

When Do Gift Shoppers Buy?

Insights from UK Online Gift Retailer Data

Udacity Marketing Analytics Project

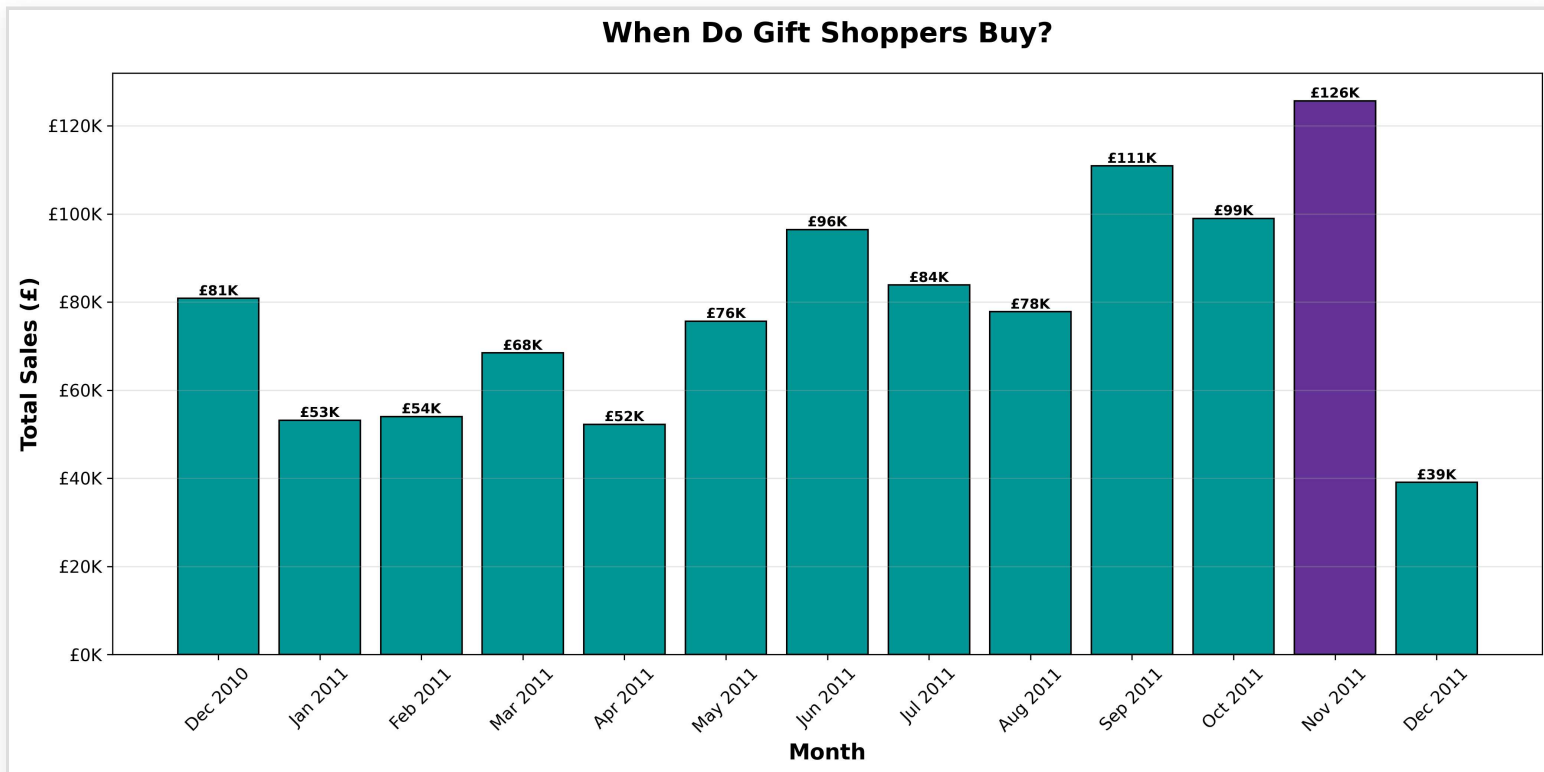
By: Christopher O'Hara, PhD, EngD

The Question

When do customers buy gifts throughout the year?

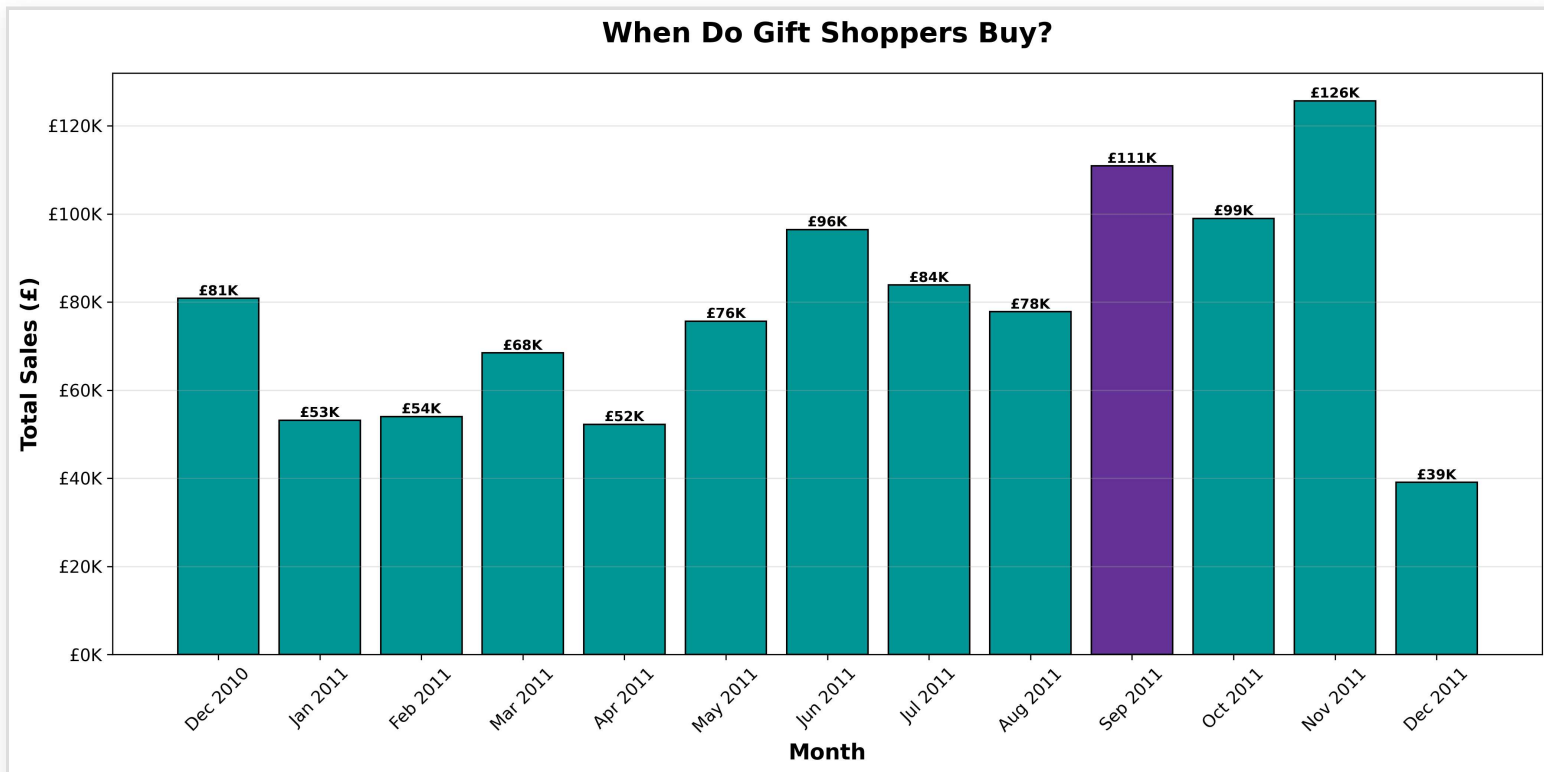
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If you're planning your inventory, **November** is your biggest month!



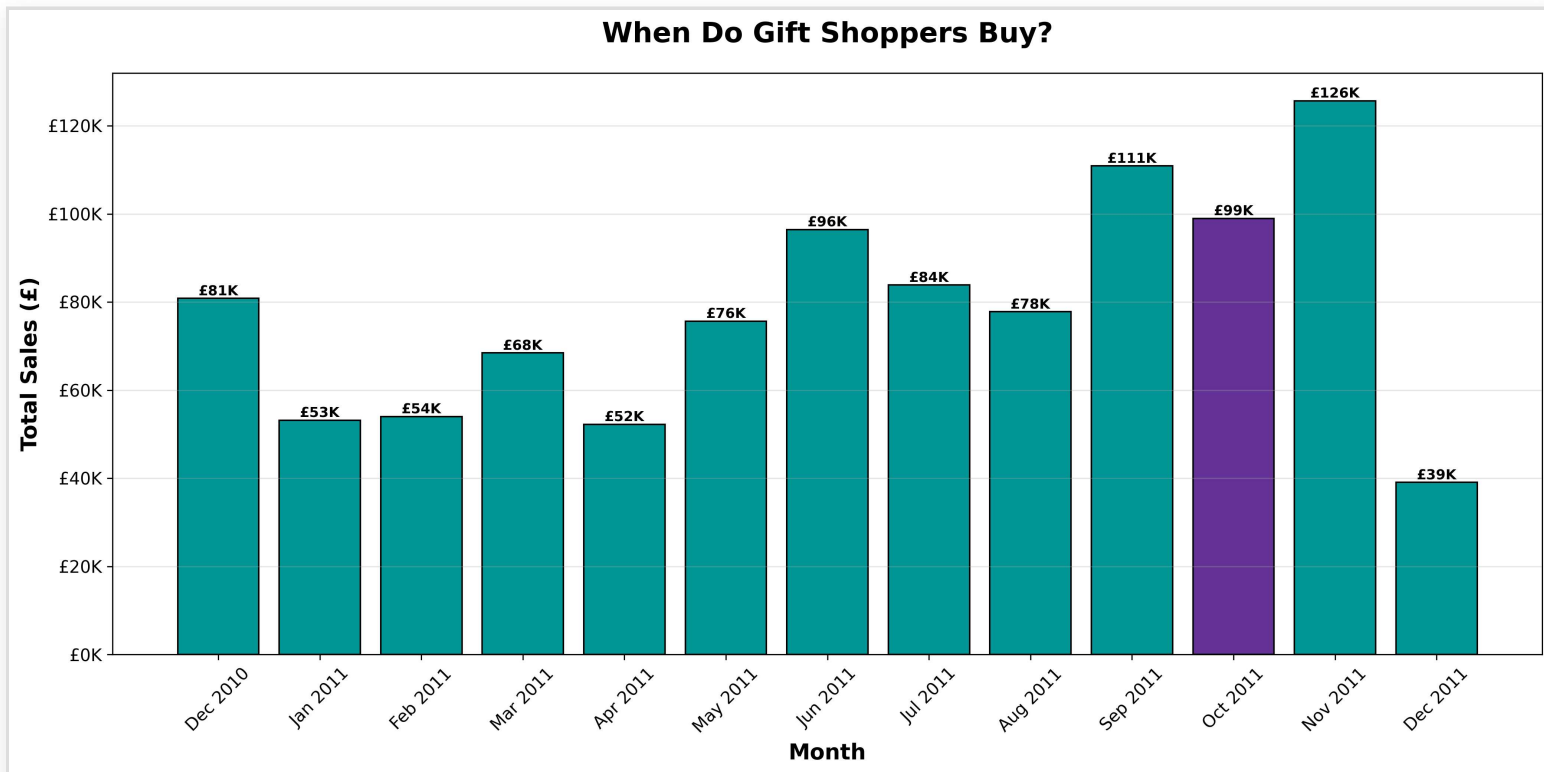
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September is your second busiest month as customers prepare for fall holidays.



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October rounds out the top three as holiday shopping begins.



The Key Insight

33% of your annual sales happen in just three months: September, October, and November.

Gift shoppers prepare early for the holiday season, creating a fall sales surge.

Recommended Actions

Stock Up for Fall!

Increase inventory levels in August to meet September-November demand.

Plan Marketing Campaigns

Launch promotional campaigns in late summer to capture early holiday shoppers.

Hire Seasonal Staff

Bring on extra team members by late August to handle the fall rush.