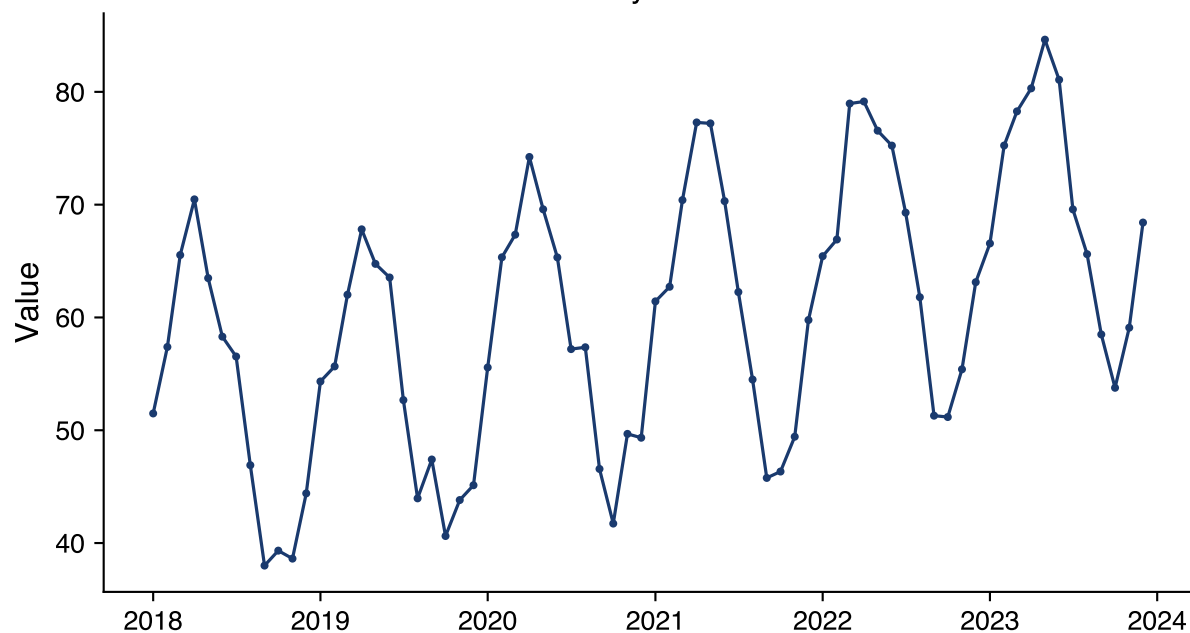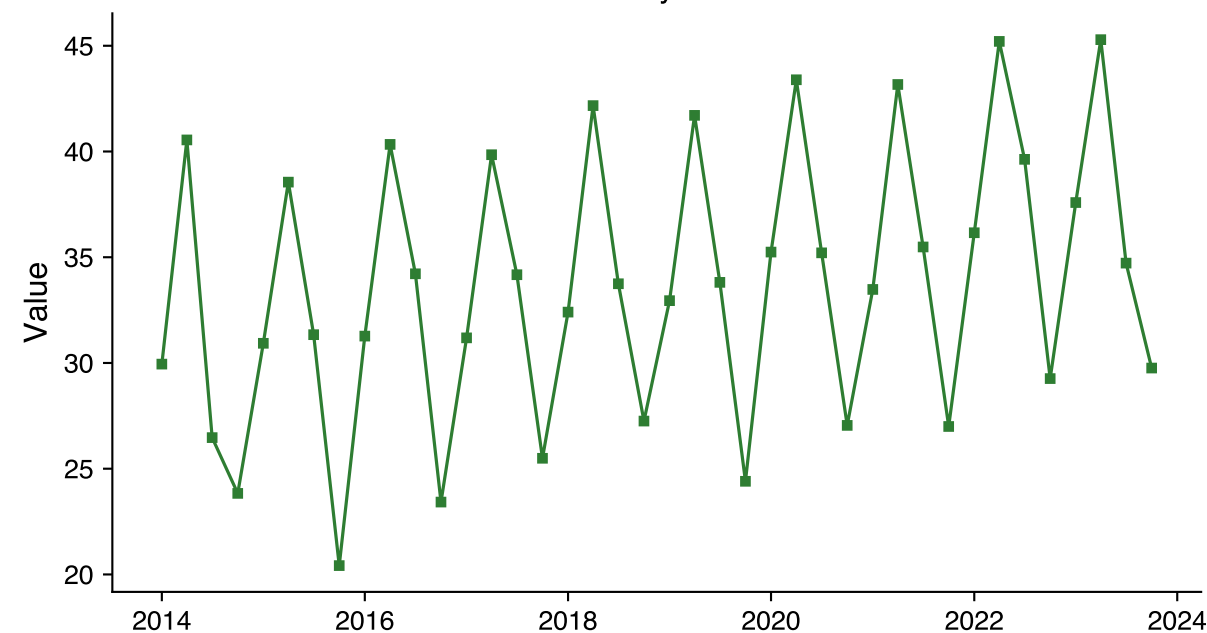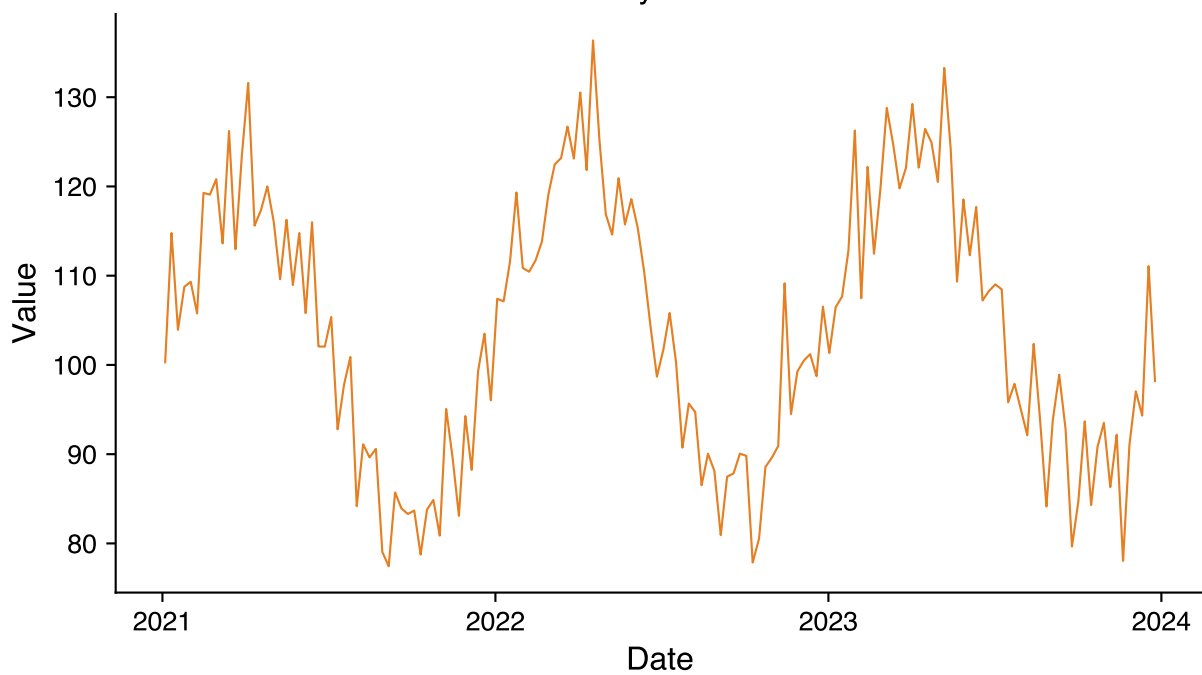Common Seasonal Periods

Monthly: $s = 12$

Quarterly: $s = 4$

Weekly: $s = 52$

Daily: $s = 7$