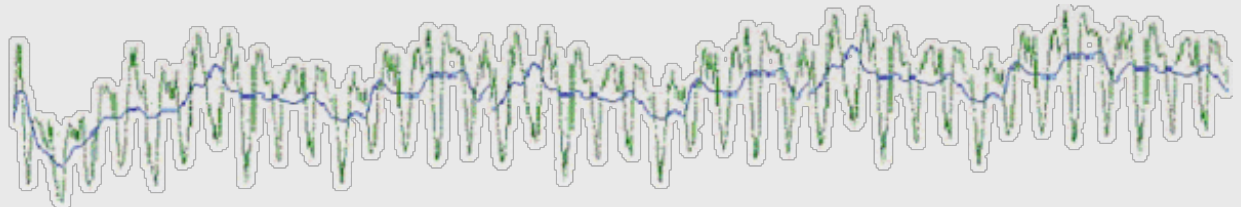

Seasonal Adjustment in the Private Sector

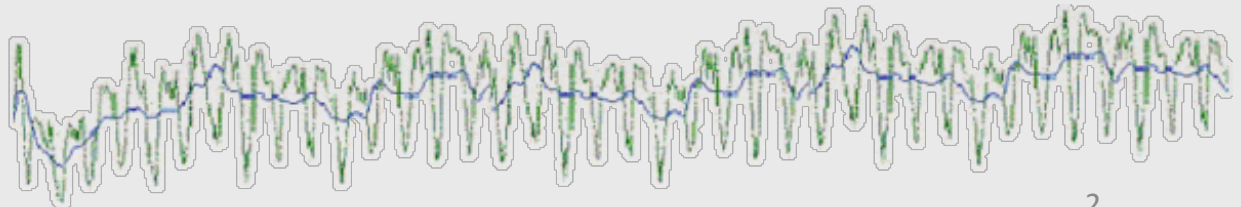
Catherine Harvill Hood, Director
Catherine Hood Consulting

At the 1st SAPW, 4 Nov 2016



My Clients

- Organizations that want to learn more about seasonal adjustment and X-12/X-13
- Organizations that want seasonal adjustments and forecasts for their data
- Businesses providing financial services that are interested in forecasting government press releases and analyzing revisions
- Students who need graphs for dissertations

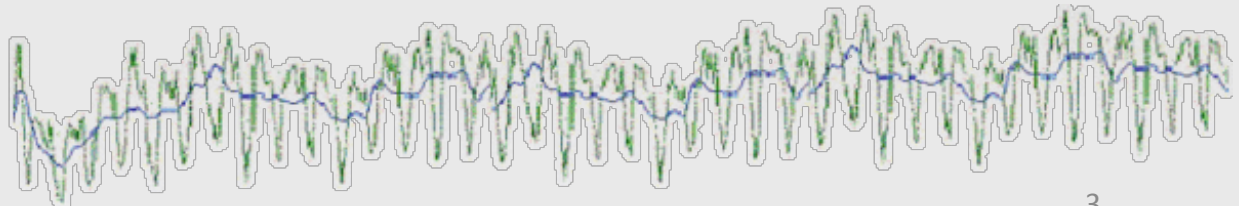


The Need for Seasonal Models

- Apple iPods (2009–2011)
- Apple, after October 2011

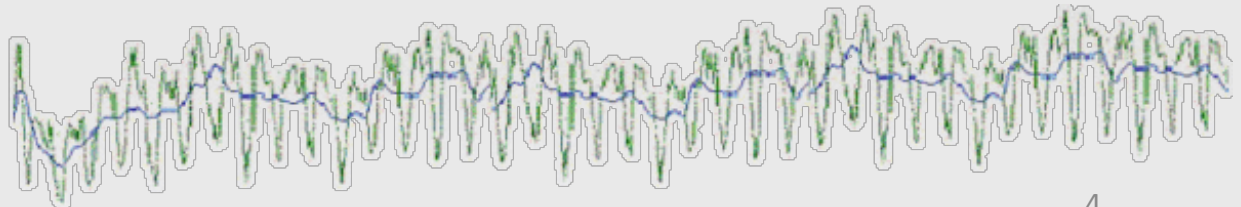
"We don't believe in such laws as laws of large numbers. It's just sort of an old dogma, I think, that was cooked up by somebody."

— Apple CEO Tim Cook, 10 Feb 2015



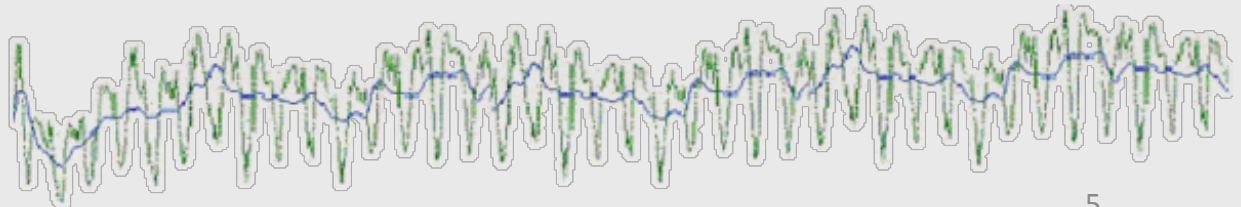
Setting Up Input Files

- Ford Motor Company
 - Unexpected trading day patterns
 - 4 week/5 week reporting



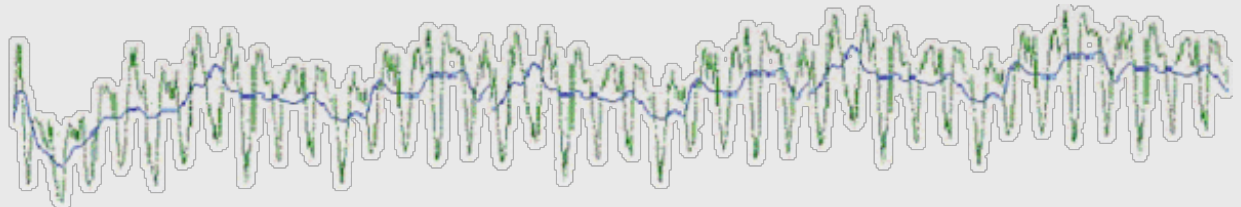
Forecasting Government Press Releases

- In the past five years, there have been more than 200 different individuals submitting forecasts of “high frequency” data to Bloomberg and MarketWatch.
 - Looking at the data from Bloomberg (which isn’t public), more than 80% of the forecasters don’t perform better than the consensus.



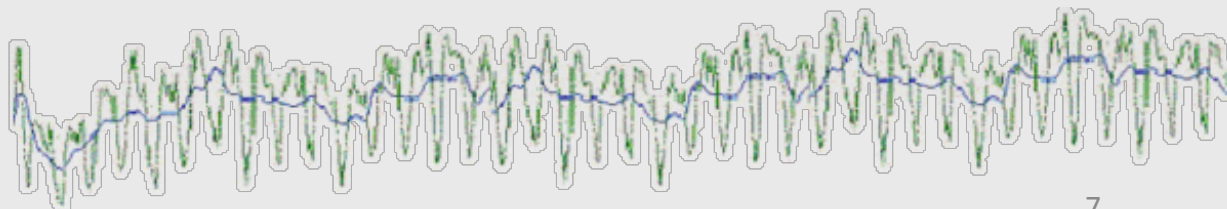
Top Forecasters

- However, the MarketWatch Top Forecasters list has the same six to eight names every month.
- The forecasters that do well understand seasonal adjustment and trading day effects.



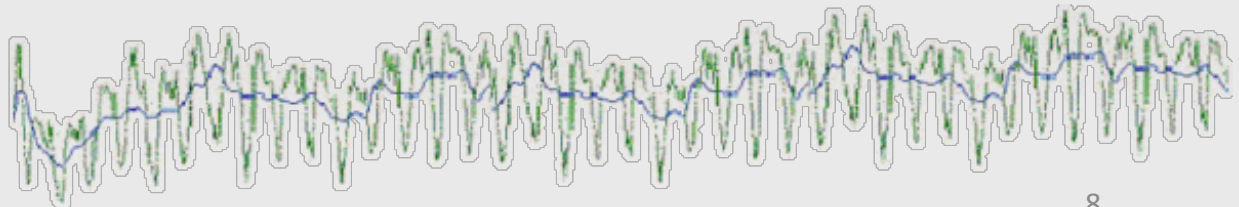
Details in the Data

- KPR (Constant Period Reporter) factors in the Advanced Monthly Retail Trade Survey
- Original (not seasonally adjusted) data for U.S. Exports and Imports of Goods by End-Use Category
- Unrounded original data for U.S. Housing Starts and Building Permits



Analyzing Published Seasonally Adjusted Series

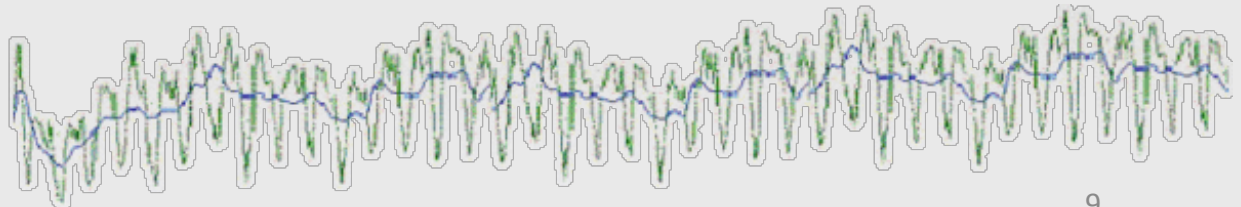
- December 2015 revisions to the Monthly Retail Sales numbers
- National Association of Realtors Existing Home Sales



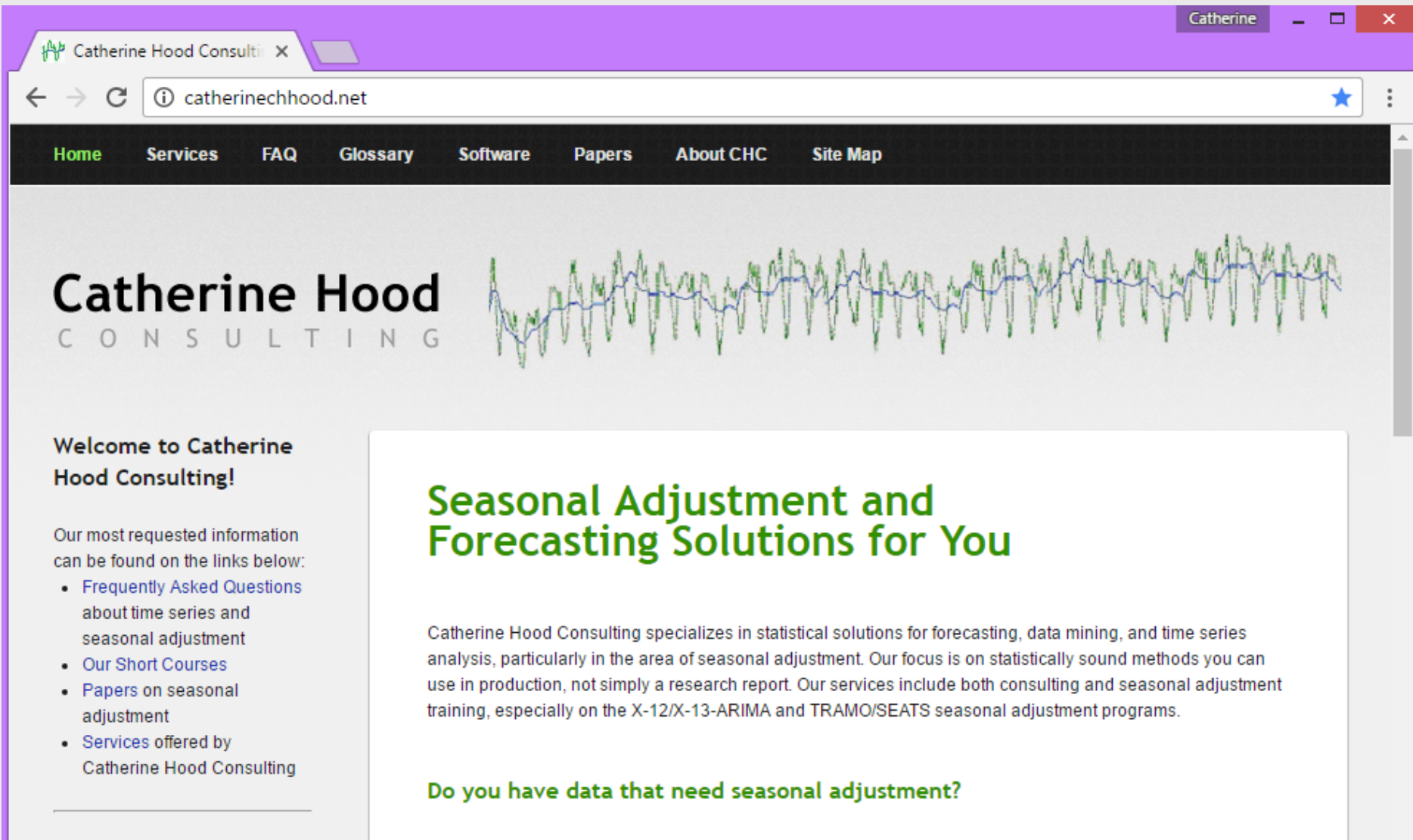
Freedom of Information Act

"We have it, and we're not afraid to use it."
— Catherine Hood Consulting clients

- Statisticians and economists want to see what's going on with the seasonal adjustments. They understand the huge impact the factors will have on the published numbers.



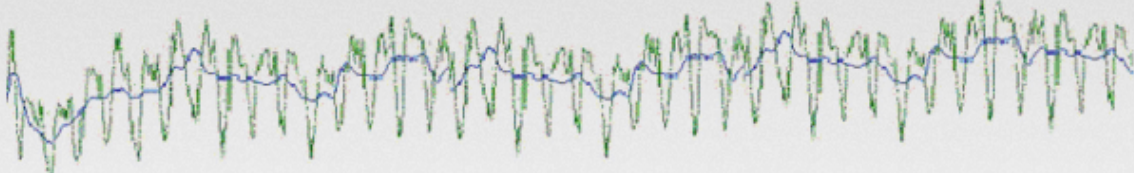
Web: cchhood.com or catherinechhood.net
Email: cchhood@gmail.com

A screenshot of a web browser displaying the Catherine Hood Consulting website. The browser's address bar shows 'catherinechhood.net'. The website has a purple header with a navigation menu: Home, Services, FAQ, Glossary, Software, Papers, About CHC, and Site Map. The main content area features the company logo 'Catherine Hood CONSULTING' and a line graph with green and blue data series. Below the logo, there is a 'Welcome to Catherine Hood Consulting!' section with a list of links: 'Frequently Asked Questions about time series and seasonal adjustment', 'Our Short Courses', 'Papers on seasonal adjustment', and 'Services offered by Catherine Hood Consulting'. To the right, a large white box contains the heading 'Seasonal Adjustment and Forecasting Solutions for You' in green, followed by a paragraph describing the company's specialization in statistical solutions for forecasting, data mining, and time series analysis, particularly in seasonal adjustment. The paragraph mentions the use of X-12/X-13-ARIMA and TRAMO/SEATS programs. At the bottom of this box, it asks 'Do you have data that need seasonal adjustment?' in green.

Catherine Hood Consulting

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Catherine Hood CONSULTING



Welcome to Catherine Hood Consulting!

Our most requested information can be found on the links below:

- [Frequently Asked Questions](#) about time series and seasonal adjustment
- [Our Short Courses](#)
- [Papers](#) on seasonal adjustment
- [Services](#) offered by Catherine Hood Consulting

Seasonal Adjustment and Forecasting Solutions for You

Catherine Hood Consulting specializes in statistical solutions for forecasting, data mining, and time series analysis, particularly in the area of seasonal adjustment. Our focus is on statistically sound methods you can use in production, not simply a research report. Our services include both consulting and seasonal adjustment training, especially on the X-12/X-13-ARIMA and TRAMO/SEATS seasonal adjustment programs.

Do you have data that need seasonal adjustment?

Sources

- “Tim Cook Doesn't Believe This Made-Up Math Law Will Limit Apple's Growth” on Bloomberg.com. Web. 2 Nov 2016.
(<https://www.bloomberg.com/news/articles/2015-02-11/tim-cook-doesn-t-believe-this-made-up-math-law-will-limit-apple-s-growth>)

