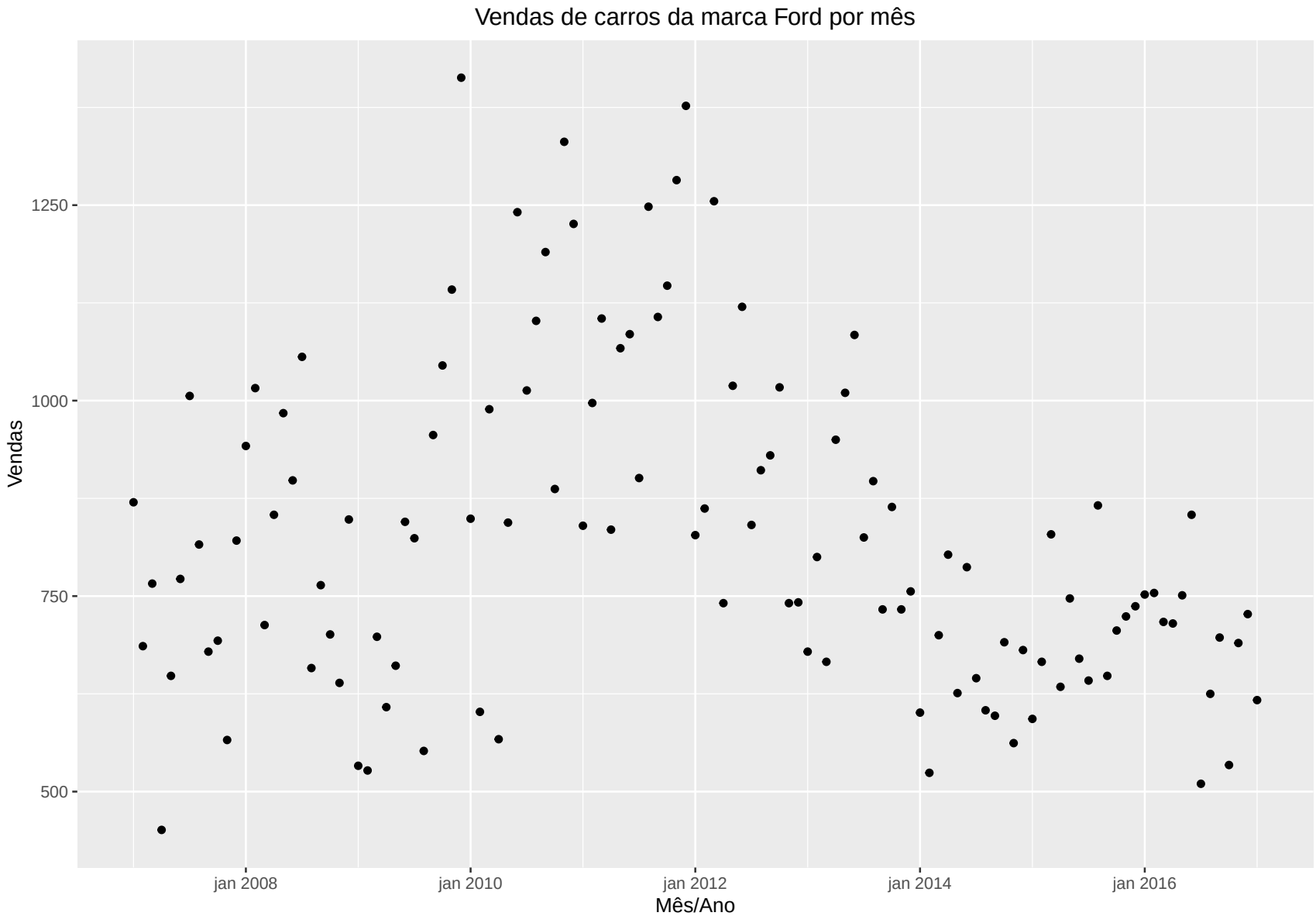
Importando os Dados

Primeiro, baixamos os dados e separamos a marca a ser estudada.

```
cars_df  = read.csv('norway_new_car_sales_by_make.csv')
make = 'Ford'

make_df = subset(cars_df, Make == make)
make_df$Date <- zoo::as.yearmon(paste(make_df$Year, make_df$Month), "%Y %m")
```

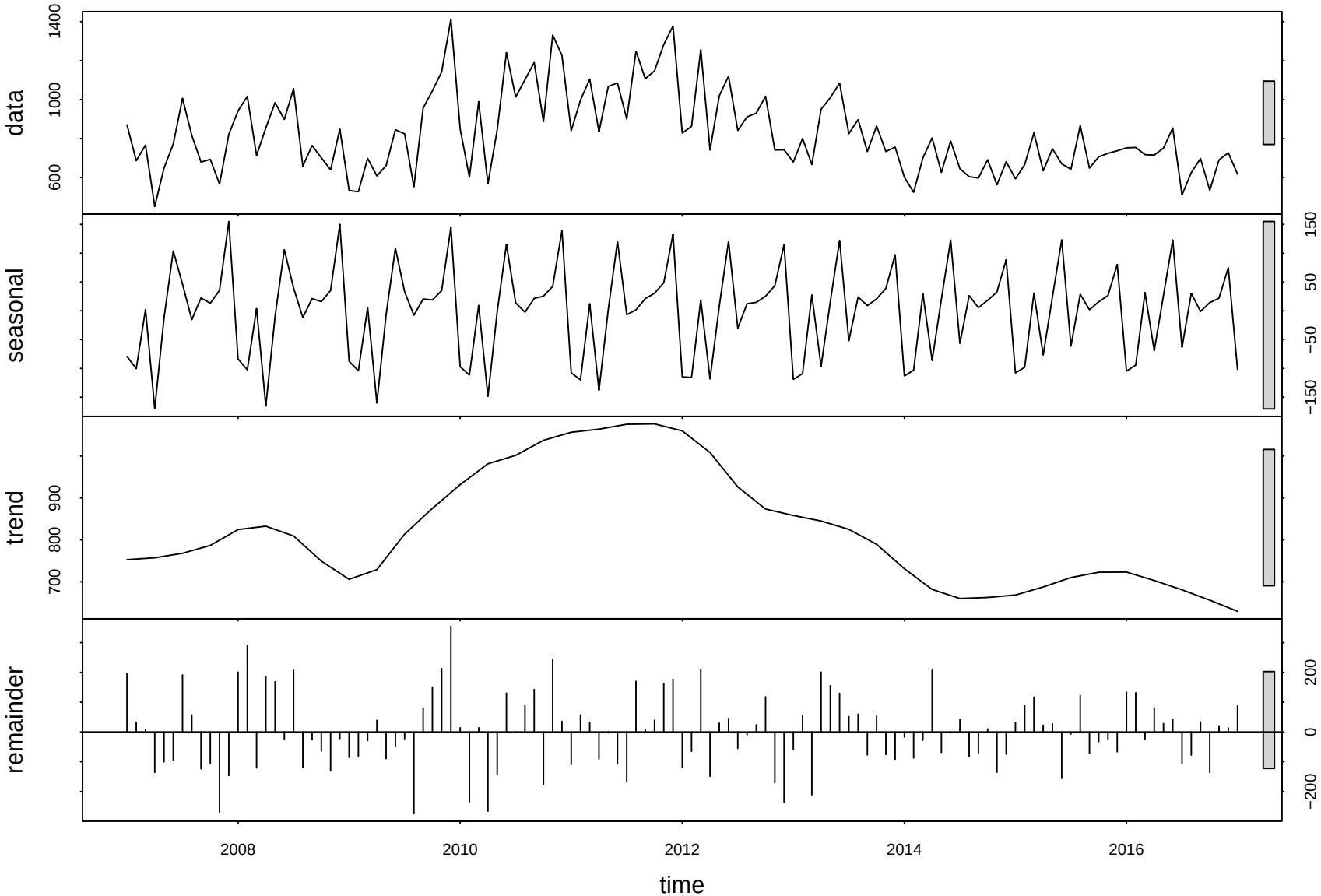
Série Temporal de Vendas

Podemos ver o gráfico da série.



Decomposição STL (Loess)

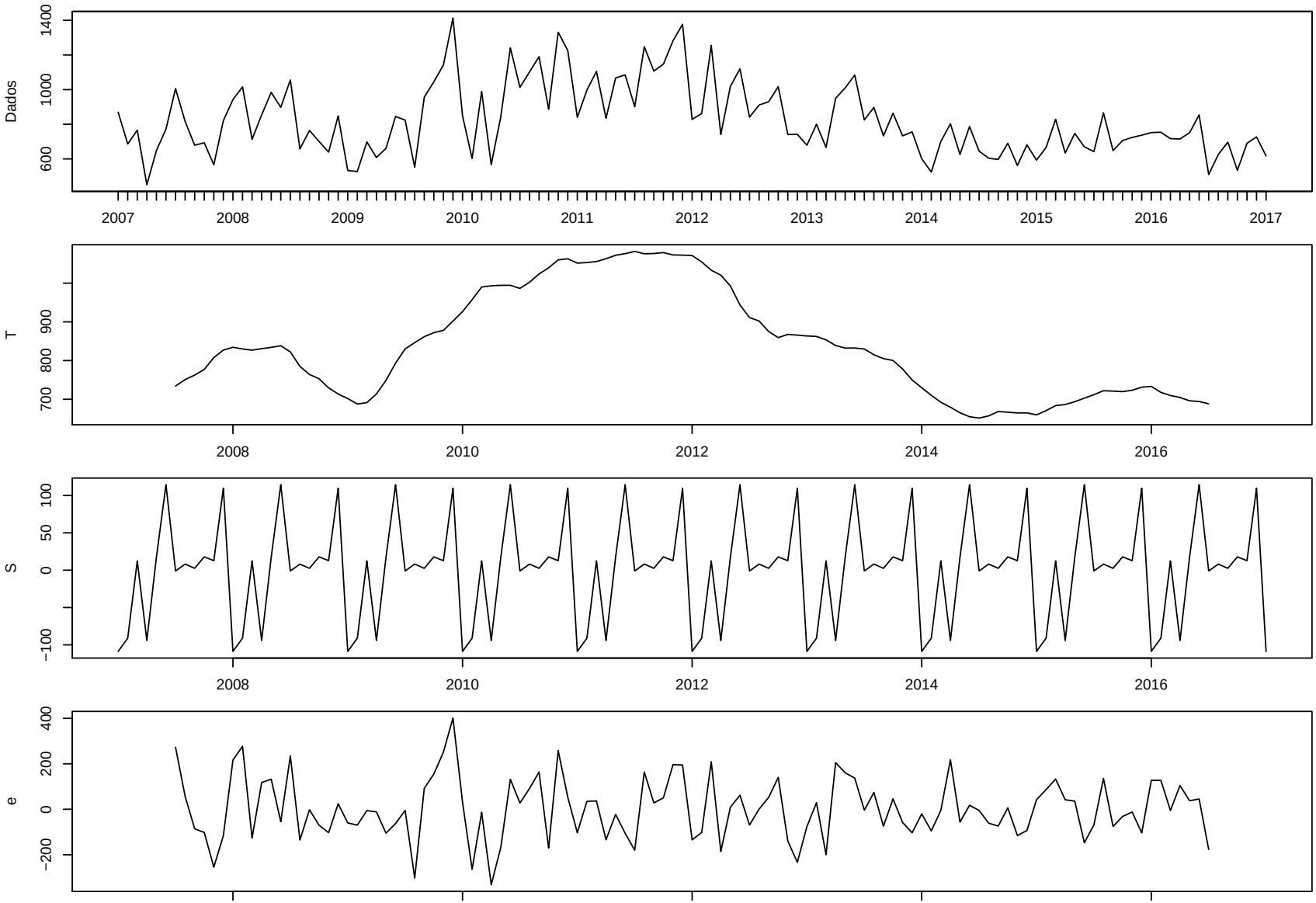
Podemos fazer uma decomposição, considerando a janela de 12 meses para verificar tendência e sazonalidade.



Decompose Aditivo (Moving Average)

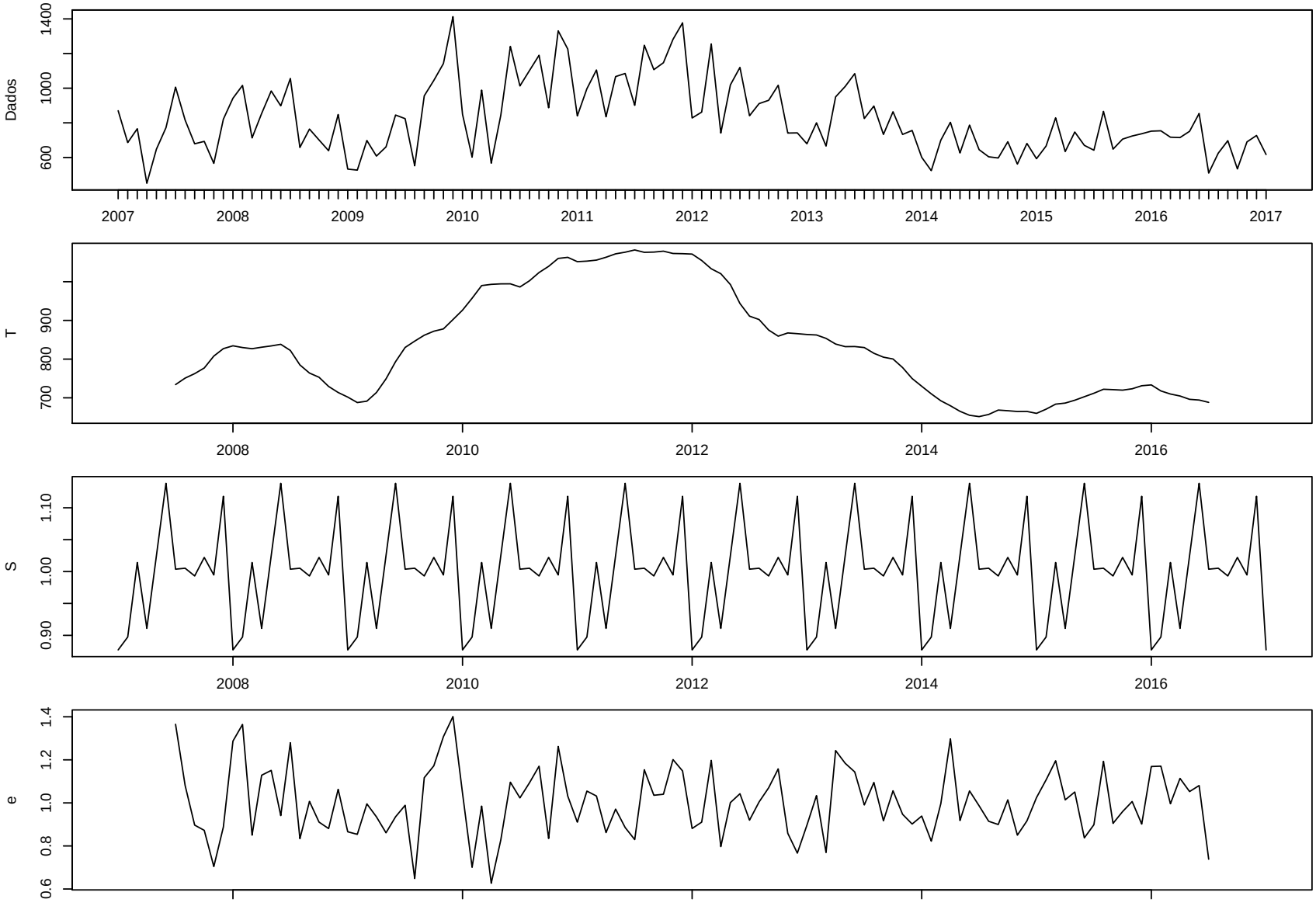
Agora, vamos considerar a decomposição com moving average.

Modelo aditivo:



Decompose Multiplicativo (Moving Average)

Modelo multiplicativo:

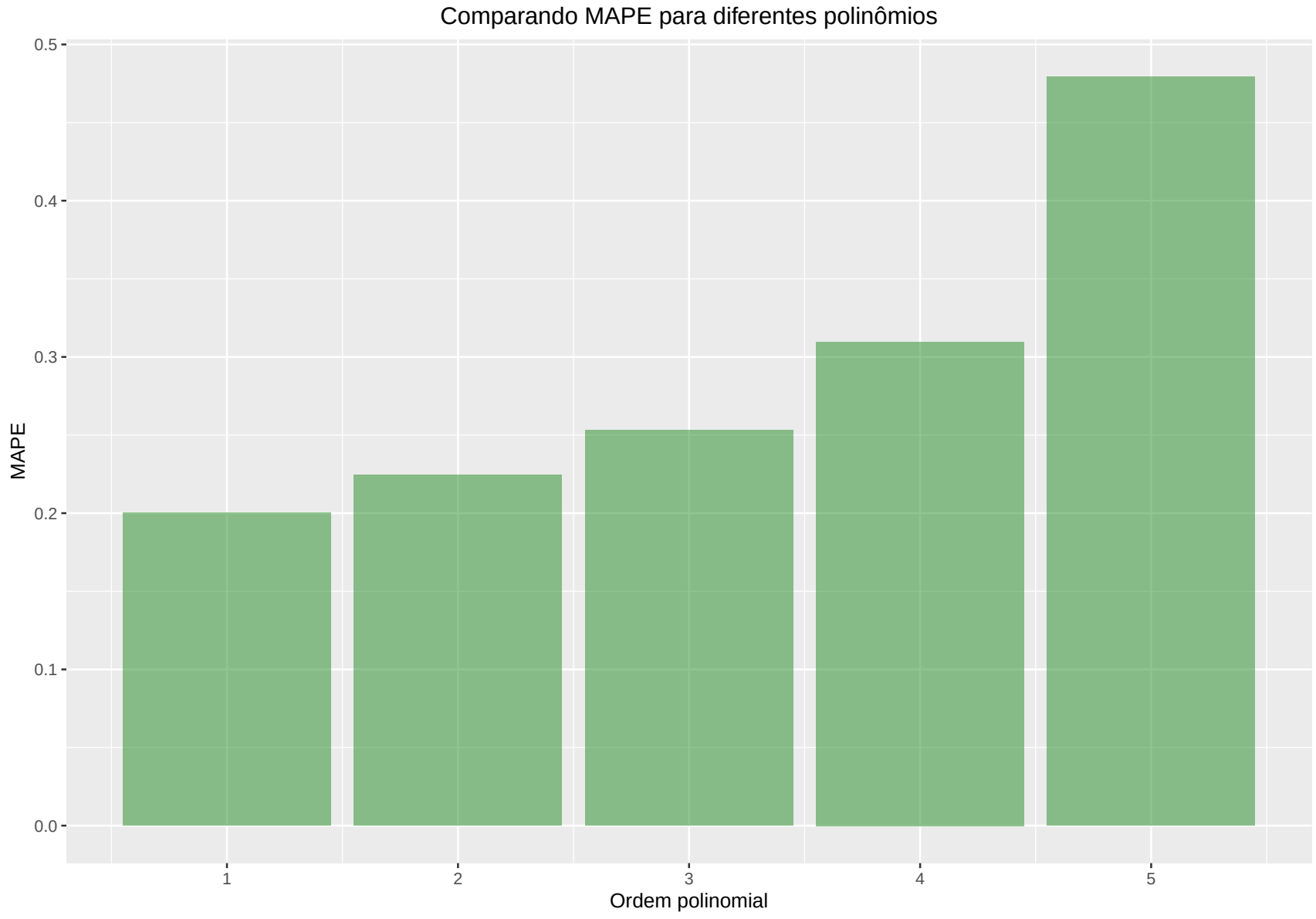


Modelo de Regressão (Polinomial + Sazonal (12))

```
D <- factor(cycle(make_df$Date))
t <- seq(1:length(make_df$Date))

make_df_model <- data.frame(Q = make_df$Quantity, t = t, D = D)

MAPE = function(z, degree){
  j <- nrow(z)-1
  model <- lm(formula = Q ~ poly(t, degree) + D, data = as.data.frame(z)[1:j,])
  y <- as.data.frame(z)[nrow(z),]
    yhat <- predict(model, y)
  ratio <- abs((y$Q - yhat)/y$Q)
  return(ratio)
}

width = 25

  mape_poly <- rep(0, 5)
for(degree in seq(1,5)){
  for(i in seq(1, nrow(make_df_model)-width+1)){
    j <- width + i - 1
    mape_poly[degree] <- mape_poly[degree] + MAPE(make_df_model[i:j,], degree)
  }
  mape_poly[degree] <- mape_poly[degree]/(nrow(make_df_model)-width+1)
}
mape_poly <- data.frame(degree = seq(1,5), MAPE = mape_poly)
```

Modelo de Regressão (Polinomial + Sazonal (12))

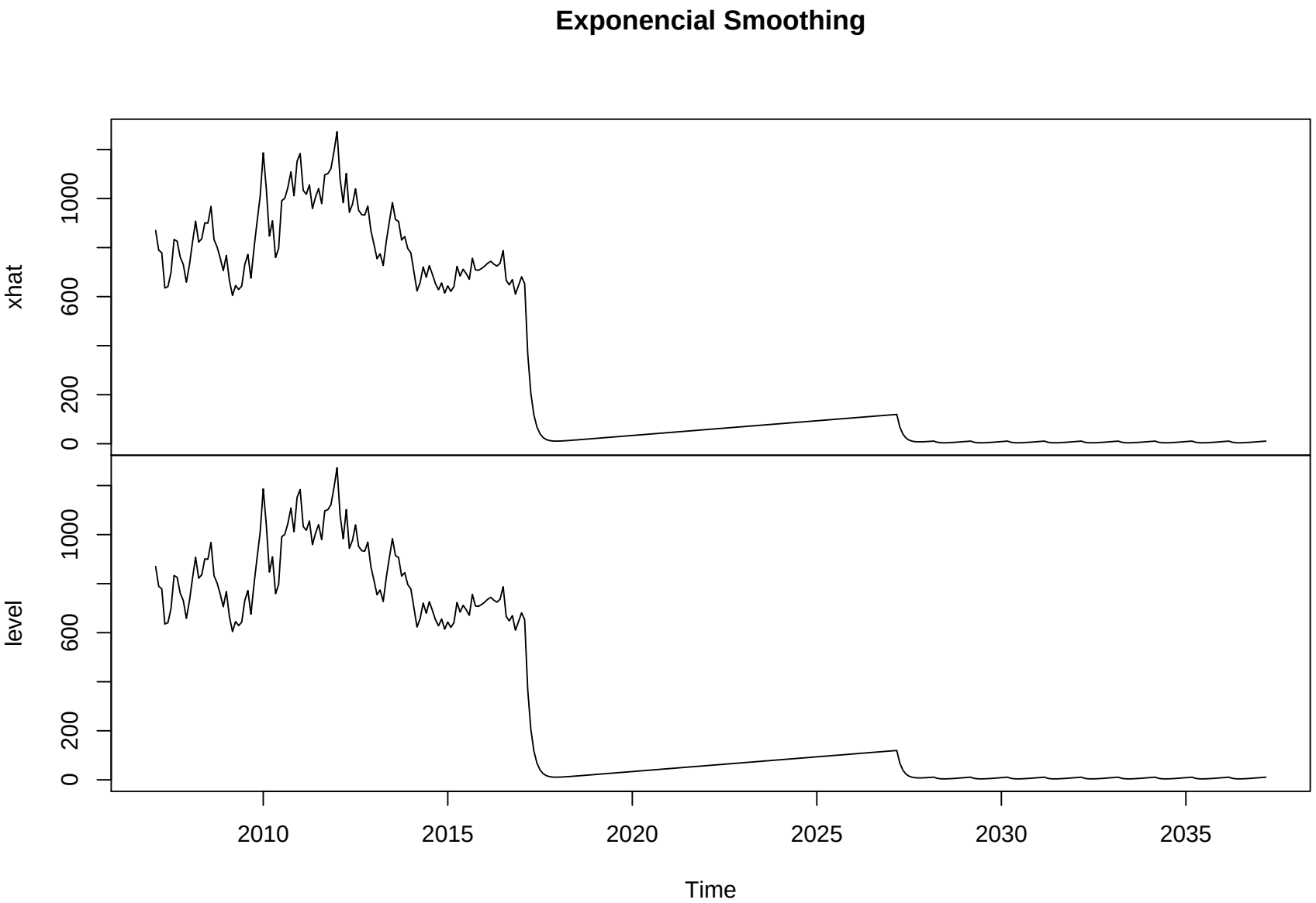
Podemos ver o resultado:



Modelo de Decomposição Loess

Modelo Exponencial Smoothing

```
exp.smooth <- HoltWinters(ts(make_df_model, frequency = 12, start = 2007), beta = F, gamma = F)
plot(exp.smooth$fitted, main= 'Exponencial Smoothing')
```

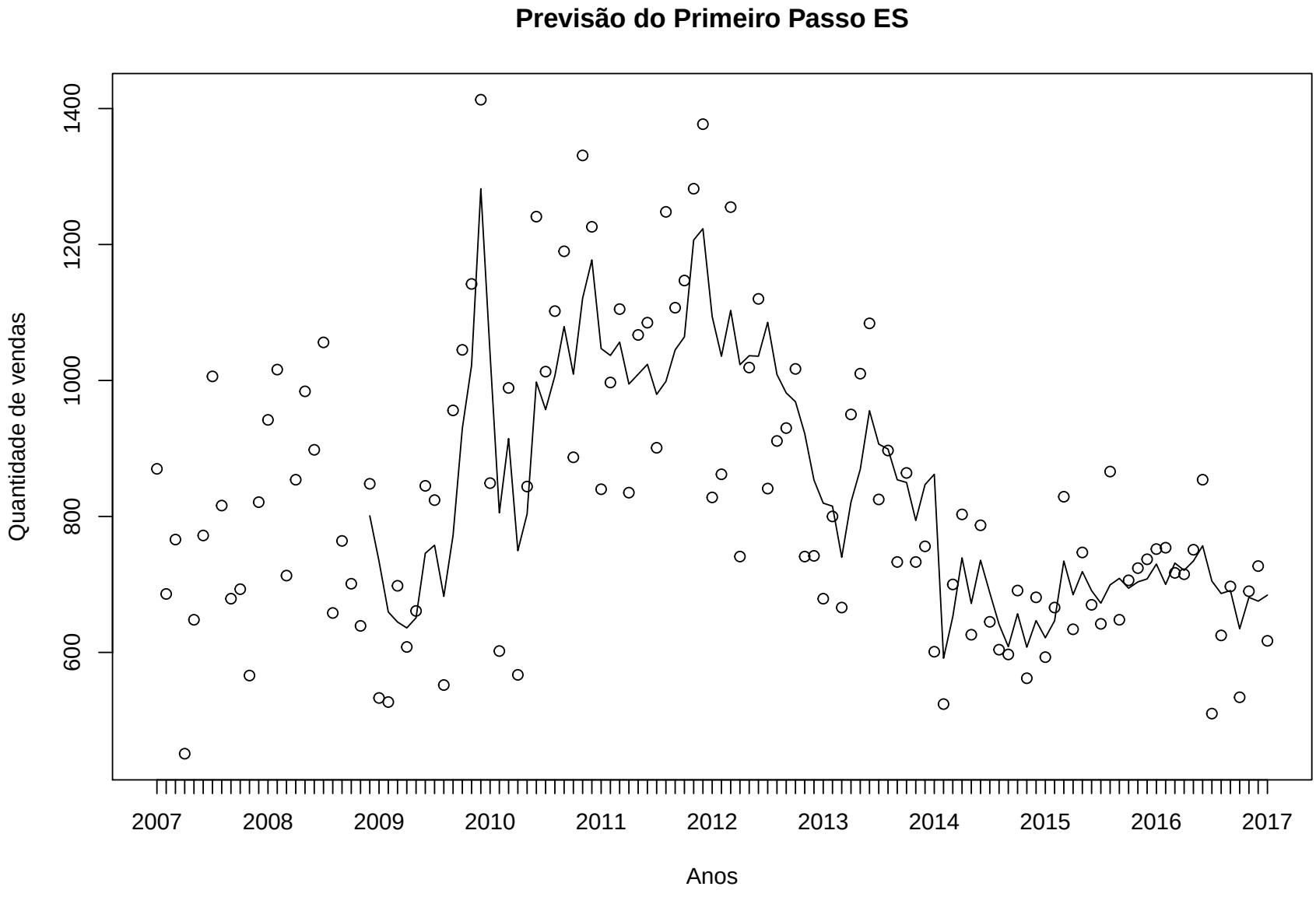


Modelo Exponencial Smoothing: MAPE

```
es <- function(x){
  model <- HoltWinters(x, beta = F, gamma = F)
  coef(model)
}

make_df.ts <- ts(make_df_model$Q, frequency = 12, start = 2007)

r.exp <- rollapply(make_df.ts, FUN = es,
                   width = 24, align = 'right')

mape_exp <- mean(abs((make_df.ts - r.exp)/make_df.ts))
```

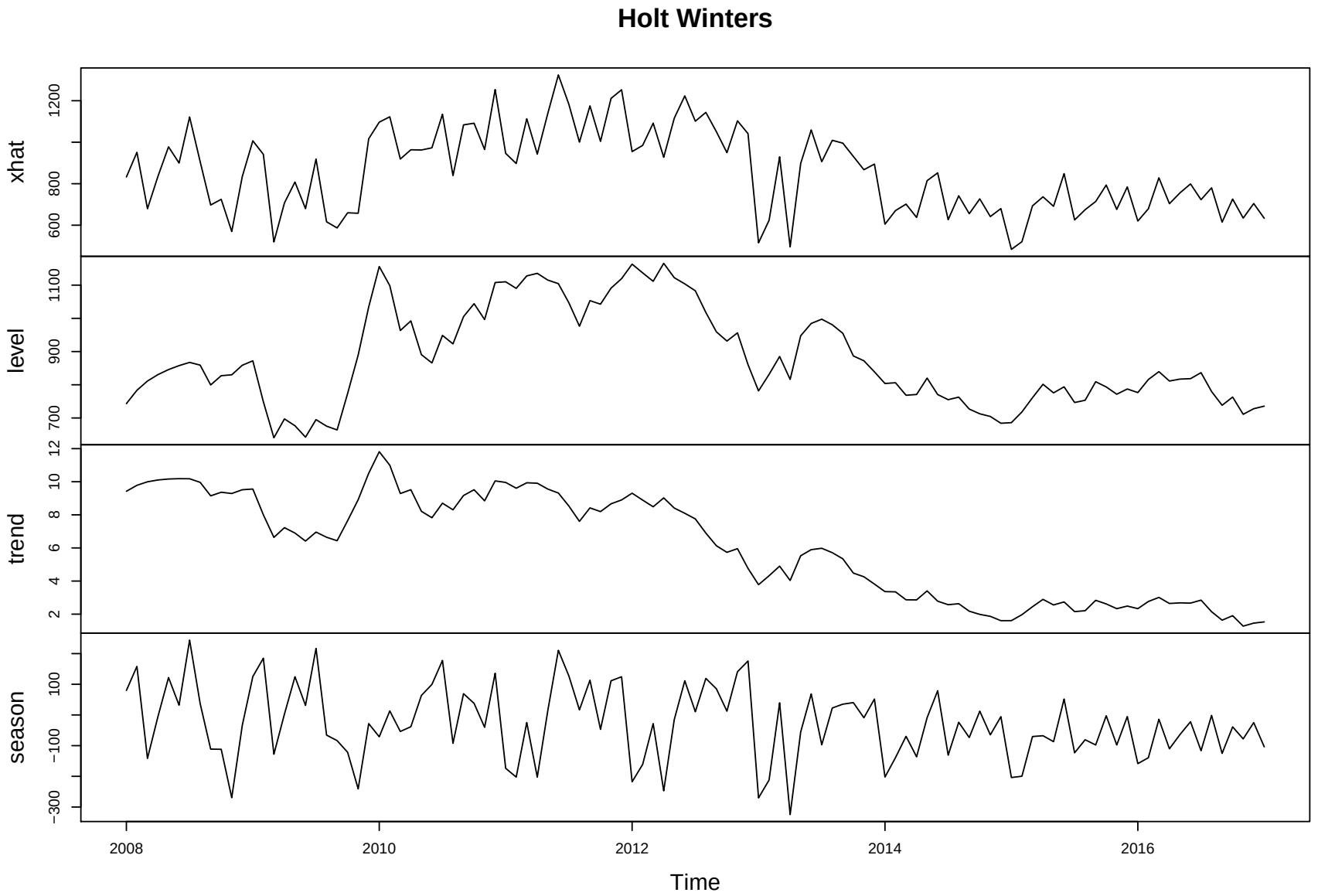
Modelo Exponencial Smoothing: Previsão

```
plot(make_df$Date, make_df$Quantity, xlab = 'Anos', ylab = 'Quantidade de vendas',
                                     main = 'Previsão do Primeiro Passo ES')
lines(r.exp)
```



Modelo Holt Winters

```
holt <- HoltWinters(make_df.ts)
plot(holt$fitted, main = 'Holt Winters')
```

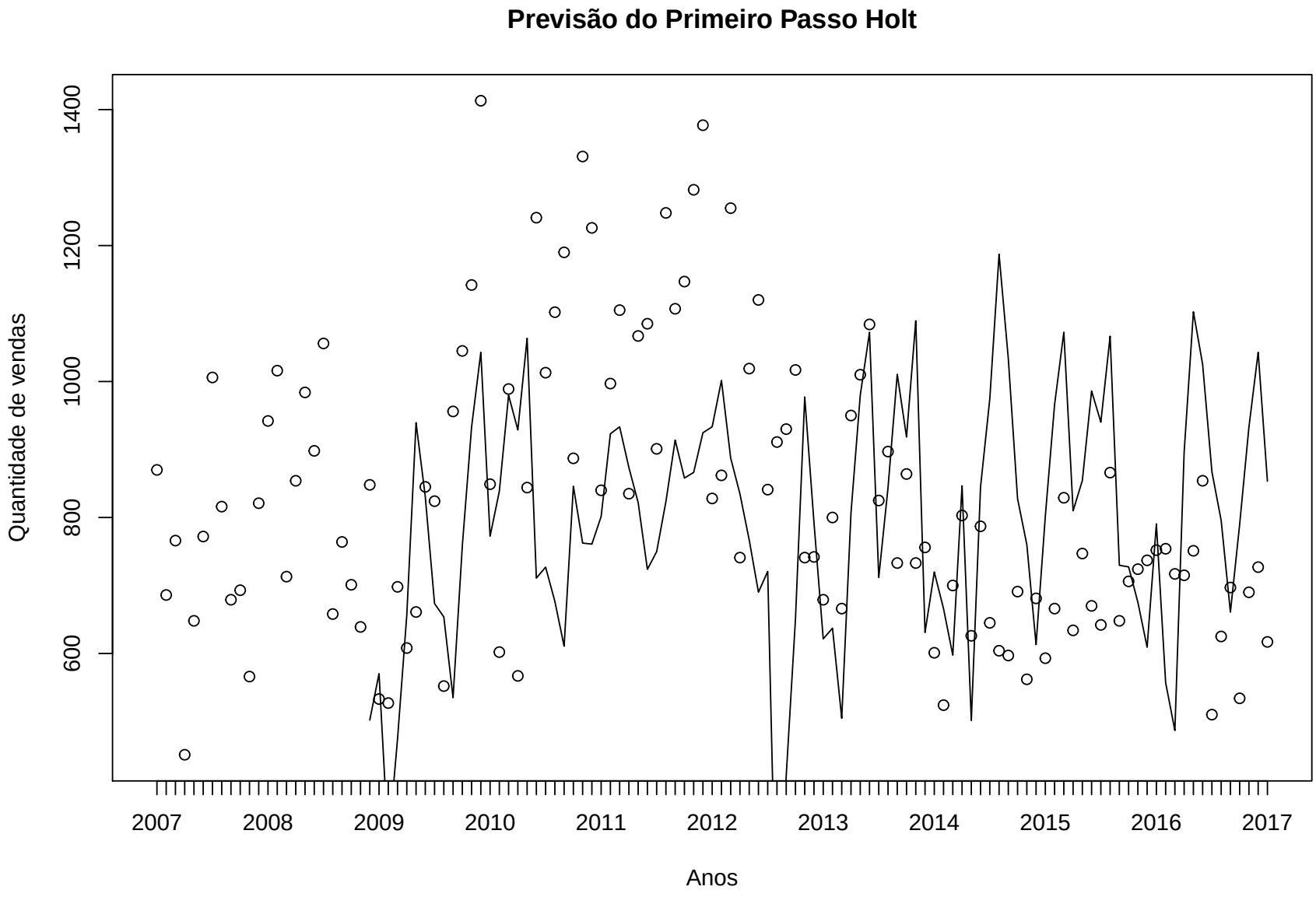


Modelo Holt: MAPE

```
h <- function(x){
  model <- HoltWinters(x, gamma = F)
  model$fitted
}

r.h <- rollapply(make_df.ts, FUN = h, width = 24, align = 'right')

mape_hw <- mean(abs((make_df.ts - r.h[,1])/make_df.ts))
```

Modelo Holt: Previsão

```
plot(make_df$Date, make_df$Quantity, xlab = 'Anos', ylab = 'Quantidade de vendas',
                                     main = 'Previsão do Primeiro Passo Holt')
lines(r.h[,1])
```



Comparando modelos