

## Candy Item

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 candy?
3. What holiday period results in the next largest sales for this product?
4. List two more peak periods of sales.
5. Identify only the peaks in the data and model the data. What type of model best fits the data you created?
6. What is the maximum value created by your model and how does it compare with the actual maximum in the data?
7. Discuss the impact that this product may have on the entire dry goods department.
8. If a graph of the units sold vs. weeks exactly duplicates the patterns displayed in the sales vs. weeks graph for this item throughout the time period examined, what is your conclusion regarding the price?