Retail Seasonality Category Analysis

Recommended Actions

Product Stocking :

Q1: Stock clothing category
Just in time stocking 7-14 days:
late Jan and late April.

Q2: Stock electronics, clothing
category
April–May

Q3: Avoid **heavy inventory**

Q4: Stock beauty, electronics
category
Sept–Nov

Marketing:

1. Avoid **overspending** on
marketing during
July–September.
2. **Push discount** and promos in
peak season to increase basket
size and to acquire market
share.
3. Launch **seasonal fashion
collections** or bundle discounts
during peaks (february and
may).
4. Align electronics and beauty ..

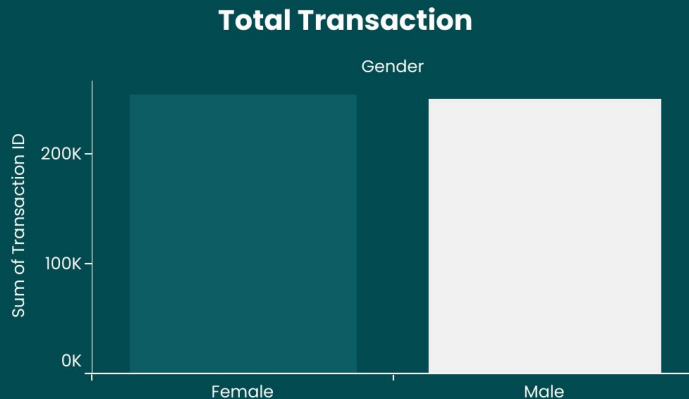## Seasonality Based on Category

Category
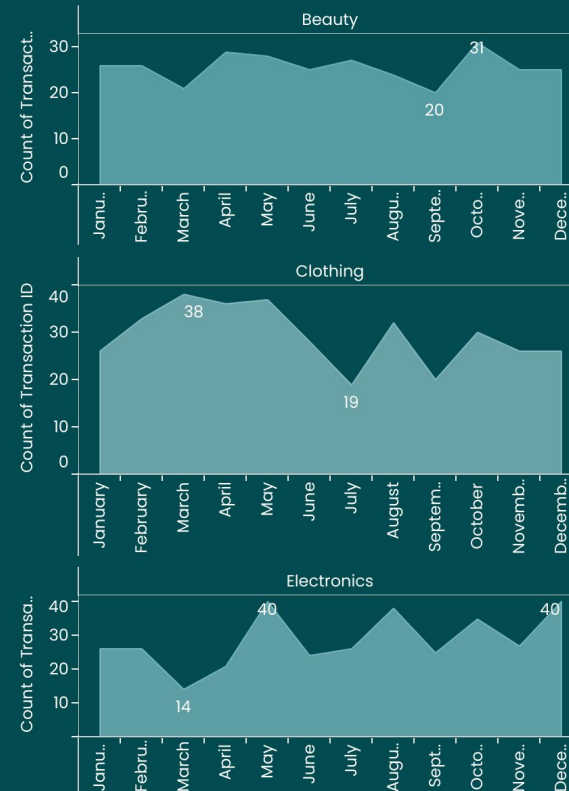
Retail Seasonality Gender Analysis

Recommended Actions

Marketing

1. Focus on gifting-oriented or beauty/fashion campaigns targeting women during December
(holiday shopping season).

2. Run male-oriented promotions (e.g., gadgets, sportswear) in may

Seasonality Based on Gender

Total Transaction