



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.

