Seasonal patterns in categories

Growth Rate

% Growth rate

-20,0%   131,9%

	Month											
Categorie	1	2	3	4	5	6	7	8	9	10	11	12
Bicycles & Accessories												
Toys & Games												
Tools & Construction												
Home & Garden												
Electronics & Software												
Kitchen Appliances & Accessories												
Fashion & Accessories												
Car												
Health & Wellness												
Drinks												
Miscellaneous												
Photography & Optics												
Food												
Outdoor												
Winter Sports												
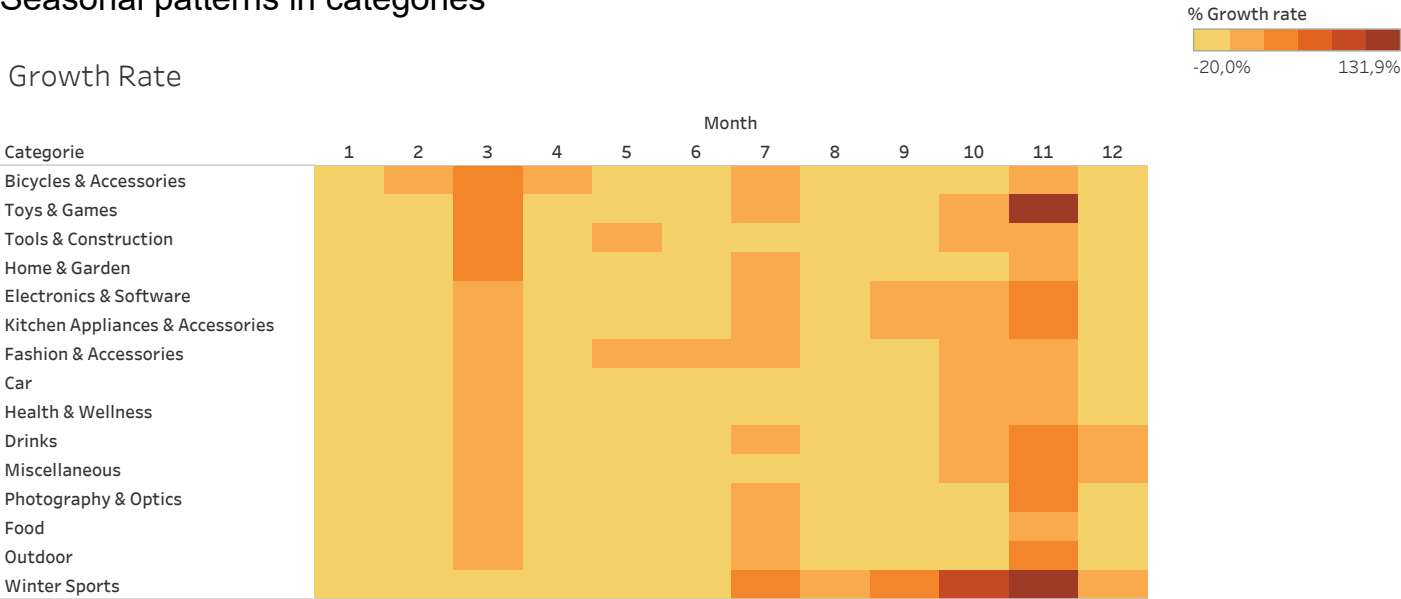
High performer per Quarter

Sub-Catego..

men's boots
thermostats
toy vehicles
cool boxes
garden pum..
trekking sa..
garden hoses
brushcutters
sun care

Q1   Q2   Q3

Overview

Month

Clicks

8M 7.206.186   8.445.936
6M   6.851.407 6.558.454   6.498.513
    5.777.634   5.895.551   6.104.228 6.351.665
4M

2M

0M
        2   4   6   8   10   12
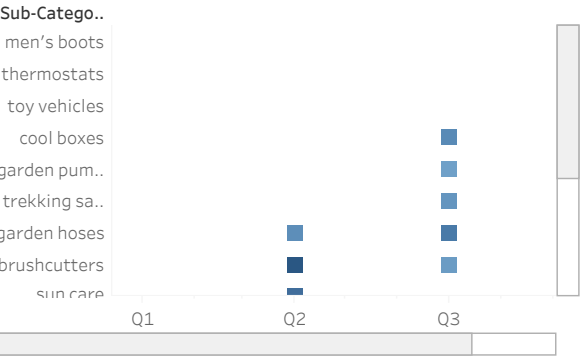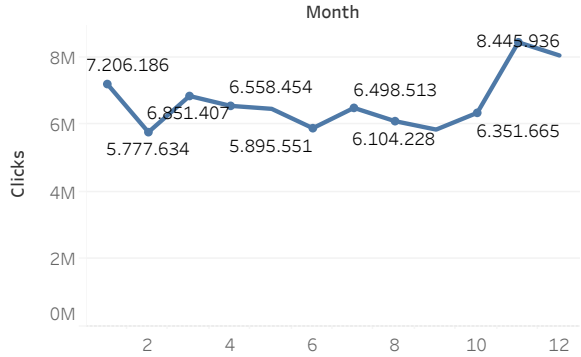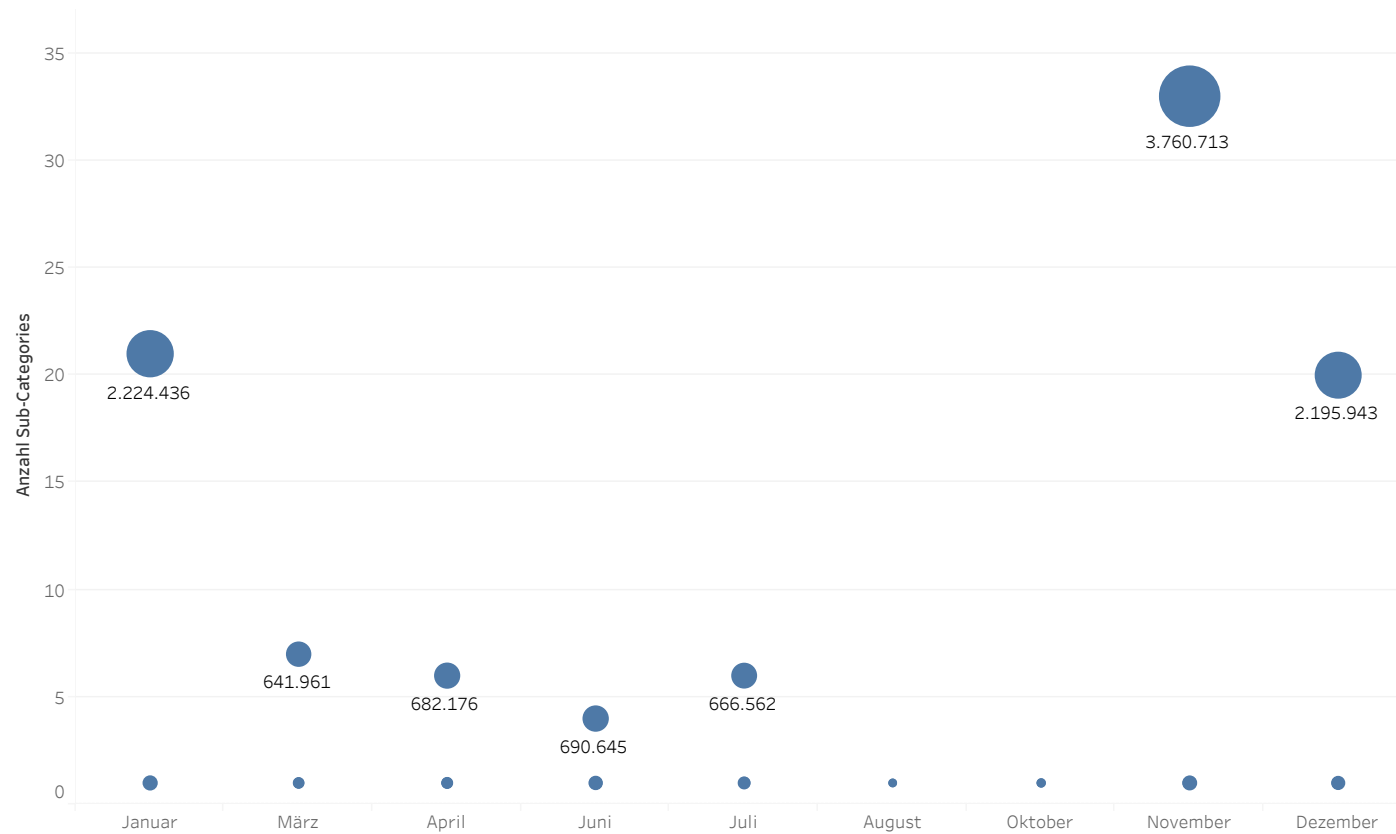
Common patterns

Best month per category

Are there categories with a similar fingerprint?

Most seasonal categories

Categorie	
Winter Sports	95%
Toys & Games	77%
Home & Garden	66%
Bicycles & Accessories	62%
Fashion & Accessories	60%
Car	59%
Electronics & Software	58%
Kitchen Appliances & Accessor..	56%
Miscellaneous	54%
Tools & Construction	52%
Drinks	51%
Food	51%
Outdoor	47%
Health & Wellness	43%
Photography & Optics	36%

Categories with similar fingerprint

Month
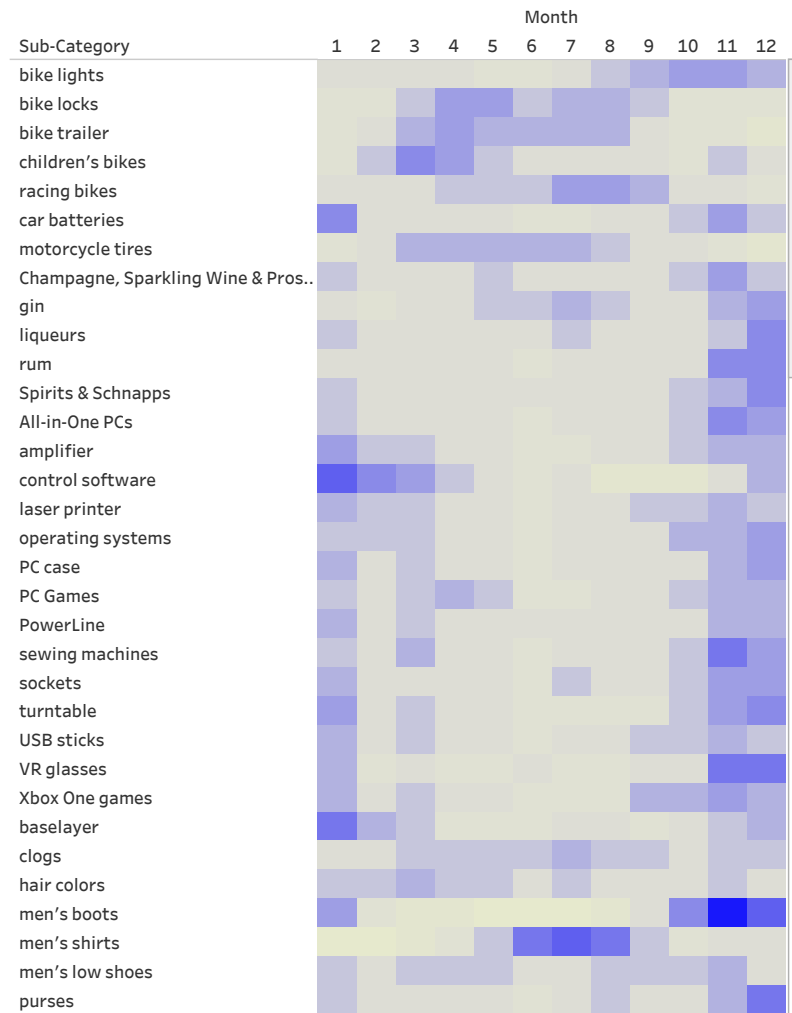
Sub-Category	1	2	3	4	5	6	7	8	9	10	11	12
bike lights												
bike locks												
bike trailer												
children's bikes												
racing bikes												
car batteries												
motorcycle tires												
Champagne, Sparkling Wine & Pros..												
gin												
liqueurs												
rum												
Spirits & Schnapps												
All-in-One PCs												
amplifier												
control software												
laser printer												
operating systems												
PC case												
PC Games												
PowerLine												
sewing machines												
sockets												
turntable												
USB sticks												
VR glasses												
Xbox One games												
baselayer												
clogs												
hair colors												
men's boots												
men's shirts												
men's low shoes												
purses												

Recomendation for the company?

Repeat it on a more granular level for:

- data-based content planning
- onsite merchandise

involve also other departments like:
- performance marketing
- purchasing