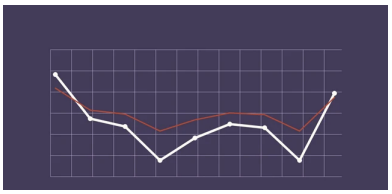
Seasonality study



We compare 24 months of supplied sales and public interest signals for one category.

Who it helps

Product, marketing and strategy leads

The problem to solve

A short-term sales rise can be mistaken for a trend when interest regularly changes with the calendar.

Working through the brief

1. **Review the sales history**

   Gather the agreed inputs. The proposed market, relevant data and assumptions to test.

2. **Compare public interest signals**

   Track “Reporting month” and “Sales and interest direction” together so the reviewer can connect the source information to the result.

3. **Identify recurring seasonal patterns**

   Use the study to compare seasonal patterns before planning campaign or stock timing.

4. **Check the scope at handover**

   Recruitment, panel costs, incentives and licensed research data are separate.

Worked example

A sales spike coincides with a seasonal event and a promotion. Flag both explanations before interpreting the pattern.

Read the service scope / RES-015

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