

## busy airport: (United States) Search Engine Interest Forecast

### Search Engine Interest Forecast

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### October 2018 Reported Values

Reported Values

66

y/o/y %change

+43%

### Current Forecasts (Reported Values)

Nov 2018

91

Dec 2018

103

Jan 2019

59

Feb 2019

55

### 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 06 2017 to 02 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
06-2017	47				53	9			
07-2017	53	52			61	11	14		
08-2017	49	47	46		52	5	9	11	
09-2017	50	49	48	47	49	-2	0	1	3
10-2017	49	50	49	48	46	-8	-8	-7	-5
11-2017	69	70	70	70	79	12	10	10	10
12-2017	77	74	75	75	100	22	25	24	24
01-2018	64	58	56	57	53	-22	-10	-6	-7
02-2018	49	53	49	48	45	-10	-18	-10	-8
03-2018	54	55	57	54	62	12	10	7	12
04-2018	61	59	60	61	52	-18	-13	-15	-18
05-2018	63	66	65	65	62	-2	-7	-4	-6
06-2018	67	62	63	62	61	-10	-1	-4	-2
07-2018	69	75	64	65	69	0	-9	6	5
08-2018	65	66	63	61	65	0	-2	1	4
09-2018	64	67	55	47	49	-31	-37	-13	3
10-2018	58	56	57	52	66	10	14	13	21
11-2018	91	90	83	78					
12-2018		102	84	90					
01-2019			59	59					
02-2019				54					

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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.

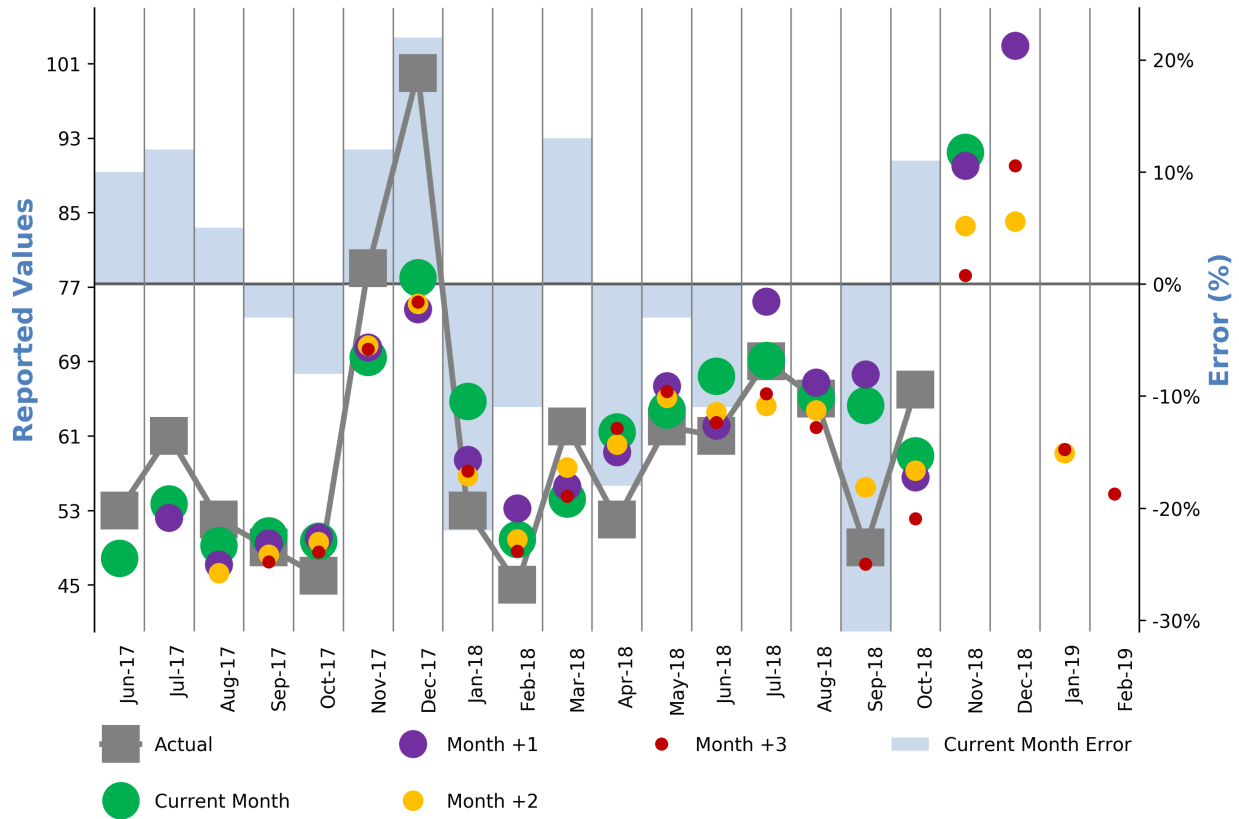
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### Monthly Reported Values



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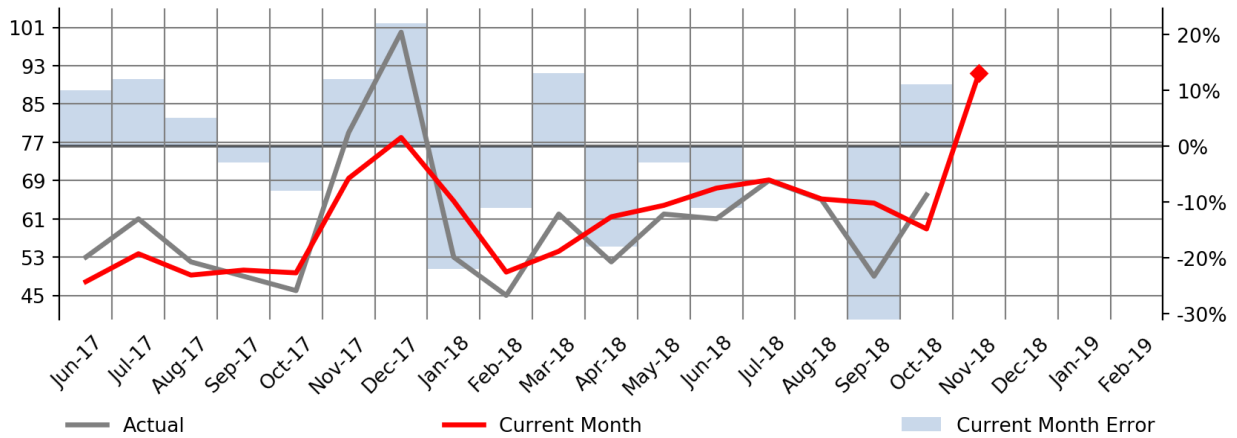
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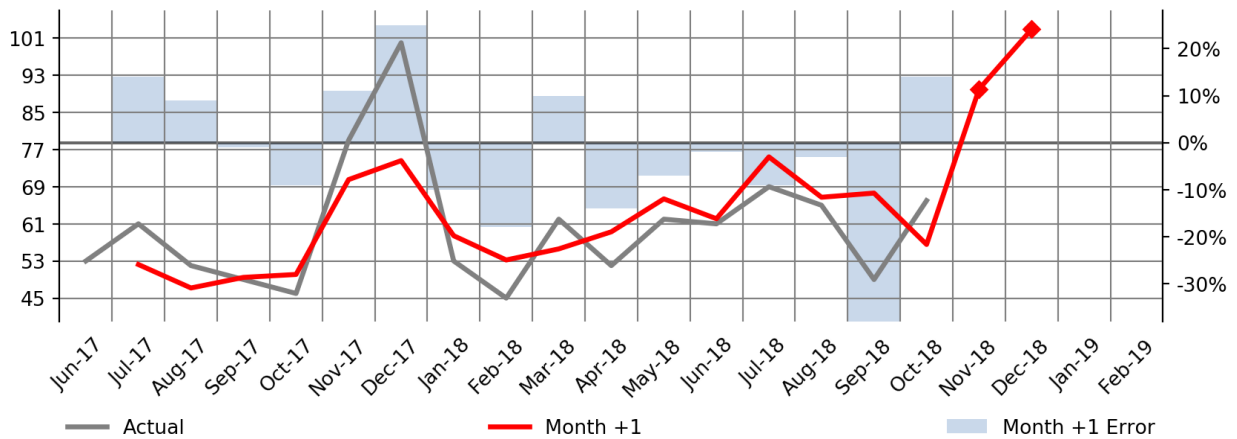
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## Current Month: Forecast vs. Actual



## Month +1: Forecast vs. Actual



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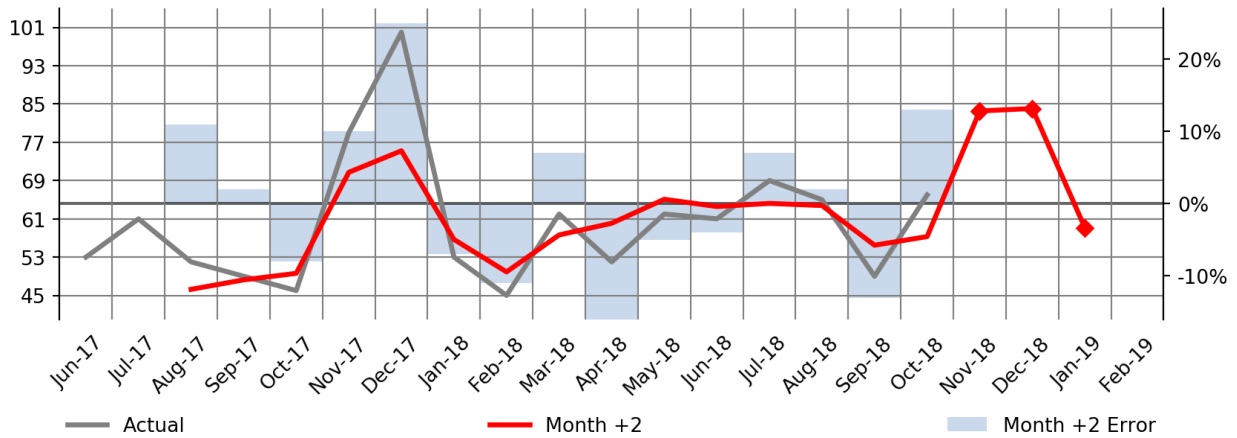
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### Month +2: Forecast vs. Actual



### Month +3: Forecast vs. Actual

