Use case:

 EAT (period ending 12/23/2020), DRI (period ending 11/29/2020), and TXRH (period ending 12/29/2020)

I did analysis of multiple factors, including market trends, industry dynamics, and macroeconomic conditions.

1. Ending year: 12/2020 -> compare to 12/2019

First that crosses my mind COVID outbreak as an external factor that high possibility effected the business. I will assume that the revenue decreased taking in consideration the circumstances.

**commonly used metrics for conducting a year-over-year comparison**:

* Unemployment rate went up avg was I believe 7-8%.
* GDP fell by 8.9 percent in the second quarter of 2020
* Inflation went up to 2%
* Interest rate was almost 0

1. **Seasonality ->the demand fluctuations that restaurant establishments see during different seasons throughout the year.** It’s common for restaurants to have their highest sales volume during the warmer months of the year. This is due to an increase in tourism and locals spending more time dining out. May through September in the United States it’s common for restaurants to increase their seating capacity by adding more outdoor seating. End of quarter Q2 and 3

However, there are in-season restaurants that see a boost in business during the holidays. This is due to other businesses throwing annual holiday parties or families celebrating the holidays by dining out. End of Q4

1. Grouby be entities, select