

occasion_calendar

occasion	user_type	start_month	end_month	multiplier	notes
homecoming	highschool	9	10	1.25	Sept-Oct peak for short and midi dresses
prom	highschool	3	5	1.35	Mar-May very high demand for gowns and sparkly minis
winter_formal	highschool	12	1	1.15	Dec-Jan school formals/holiday parties
football_season	college	9	11	1.15	Game days and tailgates (school colors popular)
date_parties	college	10	4	1.10	Themed mixers and semi-formals
formals	college	11	4	1.25	Greek life and club formals
rush	college	8	8	1.20	Panhellenic recruitment (neutrals/white)