forecasting using simple exponential smoothing method

#simple exponential smoothing #time series forecasting #SES method #predictive analytics #demand forecasting

Explore the fundamentals of forecasting using the simple exponential smoothing (SES) method. This straightforward statistical technique provides a reliable way to predict future values by assigning exponentially decreasing weights to past observations, making it ideal for datasets without significant trends or seasonality. Understand how SES can be effectively applied for various time series forecasting needs, offering a clear path to improved predictions.

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