

ETC3550/ETC5550

Applied forecasting

Week 7: Seasonal exponential
smoothing



Historical perspective

- Developed in the 1950s and 1960s as methods (algorithms) to produce point forecasts.
- Combine a “level”, “trend” (slope) and “seasonal” component to describe a time series.
- The rate of change of the components are controlled by “smoothing parameters”: α , β and γ respectively.
- Need to choose best values for the smoothing parameters (and initial states).
- Equivalent ETS state space models developed in the 1990s and 2000s.

ETS models

General notation E T S : ExponenTial S moothing



Error T r e n d S e a s o n

Error: Additive ("A") or multiplicative ("M")

ETS models

General notation E T S : ExponenTial Smoothing



Diagram illustrating the components of the ETS notation: Error, Trend, and Season.

Error Trend Season

Error: Additive ("A") or multiplicative ("M")

Trend: None ("N"), additive ("A"), multiplicative ("M"), or damped ("Ad" or "Md").

ETS models

General notation E T S : ExponenTial Smoothing



The diagram shows three arrows pointing from the words 'Error', 'Trend', and 'Season' below to the letters 'E', 'T', and 'S' respectively in the 'ETS' part of the notation above.

Error Trend Season

Error: Additive ("A") or multiplicative ("M")

Trend: None ("N"), additive ("A"), multiplicative ("M"), or damped ("Ad" or "Md").

Seasonality: None ("N"), additive ("A") or multiplicative ("M")

ETS(A,A,A): Holt-Winters additive method

State equations

$$\ell_t = \ell_{t-1} + b_{t-1} + \alpha \varepsilon_t$$

$$b_t = b_{t-1} + \beta \varepsilon_t$$

$$s_t = s_{t-m} + \gamma \varepsilon_t$$

Observation equation

$$y_t = \ell_{t-1} + b_{t-1} + s_{t-m} + \varepsilon_t$$

Forecast equation

$$\hat{y}_{t+h|t} = \ell_t + hb_t + s_{t+h-m(k+1)}$$

- Forecast errors: $\varepsilon_t = y_t - \hat{y}_{t|t-1} \sim \text{NID}(0, \sigma^2)$
- k is integer part of $(h - 1)/m$.

ETS(A,N,A): No trend, additive seasonal model

State equations

$$\ell_t = \ell_{t-1} + \alpha \varepsilon_t$$

$$S_t = S_{t-m} + \gamma \varepsilon_t$$

Observation equation

$$y_t = \ell_{t-1} + S_{t-m} + \varepsilon_t$$

Forecast equation

$$\hat{y}_{t+h|t} = \ell_t + S_{t+h-m(k+1)}$$

- Forecast errors: $\varepsilon_t = y_t - \hat{y}_{t|t-1} \sim \text{NID}(0, \sigma^2)$
- k is integer part of $(h-1)/m$.

Models so far

Additive Error

Trend Component

N (None)
A (Additive)

Seasonal Component

N (None) A (Additive)

A,N,N A,N,A
A,A,N A,A,A

All ETS models we will use

Additive Error

Trend Component

Seasonal Component

N (None)	A (Additive)	M (Multiplicative)
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N	(None)	A,N,N	A,N,A	A,N,M
A	(Additive)	A,A,N	A,A,A	A,A,M
A _d	(Additive damped)	A,A _d ,N	A,A _d ,A	A,A _d ,M

All ETS models we will use

Additive Error

		Seasonal Component		
	Trend Component	N	A	M
		(None)	(Additive)	(Multiplicative)
N	(None)	A,N,N	A,N,A	A,N,M
A	(Additive)	A,A,N	A,A,A	A,A,M
A _d	(Additive damped)	A,A _d ,N	A,A _d ,A	A,A _d ,M

Multiplicative Error

		Seasonal Component		
	Trend Component	N	A	M
		(None)	(Additive)	(Multiplicative)
N	(None)	M,N,N	M,N,A	M,N,M
A	(Additive)	M,A,N	M,A,A	M,A,M
A _d	(Additive damped)	M,A _d ,N	M,A _d ,A	M,A _d ,M

ETS(M,N,N): SES with multiplicative errors.

State equation	$\ell_t = \ell_{t-1}(1 + \alpha\varepsilon_t)$
Observation equation	$y_t = \ell_{t-1}(1 + \varepsilon_t)$
Forecast equation	$\hat{y}_{t+h t} = \ell_t$

- Relative forecast errors: $\varepsilon_t = \frac{y_t - \hat{y}_{t|t-1}}{\hat{y}_{t|t-1}} \sim \text{NID}(0, \sigma^2)$
- Same point forecasts as ETS(A,N,N) with additive errors and same α .
- Different prediction intervals from ETS(A,N,N).

ETS(M,A,N): Holt's method with multiplicative errors.

State equations

$$\ell_t = (\ell_{t-1} + b_{t-1})(1 + \alpha\varepsilon_t)$$

$$b_t = b_{t-1} + \beta(\ell_{t-1} + b_{t-1})\varepsilon_t$$

Observation equation

$$y_t = (\ell_{t-1} + b_{t-1})(1 + \varepsilon_t)$$

Forecast equation

$$\hat{y}_{t+h|t} = \ell_t + hb_t$$

- Relative forecast errors: $\varepsilon_t = \frac{y_t - \hat{y}_{t|t-1}}{\hat{y}_{t|t-1}} \sim \text{NID}(0, \sigma^2)$
- Same point forecasts as ETS(A,A,N) with additive errors and same α and β
- Different prediction intervals from ETS(A,A,N).

ETS(M,A,M): Holt-Winters multiplicative method

State equations

$$\ell_t = (\ell_{t-1} + b_{t-1})(1 + \alpha\varepsilon_t)$$

$$b_t = b_{t-1} + \beta(\ell_{t-1} + b_{t-1})\varepsilon_t$$

$$s_t = s_{t-m}(1 + \gamma\varepsilon_t)$$

Observation equation

$$y_t = (\ell_{t-1} + b_{t-1})s_{t-m}(1 + \varepsilon_t)$$

Forecast equation

$$\hat{y}_{t+h|t} = (\ell_t + hb_t)s_{t+h-m(k+1)}$$

- Relative forecast errors: $\varepsilon_t = \frac{y_t - \hat{y}_{t|t-1}}{\hat{y}_{t|t-1}} \sim \text{NID}(0, \sigma^2)$
- k is integer part of $(h - 1)/m$.

ETS models

Additive Error

		Seasonal Component		
		N (None)	A (Additive)	M (Multiplicative)
	Trend Component			
	N (None)	A,N,N	A,N,A	A,N,M
	A (Additive)	A,A,N	A,A,A	A,A,M
	A _d (Additive damped)	A,A _d ,N	A,A _d ,A	A,A _d ,M

Multiplicative Error

		Seasonal Component		
		N (None)	A (Additive)	M (Multiplicative)
	Trend Component			
	N (None)	M,N,N	M,N,A	M,N,M
	A (Additive)	M,A,N	M,A,A	M,A,M
	A _d (Additive damped)	M,A _d ,N	M,A _d ,A	M,A _d ,M

Additive error models

Trend	Seasonal		
	N	A	M
N	$y_t = \ell_{t-1} + \varepsilon_t$ $\ell_t = \ell_{t-1} + \alpha \varepsilon_t$	$y_t = \ell_{t-1} + s_{t-m} + \varepsilon_t$ $\ell_t = \ell_{t-1} + \alpha \varepsilon_t$ $s_t = s_{t-m} + \gamma \varepsilon_t$	$y_t = \ell_{t-1} s_{t-m} + \varepsilon_t$ $\ell_t = \ell_{t-1} + \alpha \varepsilon_t / s_{t-m}$ $s_t = s_{t-m} + \gamma \varepsilon_t / \ell_{t-1}$
A	$y_t = \ell_{t-1} + b_{t-1} + \varepsilon_t$ $\ell_t = \ell_{t-1} + b_{t-1} + \alpha \varepsilon_t$ $b_t = b_{t-1} + \beta \varepsilon_t$	$y_t = \ell_{t-1} + b_{t-1} + s_{t-m} + \varepsilon_t$ $\ell_t = \ell_{t-1} + b_{t-1} + \alpha \varepsilon_t$ $b_t = b_{t-1} + \beta \varepsilon_t$ $s_t = s_{t-m} + \gamma \varepsilon_t$	$y_t = (\ell_{t-1} + b_{t-1}) s_{t-m} + \varepsilon_t$ $\ell_t = \ell_{t-1} + b_{t-1} + \alpha \varepsilon_t / s_{t-m}$ $b_t = b_{t-1} + \beta \varepsilon_t / s_{t-m}$ $s_t = s_{t-m} + \gamma \varepsilon_t / (\ell_{t-1} + b_{t-1})$
A _d	$y_t = \ell_{t-1} + \phi b_{t-1} + \varepsilon_t$ $\ell_t = \ell_{t-1} + \phi b_{t-1} + \alpha \varepsilon_t$ $b_t = \phi b_{t-1} + \beta \varepsilon_t$	$y_t = \ell_{t-1} + \phi b_{t-1} + s_{t-m} + \varepsilon_t$ $\ell_t = \ell_{t-1} + \phi b_{t-1} + \alpha \varepsilon_t$ $b_t = \phi b_{t-1} + \beta \varepsilon_t$ $s_t = s_{t-m} + \gamma \varepsilon_t$	$y_t = (\ell_{t-1} + \phi b_{t-1}) s_{t-m} + \varepsilon_t$ $\ell_t = \ell_{t-1} + \phi b_{t-1} + \alpha \varepsilon_t / s_{t-m}$ $b_t = \phi b_{t-1} + \beta \varepsilon_t / s_{t-m}$ $s_t = s_{t-m} + \gamma \varepsilon_t / (\ell_{t-1} + \phi b_{t-1})$

Multiplicative error models

Trend	Seasonal		
	N	A	M
N	$y_t = \ell_{t-1}(1 + \varepsilon_t)$ $\ell_t = \ell_{t-1}(1 + \alpha\varepsilon_t)$	$y_t = (\ell_{t-1} + s_{t-m})(1 + \varepsilon_t)$ $\ell_t = \ell_{t-1} + \alpha(\ell_{t-1} + s_{t-m})\varepsilon_t$ $s_t = s_{t-m} + \gamma(\ell_{t-1} + s_{t-m})\varepsilon_t$	$y_t = \ell_{t-1}s_{t-m}(1 + \varepsilon_t)$ $\ell_t = \ell_{t-1}(1 + \alpha\varepsilon_t)$ $s_t = s_{t-m}(1 + \gamma\varepsilon_t)$
A	$y_t = (\ell_{t-1} + b_{t-1})(1 + \varepsilon_t)$ $\ell_t = (\ell_{t-1} + b_{t-1})(1 + \alpha\varepsilon_t)$ $b_t = b_{t-1} + \beta(\ell_{t-1} + b_{t-1})\varepsilon_t$	$y_t = (\ell_{t-1} + b_{t-1} + s_{t-m})(1 + \varepsilon_t)$ $\ell_t = \ell_{t-1} + b_{t-1} + \alpha(\ell_{t-1} + b_{t-1} + s_{t-m})\varepsilon_t$ $b_t = b_{t-1} + \beta(\ell_{t-1} + b_{t-1} + s_{t-m})\varepsilon_t$ $s_t = s_{t-m} + \gamma(\ell_{t-1} + b_{t-1} + s_{t-m})\varepsilon_t$	$y_t = (\ell_{t-1} + b_{t-1})s_{t-m}(1 + \varepsilon_t)$ $\ell_t = (\ell_{t-1} + b_{t-1})(1 + \alpha\varepsilon_t)$ $b_t = b_{t-1} + \beta(\ell_{t-1} + b_{t-1})\varepsilon_t$ $s_t = s_{t-m}(1 + \gamma\varepsilon_t)$
A _d	$y_t = (\ell_{t-1} + \phi b_{t-1})(1 + \varepsilon_t)$ $\ell_t = (\ell_{t-1} + \phi b_{t-1})(1 + \alpha\varepsilon_t)$ $b_t = \phi b_{t-1} + \beta(\ell_{t-1} + \phi b_{t-1})\varepsilon_t$	$y_t = (\ell_{t-1} + \phi b_{t-1} + s_{t-m})(1 + \varepsilon_t)$ $\ell_t = \ell_{t-1} + \phi b_{t-1} + \alpha(\ell_{t-1} + \phi b_{t-1} + s_{t-m})\varepsilon_t$ $b_t = \phi b_{t-1} + \beta(\ell_{t-1} + \phi b_{t-1} + s_{t-m})\varepsilon_t$ $s_t = s_{t-m} + \gamma(\ell_{t-1} + \phi b_{t-1} + s_{t-m})\varepsilon_t$	$y_t = (\ell_{t-1} + \phi b_{t-1})s_{t-m}(1 + \varepsilon_t)$ $\ell_t = (\ell_{t-1} + \phi b_{t-1})(1 + \alpha\varepsilon_t)$ $b_t = \phi b_{t-1} + \beta(\ell_{t-1} + \phi b_{t-1})\varepsilon_t$ $s_t = s_{t-m}(1 + \gamma\varepsilon_t)$

ETS models

Additive Error

		Seasonal Component		
		N (None)	A (Additive)	M (Multiplicative)
	Trend Component			
	N (None)	A,N,N	A,N,A	A,N,M
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Multiplicative Error

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Multiplicative Error

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AIC and cross-validation

Minimizing the AIC assuming Gaussian residuals is asymptotically equivalent to minimizing one-step time series cross validation MSE.

Automatic forecasting

From Hyndman et al. (IJF, 2002):

- Apply each model that is appropriate to the data. Optimize parameters and initial values using MLE (or some other criterion).
- Select best method using AICc:
- Produce forecasts using best method.
- Obtain forecast intervals using underlying state space model.

Method performed very well in M3 competition.

Residuals

Response residuals

$$\hat{e}_t = y_t - \hat{y}_{t|t-1}$$

Innovation residuals

Additive error model:

$$\hat{\varepsilon}_t = y_t - \hat{y}_{t|t-1}$$

Multiplicative error model:

$$\hat{\varepsilon}_t = \frac{y_t - \hat{y}_{t|t-1}}{\hat{y}_{t|t-1}}$$