

## **Analysis of Seasonal Patterns for Tables**

### **1. High Variability:**

- The table category shows significant fluctuations, with extreme positive and negative seasonal values. This indicates that table demand is highly seasonal, with large swings between peak and low-demand periods.

### **2. Peak Demand Periods:**

- **November and December:**
  - The highest seasonal values occur in November (2781.89) and December (6356.49). This pattern suggests that tables experience a sharp increase in demand towards the end of the year, potentially due to factors like holiday season purchases, office setups, and New Year preparations.

### **3. Low Demand Periods:**

- **February through May:**
  - February has a particularly low seasonal value (-2732.02), with other months such as March, April, and May also showing substantial negative values. This trend suggests that demand for tables is typically low during the late winter and spring months, possibly because consumers and businesses defer large purchases until later in the year.

### **4. Mid-Year Demand Recovery:**

- From June through September, the seasonal values start to recover, reaching positive values in August (394.07) and September (876.97). This could indicate a mid-year rebound, potentially driven by back-to-school shopping or mid-year office refurbishments.

## **Key Takeaways**

### **1. Highly Seasonal Demand:**

- Demand for tables is heavily skewed towards the end of the year, making it essential to align inventory and marketing strategies with these peaks.

### **2. Inventory Planning:**

- The sharp peak in November and December necessitates a significant stock buildup during these months. Conversely, from February to May, inventory levels can be optimized to reduce holding costs.

### **3. Strategic Promotions:**

- Targeted promotions and discounts could be introduced in low-demand periods (e.g., February to May) to stimulate sales. Conversely, during high-demand months, premium pricing may be applied to capitalize on increased demand.

### **4. Sales Forecasting:**

- The pronounced seasonality should be factored into sales forecasts, allowing for more precise revenue predictions and resource allocation, particularly for the end-of-year peak months.

## **Actionable Insights**

### **1. Stock Management:**

- Increase stock in late summer to prepare for the year-end surge in demand, and reduce stock post-January when demand plummets. This helps to minimize storage costs and avoid excess inventory.

### **2. Marketing Campaigns:**

- Focus on promotional campaigns in October to drive early demand leading into the November-December peak. Use end-of-year themes to appeal to both individual customers and businesses.

### **3. Cross-Promotions:**

- Bundle tables with related products, such as office chairs and accessories, to enhance sales during low-demand months.

### **4. Customer Insights:**

- Gather feedback during high-demand months to understand purchasing motivations, such as holiday-related needs or office updates, to tailor future marketing strategies.

### **5. Resource Allocation:**

- Allocate resources for production, shipping, and customer service more heavily towards the end of the year to accommodate the increased demand for tables.