

# **ETC3550**

# **Applied forecasting for**

# **business and economics**

Ch1. Getting started

[OTexts.org/fpp3/](http://OTexts.org/fpp3/)

# Outline

- 1 What can we forecast?
- 2 Time series data
- 3 Some case studies
- 4 The statistical forecasting perspective

# Outline

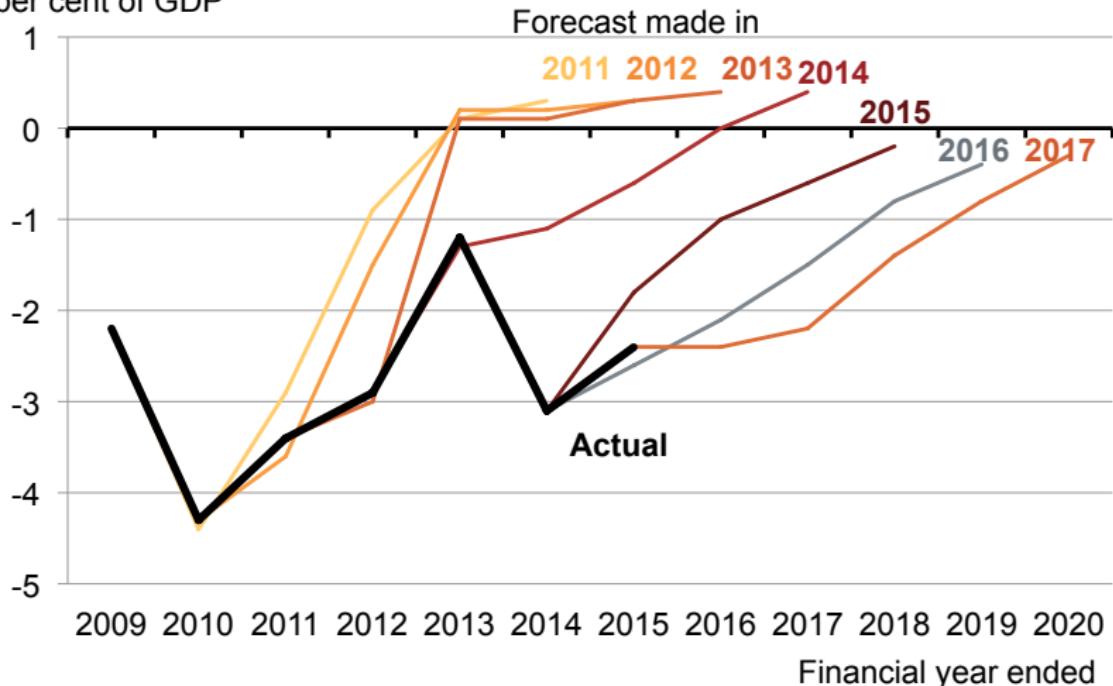
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# Forecasting is difficult

Commonwealth plans to drift back to surplus  
show the triumph of experience over hope

GRATTAN  
Institute

Actual and forecast Commonwealth underlying cash balance  
per cent of GDP



# Forecasting is difficult

## A Timeline of Very Bad Future Predictions

1800



“Rail travel at high speed is not possible, because passengers are unable to breathe, would die of asphyxia.”

Dr. Dionysius Larder, Professor of Natural Philosophy & Astronomy, University College London

1880



“Everyone acquainted with the subject will recognize it as a conspicuous failure.”

Henry Morton, president of the Stevens Institute of Technology, on Edison's light bulb

1916



“The idea that cavalry will be replaced by these iron coaches is absurd. It is little short of treasonous.”

Comment of Ade-de-camp to Field Marshal Haig, at tank demonstration

1946



“Television won't last because people will soon get tired of staring at a plywood box every night.”

Darryl Zanuck, movie producer, 20th Century Fox

1859



“Drill for oil? You mean drill into the ground to try and find oil? You're crazy!”

Associates of Edwin L. Drake refusing his suggestion to drill for oil in 1859 (Later that year, Drake succeeded in drilling the first oil well.)

1902



“Flight by machines heavier than air is unpractical and insignificant, if not utterly impossible.”

Simon Newcomb, Canadian-American astronomer and mathematician, 18 months before the Wright Brothers' flight at Kittyhawk

1916



“The cinema is little more than a fad. It's canned drama. What audiences really want to see is flesh and blood on the stage.”

Charlie Chaplin, actor, producer, director, and studio founder

1977



“There is no reason for any individual to have a computer in his home.”

Ken Olson, president, chairman and founder of Digital Equipment Corporation

1876



“This telephone has too many shortcomings to be seriously considered as a means of communication.”

Western Union internal memo

1903



“The horse is here to stay, but the automobile is only a novelty, a fad.”

The president of the Michigan Savings Bank, advising Henry Ford's lawyer not to invest in the Ford Motor Company

1921



“The wireless music box has no imaginable commercial value. Who would pay for a message sent to no one in particular?”

Associates of commercial radio and television pioneer, David Sarnoff, responding to his call for investment in the radio

1995



“The truth is no online database will replace your daily newspaper.”

Clifford Stoll, Newsweek article entitled *The Internet? Bah!*

# What can we forecast?



# What can we forecast?



# What can we forecast?



# What can we forecast?



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# What can we forecast?



# Which is easiest to forecast?

- 1 daily electricity demand in 3 days time
- 2 timing of next Halley's comet appearance
- 3 time of sunrise this day next year
- 4 Google stock price tomorrow
- 5 Google stock price in 6 months time
- 6 maximum temperature tomorrow
- 7 exchange rate of \$US/AUS next week
- 8 total sales of drugs in Australian pharmacies next month

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- how do we measure “easiest”?
- what makes something easy/difficult to forecast?

# Factors affecting forecastability

Something is easier to forecast if:

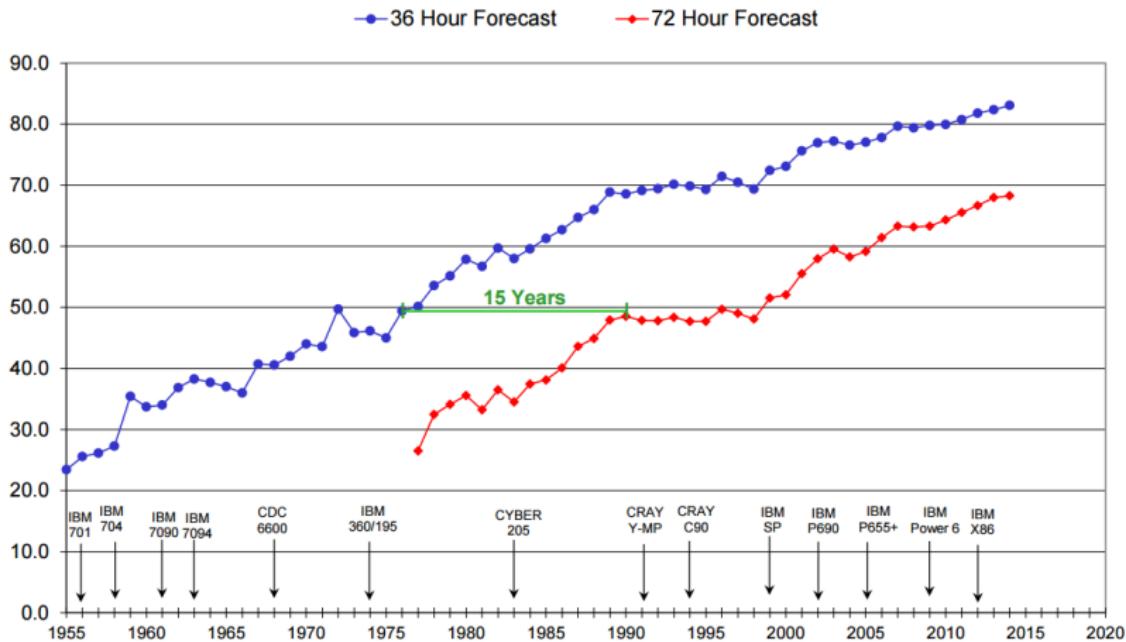
- we have a good understanding of the factors that contribute to it
- there is lots of data available;
- the forecasts cannot affect the thing we are trying to forecast.
- there is relatively low natural/unexplainable random variation.
- the future is somewhat similar to the past

# Improving forecasts



## NCEP Operational Forecast Skill

36 and 72 Hour Forecasts @ 500 MB over North America  
[ $100 * (1 - S1/70)$  Method]



# Outline

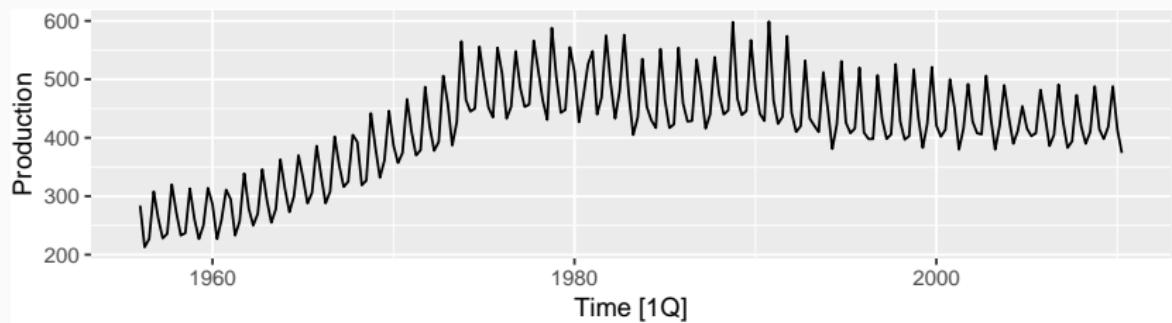
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# Time series data

- Daily IBM stock prices
- Monthly rainfall
- Annual Google profits
- Quarterly Australian beer production

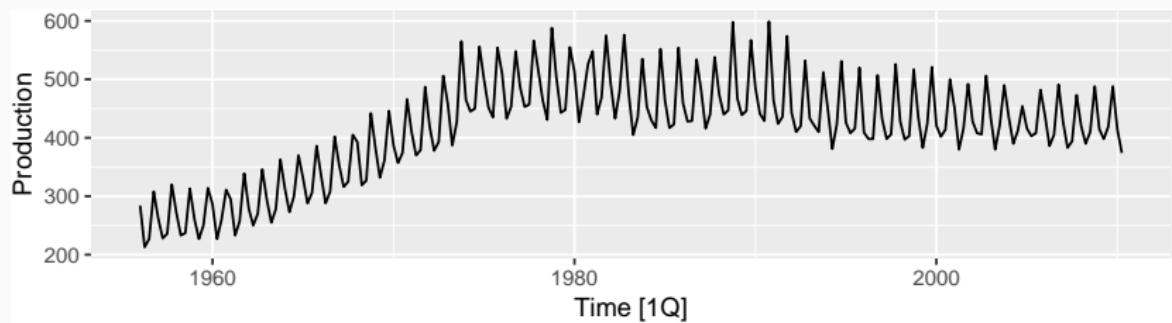
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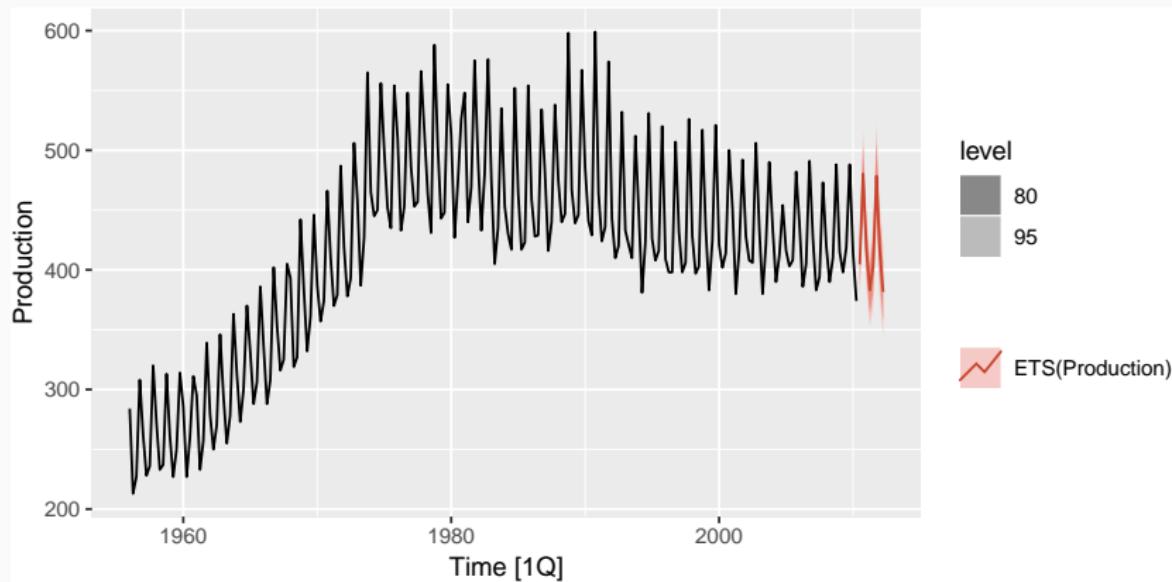
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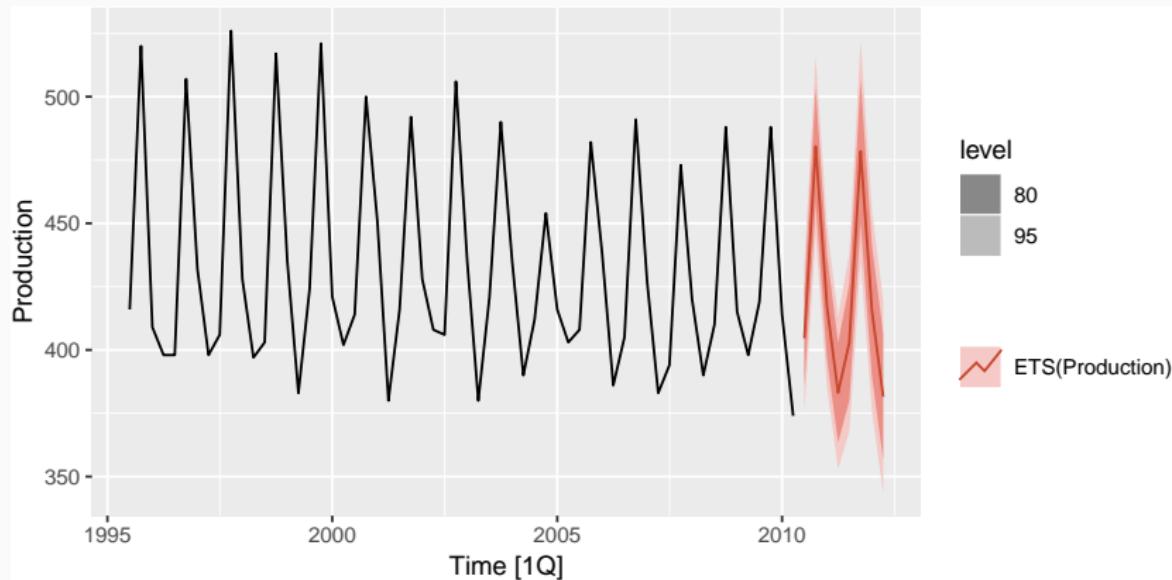


**Forecasting is estimating how the sequence of observations will continue into the future.**

# Australian beer production



# Australian beer production



# Assignment 1: forecast the following series

- 1 Google closing stock price on 12 March 2018.
- 2 Google closing stock price on 9 April 2018.
- 3 The difference in points (Collingwood-Essendon) scored in the AFL match between Collingwood and Essendon for the Anzac Day clash. 25 April 2018.
- 4 Maximum temperature at Melbourne airport on 7 May 2018.
- 5 The trend estimate of total employment for April 2018. ABS CAT 6202, to be released around mid May 2018.

For each of these, give a point forecast and an 80% prediction interval.

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# Assignment 1: scoring

$Y$  = actual,  $F$  = point forecast,  $[L, U]$  = prediction interval

## Point forecasts:

$$\text{Absolute Error} = |Y - F|$$

- Rank results for all students in class
- Add ranks across all five items

## Prediction intervals:

$$\text{Interval Score} = (U - L) + 10(L - Y)_+ + 10(Y - U)_+$$

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# CASE STUDY 1: Paperware company

**Problem:** Want forecasts of each of hundreds of items. Series can be stationary, trended or seasonal. They currently have a large forecasting program written in-house but it doesn't seem to produce sensible forecasts. They want me to tell them what is wrong and fix it.



## Additional information

- Program written in COBOL making numerical calculations limited. It is not possible to do any optimisation.
- Their programmer has little experience in numerical computing.
- They employ no statisticians and want

# CASE STUDY 1: Paperware company

## Methods currently used

- A 12 month average
- C 6 month average
- E straight line regression over last 12 months
- G straight line regression over last 6 months
- H average slope between last year's and this year's values. (Equivalent to differencing at lag 12 and taking mean.)
- I Same as H except over 6 months.
- K I couldn't understand the explanation.

## CASE STUDY 2: PBS



## CASE STUDY 2: PBS

The Pharmaceutical Benefits Scheme (PBS) is the Australian government drugs subsidy scheme.

- Many drugs bought from pharmacies are subsidised to allow more equitable access to modern drugs.
- The cost to government is determined by the number and types of drugs purchased. Currently nearly 1% of GDP.
- The total cost is budgeted based on forecasts of drug usage.

# CASE STUDY 2: PBS

**ABC News Online**  
AUSTRALIAN BROADCASTING CORPORATION

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Click "Refresh" or "Reload" on your browser for the latest edition.

This Bulletin: Wed, May 30 2001 6:22 PM AEST

**POLITICS**

## Opp demands drug price restriction after PBS budget blow-out

The Federal Opposition has called for tighter controls on drug prices after the Pharmaceutical Benefits Scheme (PBS) budget blew out by almost \$800 million.

The money was spent on two new drugs including the controversial anti-smoking aid Zyban, which dropped in price from \$220 to \$22 after it was listed on the PBS.

**Windows Media**  
NewsRadio  
Streaming audio news  
LISTEN: WMP | Real

**the Public Record**  
For full election coverage

**FEATURES**

**the Public Record**  
Federal Election 2001

For a fresh perspective on the federal election, reach into ABC Online's campaign weblog, [The Poll Vault](#).

Audio News Online

## CASE STUDY 2: PBS

- In 2001: \$4.5 billion budget, under-forecasted by \$800 million.
- Thousands of products. Seasonal demand.
- Subject to covert marketing, volatile products, uncontrollable expenditure.
- Although monthly data available for 10 years, data are aggregated to annual values, and only the first three years are used in estimating the forecasts.
- All forecasts being done with the FORECAST function in MS-Excel!

## CASE STUDY 3: Car fleet company

**Client:** One of Australia's largest car fleet companies

**Problem:** how to forecast resale value of vehicles?

How should this affect leasing and sales policies?

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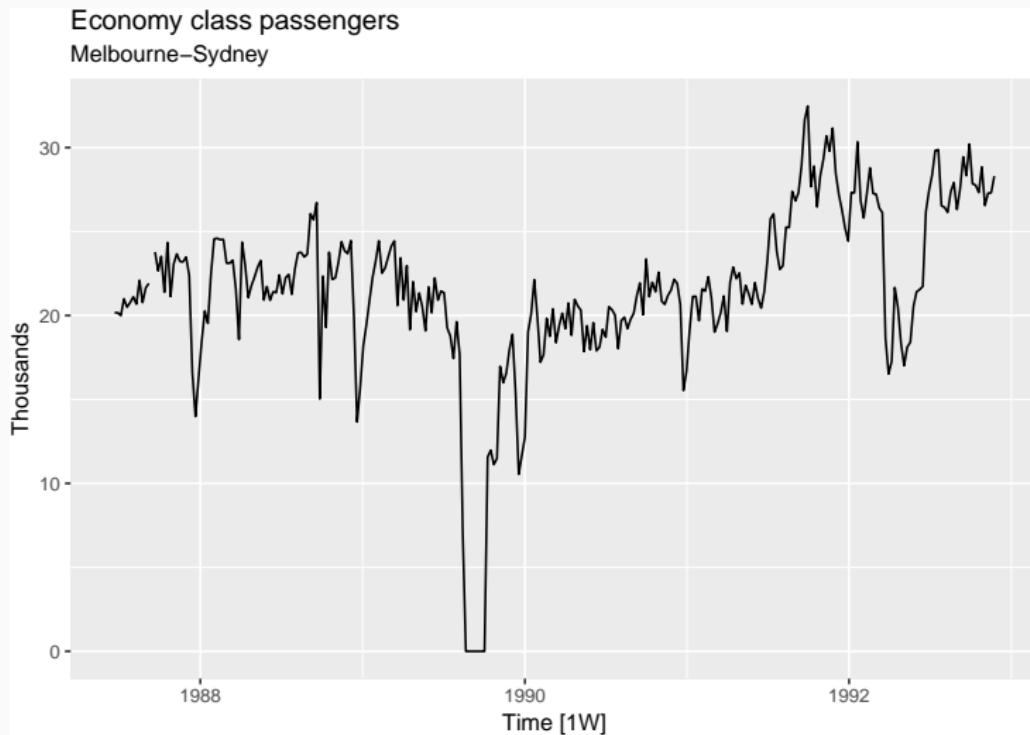
### Additional information

- They can provide a large amount of data on previous vehicles and their eventual resale values.
- The resale values are currently estimated by a group of specialists. They see me as a threat and do not cooperate.

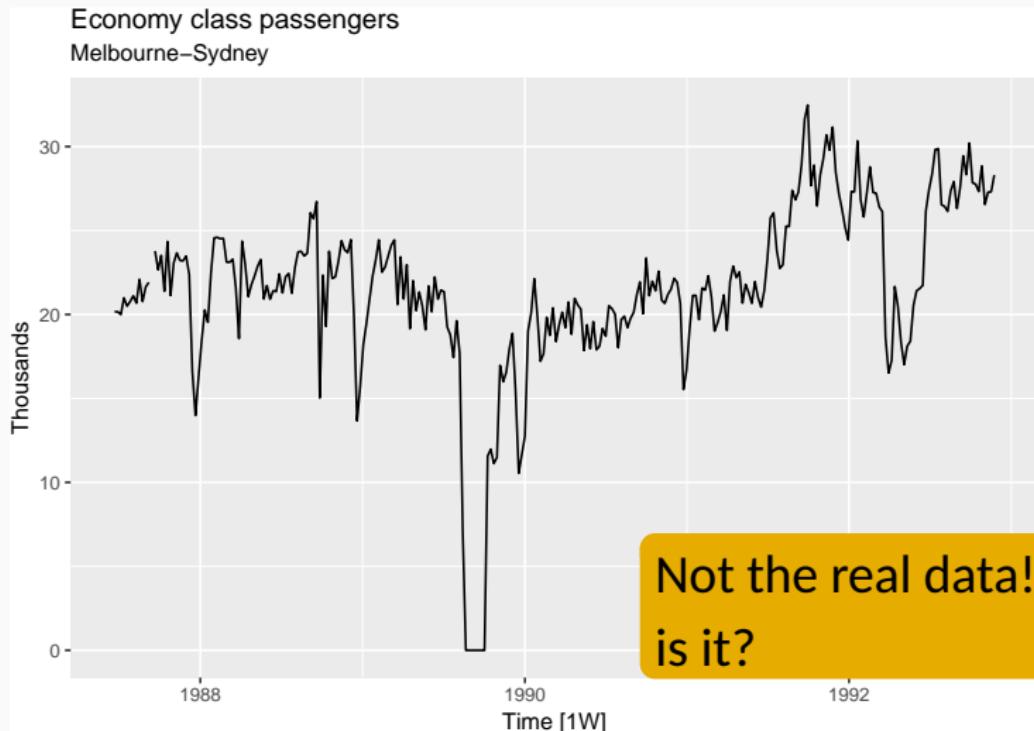
# CASE STUDY 4: Airline



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**Problem:** how to forecast passenger traffic on major routes?

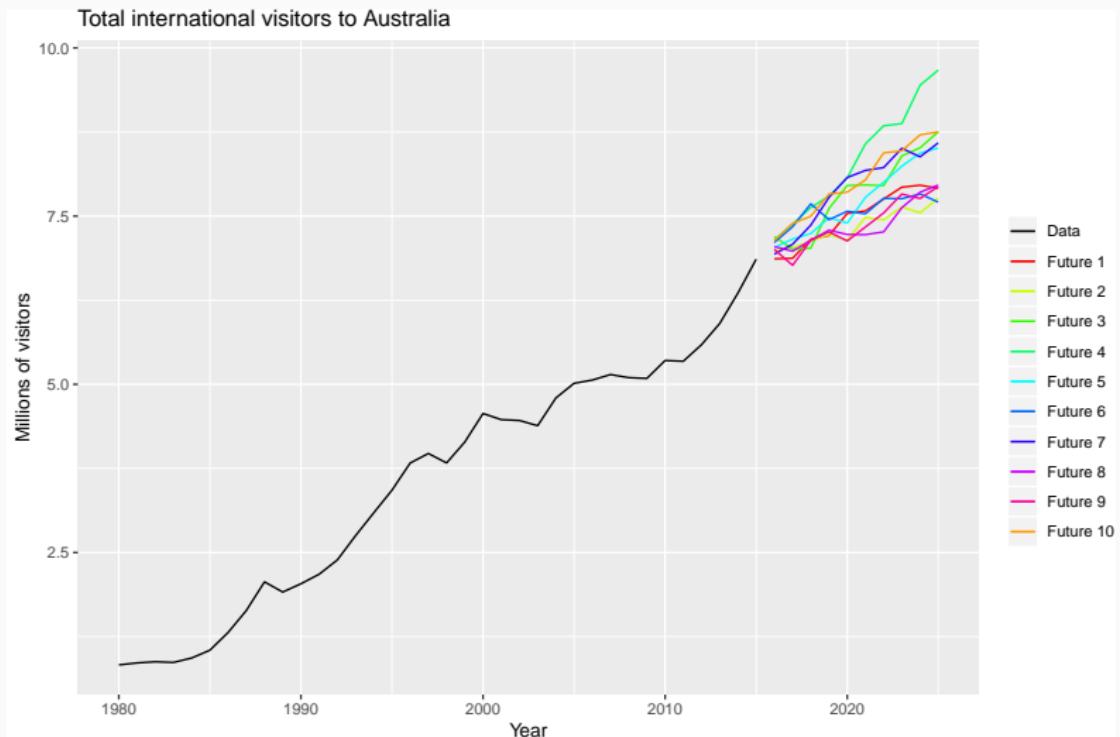
## Additional information

- They can provide a large amount of data on previous routes.
- Traffic is affected by school holidays, special events such as the Grand Prix, advertising campaigns, competition behaviour, etc.
- They have a highly capable team of people who are able to do most of the computing.

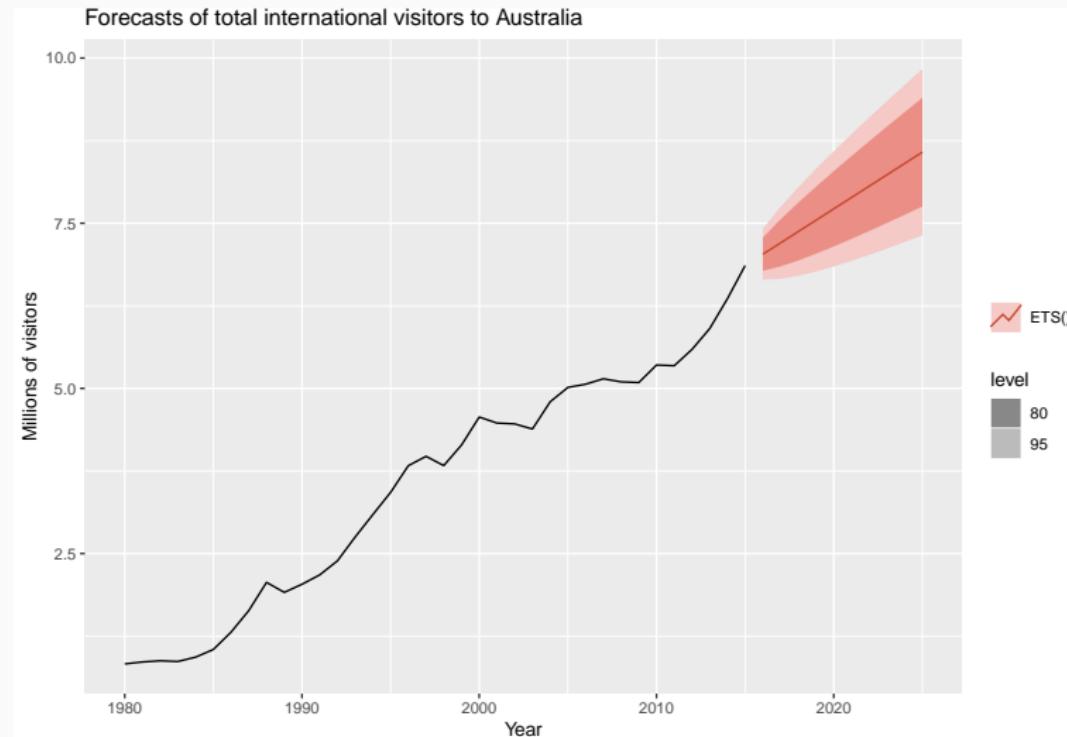
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# Sample futures



# Forecast intervals



# Statistical forecasting

- Thing to be forecast: a random variable,  $y_t$ .
- Forecast distribution: If  $\mathcal{I}$  is all observations, then  $y_t|\mathcal{I}$  means “the random variable  $y_t$  given what we know in  $\mathcal{I}$ ”.
- The “point forecast” is the mean (or median) of  $y_t|\mathcal{I}$
- The “forecast variance” is  $\text{var}[y_t|\mathcal{I}]$
- A prediction interval or “interval forecast” is a range of values of  $y_t$  with high probability.
- With time series,  $y_{t|t-1} = y_t|\{y_1, y_2, \dots, y_{t-1}\}$ .
- $\hat{y}_{T+h|T} = E[y_{T+h}|y_1, \dots, y_T]$  (an  $h$ -step forecast taking account of all observations up to time  $T$ ).