



# Business Analyst Projects & Operations

## Background information:

You are a Business Analyst in the Projects & Operations Team at smartbuy (an e-commerce company). You just visited a Training session by the Content Department at smartbuy. The Content Department is responsible for managing the categories at smartbuy. During the training they explain the process of how they manually identify the seasonality of a category. The word 'manually' makes you curious and you quickly realize that there must be a more effective way to identify different seasonality patterns. So, you reach out to the content team and they are grateful that you are willing to help. They give you a list of csv-files which contain the pageviews of a given category in a specific month.

## Data

You received a list of 100 csv-files for 100 different categories, each containing the same columns:

- category name - name of the category
- month – number of the month
- year – year
- clicks - page views of the category

## Tasks

Create an analysis to help the content team and answer following questions:

1. Is there a seasonal pattern for all categories?
2. What are common patterns that we observe within the categories?
3. Are there categories with a similar fingerprint?
4. Now that you know the seasonal pattern, what next actions would you recommend for the company?
5. Create a presentation to show what you did. Make your results accessible for a broad audience so that they can use it.