

Push Tasks Answers



1. T: increasing (overall growth). S: busier weekends, repeating every 7 days. N: the celebrity-visit spike — a one-off, not part of the weekly cycle.

2. “Goes up and down” describes noise or seasonality, not trend, and “positive” is the wrong word — trend should be called increasing or decreasing, based on overall long-term direction.

3. Seasonality — it’s a regular pattern repeating at the same time each year, not a steady long-term direction.

4. Example: values rise year over year (trend); Q4 is higher than other quarters each year (seasonality); one quarter has an unexplained dip, e.g. from a store closure (noise).

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5. Strong seasonal swings can make the graph look like it's just going up and down; comparing the same period across years (e.g. this July vs. last July) reveals the trend the seasonality was hiding.

6. Noise is a single point that doesn't persist — the data returns to its previous pattern afterwards. A new trend is a sustained change over several consecutive periods.

7. Seasonality shows which times of year are typically favourable for planting/harvesting; noise (e.g. one unusually dry season) can be recognised as unusual rather than a permanent shift.

8. a) Trend and seasonality are most useful for forecasting — they show expected future direction and predictable cycles. b) Noise is most useful for spotting one-off problems needing investigation.