KINDER CARDS:
we love them all year round, but there are moments when we love them even more!

We took a look at the data on these sweet treats and found both confirmations and surprises!
Now, we're sharing them with you.

IT'S NO SECRET THAT PROMOTIONS DRIVE SALES.

When Kinder Cards are on promo, sales see a boost:

APRIL — **+166%**
set.1 set.2 set.3 set.4

JUNE — **+132%**
set.1 set.2 set.3 set.4

OTOBER — **+243%**
set.1 set.2 set.3 set.4

WE ANALYZED ANOTHER HOLIDAY TO SEE IF THE TREND WAS THE SAME...

SPOILER: NOT REALLY!

In fact, during the week leading up to Befana, Kinder Cards see an incredible increase in sales!

+530%

AND THE CRAZIEST PART? NO PROMO NEEDED! ;)

AND THAT'S WHEN WE ASKED OURSELVES: WHAT ABOUT OTHER SWEETS LOVED BY KIDS?

We also took a look at the data on Ringo

which made a solid appearance in Epiphany stockings with +40% sales.

NOT ALL VARIABLES HAVE THE SAME WEIGHT

and not all moments behave the same way. But having a clear picture of data patterns can make all the difference in staying one step ahead.

And that's exactly what Machine Learning can do for you.

NOT BAD, BUT:

Outside the holiday season, Ringo gets its revenge: in the days leading up to the return to school (September 9-15), sales rise compared to the rest of September.

+55% for Ringo

+28% for Kinder Cards

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*The data presented are representative examples: every reality is unique and requires tailored predictive models.