

TREAT OR HALLOWEEN SALES DATA?

Halloween means more than just autumn, like monsters and spooky decorations...



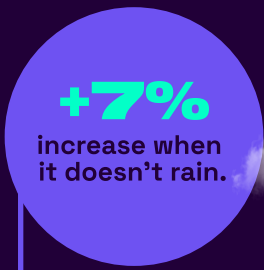
Maybe that's why pumpkin sales spike during Halloween week compared to other weeks:

PUMPKINS ARE PERFECT FOR TRANSFORMING HOMES INTO A HORROR MOVIE SET! ;)



AND IF IT RAINS?

Pumpkin sales are actually higher on dry days:



Pumpkins are the undisputed stars of autumn, with sales soaring +85% compared to other seasons.



INSPIRED BY INSTAGRAM AND TIKTOK? HOW MANY PUMPKIN RECIPES HAVE YOU SEEN ONLINE THAT TEMPTED YOU TO TRY THEM?



If potatoes are on sale, pumpkin sales jump +25%.

BUT WAIT, THERE'S MORE!



Pumpkins are increasingly featured in sweet recipes, too. When chocolate is discounted, pumpkin sales rise +20%!

AND IF CANDY OR PUMPKINS ARE ON PROMOTION?



WHAT ABOUT CANDY?

Candy sales increase +17% during Halloween week. Maybe because trick-or-treating in the rain isn't much fun. No one wants a soggy costume!



HALLOWEEN ALSO MEANS COSTUME PARTIES

And what's a party without wine? During Halloween week, red wine sales increase by +12% compared to the rest of the year.

Maybe it's because of its "vampire" hue, perfect for the spooky theme!



AI TO THE RESCUE

With artificial intelligence, we can monitor real-time data and adapt to trends and consumer behavior. Holidays like Halloween can heavily influence sales, just like many other variables.

We don't have a crystal ball, but we can plan ahead and be ready to act quickly!

