

2018/19 vs 2017/18 Impacts on Sales

Period	Positive Impacts to Sales	Negative Impacts to Sales
Period 1	+ 7 selling Days; Ends 1 week later	No Easter Buildup
Period 2	Begins/Ends 1 week later	- 1 selling Day; Addition of Post May-long-weekend week
Period 3	+ 1 selling Day; No Post May-long-weekend week; Begins/Ends 1 week later; Poor weekend weather LY	
Period 4	Poor weather LY; Begins/Ends 1 week later	Strike threat LY
Period 5	Poor weather LY; Begins/Ends 1 week later	
Period 6	Begins/Ends 1 week later	
Period 7		Unseasonably warm weather LY; Includes Post Thanksgiving week; Begins/Ends 1 week later
Period 8	+1 Selling Day; No post-thanksgiving week; Begins/Ends 1 week later	Unseasonably warm weather LY
Period 9	Begins/Ends 1 week later, ends closer to Christmas	
Period 10	New Year's Eve Returns to P10; unseasonably cold and snowy weather LY	-1 Selling Day; 16 pre-Christmas selling days vs 22 LY; 4 days in January vs 0 LY
Period 11	+1 Selling Day; Begins/Ends 1 week later	No New Year's Eve
Period 12	Begins/Ends 1 week later	
Period 13		-5 Selling Days; No Easter Buildup