

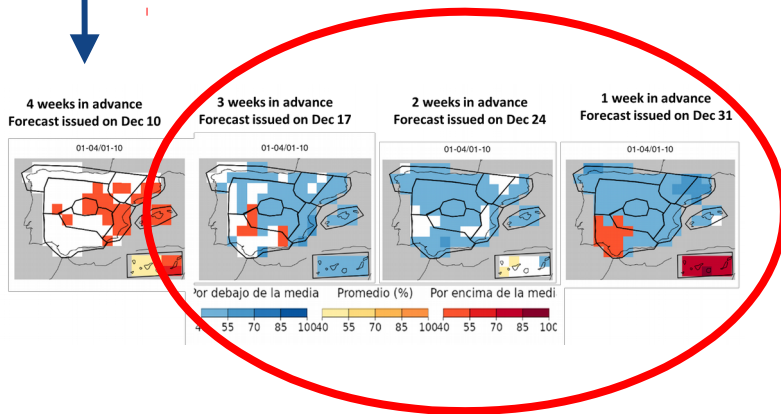
Climate services for the retail sector: Filomena's case

A QUICK PROOF OF THE CLIMATE INFLUENCE ON RETAIL USING DECATHLON DATA

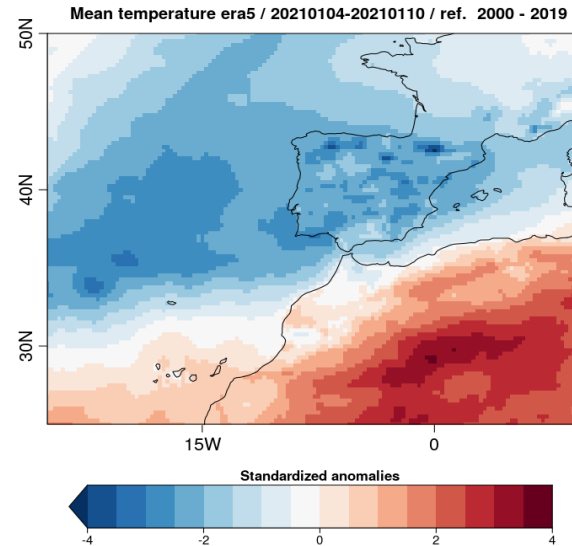
OBSERVATIONS

VS

FORECAST FOR FILOMENA'S WEEK
DIFFERENT WEEKS IN ADVANCE

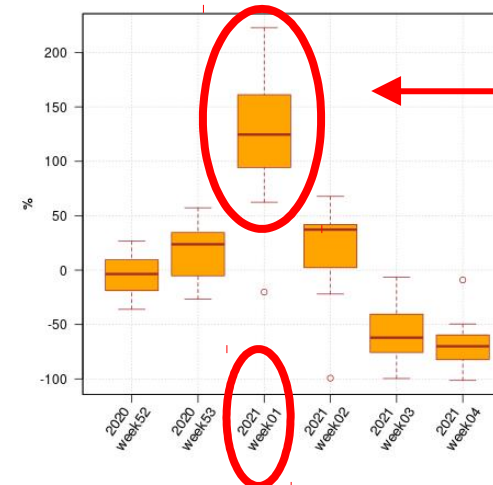


ANOMALY MAP



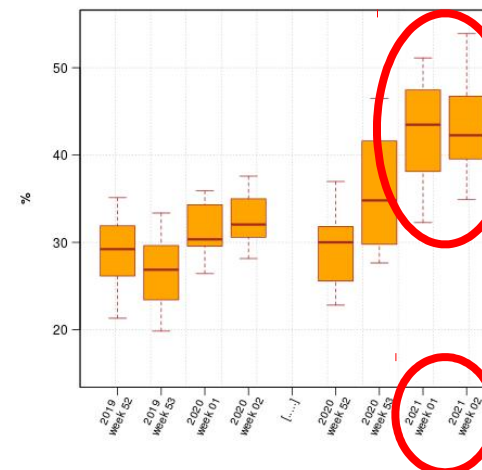
WELL-PREDICTED 3 WEEKS
IN ADVANCE!

Turnover progression in winter and mountain sports



Around 75% of regional aggregations of Decathlon's stores had increased winter and mountain sporting good sales in 100% or higher during Filomena's week

Percentage share of winter and mountain sports



During Filomena's week and the next one, the percentage of winter and mountain sales to the total experienced a remarkable increase