Simple exponential smoothing is the method suitable for forecasting when there is no clear trend or seasonal pattern. With SES forecasts are calculated using weights given to each observation. More weight is given to more recent observations and less weight to observations long past. Some variations of SES include component form, flat forecasts, and optimization.

Holt expanded SES to be better equipped to allow for forecasting data with a trend, but it does tend to overforecast. Another trend for casting method was introduced called damped trend. These damped trends have become one of the most popular because of how successful they are.

Holt revised his method with the help of Winters to capture seasonality. The Holt-Winters method includes multiplicative, additive, and a damped methods for forecasting