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Seasonality Intelligence for Profit Max Platform® **Needs Review**

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- **Forum name:** #Order Intelligence Platform

Introduce a Seasonality Intelligence module into Profit Max Platform® that analyzes customers' historical sales data across products, customers, and channels to:

-Calculate an individual "Seasonality Beta" for each product, customer, and channel, showing how strongly sales fluctuate by time of year.

Provide AI-driven consultative insights highlighting:

- Underexploited seasonal opportunities
- Inventory risks tied to seasonal demand swings
- Optimized pricing, promotions, and purchasing strategies for peak seasons

Help customers answer "How seasonal are we?" and identify precise actions to maximize profitability from their unique seasonal patterns.

This would be especially impactful for distributors who manage large product catalogs and varying customer needs throughout the year, improving margins and cash flow tied to seasonality.