**Case 3 Data**

Following are the data for website hits and app sales (number of the Lottery apps.)

|  |  |  |
| --- | --- | --- |
| Month | Hits | Sales |
| Jan | 1200 | 420 |
| Feb | 820 | 545 |
| Mar | 1151 | 301 |
| Apr | 1050 | 510 |
| May | 1180 | 485 |
| Jun | 1047 | 525 |
| Jul | 1102 | 460 |
| Aug | 1054 | 500 |
| Sep | 1254 | 402 |
| Oct | 1071 | 584 |
| Nov | 1120 | 422 |
| Dec | 1287 | 514 |
| Jan | 1164 | 441 |
| Feb | 1159 |  ---- |
| Mar | 1298 |  ---- |

April ---- ----

**IMPORTANT:** Be sure to shift the monthly sales up by one month because the theory is that the hits predict the next month sales (e.g., the 1,200 hits in January are paired with February’s sales of 545). Therefore, your data will look like this:

|  |  |  |
| --- | --- | --- |
| Month | Hits | Sales |
| Jan | 1200 | 545 |
| Feb | 820 | 301 |
| Mar | 1151 | 510 |
| Apr | 1050 | 485 |
| May | 1180 | 525 |
| Jun | 1047 | 460 |
| Jul | 1102 | 500 |
| Aug | 1054 | 402 |
| Sep | 1254 | 584 |
| Oct | 1071 | 422 |
| Nov | 1120 | 514 |
| Dec | 1287 | 441 |

Use the monthly hits for Jan through Mar to predict the sales for Feb through Apr.

When you have done so, ask your Instructor to provide the data for the actual sales for Jan through Apr.