Atmosphere weather has huge direct impact under costumers behave, do not consider the weather as part of your marketing/sales strategic might be crucial for business and companies. During the history people tendence to buy a product has been inflected by the weather, it is normal to want to drink a cold drink on a really warm summer or a hot chocolate on winter, it all depends on the seasons and how it impact customer mentality. A simple

example is how a thunderstorm can push more customer to buy food online on applications as UberEats, Rappi, Deliveroo, etc and on the other hand a nice temperature can lead people to eat outside, a new bar, a new pub, a new restaurant because unconsciously we are being affected for external factors as the weather. During this project we will review how sales can go up or down based on the correlation between the sales and meteorological conditions because the atmospheric conditions do have an impact on how consumers think, say, do and buy, as WARC mention in his study “Consumers have different purchase journeys depending on the temperature, according to research; and not just when it comes to purchasing cold drinks.

<https://www.warc.com/NewsAndOpinion/news/Warm_weather_leads_to_safe_choices/f458836c-6681-4b96-aa2e-408cf4f09884>

Objectives

Find a possible better marketing and sales strategy that might result in better profits for the company with the correct promotions and food/drinks that are really on demand according to weather predictions

Reduce stock not needed to have a large catalogue of products.

Find our best products on sales per season so we can have a better control of our inventory

Problem definition

As we already said before weather do have an huge impact on human behave , find an adaption according to weather conditions might be the results on a good or bad day of sales , without knowledge of weather conditions, events such as festival , art, around the city might be hard to predict how much inventories is the correct to have prepared to avoid any wasted. And you can keep saving money knowing how many staff are you going to need on a certain day, just as bars, restaurants increase their staff on weekends smart restaurants will flex and accommodate staff schedules according to the weather, as example if you are expected slow sales for a thunderstorm predicted for Wednesday and Thursday you can reduce the number of staff to minimize cost