In Italy, on December 14, 2024, a new traffic code came into effect.



And now we ask ourselves: how has it impacted our beloved spirits?

We couldn't ignore the question!

COMPARISON: BEFORE AND AFTER THE LEGISLATION

We analyzed alcohol sales before and after the introduction of the new legislation (December 14), and here's what we found:

SALES OF HARD LIQUOR:

-5%







CHANGE THAT SEEMS SMALL CAN HAVE A BIG IMPACT. THIS IS ESPECIALLY TRUE

AND FOR THE "HEROES" OF THIS NEW TRAFFIC CODE: **NON-ALCOHOLIC DRINKS?**



Well, sales of alcohol-free beverages have increased:

IS IT A SAFER CHOICE... OR **JUST A GROWING** PREFERENCE FOR MILDER **ALTERNATIVES?**

FROM TRAFFIC CODE ANALYSIS TO A BROADER QUESTION:

How do liquor sales generally fluctuate over the weekends?



DECEMBER **WEEKENDS***



Here's what happens when Christmas falls on a weekday.

WEEKENDS IN **OTHER MONTHS**



*Comparison with weekdays.

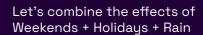
THESE DATA SHOW HOW EXTERNAL FACTORS, LIKE A CHANGE IN TRAFFIC LAWS, CAN **INFLUENCE CONSUMER BEHAVIOR**

Guessing sales is unnecessary.

With Delphi, our machine learning tool, we can predict them.



AND WHAT IF WE ALSO **CONSIDERED RAIN?**



In **December**, rainy weekends see higher sales than dry ones.

In other months, rainy weekends lead to slightly higher sales than non-rainy ones.

