

ATL: (Worldwide) Search Term Monthly Forecast

Search Term Monthly Forecast

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September 2018 Reported Values

Reported Values

54

y/o/y %change

-8%

Current Forecasts (Reported Values)

Oct 2018

51

Nov 2018

50

Dec 2018

55

Jan 2019

54

Observations:

- **Forecasts are based on current candidate models. Each model will continue to be optimized to further increase accuracy. All forecasting is subject to high degrees of error due to market volatility and other unpredictable events.**

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Forecast vs. Errors in a Table. The table on the left below shows internal historically generated monthly forecasts for 05 2017 to 01 2019. Each new month of data generates 4 new forecasts for the current month, month +1, month +2, and month +3, in advance. Actual values are displayed in the middle of the table vs. forecast % errors displayed on the right side.

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Month Forecasts (Values)					Actual Values	Month Error (%)			
Forecast Month	Current Month	Month +1	Month +2	Month +3		Current Month	Month +1	Month +2	Month +3
05-2017	66				66	-1			
06-2017	66	66			65	-1	-2		
07-2017	65	66	66		62	-4	-6	-7	
08-2017	62	65	66	66	58	-7	-12	-13	-14
09-2017	58	62	65	66	59	1	-5	-10	-11
10-2017	58	58	62	65	57	-3	-2	-9	-14
11-2017	57	58	58	62	56	-1	-5	-3	-11
12-2017	56	57	58	58	62	9	7	4	6
01-2018	61	56	57	58	60	-2	6	4	1
02-2018	60	61	56	57	56	-7	-10	0	-1
03-2018	56	60	61	56	60	6	0	-2	6
04-2018	59	56	60	61	61	2	7	1	-1
05-2018	59	59	56	59	60	0	0	6	0
06-2018	59	59	59	56	59	-1	0	-1	4
07-2018	58	59	62	59	57	-2	-4	-9	-4
08-2018	53	59	63	62	56	3	-5	-14	-10
09-2018	55	54	67	57	54	-2	-1	-25	-6
10-2018	51	56	57	54					
11-2018		50	56	50					
12-2018			55	52					
01-2019				53					

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The graph below is a visual representation of internally generated, historic monthly forecasts compared to the actual reported values. Each month has 4 forecasts for the current month, month +1, month +2, and month +3. The light blue bars are representative of the forecast error for the current month forecasts only.

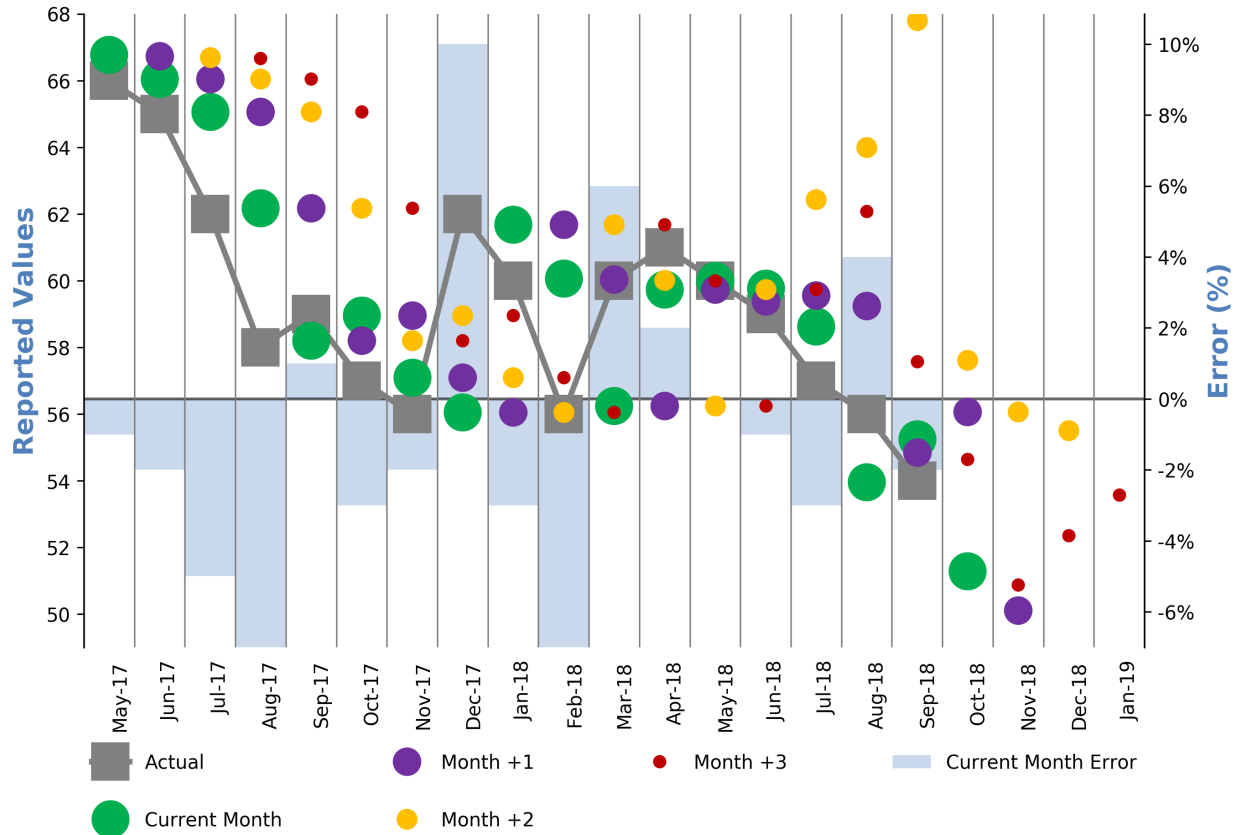
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Monthly Reported Values



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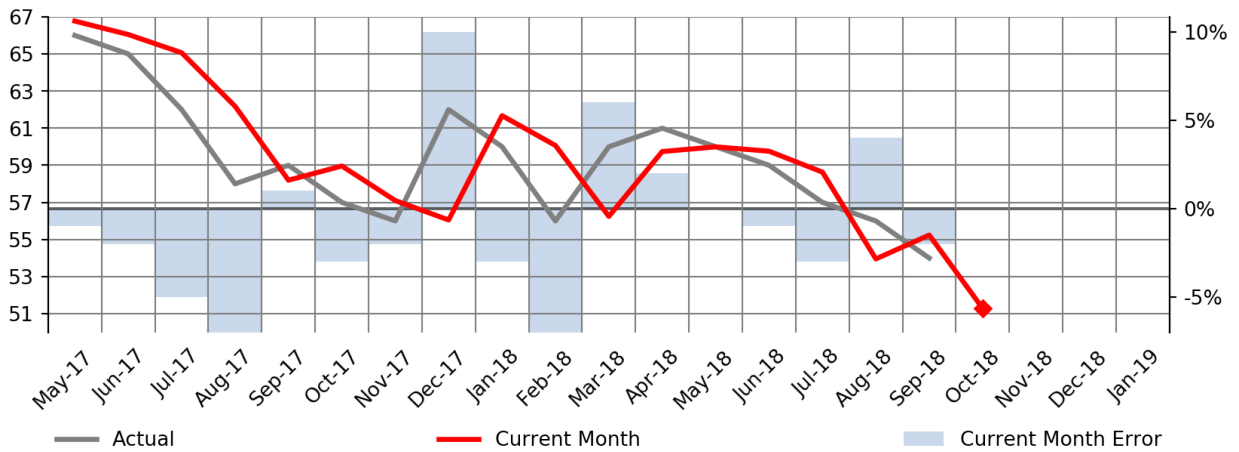
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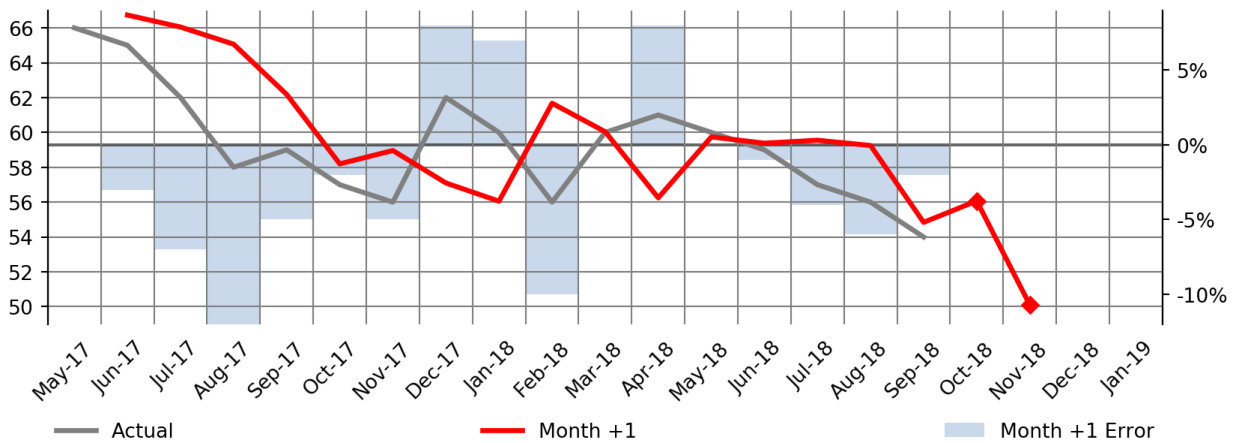
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Current Month: Forecast vs. Actual



Month +1: Forecast vs. Actual



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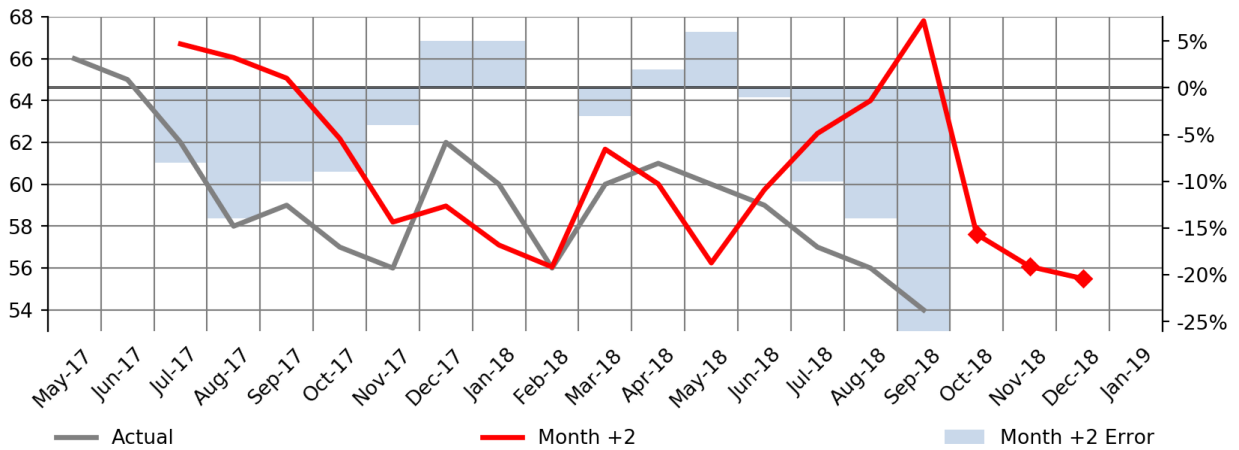
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Month +2: Forecast vs. Actual



Month +3: Forecast vs. Actual

