

## Sales Patterns Clustering Analysis on Seasonal Product Sales Data

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**Abstract :** As a seasonal product is only in demand for a short time, inventory management is critical to profits. Both markdowns and stockouts decrease the return on perishable products; therefore, researchers have been interested in the distribution of seasonal products with the aim of maximizing profits. In this study, we propose a data-driven seasonal product sales pattern analysis method for individual retail outlets based on observed sales data clustering; the proposed method helps in determining distribution strategies.

**Keywords :** clustering, distribution, sales pattern, seasonal product

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