

Stuffed colombe (Italian Easter cakes) are on the rise

LET'S TAKE A CLOSER LOOK!

What could be the perfect pairing for a traditional colomba pasquale if not pistachio?



During Easter, sales of pistachio cream skyrocket:



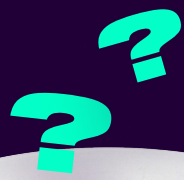
+70%
in daily sales

+324%
in daily sales

And with an active promotion during the same period?

So, how do colomba sales perform during the Easter season?

Why are sales higher before the holiday week?



Perhaps we prefer to stock up on colombe early to avoid empty shelves...



But what if we end up facing a rainy Easter? How might the weather affect sales?

- Sales of pistachio cream: **+16%**
- Sales of colombe: **-17%**

This shows that Easter isn't always synonymous with increased sales.

To accurately forecast sales trends

we need to continuously study the hundreds of variables that simultaneously influence purchasing behavior.

It's hard to predict, but with AI, it becomes much easier!