Day #2: Weigh up your product catalog

Crucially, you're going to want to make sure your product catalog is well-prepped for some spiky sales—and that you've thought about it strategically.

Start by analyzing your inventory and considering what's likely to fly off the shelves. Are you going to have enough stock to fulfill orders of your best-sellers, for instance? What about items that've proven popular during previous peak seasons (look to past purchasing trends)?

On the other hand, you might have products with too much stock! Good news: peak season's a great time to shift it. You could promote these high-inventory products in your merchandising, bundle them together for a special discount, and/or if you have a lot of excess stock items— create a specific landing page that gathers them all and offers a discount.

You're also going to want to evaluate your tagging taxonomy in good time. Remember, any campaign and experience that you set up for peak season will only pull through relevant products if your catalog's properly tagged and categorized. For instance, what'll happen if you sell out of your best-selling product in a certain color? Are the other color options of the same product tagged with the same methodology so they will pull through in your recommendations? Make time to make sure it's the case.

Finally, get to building out your seasonal collections so you can easily activate these on-site. Trust us: *the you* in 3 months time will be thanking *current you* for setting these up in advance.

Nosto users: remember, our data extractor tool makes it easy-peasy to clean up your product data so if your catalog does need a little bit of housekeeping, panic not!