

IMMACULATE CONCEPTION AND MULLED WINE:

What Did We Discover in Northern Italy's Shopping Carts (Lombardy)?



For the December 8th holiday, a time when Christmas markets bring cities to life... and mulled wine warms the air,

WE ANALYZED THE SALES OF SOME KEY INGREDIENTS TO SEE HOW THEY CHANGE DURING THIS SPECIAL PERIOD.



AND WHEN PROMOTIONS HIT?

Boom in sales! During the week of December 8th, promotions triggered spikes like:



ORANGES: +113%



WINE: +173%

BUT WATCH OUT!
A bit of rain might dampen the desire to toast outdoors, causing a 4.2% drop in sales

-4,2%

FOCUSING ON THE CITY OF MILAN, we noticed that during the week of December 8th, sales increase compared to the rest of winter:



WINE: +23%



CINNAMON +85%

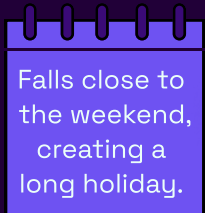


CLOVES: +86%

MILAN VS THE REST OF LOMBARDY

We compared Milan, where December 7th is also a local holiday (St. Ambrose's Day), with other Lombard cities where it's just a regular workday.

We analyzed how sales shift when December 7th:



Falls close to the weekend, creating a long holiday.

VS



Lands on a weekday.

HERE'S WHAT WE FOUND:



WINE IN MILAN: +34%

WINE OUTSIDE MILAN: +91%



CINNAMON IN MILAN: +33%

CINNAMON OUTSIDE MILAN: +73%

Despite Milan enjoying an extra holiday, sales are higher outside the city. Could it be that the long weekend offers the perfect chance for a festive getaway?

WILL WE SEE THE SAME KPIS ON DECEMBER 8TH NEXT YEAR?

SPOILER ALERT: NO

Because there are hundreds of variables that influence sales, and they're always changing. But with Delphi, we can still predict and get ahead of them anyway! ;)

