Table 15.3 Exponential smoothing forecast

Month	Unique song downloads (000s)	Exponential smoothing forecast	Forecast error	Squared forecast error	Smoothing constant
January	95				*0.15*
February	124	95	29.00	841.00	
March	99	99.35	–0.35	0.12	
April	110	99.30	10.70	114.54	
May	95	100.90	–5.90	34.84	