



Seasonality measured — by family and by channel

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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7 families steady, 2 peaks moved · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. Seasonality is computed **per family and per month, over five years, after neutralising exceptional events** — a promotion left in the data distorts seasonality for five years.

The result, family by family

Family	Seasonality	Gap with the current spreadsheet	Decision proposed
7 families	Stable over 5 years	Under 4 points	No change — your demand planners were right
Glass cleaners	Peak moved from week 14 to week 11	3 weeks	Rolling 24-month computation

Family	Seasonality	Gap with the current spreadsheet	Decision proposed
Laundry	Peak moved by 3 weeks	3 weeks	Rolling 24-month computation

What the shift cost

Effect	Value	Recurrence
Units misplaced within the quarter	2,100	—
Consequence recorded	Shortage in March, overstock in April	Every year for two years
Cause	Online sales passed a quarter of volume	Over 24 months

The setting proposed and its depth

Family	Error before	Error after setting	Depth of measurement
Glass cleaners	21 %	13 %	24 months — measurement republished at 36 months

The seven steady families are left untouched. Altering a method that works always costs more than it returns, and saying so is part of the job.

Families moved to rolling seasonality: _____

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