

Seasonal Planning for Maximum Revenue

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Walmart's Seasonal Calendar

Walmart's traffic patterns shift dramatically with seasons and events. Planning ahead allows you to capture peak demand and maximize revenue.

- Back to School (July-September): School supplies, dorm essentials, clothing
- Halloween (September-October): Costumes, decorations, candy
- Holiday Season (November-December): Gifts, electronics, toys, home
- New Year (January): Fitness, organization, health
- Spring/Summer (April-June): Outdoor, garden, travel

Planning Timeline

Successful seasonal execution requires advance planning.

- 8-12 weeks before: Forecast demand and order additional inventory
- 6 weeks before: Optimize listings with seasonal keywords
- 4 weeks before: Increase advertising budgets and launch seasonal campaigns
- 2 weeks before: Verify inventory levels and fulfillment capacity
- During event: Monitor daily, adjust prices and bids in real-time
- After event: Analyze results, clear excess inventory, document learnings