4 (a) (i) Using the data in Table 1.2, calculate the average seasonal variation for Quarter 4.

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.... [2]

(ii) Jon has calculated the trend for 2025 Quarter 4 as $21.41 million.

Using your answer to **(a)(i)**, calculate forecast sales for 2025 Quarter 4.

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.... [2]

(b) Evaluate whether time series analysis is sufficient to allow WS to make decisions to achieve its marketing objective.

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.... [12]