

# Seasonality of a Product Category

Projects & Operations Team at SmartBuy

for Content Department

## **BUSINESS 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?

## 1. Is there a seasonal pattern for all categories?

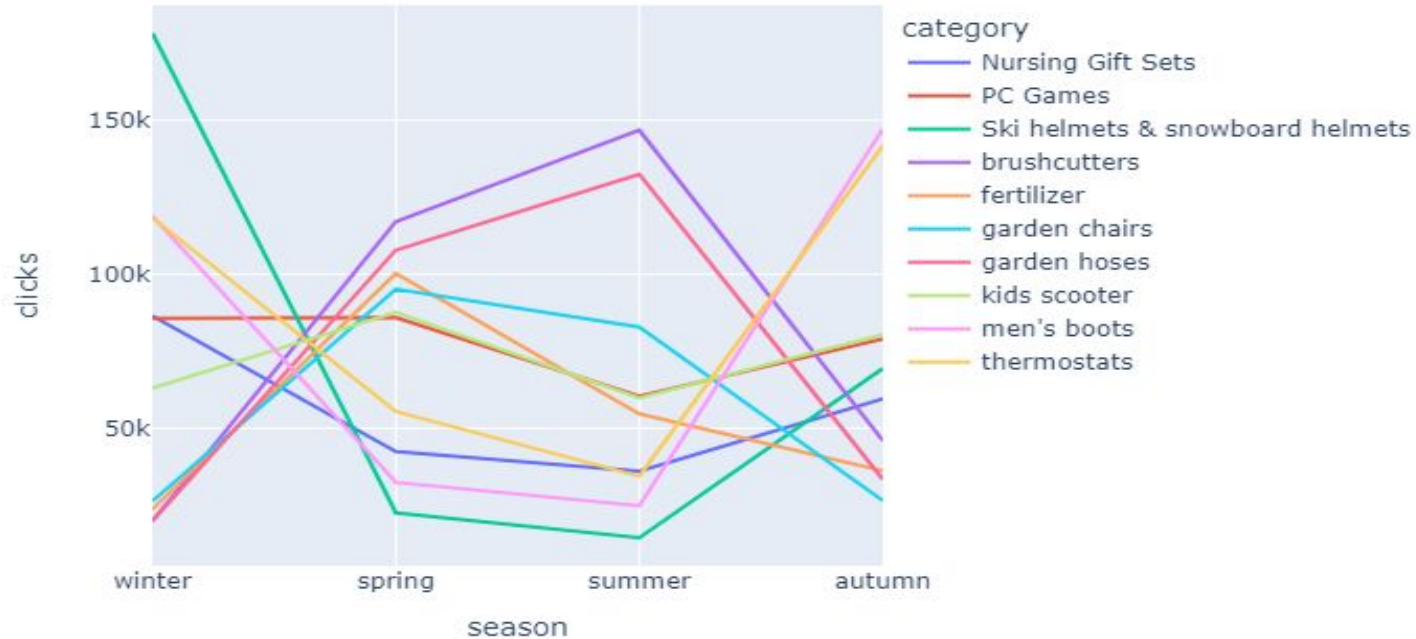
category	min	max	growth (%)
men's boots	24 773,00	147 160,00	494.0
thermostats	34 419,00	141 712,00	312.0
Ski helmets & snowboard helmets	14 415,00	178 254,00	1137.0
Nursing Gift Sets	36 022,00	86 536,00	140.0
brushcutters	19 852,00	146 772,00	639.0
garden hoses	19 938,00	132 451,00	564.0
kids scooter	59 848,00	87 598,00	46.0
PC Games	60 333,00	85 928,00	42.0
fertilizer	23 686,00	100 267,00	323.0
garden chairs	26 317,00	95 212,00	262.0

## 2. What are common patterns that we observe within the categories?

category	season with max average clicks	season with max average clicks	% of categories with this pattern
men's boots	autumn	summer	28
thermostats	autumn	summer	28
Ski helmets & snowboard helmets	winter	summer	26
Nursing Gift Sets	winter	summer	26
brushcutters	summer	winter	10
garden hoses	summer	winter	10
kids scooter	spring	summer	10
PC Games	spring	summer	10
fertilizer	spring	winter	8
garden chairs	spring	winter	8

### 3. Are there categories with a similar fingerprint?

Average seasonal clicks per Category



#### 4. Next actions for the company?

1. Pay attention to product categories with a huge seasonality.
2. Keep tracking the data for more years.
3. Detailed analysis for special parts of the year:
  - Advent time and Christmas (Desember)
  - "Black Friday" time (November)
4. Add more information about Products per Category and their Price.

# Questions ?