

Dry Goods

1. Can you identify holiday periods or special events that cause the spikes in the data?
2. What holiday results in the maximum sales for this department?
3. a) Generate linear and quadratic models for this data.
b) What is the marginal sales for this department using each model.
c) Which model do you feel best predicts future trends and explain your rational.
4. Based on the model selected, what type of seasonal adjustments, if any, would be required to meet customer needs?