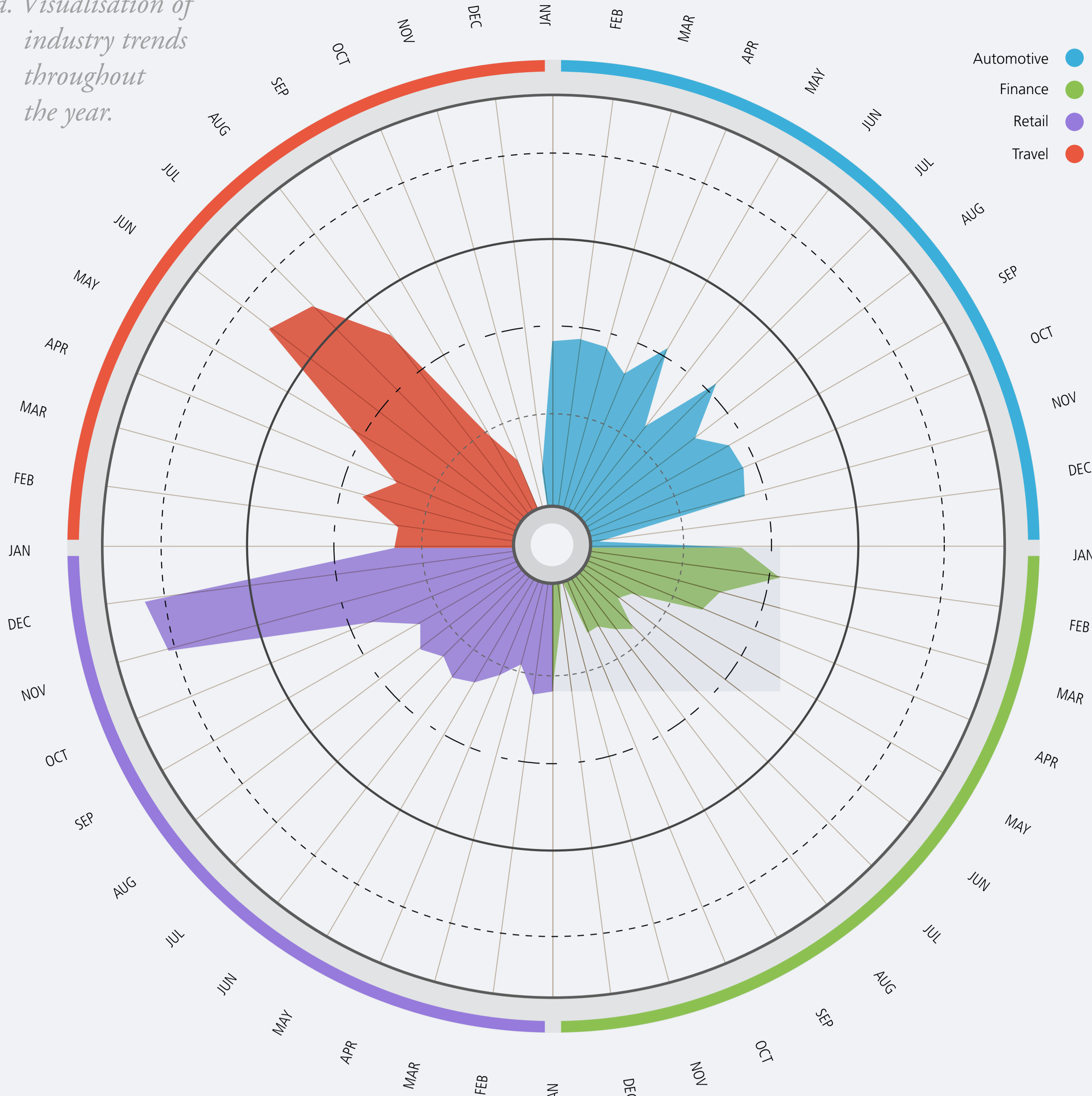


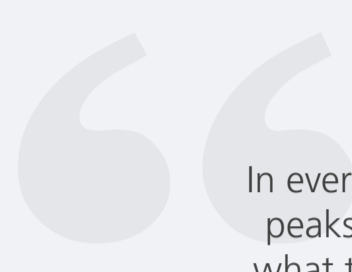
Wheel of Seasonality

A look at consumer search trends throughout the year.

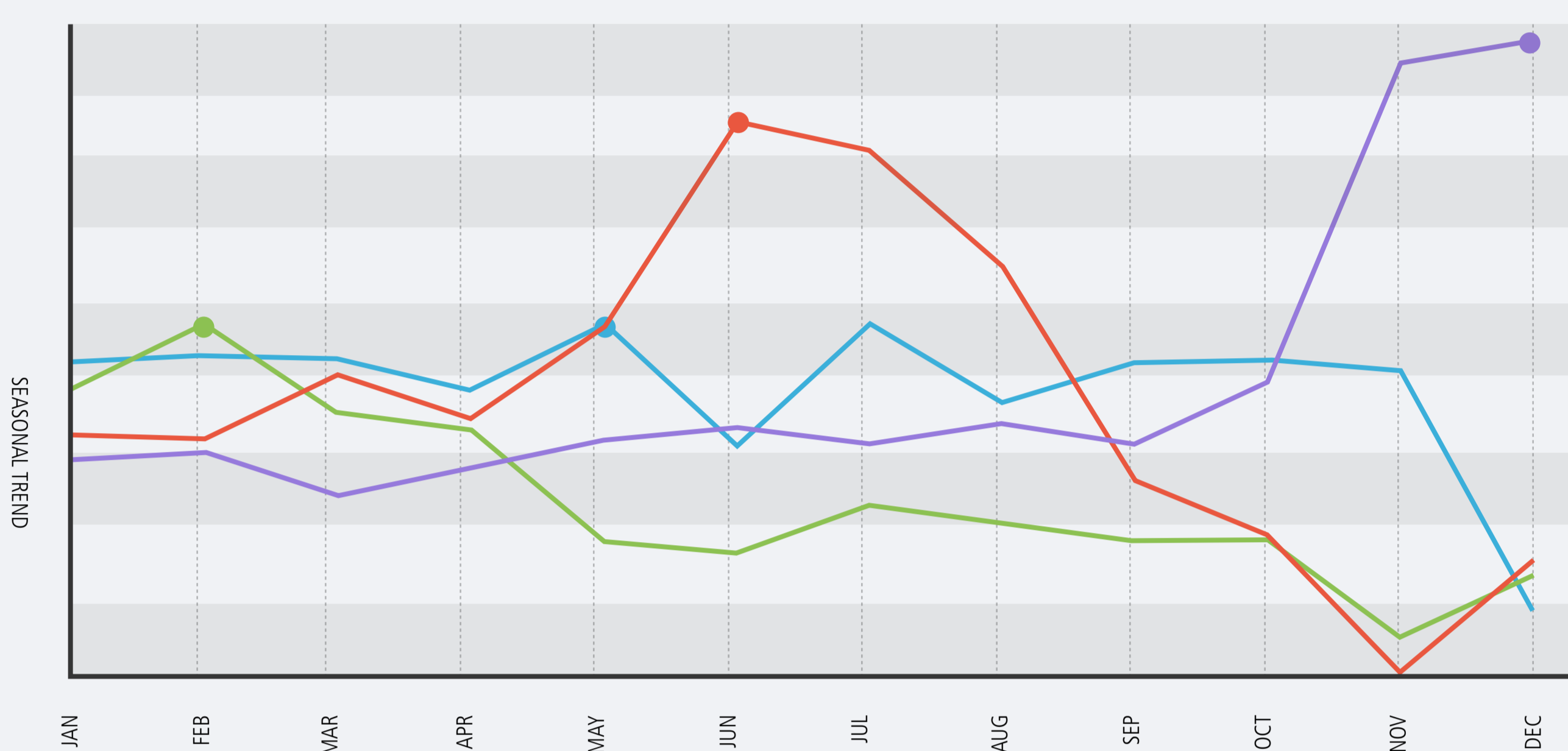
a. Visualisation of industry trends throughout the year.



b. Breakdown of seasonal trends.



In every industry there is a peak season where demand for products and services increases. Knowing when these peaks occur helps in forecasting and allows companies to ensure that they have enough resources to cope with what their clients are asking for. Managing demand doesn't just stop at having enough produce though, people are the driving force behind any business for both fulfilment and customer service. Ensuring that enough people are hired during the peak periods is paramount to meeting your seasonal requirements.



Automotive

In June 2014 the big five* made up 70% of all car sales

* GM, Ford, Chrysler LLC, Toyota, Honda

online.wsj.com

Finance

Banks and other lenders issued 3.7 million credit cards to so-called subprime borrowers in the first quarter of 2014, up 39% from the previous year

online.wsj.com

Retail

Per week, 140 million customers are served in Walmart's stores across the United States

walmart.com

Travel

5.6 million jobs are supported by leisure travel within the United States

www.ustravel.org

c. Calendar of seasonally related search terms and trends.

Seasonal Event
Related keywords, search terms and search phrases

January	February	March
Winter Servicing Parts Suppliers, Severe Weather Accessories, Repairs/Servicing		
New Year / Summer Holiday Bookings Health Insurance Providers/Brokers, Travel Insurance Providers/Brokers	Fashion Week Boutiques, High End Fashion Stores, E-Commerce Sites	
January Sales Period Shopping Malls, E-Commerce Sites, Specialist Stores	Valentine's Day / Superbowl Florists, Shopping, E-Commerce Sites, Confectionary, Boutiques, Ticketing Websites	St. Patrick's Day Shopping, Card Shops, Specialist Stores, Florists
January Sales Period/Skiing Season Travel Agencies/Airlines, Transportation, Hotels	Valentine's Day / Superbowl Travel Agencies/Airlines, Hotels, Transportation	St. Patrick's Day / Mardi Gras Shopping, Card Shops, Specialist Stores, Florists, Costume Shops, Transportation
	Fashion Week Transportation, Hotels	
April	May	June
Spring / Summer Convertible Dealers, Manufacturers, Roadster Dealers/Manufacturers, Sports Car Dealers	Indianapolis 500 Vehicle Models, Vehicle Specifications, Manufacturers	Summer Servicing Parts Suppliers, Weather Accessories, Repairs
Summer Holiday Bookings / Tax Returns Travel Insurance Providers/Brokers	House Buying Season Mortgage Service Providers, Mortgage Service Brokers, Loan Service Providers, Home Insurance Providers, Home Insurance Brokers	
Easter Shopping, Card Shops, Supermarkets	Mother's Day / Indianapolis 500 Shopping, Card Shops, Specialist Stores, Florists, Ticketing Websites, Merchandise	Father's Day Shopping, Card Shops, Specialist Stores, Florists
Easter Travel Agencies/Airlines, Hotels	Wedding Season Venues, Florists, Caterers, Wedding Stores, Printers, Photographers	
	Mother's Day / Indianapolis 500 Shopping, Card Shops, Specialist Stores, Florists, Travel, Hotels, Parking	Father's Day Shopping, Card Shops, Specialist Stores, Florists
		US Open Transportation, Hotels
July	August	September
Summer Servicing		Back to Work / School Fleet Providers, Saloon Dealers/Manufacturers, Commercial 4x4 Dealers/Manufacturers
House Buying Season		Back to University College Fees, Student Loan
Independence Day Shopping, Card Shops, Supermarkets		Back to School Health Insurance Providers, Health Insurance Brokers
Wedding Season		Fashion Week Boutiques, High End Fashion Stores, E-Commerce Sites
Independence Day Transportation, Transport Ticketing Services		Fashion Week Transportation, Hotels
October	November	December
	Winter 4x4 Dealers/Manufacturers	Winter Servicing Parts Suppliers, Severe Weather Accessories, Repairs/Servicing
	Christmas Preparation Loan Service Providers	
Halloween Shopping, Card Shops, Specialist Stores, Florists	Christmas Shopping / Thanksgiving Shopping, E-Commerce Sites, Specialist Stores, Supermarkets	Christmas / New Year's Eve Shopping, E-Commerce Sites, Specialist Stores, Supermarkets, Off Licences
	Black Friday Shopping, E-Commerce Sites, Specialist Stores, Supermarkets	Christmas Travel Agencies/Airlines, Transportation, Hotels, Amusement Parks
	Christmas Shopping / Thanksgiving Travel Agencies/Airlines, Transportation, Hotels	

Sources

- www.online.wsj.com
- www.walmart.com
- www.ustravel.org
- www.google.com/trends