

	A	B	C	D	E	F
1	Data on drugstore promotional expenditures and sales					
2	Note: each value is a percentage of what the leading competitor did					
3						
4	Region	Promote	Sales			
5	1	77	85			
6	2	110	103			
7	3	110	102			
8	4	93	109			
9	5	90	85			
10	6	95	103			
11	7	100	110			
12	8	85	86			
13	9	96	92			
14	10	83	87			
15	11	88	99			
16	12	94	101			
17	13	104	109			
18	14	89	81			
19	15	95	107			
20	16	94	95			
21	17	96	109			
22	18	92	113			
23	19	93	84			
24	20	98	98			
25	21	103	112			
26	22	95	96			
27	23	103	93			
28	24	89	97			
29	25	97	92			
30	26	97	105			
31	27	99	102			
32	28	101	105			
33	29	113	118			
34	30	86	82			
35	31	100	101			
36	32	96	97			
37	33	105	101			
38	34	101	104			
39	35	89	91			
40	36	90	99			
41	37	102	112			
42	38	106	104			
43	39	116	111			
44	40	117	119			
45	41	100	94			
46	42	96	81			
47	43	88	92			
48	44	109	108			
49	45	109	103			
50	46	116	113			
51	47	98	104			
52	48	100	98			
53	49	95	108			
54	50	96	87			

Stanje konec obdobja	Število uporabnikov kartice zvestobe
2001Q1	25,767
2001Q2	25,608
2001Q3	25,789
2001Q4	26,217
2002Q1	26,964
2002Q2	27,437
2002Q3	27,487
2002Q4	29,743
2003Q1	31,270
2003Q2	32,671
2003Q3	33,667
2003Q4	36,068
2004Q1	36,218
2004Q2	37,275
2004Q3	41,283
2004Q4	44,275
2005Q1	44,467
2005Q2	46,581
2005Q3	45,892
2005Q4	46,987
2006Q1	46,194
2006Q2	48,508
2006Q3	48,806
2006Q4	50,733
2007Q1	51,825
2007Q2	52,031
2007Q3	53,869

Metoda povprečne četrtletne stopnje rasti
 Bazni indeks
 Povprečna četrtletna stopnja rasti
 Napoved

Metoda linearne ekstrapolacije
 Celotni prirast
 Povprečni četrtletni prirast
 Napoved

Metoda linearnega trenda
 Napoved