



Start-Tech Academy

Seasonality & Trends

Moving Average Method

1. Estimate the deseasonalized level of the series during each period (using centered moving averages)
2. Fit a trend line to your deseasonalized estimates
3. Determine the seasonal index for each quarter and estimate the future level of the series by extrapolating the trend line.
4. Predict future sales by reseasonalizing the trend line estimate

