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## Let's analyze **Parmalat milk:**

WITH PROMOTIONS: +82% IN SALES



**PROMOTIONS + SEASONS** in winter: -4% IN SALES in summer: +141% IN SALES



-30%

-30%

**PROMO + SEANSONS+ WEATHER** 

If it rains in winter: +36% IN SALES If it rains in summer: -67% IN SALES

Let's take a look at a competitor's sales under the same conditions



PROMO + SEASONS + WEATHER If it rains in summer, the

competitor Granarolo: +25% IN SALES (vs -67% of Parmalat)

AND SINCE WE'RE AT IT, LET'S ADD A BIT OF HOLIDAY SPIRIT..! Panettone and mascarpone are indeed the perfect duo for the

+47% IN SALES

If panettone is on sale, mascarpone sales increase by 25%.

## WHAT DO THESE **NUMBERS TELL US?**

How essential it is to consider the hundreds of variables that simultaneously influence a product's sales, integrating them into a clear and strategic vision.

With Delphi, our Al tool, you can understand and anticipate consumer needs, even during the most unpredictable times, effectively managing complex products like fresh goods!

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