

Название публикации:

Analysis of the sales seasonality

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Аннотация:

Availability of seasonal fluctuations in the activities of broadcasters is explored. The dependence of their operation on the activities of key advertisers is found, and the existence of seasonal peaks and lows due to consumer sentiment is justified. The methods for identifying seasonality of revenue from the provision of advertising services using the seasonality index are explored, and the methods for seasonality analysis are suggested. Seasonality is analyzed using the simple average method and the method of analytical alignment. The obtained results are compared and analyzed. © IAEME Publication.

Ключевые слова:

Advertisers, Advertising, Broadcasting, Revenue, Seasonality, Seasonality index