

# Presliced hams

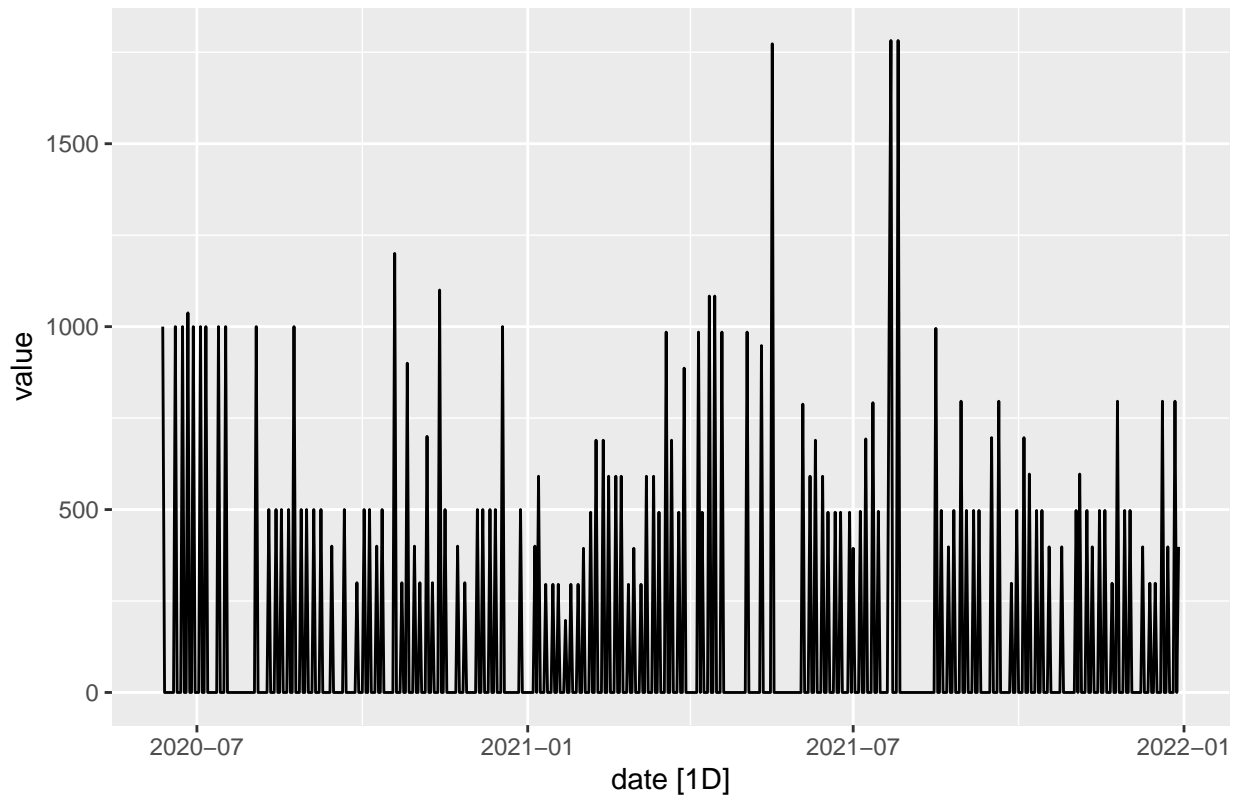
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Data has 2719 entries, from which not all are reliable and need to be checked again.

Demonstrating the demand for one customer:

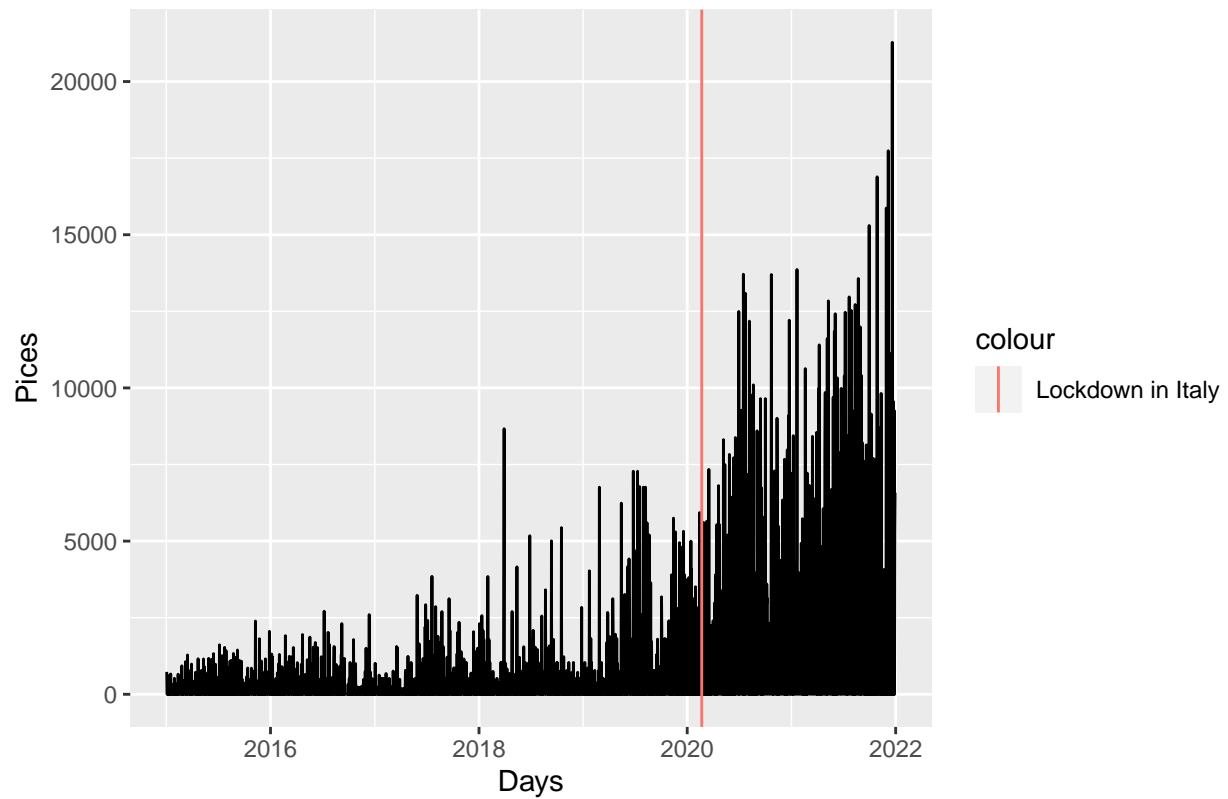
**Fig 1. Visualisation of presliced hams SOGEGROSS customer**



## **Total demand of presliced hams (all customers)**

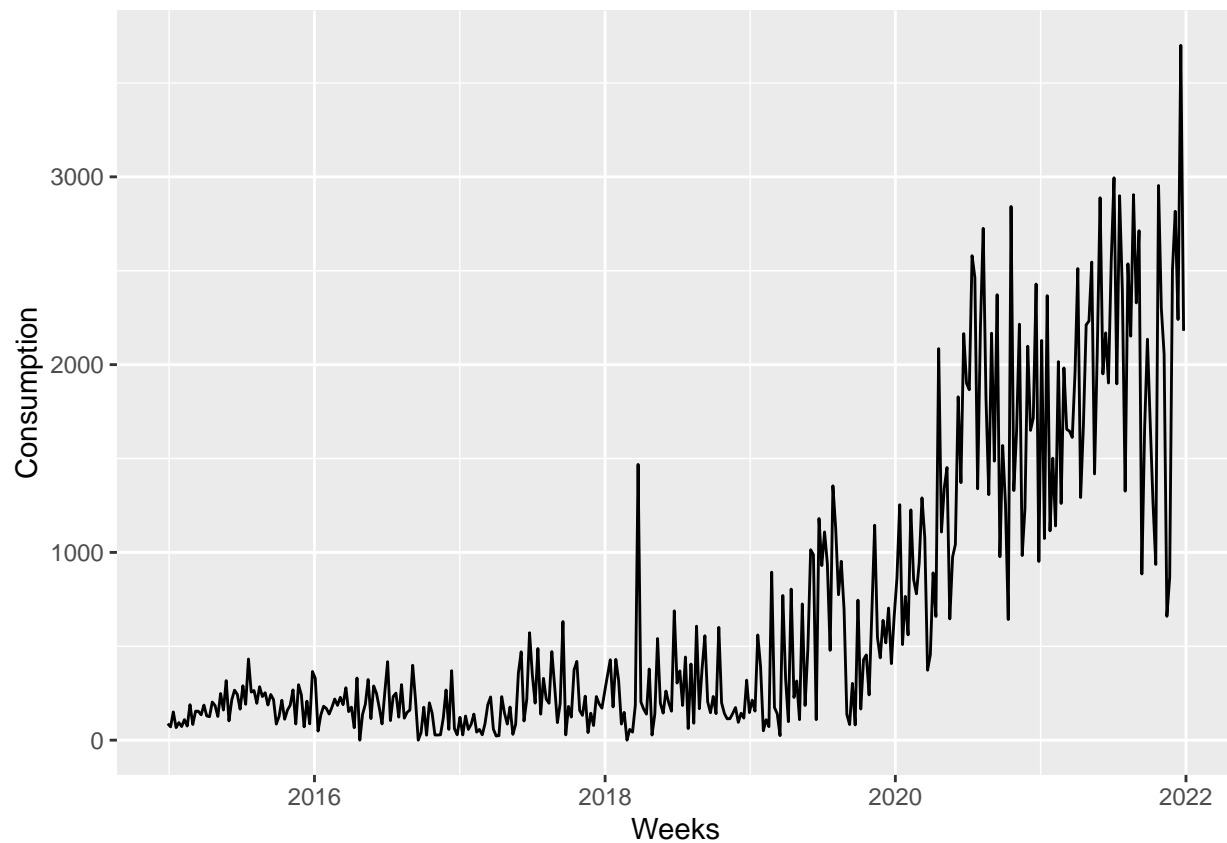
Fig. 2 represents the total number of presliced hams which were sold/delivered to the market from 2015.

Fig 2. Total consumption



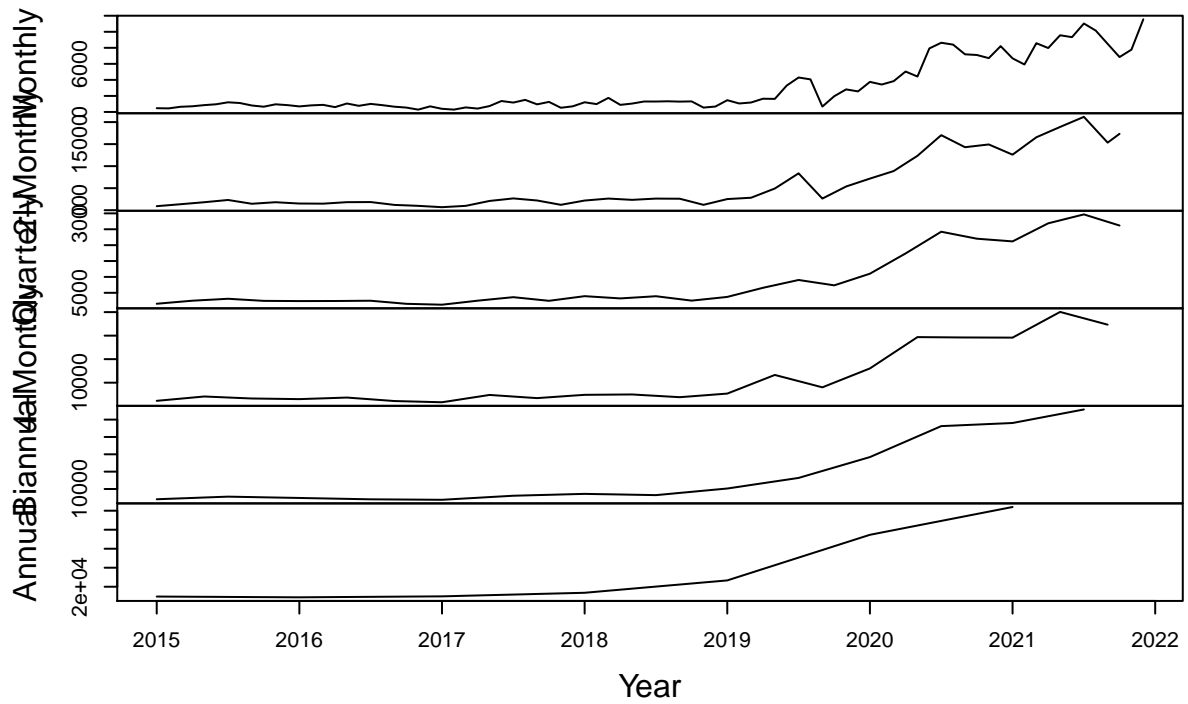
There is a notable change in the hams demand from the start of the Corona pandemic. The first lockdown in Italy was **2020-02-21**, after which demand for presliced hams erupted and reached a historical maximum. The demand was constantly trending, reaching the highest peak on **2021-12-20**, with **21280** sliced pieces sold and generated revenue of **53134.46** EUR in one day.

The daily demand shows highly volatile behavior, therefore aggregation of the demand through different time horizons (weekly, monthly, etc) demonstrate a clear galloping demand trend.



Similar behavior is observed on the monthly and other upper levels as well.

## Demand through time horizons



Initial estimations for the future forecasts are presented in the next figure and still demonstrate strong consumption of the presliced ham on the market.

Total consumption & forecasts

