Build Tasks Answers

1. T: increasing (2015–2020). S: higher profits every Q4, repeating yearly. N: none indicated.

2. T: decreasing across the two years. S: summer is the peak and winter the trough in each yearly cycle. N: none indicated.

3. T: increasing. S: Q4 is highest in each year. N: 2025 Q2 is unusually low and needs investigation (for example, a closure).

4. "Positive"/"negative" describe number signs, not direction — a trend could be increasing while values stay negative. "Increasing"/"decreasing" avoid that confusion.

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5. a) Higher retail sales in December (holiday shopping). b) More tourists in summer holiday months.

7. Trend and seasonality — the underlying pattern once the unusual one-off points are set aside.

6. a) A viral post causing a one-off traffic spike. b) A single unexpected news event causing a one-day price jump or drop.

8. It lets a business predict busy and quiet periods (e.g. stock up before a seasonal peak, staff accordingly) rather than being surprised by a pattern that repeats every year.