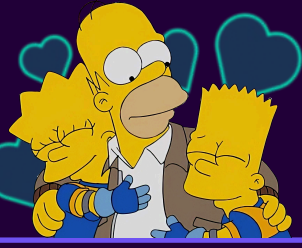


# FATHER'S DAY AND SHOPPING:

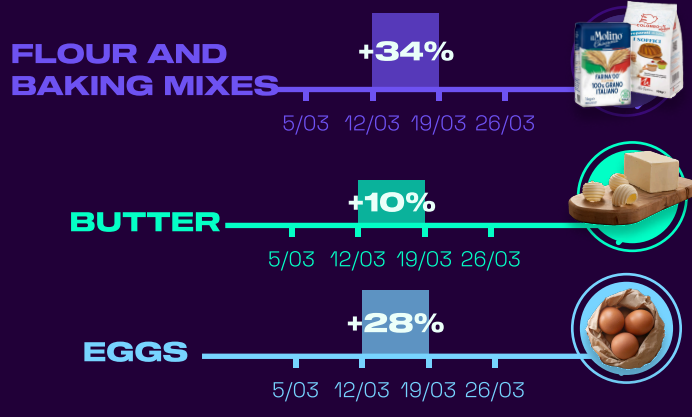
## what do we choose to celebrate?



We analyzed several points of sale near Bari (Apulia) in the lead-up to March 19, Father's Day, to understand which products are purchased for the occasion.

### HOMEMADE DESSERTS

In previous years (2022-2023), during the week leading up to March 19, the key ingredients for baking saw a significant increase in sales:



### AND IN 2024? AN UNEXPECTED EASTER EFFECT

The proximity of **Easter (March 31)** to **Father's Day (March 19)** seems to have overshadowed the tradition of homemade desserts.

During the week before March 19:

Sales of flour and cake mixes experience a decline. **-7%** of sales

Eggs and butter also sell less. **-4%** of sales



It seems that Father's Day is celebrated by baking.

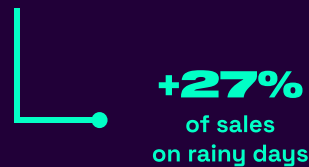
### RICETTE E MARZI PIOVOSI

## Could rain play a role??

Apparently, a rainy March warms both hearts(and ovens)!



Overall, in March, on rainy days, sales of flour and baking mixes increase compared to dry days:



### MOTHER'S DAY: A COMPLETELY DIFFERENT TREND

If Father's Day inspires homemade baking, Mother's Day seems to take another route:



\*In particular, in 2022, when Saint Nicholas' feast day (May 8) coincided with Mother's Day, the numbers were even higher. Local patron saint celebrations have an impact worth monitoring!



### Machine Learning won't bake the cake for you,

but it can anticipate consumer needs to ensure the right ingredients are available at the right time.

So that everything is within reach on the shelves.

