



GRANULARITY ANALYTICS

Date: 9/17/2015

Company: ACME Corporation

Period	Cereals Sales	Exponential Smoothing with			Exponential Smoothing with trend		
		Level L_t $\alpha=0.2, \beta=0.2$	Trend T_t $\alpha=0.2, \beta=0.2$	trend $F_{t+1}=L_t+T_t$ $(\alpha=0.2, \beta=0.2)$	Level L_t $\alpha=0.2, \beta=0.04$	Trend T_t $\alpha=0.2, \beta=0.04$	$F_{t+1}=L_t+T_t$ $\alpha=0.2, \beta=0.04$
1	35	Initial value for intercept (L_4) is					
2	33						
3	35						
4	38	35.25	1	36.25	35.25	1	36.25
5	38	36.60	1.07	36.25	36.60	1.014	36.25
6	40	38.14	1.16	37.67	38.09	1.03	37.61
7	39	39.24	1.15	39.30	39.10	1.03	39.12
8	41	40.51	1.18	40.39	40.31	1.04	40.13
9	40	41.35	1.11	41.69	41.08	1.03	41.34
10	42	42.37	1.09	42.46	42.08	1.03	42.10
11	44	43.57	1.11	43.46	43.29	1.03	43.11
12	43	44.34	1.04	44.68	44.06	1.02	44.32
13	45	45.31	1.03	45.39	45.07	1.02	45.08
14	47	46.47	1.06	46.34	46.27	1.03	46.09
15	50	48.02	1.15	47.53	47.84	1.05	47.30
16	52	49.74	1.27	49.17	49.52	1.08	48.89
17	51	51.01	1.27	51.01	50.67	1.08	50.59
18	54	52.62	1.34	52.27	52.20	1.10	51.75
19	55	54.16	1.38	53.95	53.64	1.11	53.30
20	53	55.03	1.28	55.54	54.40	1.10	54.75
21	57	56.45	1.30	56.31	55.80	1.11	55.50
22	59	58.00	1.35	57.75	57.33	1.13	56.91
23	61	59.68	1.42	59.36	58.96	1.15	58.45
24	62	61.28	1.46	61.10	60.49	1.16	60.11
25				62.74			61.65