

car rental: (United States) Search Term Interest Forecast

Search Term Interest Forecast

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October 2018 Reported Values

Reported Values

53

y/o/y %change

-5%

Current Forecasts (Reported Values)

Nov 2018

50

Dec 2018

48

Jan 2019

52

Feb 2019

57

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	76				77	0			
07-2017	78	78			77	-1	-1		
08-2017	66	67	67		67	0	0	0	
09-2017	55	55	56	55	58	4	4	3	4
10-2017	54	52	52	53	56	2	5	5	4
11-2017	52	51	50	49	51	-2	-1	1	2
12-2017	52	53	52	51	50	-5	-7	-5	-2
01-2018	53	55	56	55	52	-2	-6	-9	-7
02-2018	56	58	60	61	58	1	0	-4	-6
03-2018	62	61	62	65	64	2	3	2	-2
04-2018	61	60	60	61	62	0	2	3	1
05-2018	68	68	66	66	68	0	0	1	2
06-2018	74	76	76	74	74	0	-2	-2	0
07-2018	74	70	77	77	74	0	4	-4	-4
08-2018	63	60	60	66	65	1	7	6	-2
09-2018	57	50	48	53	53	-8	5	8	0
10-2018	49	47	46	49	53	7	10	12	6
11-2018	49	43	44	46					
12-2018		47	44	47					
01-2019			52	49					
02-2019				57					

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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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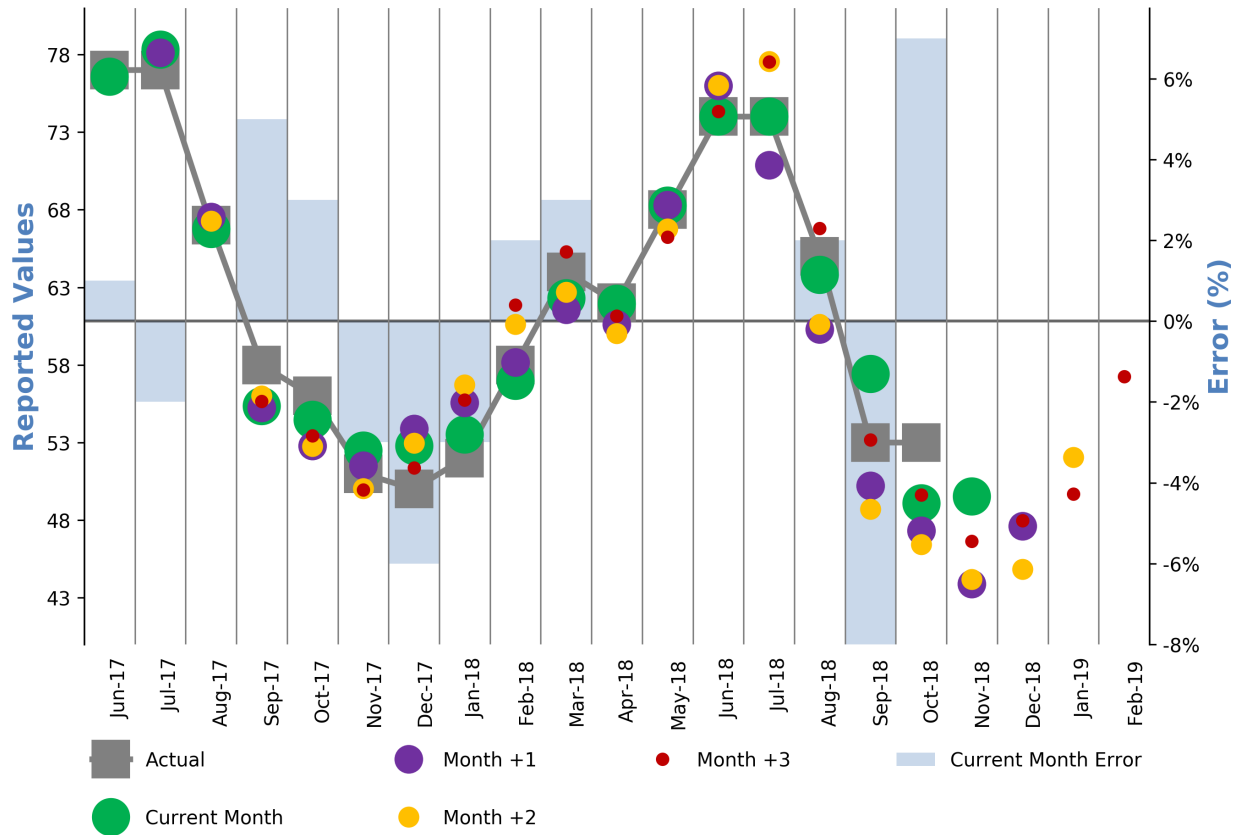
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Monthly Reported Values



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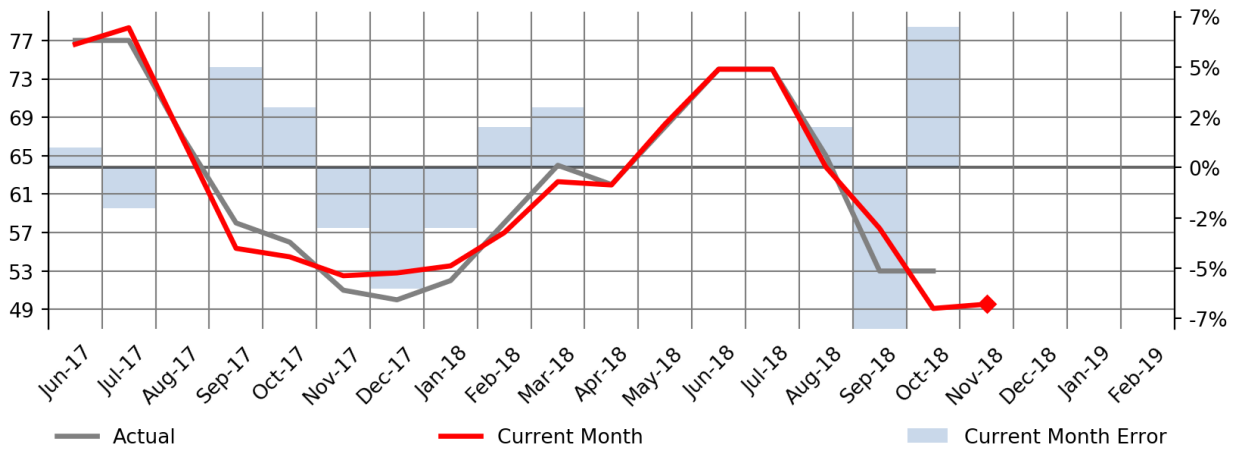
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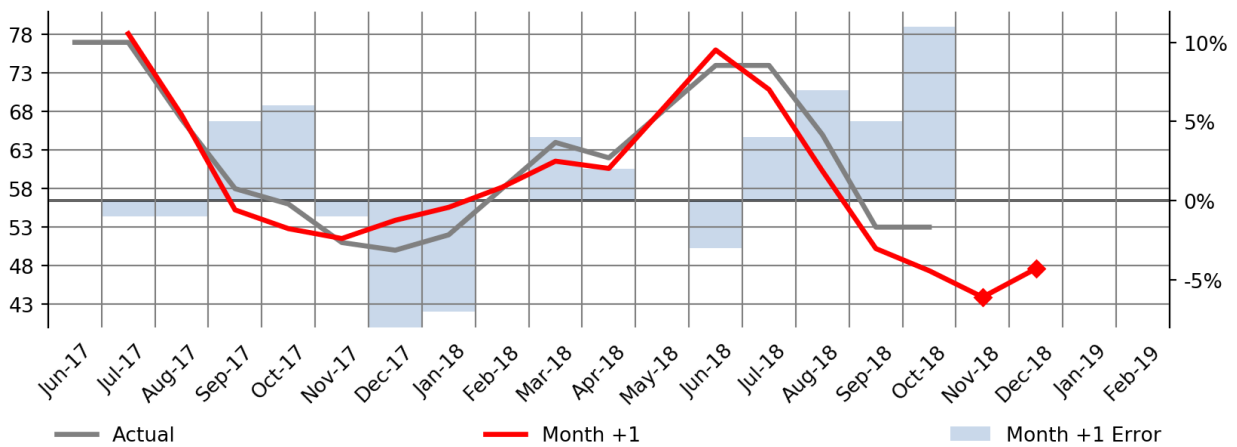
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Current Month: Forecast vs. Actual



Month +1: Forecast vs. Actual



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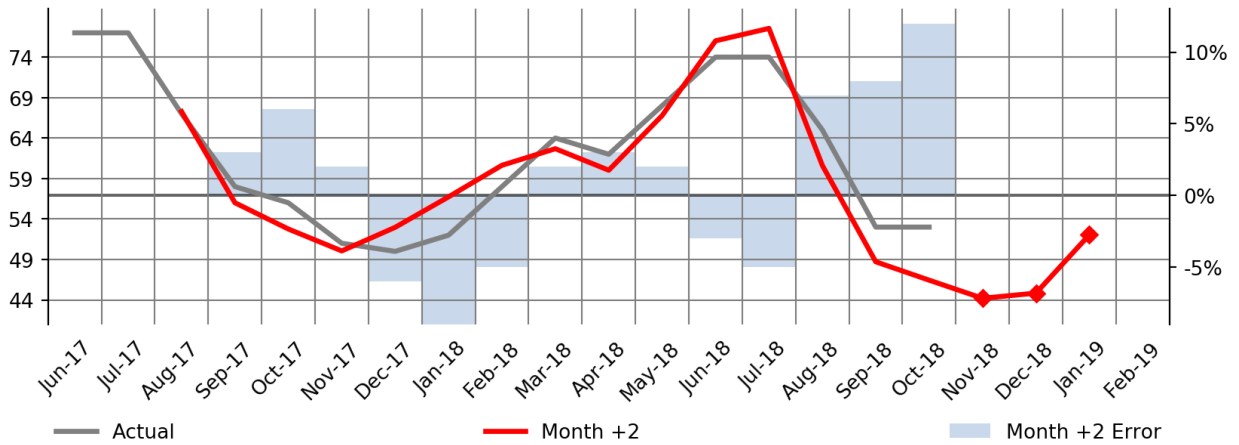
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Month +2: Forecast vs. Actual



Month +3: Forecast vs. Actual

