



EVEN SCHOOL HOURS can Impact Sales



HERE'S AN INTERESTING FINDING: we conducted an analysis over the past two years, focusing on stores located within 500 meters of primary and secondary schools.

Tea sales in food store near schools



| | |
|-------------------------------------|---|
| During school hours (08:00 - 13:00) | +7% compared to other times of day |
| From Monday to Friday | +8% compared to weekends |
| From mid-September to mid-June | +10% compared to summer months. |

TWO POPULAR SNACK ITEMS—TEA AND KINDER CHOCOLATE show fascinating patterns when we consider:

- School hours [08:00 - 13:00]
- School days [Monday to Friday]
- School months [mid-September to June]



Kinder chocolate sales in food store near schools



| | |
|-------------------------------------|---|
| During school hours (08:00 - 13:00) | +5% compared to other times of day |
| From Monday to Friday | +7% compared to weekends |
| From mid-September to mid-June | +7% compared to summer months. |

ARE THESE NUMBERS SIGNIFICANT?

Spoiler: Yes!

While big events like promotions drive temporary spikes in sales, steady factors like proximity to schools consistently influence sales, making even small increases valuable when looking at the big picture.

