

## Paint Shade - Grey: (U.S.) Search Engine Interest Forecast

### Search Engine Interest Forecast

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### November 2018 Reported Values

Reported Values

90

y/o/y %change

-10%

### Current Forecasts (Reported Values)

Dec 2018

90

Jan 2019

91

Feb 2019

86

Mar 2019

83

### Observations:

- 

**All forecasting is subject to high degrees of error due to market volatility and other unpredictable events.**

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The table below shows historical actual monthly reported values versus internally-generated forecasts for 07 2017 to 03 2019. Each month has a reported values forecast for the current month, month +1, month +2, and month +3. Actual reported values are displayed in the middle of the table, and forecast errors are displayed on the right side of the table.

| 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 |
| 07-2017                  | 86            |          |          |          | 94            | 7               |          |          |          |
| 08-2017                  | 89            | 87       |          |          | 90            | 0               | 2        |          |          |
| 09-2017                  | 88            | 88       | 87       |          | 88            | 0               | 0        | 0        |          |
| 10-2017                  | 88            | 89       | 88       | 87       | 94            | 5               | 5        | 5        | 6        |
| 11-2017                  | 90            | 89       | 89       | 89       | 100           | 9               | 10       | 10       | 10       |
| 12-2017                  | 93            | 90       | 89       | 89       | 97            | 3               | 6        | 7        | 7        |
| 01-2018                  | 93            | 91       | 89       | 89       | 92            | -1              | 0        | 2        | 3        |
| 02-2018                  | 91            | 92       | 90       | 89       | 92            | 0               | 0        | 1        | 2        |
| 03-2018                  | 92            | 91       | 92       | 91       | 94            | 1               | 2        | 1        | 2        |
| 04-2018                  | 92            | 92       | 92       | 92       | 93            | 0               | 0        | 0        | 0        |
| 05-2018                  | 92            | 92       | 91       | 91       | 91            | -1              | -1       | -1       | -1       |
| 06-2018                  | 91            | 91       | 91       | 91       | 90            | -1              | -1       | -1       | -1       |
| 07-2018                  | 92            | 93       | 93       | 93       | 93            | 0               | 0        | 0        | 0        |
| 08-2018                  | 94            | 90       | 92       | 93       | 95            | 0               | 4        | 2        | 2        |
| 09-2018                  | 93            | 92       | 91       | 92       | 89            | -4              | -3       | -2       | -3       |
| 10-2018                  | 92            | 90       | 88       | 92       | 87            | -6              | -3       | -1       | -5       |
| 11-2018                  | 89            | 89       | 91       | 93       | 90            | 0               | 0        | -1       | -3       |
| 12-2018                  | 90            | 88       | 91       | 96       |               |                 |          |          |          |
| 01-2019                  |               | 90       | 85       | 91       |               |                 |          |          |          |
| 02-2019                  |               |          | 86       | 86       |               |                 |          |          |          |
| 03-2019                  |               |          |          | 83       |               |                 |          |          |          |

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## Search Engine Interest Forecast

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The graph below is a visual representation of actual monthly reported values versus internally-generated forecasts. Each month has a reported values forecast 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.

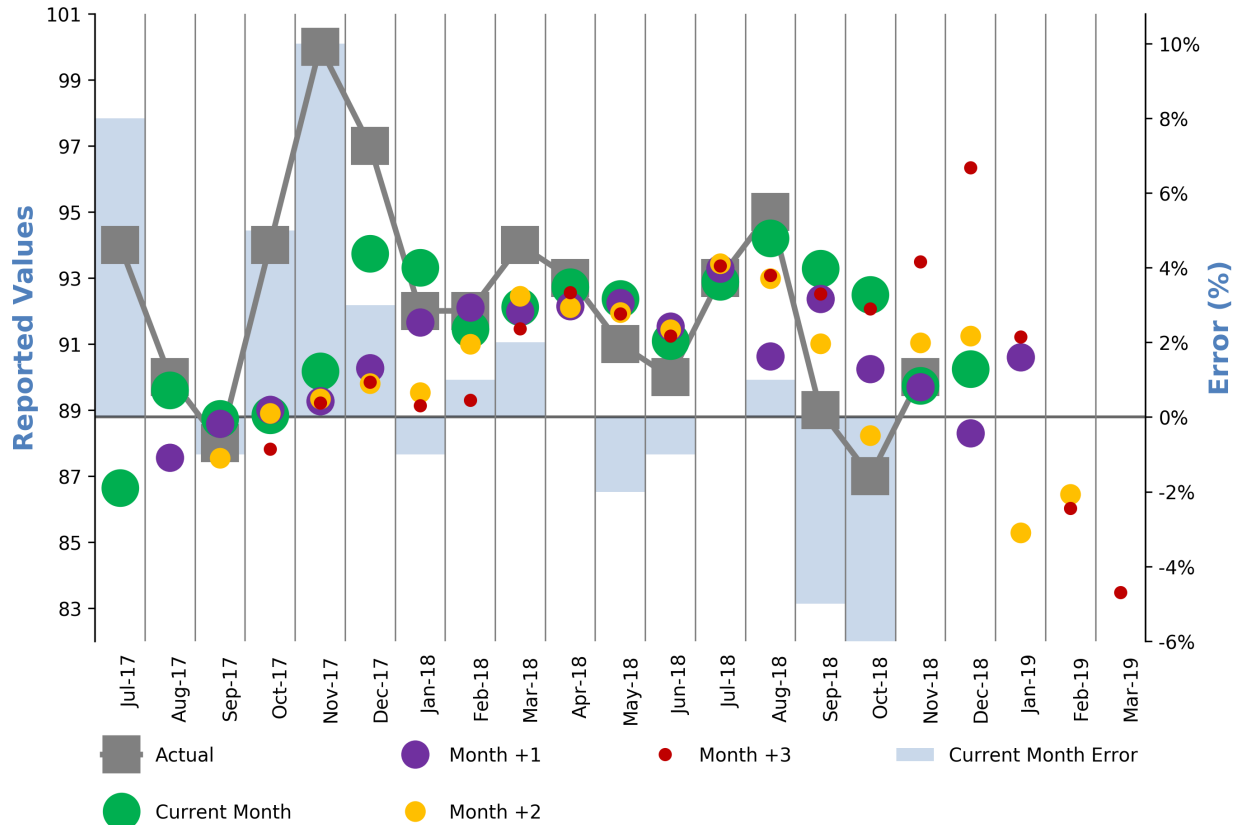
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### Monthly Reported Values



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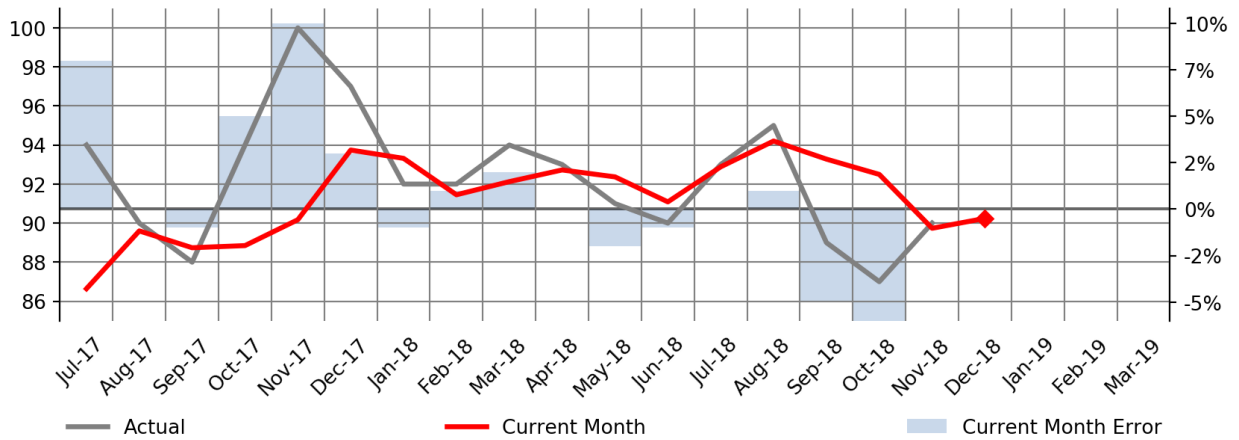
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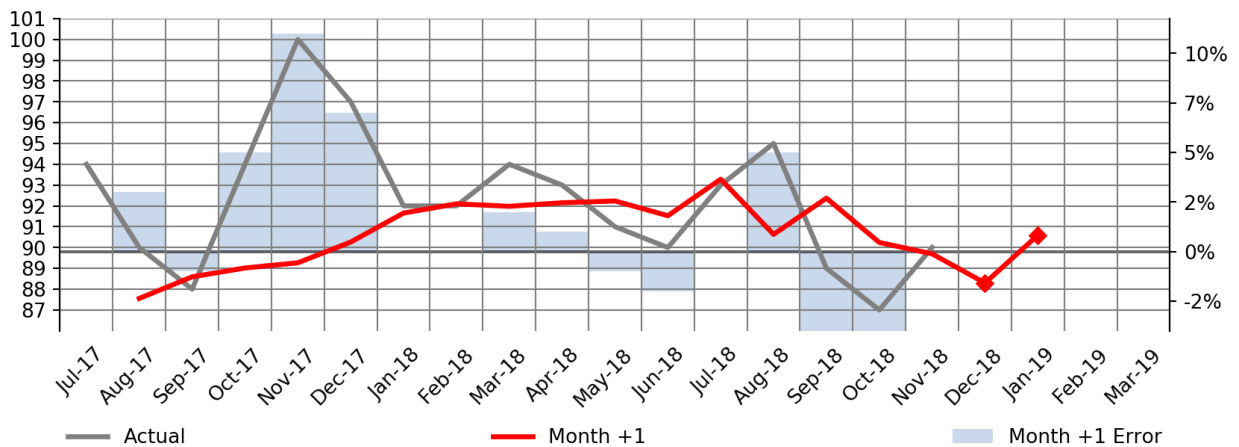
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## Current Month: Forecast vs. Actual



## Month +1: Forecast vs. Actual



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Search Engine Interest Forecast

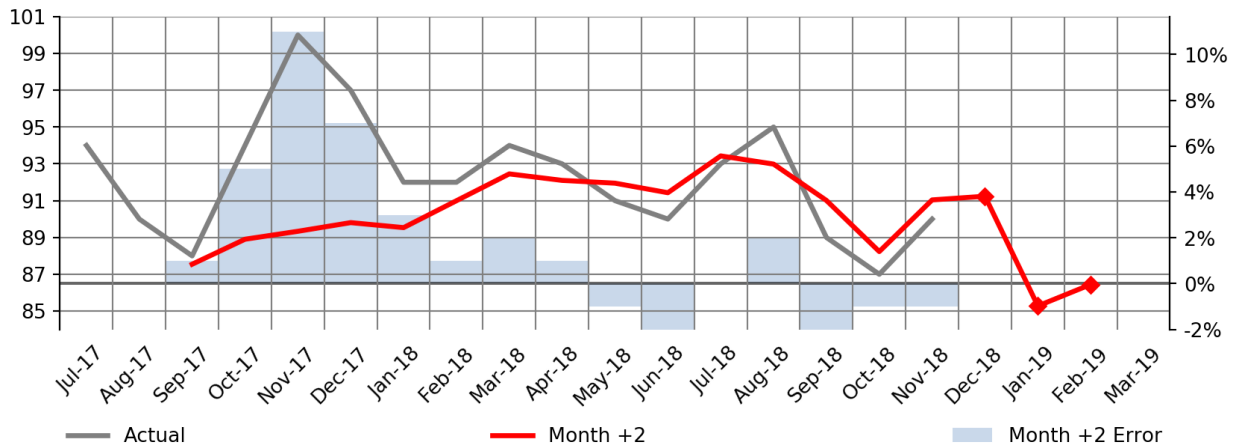
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## Month +2: Forecast vs. Actual



## Month +3: Forecast vs. Actual

