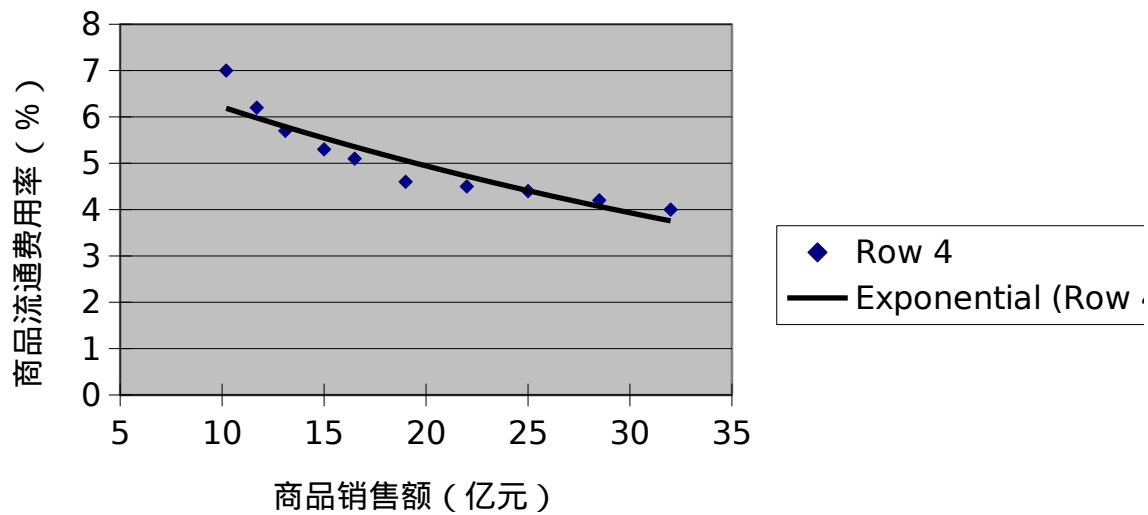


购物城1995～2004年的销售额和流通费用率

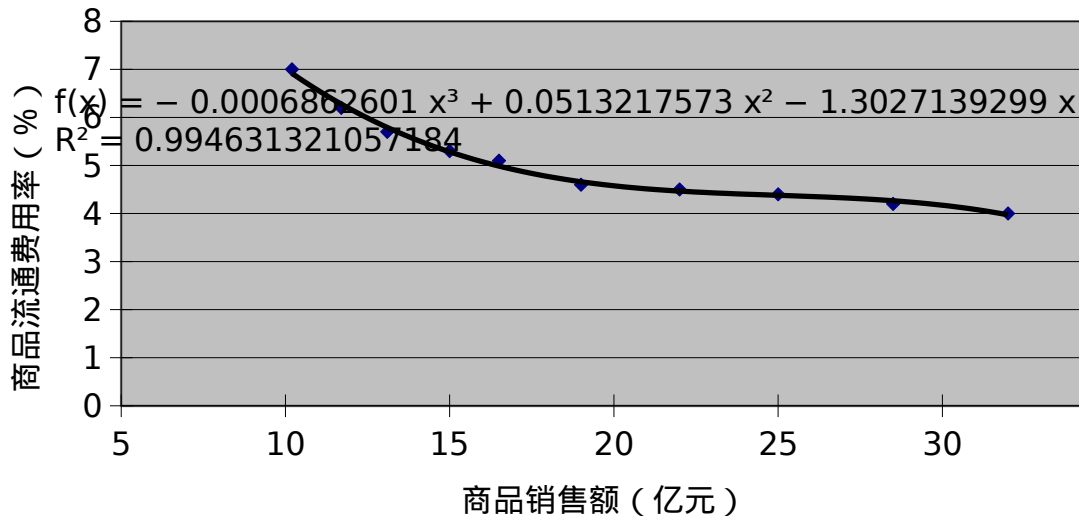
| 年份      | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---------|------|------|------|------|------|------|------|------|
| 商品销售额   | 10.2 | 11.7 | 13.1 | 15   | 16.5 | 19   | 22   | 25   |
| 商品流通费用率 | 7    | 6.2  | 5.7  | 5.3  | 5.1  | 4.6  | 4.5  | 4.4  |

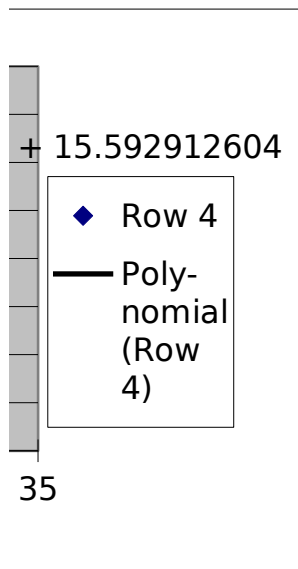


2.561

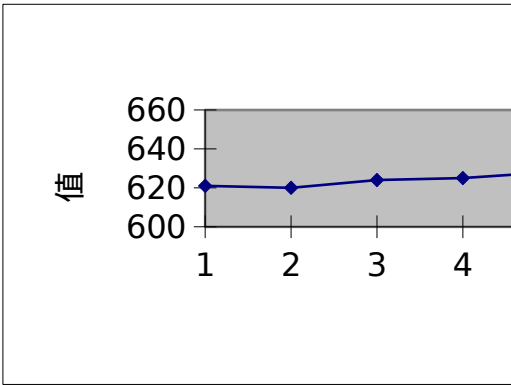
|      |      |
|------|------|
| 2003 | 2004 |
| 28.5 | 32   |
| 4.2  | 4    |

4)



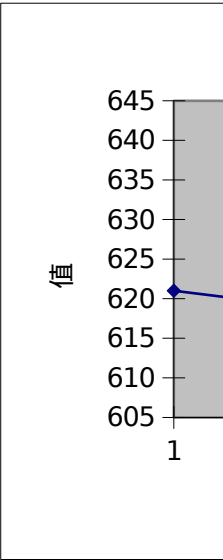
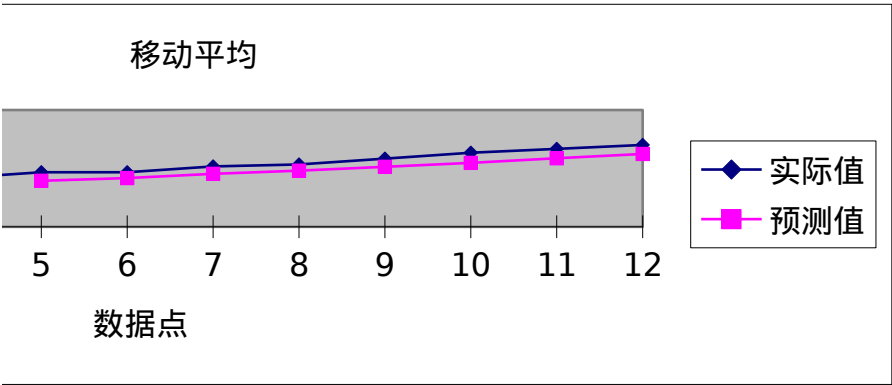
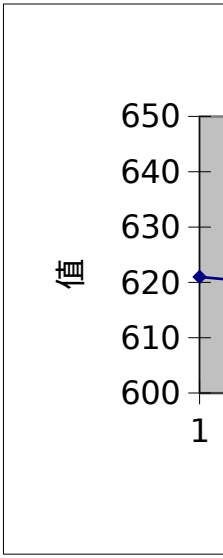


| 月份t | 销售量y | 5个月移动平均 | 5个月标准误差       |
|-----|------|---------|---------------|
| 1   | 621  |         |               |
| 2   | 620  |         |               |
| 3   | 624  |         |               |
| 4   | 625  |         |               |
| 5   | 628  | 623.6   |               |
| 6   | 628  | 625     |               |
| 7   | 631  | 627.2   |               |
| 8   | 632  | 628.8   |               |
| 9   | 635  | 630.8   | 3.75978722802 |
| 10  | 638  | 632.8   | 3.95878769322 |
| 11  | 640  | 635.2   | 4.29883705204 |
| 12  | 642  | 637.4   | 4.45241507499 |

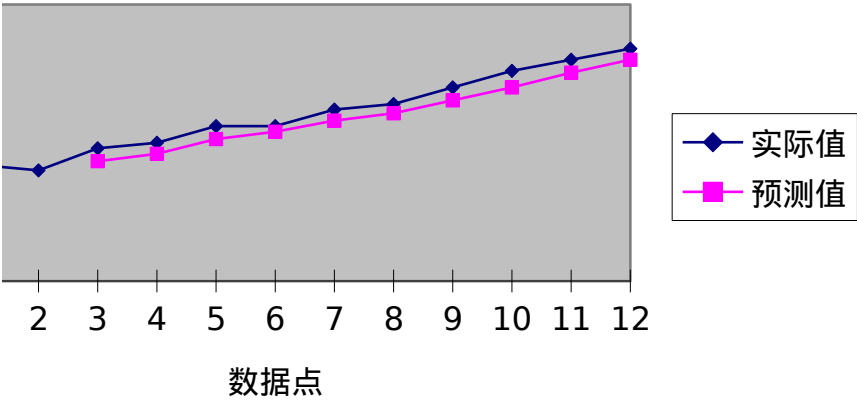


623.6  
625  
627.2  
628.8  
630.8 3.759787228  
632.8 3.958787693  
635.2 4.298837052  
637.4 4.452415075

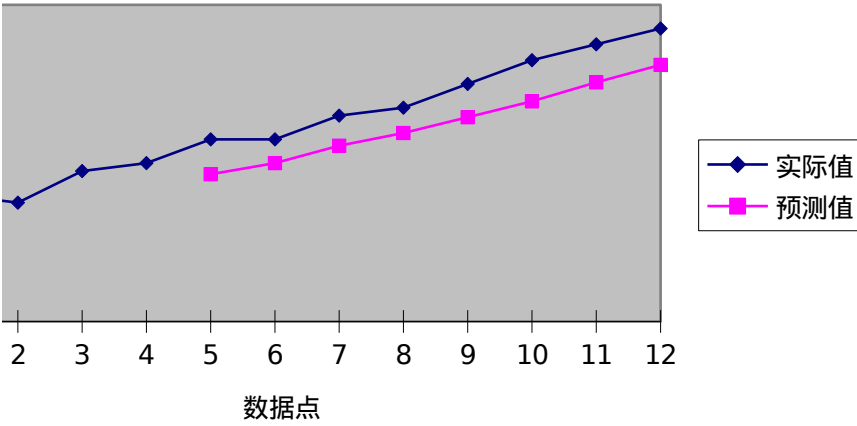
| 3个月移动平均        | 3个月标准误差        |
|----------------|----------------|
| 621.6666666667 |                |
| 623            |                |
| 625.6666666667 | 2.22777085064  |
| 627            | 1.865872847083 |
| 629            | 1.865872847083 |
| 630.3333333333 | 1.610152971799 |
| 632.6666666667 | 2.018433569398 |
| 635            | 2.395984294761 |
| 637.6666666667 | 2.574806716946 |
| 640            | 2.479545956047 |



移动平均



移动平均



| 月份t | 销售量y |
|-----|------|
| 1   | 621  |
| 2   | 620  |
| 3   | 624  |
| 4   | 625  |
| 5   | 628  |
| 6   | 628  |
| 7   | 631  |
| 8   | 632  |
| 9   | 635  |
| 10  | 638  |
| 11  | 640  |
| 12  | 642  |

621.666666667

623

625.666666667

627

629

630.333333333

632.666666667

635

637.666666667

640

623.4444

625.2222

627.2222

628.7778

630.6667

632.6667

635.1111

637.5556

1.937288

1.706921

1.787013

1.988651

2.307618

2.446127

值

650

640

630

620

610

600

623.6

625

627.2

628.8

630.8 3.759787

632.8 3.958788

635.2 4.298837

637.4 4.452415

