

Delta Air Lines: (United States) Search Interest Forecast

Search Interest Forecast

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October 2018 Reported Values

Reported Values

54

y/o/y %change

+6%

Current Forecasts (Reported Values)

Nov 2018

50

Dec 2018

54

Jan 2019

60

Feb 2019

58

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	63				64	0			
07-2017	63	63			65	2	2		
08-2017	61	61	61		58	-5	-5	-5	
09-2017	55	55	55	55	54	-2	-2	-2	-2
10-2017	53	53	53	53	51	-5	-5	-5	-5
11-2017	51	51	51	51	48	-6	-6	-6	-6
12-2017	52	52	52	52	53	0	0	0	0
01-2018	60	60	61	61	58	-5	-5	-5	-5
02-2018	57	57	57	57	56	-2	-2	-2	-2
03-2018	60	60	60	60	61	0	0	0	0
04-2018	57	57	57	57	56	-2	-2	-2	-2
05-2018	57	57	57	57	56	-2	-2	-2	-2
06-2018	57	62	62	62	60	4	-4	-4	-4
07-2018	59	60	62	62	64	7	5	1	1
08-2018	58	59	57	60	62	6	3	6	2
09-2018	54	54	52	53	55	1	0	4	2
10-2018	52	54	51	52	54	3	0	4	3
11-2018	50	51	50	49					
12-2018		53	51	52					
01-2019			60	60					
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.

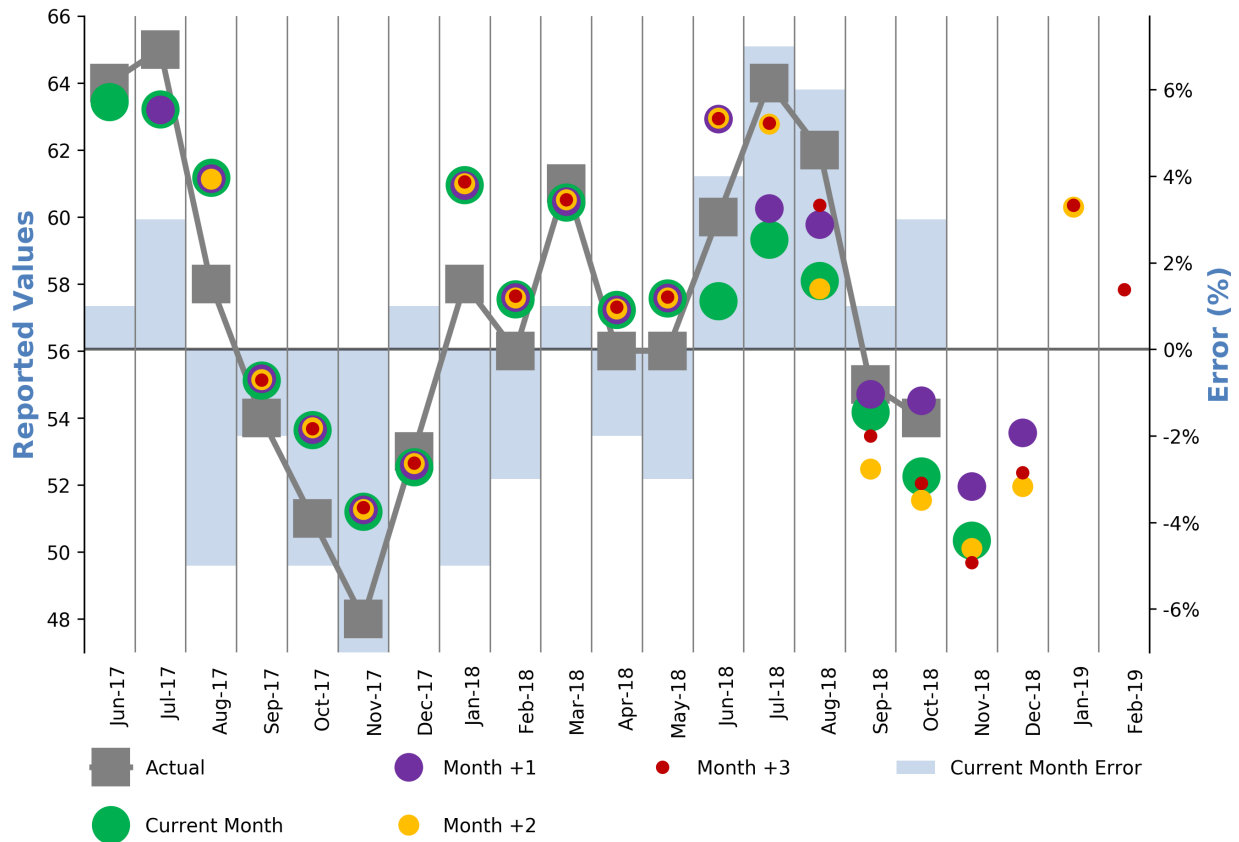
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Monthly Reported Values



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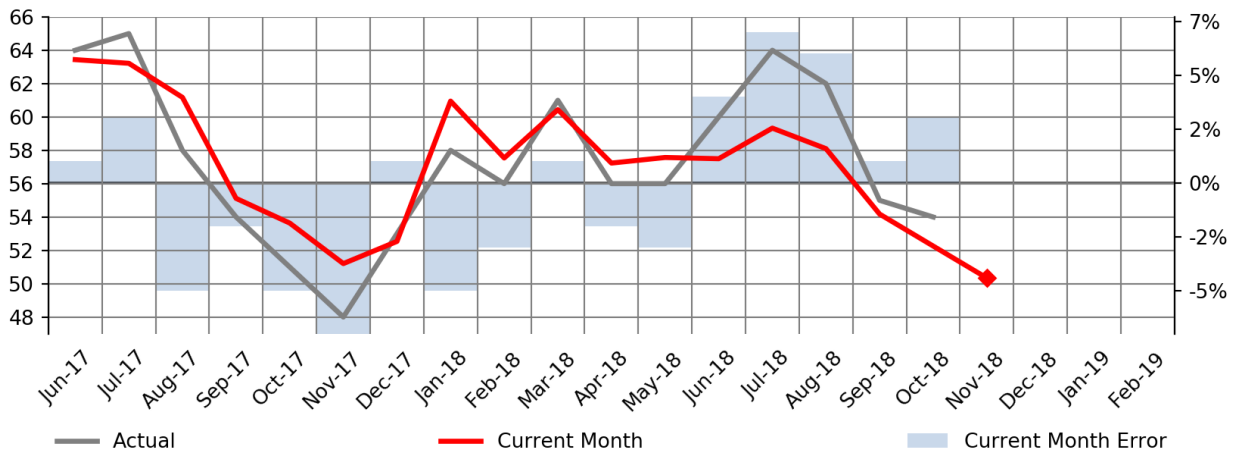
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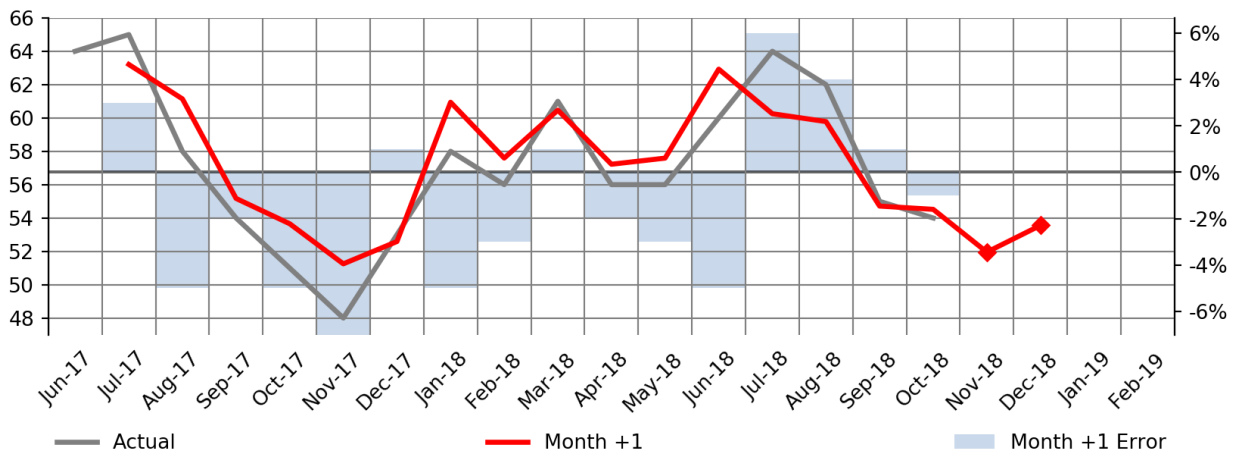
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Current Month: Forecast vs. Actual



Month +1: Forecast vs. Actual



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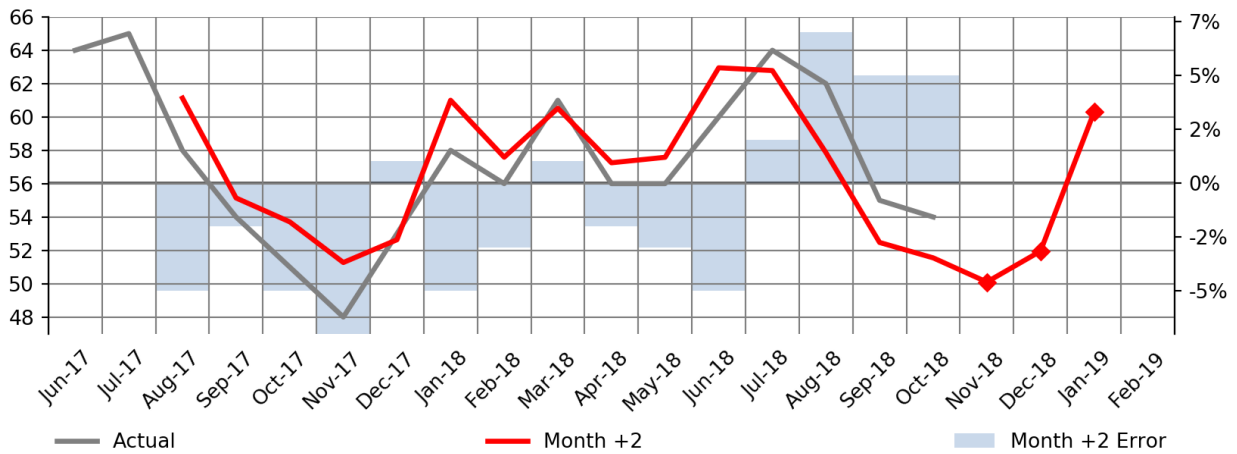
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Month +2: Forecast vs. Actual



Month +3: Forecast vs. Actual

