Name(s) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

You may work together in teams of up to three students on this assignment as long as all students put in an equal amount of effort. No freeloaders!

**BA 353: Take Home Exam 1.5**

Due TBA.

**1) (5 points)** **Seasonality:** The data in the table below (and available online) represent monthly gross sales for Ska Brewing Company from 2009 to 2012. This is *real (old) data*, let’s help Ska forecast 2013…

**a)** Sum up the totals for each year and fill in the blanks below.

**b)** Forecast demand for each month and the total for 2013 using linear regression. Note: This table is *transposed* compared to the seasonality example we looked at in class – in this case, you will be forecasting horizontally.

**c)** Graph the monthly data *and* forecasts (preferably with a different marker/color) in **chronological order** to display the seasonal pattern. Attach or insert a **printout** of this graph.

**d)** Determine the slope for each month and fill in the blanks below. According to the slopes, which **two** months are growing the fastest (at about the same rate)?

**e)** Interpret the slope for the two fastest growing month(s) **and** interpret the annual slope.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **9** | **10** | **11** | **12** | **13** | **Slope** |
| **January** | $ 193,481 | $ 267,782 | $ 319,313 | $ 375,117 |  |  |
| **February** | $ 170,674 | $ 225,592 | $ 323,726 | $ 391,677 |  |  |
| **March** | $ 228,095 | $ 356,604 | $ 342,353 | $ 426,746 |  |  |
| **April** | $ 232,372 | $ 274,723 | $ 361,315 | $ 535,876 |  |  |
| **May** | $ 288,188 | $ 377,369 | $ 612,500 | $ 659,204 |  |  |
| **June** | $ 304,763 | $ 439,907 | $ 564,599 | $ 582,670 |  |  |
| **July** | $ 337,825 | $ 430,999 | $ 518,422 | $ 663,534 |  |  |
| **August** | $ 342,121 | $ 485,822 | $ 623,860 | $ 564,901 |  |  |
| **September** | $ 320,011 | $ 407,577 | $ 412,091 | $ 636,399 |  |  |
| **October** | $ 304,756 | $ 450,234 | $ 530,636 | $ 727,822 |  |  |
| **November** | $ 221,514 | $ 315,238 | $ 313,034 | $ 539,011 |  |  |
| **December** | $ 235,591 | $ 345,135 | $ 395,686 | $ 450,188 |  |  |
| **Total** |  |  |  |  |  |  |

**Extra Credit:** Forecast demand for each month in 2013 using the =forecast.ets() function in MS Excel. Good luck!