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• Goal of these models: Suppress the short-run fluctuation by smoothing the series. For this purpose, a weighted average of all previous values works well.

- There are many ES models. We cover two:
- Simple Exponential Smoothing (SES)
- Holt-Winter's Exponential Smoothing (HW ES).

Review: Simple Exponential Smoothing (SES) • We use the observed time series at time $t: Y_1, Y_2, ..., Y_t$. • **Level equation**: $S_t = \alpha Y_{t-1} + (1 - \alpha)S_{t-1}$ where - α : The smoothing parameter, $0 \le \alpha \le 1$. - S_t : Value of the smoothed observation at time t –i.e., the forecast. • The level equation is **recursive**. Using backward substitution: $S_{t+1} = \alpha Y_t + (1 - \alpha)S_t = \alpha Y_t + (1 - \alpha)[\alpha Y_{t-1} + (1 - \alpha)S_{t-1}]$ $= \alpha Y_t + \alpha(1 - \alpha)Y_{t-1} + (1 - \alpha)^2 S_{t-1}$ $\Rightarrow S_{t+1} = c_0 Y_t + c_1 Y_{t-1} + c_2 Y_{t-2} + \cdots$ where $c_i = \alpha(1 - \alpha)^i$; $i = 0, 1, ...; 0 \le \alpha \le 1$. Now, S_{t+1} shows the "smoothing" of Y_t , with decreasing weights.

Review: SES – Forecast and Updating

• From the level equation, $S_t = \alpha Y_{t-1} + (1 - \alpha)S_{t-1}$

 $S_{t+1} = S_t + \alpha (Y_t - S_t)$

we get:

 \Rightarrow A simple updating forecast: last period forecast + adjustment.

- At time t, For t + 2, we have (since $S_{t+1} = Y_{t+1}$) $S_{t+2} = S_{t+1} + \alpha(Y_{t+1} - S_{t+1}) = S_{t+1}$
- Then, at time t, the ℓ -step ahead forecast is: $S_{t+\ell} = S_{t+1} \implies A \text{ naive forecast!}$

<u>Note</u>: SES forecasts are not very interesting after $\ell > 1$.

Review: SES - Forecast and Updating

Example: An industrial firm uses SES to forecast sales: $S_{t+1} = S_t + \alpha * (Y_t - S_t)$ The firm estimates $\alpha = 0.25$. The firm observes $Y_t = 5$ and, last period's forecast, $S_t = 3$. Then, the forecast for time t + 1 is: $S_{t+1} = 3 + 0.25 * (5 - 3) = 3.50$ The forecast for time t + 1 (& any period after time t + 1) is: $S_{t+\ell} = S_{t+1} = 3.50$ for $\ell > 1$. Later, the firm observes: $Y_{t+1} = 4.77$, $Y_{t+2} = 3.15$, & $Y_{t+3} = 1.85$. Then, the MSE: $MSE = \frac{1}{3} * [(4.77 - 3.50)^2 + (3.15 - 3.50)^2 + (1.85 - 3.50)^2] = 1.486.$

Review: SES – Forecast and Updating Example (continuation): Note: If $\alpha = 0.75$, then $S_{t+1} = 3 + 0.75 * (5 - 3) = 4.50$ A bigger α gives more weight to the more recent observation –i.e., Y_t . Again, the forecast for time *t*+1 and any period after time *t*+1 is: $S_{t+\ell} = S_{t+1} = 4.50$ for $\ell > 1$.



• The parameter α is often selected as to minimize the MSE.

Numerical Minimization Process:

- Take different α values ranging between 0 and 1.

- Calculate 1-step-ahead forecast errors for each α .

- Calculate MSE for each case.

Choose α which has the min MSE: $e_t = Y_t - S_t \Rightarrow \min \sum_{t=1}^n e_t^2 \Rightarrow \alpha$

• SES produces a recursive equation, we need initial values, S_1 :

- Use the recent past: Set S_1 equal to Y_1 . Then, $S_2 = Y_1$.

- Use an average (say, of first 4 or 5 observations).

– Estimate S_1 (similar to the estimation of α .)

Review: SES – Forecasting U.S. Dividends

Example 1: We want to forecast log changes in **U.S. monthly** dividends (T=1796) using SES. First, we estimate the model using the R function *HoltWinters(*), which has as a special case SES: set beta=FALSE, gamma=FALSE. We use estimation period T=1750. mod1 <- HoltWinters(lr_d[1:1750], beta=FALSE, gamma=FALSE) > mod1Holt-Winters exponential smoothing without trend and without seasonal component. Call: HoltWinters(x = lr_d[1:1750], beta = FALSE, gamma = FALSE) Smoothing parameters: alpha: 0.289268 \Rightarrow Estimated α beta : FALSE gamma: FALSE Coefficients: [,1] a 0.004666795 \Rightarrow Forecast





Review: SES - Remarks

• Some computer programs automatically select the optimal α using a line search method or non-linear optimization techniques. (R does the latter.)

• We have a recursive equation, we need initial values for S_1 . (R takes an average of past observations.)

• This model ignores trends and/or seasonalities. Not very realistic, especially for manufacturing facilities, retail sector, and warehouses.

• Deterministic components, D_t , can be easily incorporated.

• The model that incorporates both a trend and seasonal features is called Holt-Winter's ES.

Review: Holt-Winters (HW) ES

- In the model for Y_t , in addition to the level (S_t) , we introduce:
 - **Trend** (T_t) factor
 - Seasonality (I_t) factor.

Since we produce "smooth" forecasts for $T_t \& I_t$, this method is also called **triple exponential smoothing**.

• The *h*-step ahead forecast combines the forecasts: S_t , $T_t \& I_{t+h-s}$.

• Both, $T_t \& I_t$, can be included as additively or multiplicatively factors. In this class, we consider an additive trend and the seasonal factor as additive or multiplicative. Then, the *h*-step ahead forecast:

- For the additive model:	$\hat{Y}_t(h) = S_t + h T_t + I_{t+h-s}$
- For the multiplicative model:	$\hat{Y}_t(h) = (S_t + h T_t) * I_{t+h-s_{12}}$



Review: HW ES – Additive • Additive model (additive trend & additive seasonality) forecast: $\hat{Y}_t(h) = S_t + h T_t + I_{t+h-s}$ where *s* is the number of periods in seasonal cycles (=4 for quarters). • Components: • The level, S_t : A weighted average of "seasonal adjusted" Y_t (= $Y_t - I_{t-s}$), and the non-seasonal forecast $(S_{t-1} + T_{t-1})$: $S_t = \alpha(Y_t - I_{t-s}) + (1 - \alpha)(S_{t-1} + T_{t-1})$ • The trend, T_t : A weighted average of T_{t-1} and the change in S_t . $T_t = \beta(S_t - S_{t-1}) + (1 - \beta)T_{t-1}$ • The seasonality, I_t : A weighted average of seasonal index of *s* last year, I_{t-s} , and the current seasonal index $(Y_{t-1} - S_{t-1} - T_{t-1})$: $I_t = \gamma(Y_t - S_{t-1} - T_{t-1}) + (1 - \gamma)I_{t-s}$

Review:	HW ES – Additive	
• Then, the n	nodel for the h -step ahead forecast	
$\hat{Y}_t(h)$	$= S_t + h T_t + I_{t+h-s}$	
has three equ	nations:	
Level:	$S_t = \alpha (Y_t - I_{t-s}) + (1 - \alpha)(S_{t-1} + T_{t-1})$	
Trend:	$T_{t} = \beta (S_{t} - S_{t-1}) + (1 - \beta) T_{t-1}$	
Seasonal:	$I_t = \gamma (Y_t - S_{t-1} - T_{t-1}) + (1 - \gamma) I_{t-s}$	
• We have or	ly three smoothing parameters:	
$\alpha = 1$ $\beta = t$	rend coefficient	
$\gamma = s$	easonality coefficient	15

Review: HW ES – Multiplicative

• In the multiplicative seasonal case (with an additive trend), we have the h-step ahead forecast:

$$Y_t(h) = (S_t + h T_t) * I_{t+h-s}$$

• Details for *multiplicative* seasonality –i.e., Y_t/I_t – and *additive* trend

- The forecast, S_t , now shows the average Y_t adjusted $(\frac{Y_t}{|t-s|})$.

- The trend, T_t , is a weighted average of T_{t-1} and the change in S_t .

- The seasonality is also a weighted average of I_{t-s} and the Y_t/S_t .

• Then, the model has three equations:

$$S_{t} = \alpha \frac{Y_{t}}{I_{t-s}} + (1 - \alpha) (S_{t-1} + T_{t-1})$$

$$T_{t} = \beta (S_{t} - S_{t-1}) + (1 - \beta) T_{t-1}$$

$$I_{t} = \gamma \frac{Y_{t}}{S_{t}} + (1 - \gamma) I_{t-s}$$



Review: HW ES – Multiplicative

Example: An industrial firm uses HW ES to forecast sales next two quarters (h = 1, 2, & 3; with s = 4): $\hat{Y}_t(h) = \hat{Y}_{t+h} = (S_t + h T_t) * I_{t+h-s}$ with $S_t, T_t, \& I_t$ factors given by: $S_t = \alpha \frac{Y_t}{I_{t-s}} + (1 - \alpha) (S_{t-1} + T_{t-1})$ $T_t = \beta (S_t - S_{t-1}) + (1 - \beta) T_{t-1}$ $I_t = \gamma \frac{Y_t}{S_t} + (1 - \gamma) I_{t-s}$ The firm estimates: $\alpha = 0.25; \beta = 0.1; \& \gamma = 0.4$. It observes $Y_t = 5;$ last quarter's smoothed forecasts: $S_{t-1} = 3, T_{t-1} = 1.2; \&$ last year's seasonal factors: $I_{t-4} = 1.1, I_{t-3} = 0.7, I_{t-2} = 1.2, \& I_{t-3} = 0.8.$ • Components forecasts: $S_t = 0.25 \frac{5}{1.1} + (1 - 0.25) * (3 + 1.3) = 4.2864$ Review: HW ES – Multiplicative Example (continuation): $(\alpha = 0.25; \beta = 0.1; \& \gamma = 0.4)$ $S_t = 0.25 * \frac{5}{1.1} + (1 - 0.25) * (3 + 1.2) = 4.2864$ $T_t = 0.1 * (4.2864 - 3) + (1 - 0.1) * 1.2 = 1.2086$ $I_t = 0.4 * \frac{5}{4.2864} + (1 - 0.4) * 1.1 = 1.1266$ The forecast for h = 1 (next quarter) is: $\hat{Y}_{t+1} = (4.2864 + 1.2086) * 0.7 = 4.8125$ The forecast for h = 2 & 3 are: $\hat{Y}_{t+2} = (4.2864 + 2 * 1.2086) * 1.2 = 7.8475.$ $\hat{Y}_{t+3} = (4.2864 + 3 * 1.2086) * 0.8 = 6.1329.$

Review: HW ES – Initial Values

• Initial values for algorithm

- Similar to the SES, we can use an average (using a year of past observations), use the recent past, or estimate the initial values by minimizing the MSE or MAE.

- We need at least one complete season of data to determine the initial estimates of I_{t-s} .

- R uses an average.



Example: We want to forecast log U.S. monthly vehicle sales with HW. We use the R function *HoltWinters(*).

```
l\_car\_18 < -l\_car[1:512]l\_car\_ts < -ts(l\_car\_18, start = c(1976, 1), frequency = 12) # convert lr\_d in a ts object</td>hw\_d\_car\_tholtWinters(l\_car\_18, seasonal="additive")> hw\_d\_carHolt-Winters exponential smoothing with trend and additive seasonal component.Call:HoltWinters(x = lr\_d\_ts, seasonal = "additive")Smoothing parameters:alpha: 0.4355244<math>\Rightarrow Estimated smoothing parameterbeta : 0.009373815\Rightarrow Estimated seasonal parameteramma: 0.3446495\Rightarrow Estimated seasonal parameter
```

HW ES: Example – Log U.S. Vehicles Sales Example (continuation): > hw_d_car Coefficients: [,1] \Rightarrow forecast for level a 7.177857555 0.0001100345 \Rightarrow forecast for trend b s1 -0.075314457 \Rightarrow forecast for seasonal month 1 s2 -0.084468361 \Rightarrow forecast for seasonal month 2 s3 0.049447067 s4 -0.273299309 s5 -0.138251757 s6 -0.026603921 s7 -0.144953062 s8 0.079214066 s9 0.037899454 s10 0.020477134 s11 0.089309775 s12 -0.012530316









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Evaluation of forecasts – Accuracy measures

• The mean squared error (MSE) and mean absolute error (MAE) are the most popular accuracy measures:

$$MSE = \frac{1}{m} \sum_{i=T+1}^{T+m} (\hat{y}_i - y_i)^2 = \frac{1}{m} \sum_{i=T+1}^{T+m} e_i^2$$
$$MAE = \frac{1}{m} \sum_{i=T+1}^{T+m} |\hat{y}_i - y_i| = \frac{1}{m} \sum_{i=T+1}^{T+m} |e_i|$$

where m is the number of out-of-sample forecasts.

- But other measures are routinely used:
- Mean absolute percentage error (*MAPE*) = $\frac{100}{T (m-1)} \sum_{i=T+1}^{T+m} |\frac{\hat{y}_i y_i}{y_i}|$
- Absolute MAPE (AMAPE) = $\frac{100}{T (m-1)} \sum_{i=T+1}^{T+m} \left| \frac{\hat{y}_i y_i}{\hat{y}_i + y_i} \right|$

<u>Remark</u>: There is an asymmetry in MAPE, the level y_i matters.

Evaluation of forecasts – Accuracy measures- % correct sign predictions (PCSP) = $\frac{1}{T-(m-1)} \sum_{i=T+1}^{T+m} z_i$ where $z_i = 1$ if $(\hat{y}_{i+l} * y_{i+l}) > 0$ = 0, otherwise.- % correct direction change predictions (PCDP) = $\frac{1}{T-(m-1)} \sum_{i=T+1}^{T+m} z_i$ where $z_i = 1$ if $(\hat{y}_{i+l} - y_i) * (y_{i+l} - y_i) > 0$ = 0, otherwise.Remark: We value forecasts with the right direction (sign) or forecastthat can predict turning points. For stock investors, the sign matters!• MSE penalizes large errors more heavily than small errors, the sign prediction criterion, like MAE, does not penalize large errors more.





Evaluation of forecasts - DM Test

• To determine if one model predicts better than another, we define the loss differential between two forecasts:

$$d_t = g(e_t^{M1}) - g(e_t^{M2})$$

where g(.) is the forecasting loss function, M1 and M2 are two competing sets of forecasts –could be from models or something else.

- We only need $\{e_t^{M1}\}$ & $\{e_t^{M2}\}$, not the structure of M1 or M2. In this sense, this approach is "*model-free*."
- Typical (symmetric) loss functions: $g(e_t) = e_t^2 \& g(e_t) = |e_t|$.
- But other g(.)'s can be used: $g(e_t) = \exp(\lambda e_t^2) \lambda e_t^2$ ($\lambda \ge 0$).

<u>Note</u>: This is a more general test than MGN: It works for any loss function, not just MSE.

Evaluation of forecasts - DM Test

• Then, we test the null hypotheses of equal predictive accuracy: $H_0: E[d_t] = 0$ $H_1: E[d_t] = \mu \neq 0.$

- Diebold and Mariano (1995) assume $\{e_t^{M1}\} \& \{e_t^{M2}\}$ is covariance stationarity and other regularity conditions (finite $Var[d_t]$, independence of forecasts after ℓ periods) needed to apply CLT. Then,

$$\frac{\bar{d}-\mu}{\sqrt{Var[\bar{d}]/T}} \xrightarrow{d} N(0,1), \qquad \bar{d} = \frac{1}{m} \sum_{i=T+1}^{T+m} d_i$$

• Then, under H_0 , the DM test is a simple *z*-test:

$$DM = \frac{\bar{d}}{\sqrt{\hat{V}ar[\bar{d}]/T}} \stackrel{d}{\longrightarrow} N(0,1)$$

Evaluation of forecasts - DM Test

where $\hat{V}ar[\vec{d}]$ is a consistent estimator of the variance, usually based on sample autocovariances of d_t :

$$\widehat{V}ar[\overline{d}] = \gamma(0) + 2\sum_{j=k}^{v} \gamma(j)$$

• There are some suggestion to calculate small sample modification of the DM test. For example, :

$$\mathrm{DM}^* = \mathrm{DM} / \{ [T + 1 - 2\,\ell + \ell\,(\ell - 1)/T]/T \}^{1/2} \sim t_{T-1}.$$

where ℓ -step ahead forecast. If time-varying volatility (ARCH) is suspected, replace ℓ with $[0.5 \sqrt{T}] + \ell$.

<u>Note</u>: If $\{e_t^{M1}\}$ & $\{e_t^{M2}\}$ are perfectly correlated, the numerator and denominator of the DM test are both converging to 0 as $T \rightarrow \infty$. \Rightarrow Avoid DM test when this situation is suspected (say, two nested models.) Though, in small samples, it is OK.

Evaluation of forecasts - DM Test Example: Code in R dm.test <- function (e1, e2, h = 1, power = 2) { d <- c(abs(e1))^power - c(abs(e2))^power d.cov <- acf(d, na.action = na.omit, lag.max = h - 1, type = "covariance", plot = FALSE)\$acf[, , 1] d.var <- sum(c(d.cov[1], 2 * d.cov[-1]))/length(d) dv <- d.var #max(1e-8,d.var) if(dv > 0)STATISTIC <- mean(d, na.rm = TRUE) / sqrt(dv) else if(h==1) stop("Variance of DM statistic is zero") else £ warning("Variance is negative, using horizon h=1") return(dm.test(e1,e2,alternative,h=1,power)) } $n \leq - length(d)$ $k \le ((n + 1 - 2*h + (h/n) * (h-1))/n)^{(1/2)}$ STATISTIC <- STATISTIC * k names(STATISTIC) <- "DM"



Example: We compare the SES and HW forecasts for the log of U.S. monthly vehicle sales. We use the *dm.test* function, part of the forecast package.

```
library(forecast)
> dm.test(f_error_c_ses, f_error_c_hw, power=2)
Diebold-Mariano Test
data: f_error_c_sesf_error_c_hw
DM = 1.6756, Forecast horizon = 1, Loss function power = 2, p-value = 0.1068
alternative hypothesis: two.sided
> dm.test(f_error_c_ses,f_error_c_hw, power=1)
Diebold-Mariano Test
data: f_error_c_sesf_error_c_hw
DM = 1.94, Forecast horizon = 1, Loss function power = 1, p-value = 0.064
alternative hypothesis: two.sided
```

<u>Note</u>: Cannot reject H_0 : MSE_{SES} = MSE_{HW} at 5% level



Combination of Forecasts

- Idea from Bates & Granger (Operations Research Quarterly, 1969):
- We have different forecasts from R models:

 $\hat{Y}_T^{M1}(\ell), \hat{Y}_T^{M2}(\ell), \qquad \dots, \hat{Y}_T^{MR}(\ell)$

• Q: Why not combine them?

$$\hat{Y}_T^{Comb}(\ell) = \omega_{M1}\hat{Y}_T^{M1}(\ell) + \omega_{M2}\hat{Y}_T^{M2}(\ell) + \dots + \omega_{MR}\hat{Y}_T^{MR}(\ell)$$

• Very common practice in economics, finance and politics, reported by the press as "consensus forecast." Usually, as a simple average.

• Q: Advantage? Lower forecast variance. Diversification argument.

Intuition: Individual forecasts are each based on partial information sets (say, private information) or models.