

# Analysis of NUTELLA BISCUITS



Here are some interesting insights.



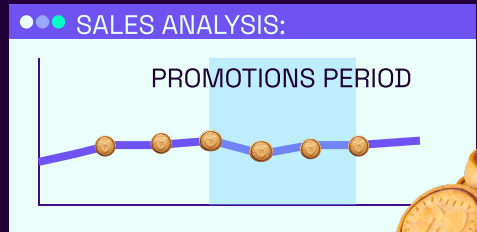
WHEN NUTELLA BISCUITS ARE ON PROMOTION

their sales increased:



BUT THERE'S MORE:

even when similar products are on promotion, the Biscuits hold their ground with only a slight 12% decrease due to cannibalization.

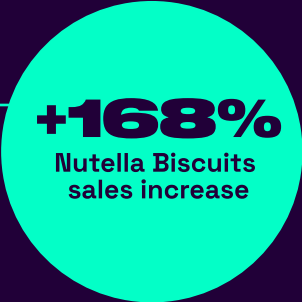


HOWEVER

it is not always so simple. What happens if a closely competing product is also on discount?



## NUTELLA BISCUITS VS BAIOCCHI



BUT IF

you found Nutella Biscuits on sale, what would you like to match them with?



A winning combo: Nutella Biscuits and Fruit Juices! We've noticed that when these products are on sale, fruit juice sales increase:

Identifying all the relationships between thousands of products can be complex..

But with AI, you can ensure a thorough analysis of all these effects, including cannibalization and cross-promotion.



Curious to learn more? Get in touch with us!