

POLITECNICO  
MILANO 1863

# Analytics for Business LAB

Project Work - Managerial Process and Implications

Group 3

---

Ekaterina Akchurina	10781341
Berk Ceyhan	10761821
Agnieszka Dymska	10758647
Francesco Giurleo	10635473
Anastasiya Harbatovich	10752472
Esteban Nieves	10773742
Aubin Tom Massart	10822089



# Agenda

1

Customers'  
Behaviour  
Analysis

2

Churn  
Analysis

3

Market Basket  
Analysis

# Customers' Behaviour Analysis

As you can understand from the Methodology Report, customers were classified into 10 categories, and their movements between these categories were analyzed through the matrix with transition probabilities reported below.

	<i>Champions</i>	<i>Loyal_Customers</i>	<i>Wholesalers</i>	<i>Can't_Lose_Them</i>	<i>Need_Attention</i>	<i>Promising</i>	<i>Recent_Users</i>	<i>New_Customers</i>	<i>Partial_Churner</i>	<i>Total_Churner</i>
<i>Champions</i>	0.697	0.171	0.039	0.019	0.008	0.005	0.044	0.007	0.008	0.002
<i>Loyal_Customers</i>	0.135	0.599	0.003	0.017	0.006	0.088	0.062	0.036	0.049	0.004
<i>Wholesalers</i>	0.276	0.029	0.374	0.006	0.028	0.001	0.226	0.029	0.013	0.018
<i>Can't_Lose_Them</i>	0.248	0.355	0.017	0.021	0.010	0.061	0.084	0.093	0.066	0.045
<i>Need_Attention</i>	0.119	0.137	0.066	0.014	0.035	0.014	0.261	0.166	0.104	0.083
<i>Promising</i>	0.012	0.268	0.001	0.008	0.002	0.443	0.013	0.104	0.136	0.013
<i>Recent_Users</i>	0.087	0.149	0.062	0.010	0.026	0.011	0.374	0.146	0.091	0.045
<i>New_Customers</i>	0.014	0.072	0.005	0.004	0.010	0.059	0.107	0.351	0.218	0.159
<i>Partial_Churner</i>	0.014	0.112	0.005	0.007	0.010	0.099	0.095	0.309	0.242	0.109
<i>Total_Churner</i>	0.009	0.021	0.007	0.002	0.007	0.011	0.062	0.292	0.107	0.484

From this matrix some conclusions can be made:

- *Champions* is the category with the highest probability of staying in the same category (from *Champions* to *Champions* = 0.697);
- The probability of becoming *Partial\_Churner* or *Total\_Churner* from such categories as *Champions*, *Loyal\_Customers*, and *Wholesalers* is very low, while it is increasing for categories as *New\_Customers* and *Need\_Attention*;
- The category *Can't\_Lose\_Them* is a sort of "hidden" *Champions* or *Loyal\_Customers* since it has a high value in Monetary and Frequency, but a low value in Regularity (which means that these customers haven't been in the stores for a while compared to their normal behavior).

For this reason, the probability to be in *Champions* or in *Loyal\_Customers* from *Can't\_Lose\_Them* is very high (0.248 and 0.355). On the other hand, the probability to be in *Total\_Churner* from *Can't\_Lose\_Them* is high (0.045), while from *Champions* or *Loyal\_Customers* is low (0.002 and 0.004). This implies that, even if the probability of becoming a good customer (*Champions* or *Loyal\_Customers*) is high, at the same time, the probability of becoming *Total\_Churner* is high, so specific attention must be paid to this kind of customer.

This transition matrix can be exploited for Churn prevention. Knowing the probability of changes between different categories it's possible to take some actions for customers who are at "risk" of worsening behavior.

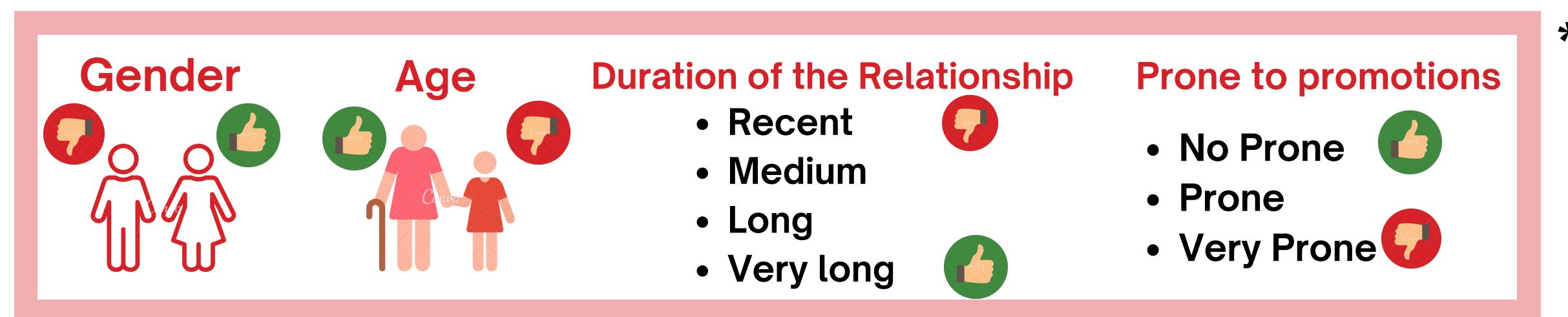
# 1 Customers' Behaviour Analysis

After the analysis of the transition probabilities matrix, customers' behavior was investigated according to the following characteristics:

- Gender
- Age
- Prone to promotion
- Duration of relationship

The result of comparing different groups of customers is to identify the difference in their behavior.

Characteristics of customers who are more likely to remain loyal and less likely to become churners were identified.



- a characteristic of a customer who tends to remain loyal and less probable become a churner



- a characteristic of a customer who is less inclined to remain loyal and more inclined to become a churner

\*Each time the comparison was made between the characteristics of the same group (e.g: between male and female)

# Customers' Behaviour Analysis

Knowing more in detail about the portrait of an average churner, it is possible to create more specific marketing campaigns in order to make him to still be COOP's customer and reduce the churn rate. On the other hand, knowing the characteristics of more loyal customers, COOP can make some actions to make them even more loyal.

## **Possible marketing actions**

- **Young:** Focusing the marketing efforts on online advertising as young people are more active online and this could be an efficient and relatively cheap way to reach and attract them with some promotions for products that they usually purchase at COOP.
- **Recent:** Introducing levels of fidelity program by gaining points while purchasing products, to incentives customers to have a longer relationship as in this way they will access to more promotions.
- **Very Prone:** incentive them to visit Coop stores more frequently providing promotions on fresh products, so not stock products (conditions which could allow them to come in Coop stores fewer times).



It was decided to not suggest personalized marketing campaigns discriminating between customers using only gender characteristics. The reason was that, even if "Male" was identified as a "Worst" customer, the difference in behavior between "Female" and "Male" wasn't significant.

## 2 Churn Analysis

We defined two different types of churners: soft churners, and hard churners.

- **Soft churners** are customers who decreased their purchases compared to their past purchases drastically. These customers are considered a high-risk group for churn. So, we have to aim to encourage customer loyalty.
- **Hard churners** are customers who stopped purchasing from us. This means that we lost their loyalty. Here, what we should do is understand the main reasons leading to churn.

We also clustered the value of customers into three different customer groups.

- **High-value customers** need special attention. They are the most loyal customers.
- **Moderate-value customers** will be marketed with moderate effort.
- **Low-value customers** are the ones that we will pay less or no attention in case of limited budget.

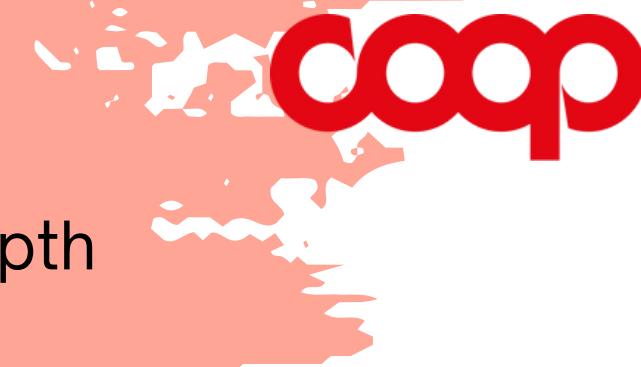
# 2 Churn Analysis

By assessing the risk and value of the customers, we can run some marketing actions to ‘re-capture’ churning customers. Here, one of important factors to take into account is the limitations in budget. Thus, we try to offer a simple budget allocation method depending on the varying customer value and different churn types. Soft and Hard categorization defines the type of actions, while Customer Value is a guideline of marketing budget to spend.

	High Customer Value	Moderate Customer Value	Low Customer Value
Soft Churners: they are still our clients	<b>High investments</b> <ul style="list-style-type: none"><li>• 20% "buono sconto" discount on purchase/ leisure activity/ subscription</li></ul>	<b>Moderate investments</b> <ul style="list-style-type: none"><li>• 10% "buono sconto" discount on purchase/ leisure activity/ subscription</li></ul>	<b>Low investments</b> <ul style="list-style-type: none"><li>• 5% "buono sconto" discount on purchase/ leisure activity/ subscription</li></ul>
Hard Churners: they are absent	<b>High investments</b> <ul style="list-style-type: none"><li>• e-mail</li><li>• 10% "buono sconto"</li><li>• call</li></ul>	<b>Moderate investments</b> <ul style="list-style-type: none"><li>• e-mail</li><li>• 5% "buono sconto"</li></ul>	<b>Low investments</b> <ul style="list-style-type: none"><li>• e-mail</li></ul>

**Assumption:** Dataset comes from e-commerce.

**Objectives:** Increase sales of products through e-commerce with the means of in-depth market basket analysis.



## Analysis of groups of products

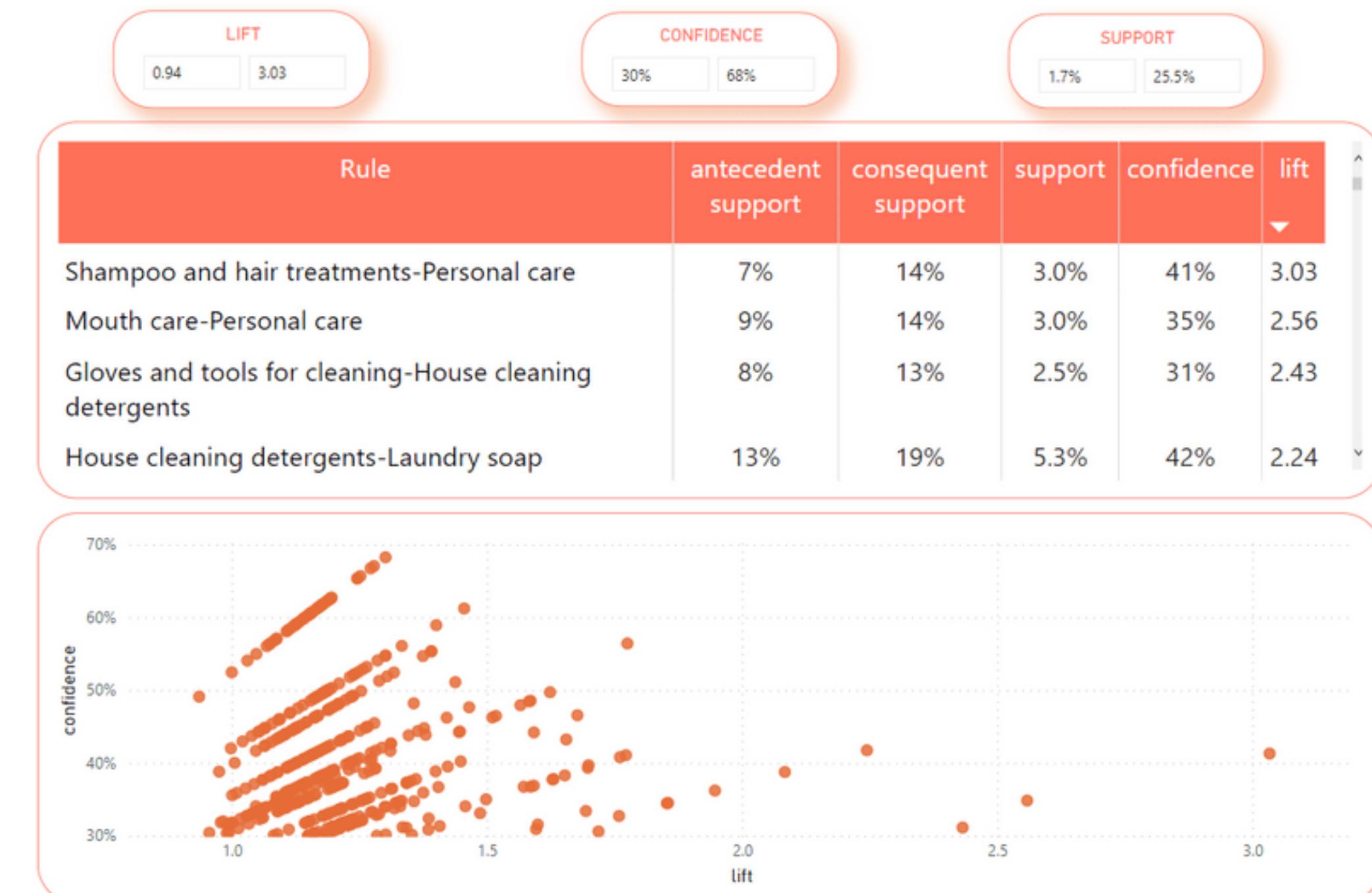
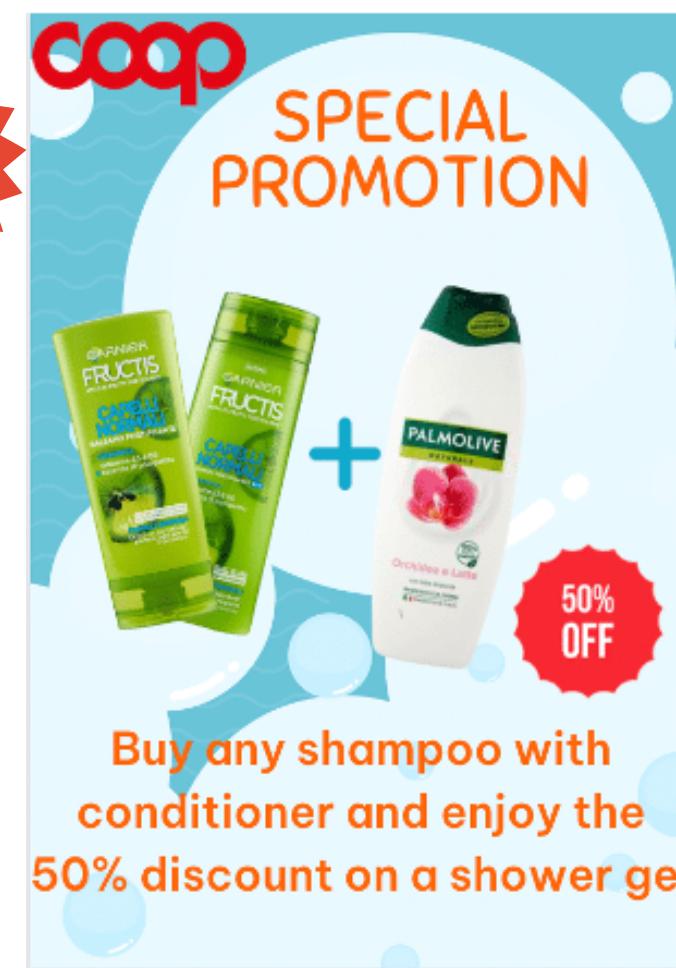
### High lift and high support ↑↑

The two most predominant rules are part of the group “personal care products”. Then it can be seen products for house cleaning and laundry. This rules says that the probability that someone who is buying a shampoo also buys a toothpaste is 41%. We want to exploit this rule. Here it is important to study the veracity of the rule since products with high support can have a high lift just because they are frequently bought together without a correlation, just because of their frequency.



#### Suggestion

Introducing promotions for consequent products from these pairs to create even more incentives for people to buy them. Also, we would suggest placing consequent products in the “suggestion for you” section on the website. In this way it will be possible to even more increase sales of these types of products.



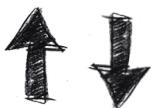
**Assumption:** Dataset comes from e-commerce.

**Objectives:** Increase sales of products through e-commerce with the means of in-depth market basket analysis.



## Analysis of groups of products

High lift and low support of antecedent



Little quantities can also make the difference, that is why we investigated also products that have low support but high lift and confidence with other products. Analyzing these pairs of products that are visible in the table we could suggest some improvements to increase sales of these products.



### General rule

Placing antecedent products in the "suggestions for you section" on the website. Why antecedent? In most cases consequent product is the one that is more frequently purchased so in this way it will be possible to increase sales of products with lower support.



### Suggestion

**Apertivo drinks:** include recipes on the website for cocktails like aperol spritz, hugo spritz, negroni spritz; posters with ideas for drinks appearing once chosen a product for aperitivo; placing sparkling wine in the "suggestions for you" section on the website when choosing aperitivo drinks.

**Creams:** probably under cream there are gels for mosquitos' bites, so suggestion is to place gels for mosquitos' bites in the "suggestions for you" section on the website when choosing insecticides and also increase advertising for them in the summer and spring period

**Perfume:** placing perfumes in the "suggestions for you" section on the website while looking at other personal care and promotions for perfumes when buying products from personal care

**Sun Creams**

Sun creams have a quite high lift with shampoo and hair treatment or personal care (so again personal care products are bought together).

An interesting combination can be sun creams and beer, water, savory snacks. This can suggest that during summer season some people purchase sun cream and some drinks and savory snacks to enjoy the weather outside.

**Garden products**

During the analysis of garden products there can be seen some very interesting remarks. First of all, a big group of products that have a high confidence with garden products are things that can be used during barbecues. Another remark is that people who own pets, probably own also a garden.

**Suggestion**

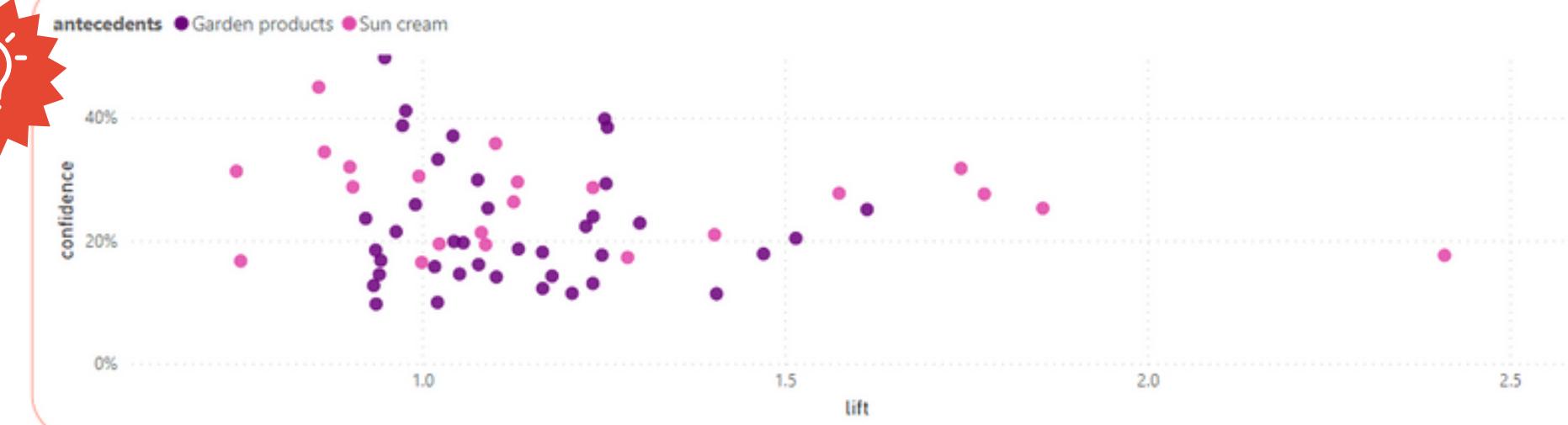
Creating a barbecue section on the website with promotions during spring and summer seasons – “when buying a consequent there is a discount on antecedent”, as garden products are the ones less frequently bought and in this way it will be possible to increase the sales of them. Placing garden products in the “suggestions for you” section on the website when checking pet products.

**Suggestion**

Introduce promotions relating to both products to gain market share during summer. Also, to advertise sun creams in this period to raise awareness of usage of them as maybe some people could come to buy a sun cream and decide to opt for picnic beverages and snacks (popping poster for sun creams while looking at beers/savory snacks); placing sun creams in the “suggestion for you” section.

Rule	support	confidence	lift
Sun cream-Shampoo and hair treatments	0.1%	18%	2.41
Sun cream-Personal care	0.1%	25%	1.86
Sun cream-Beer	0.1%	28%	1.78
Sun cream-Water	0.1%	32%	1.74
Sun cream-Savory Snacks	0.1%	28%	1.57

Rule	support	confidence	lift
Garden products-Beer	0.1%	25%	1.61
Garden products-Wine	0.1%	20%	1.52
Garden products-Pets	0.1%	18%	1.47
Garden products-Gloves and tools for cleaning	0.1%	11%	1.41
Garden products-Savory Snacks	0.1%	23%	1.30



# SUN SAFETY

- ✓ **APPLY SUNSCREEN**  
SPF 30 or higher, 20 minutes before sun exposure.  
Reapply every 2 hours.
- ✓ **ENJOY THE SUN WITH COOP WITH A WIDE RANGE OF SUN CREAMS**

LET'S START  
**BARBECUE SEASON**

**30% DISCOUNT**

**BUY FIVE BEERS AND GET GRIGLIATAPRONTA WITH 30% DISCOUNT!!! GET READY FOR YOUR BARBECUE**

## Vegetarian/vegan products



Being a vegetarian/vegan is currently a popular trend among the society. That is why we decided to also focus on these products. In the first place we can see 'gastronomy' category, it is probably because there is a special section for these kind of products, others are all more or less standard products for vegetarians or vegans.



## Baby Products

In the first place we can see an obvious pair of products so baby products and baby food, nevertheless on the second place there is a connotation of baby products with fresh sweets. Probably parents with newborn or babies have sweet anxiety and this could be a great opportunity for a cross-selling.



## Suggestion

Baby food: idea of up-selling – "suggestions for you" section on the website in baby products; trying to incentive clients with some promotions for these products

Fresh sweets - not an obvious choice so there is a possibility of cross-selling – placing fresh sweets in the "suggestions for you" section in baby products and posters with promotions for fresh sweets in the baby products

**coop**

**Special promotions for caring parents**

**Buy four packages of diapers and get 20% discount**

**On every second package get 40% off**

**Crescendo**

**On every second package get 40% off**

## Suggestion



Introduce section with recipes for vegetarian and vegan meals and also placing posters with ideas for the usage of chosen product when looking at a vegetarian/vegan product to incentives people to buy more. Also, a good idea will be promotions with presented set of products bought together. Also placing vegetarian/vegan food in the "suggestion for you" section when looking at the consequent products.

Tutorial CoopShop Punti vendita I nostri servizi FAQ Blog Ricette

coopshop la spesa che non pesa

Cerca un prodotto

OFFERTE BIO VEGAN SENZA GLUTINE SENZA LATTOSIO BARBECUE VOLANTINO

LISTE PROFILO Carrello 0,00 €

Home > Tutti i prodotti > Gastronomia, salumi e formaggi > Gastronomia confezionate > Gastronomia vegetariana

Affettato vegetale gusto mortadella  
IO VEG 80 GR 75871900

- 1pz +

Aggiungi a una lista

CONDIVIDI

IT'S EASY TO BE VEGAN WITH COOP

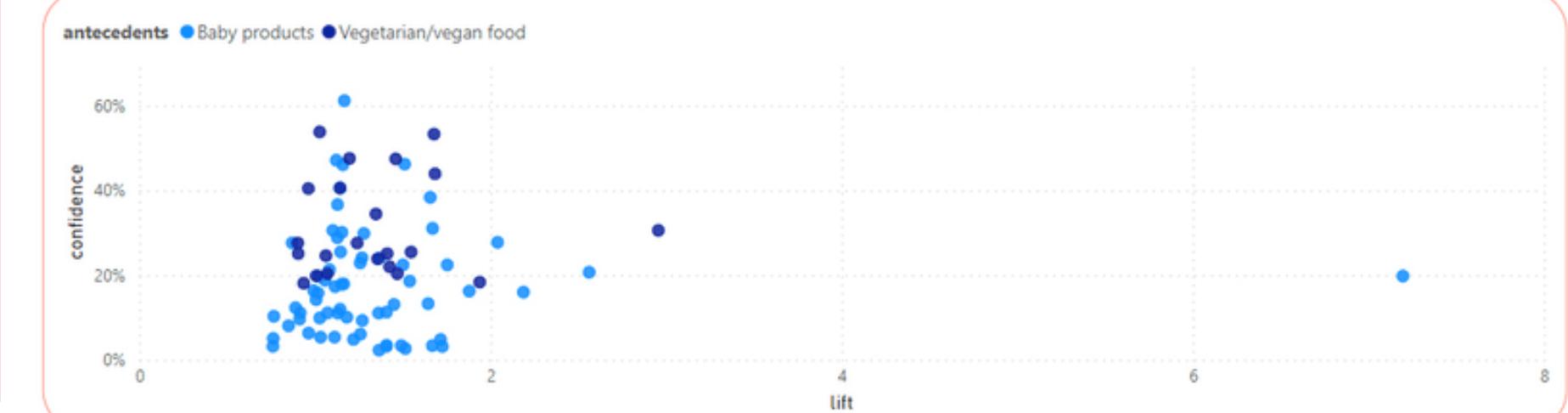
Check out our recipes

Più mortadella, piattoni e strascinati with our 100% vegan products

Pasta di vegane regge easy to make with our ready vegan regge source

AND MUCH MORE!!!!

Rule	support	confidence	lift
Vegetarian/vegan food-Gastronomy	0.1%	31%	2.96
Vegetarian/vegan food-Dried food	0.1%	18%	1.94
Vegetarian/vegan food-Yogurt	0.1%	44%	1.68
Vegetarian/vegan food-Vegetables	0.2%	53%	1.68
Baby products-Baby food	0.4%	20%	7.20
Baby products-Fresh sweets	0.5%	21%	2.56
Baby products-Shampoo and hair treatments	0.4%	16%	2.19
Baby products-Personal care	0.6%	28%	2.04
Baby products-Mouth care	0.4%	16%	1.88





## Italian recipes

As a next step there was conducted a more thorough analysis of the specific products in order to dig deeper into the combination of products that people buy together. There have been found pairs of products with high confidence and lift that are associated with famous Italian recipes.



### 1. Mascarpone + Cookies = Tiramisu



Support = 0.011684; Confidence = 0.561623 Lift = 2.044186

### 2. White rice + Broth preparation = Risotto



Support = 0.006609; Confidence = 0.118288 Lift = 2.089032

### 3. Peeled tomato + Pasta = Spaghetti al pomodoro



Support = 0.014969; Confidence = 0.520866 Lift = 1.741375

### 4. Canned tuna (oil) + Pasta = Pasta al tonno



Support = 0.056039; Confidence = 0.430563 Lift = 1.439471

## Suggestion

First idea is to create popping posters with recipes when someone chooses an antecedent or consequent product, all based on MBA's analysis results.

Second idea is to create a filter in recipe section where a customer can choose one or two products and there will appear meal ideas. In this way it will be possible to increase sales of multiple products by incentivising customers to buy ready set of products for a desired recipe.

The screenshot shows the CoopShop website interface. At the top, there are navigation links: Tutorial CoopShop, Punti vendita, I nostri servizi, FAQ, Blog, Ricette. On the right side, there are icons for heart (LISTE), user (PROFILO), and shopping cart (Carrello 0,00 €). The main content area displays a product page for "Bene+si" Mascarpone cheese, which is described as having high digestibility and being lactose-free (0,01% di lattosio). Below the product image, there is a button to add it to the shopping cart. To the right, there is a section titled "Use this product for" which shows a "Tiramisu Cake" recipe card. The card includes a small image of the cake, the title "Tiramisu Cake", and a list of ingredients: 300g of ladyfingers, 500g of mascarpone, 4 medium eggs, 100g of sugar, 300ml of coffee, 2 tablespoons of rum, and cocoa powder. It also says "All the ingredients that you need at one shop. Don't waste time and enjoy your favourite dessert!"



After conducting Market Basket Analysis, there have been proposed some ideas with a main purpose of increasing sales. The assumption was made that all data come from e-commerce, that is why all the solutions were made to improve the efficiency of sales through the website. Parameters that have been measured were: support, confidence and lift. By analysing pairs of products it was possible to get a picture of typical patterns that customers express while purchasing at COOP.

**1 Popping posters with promotions when choosing antecedent product (attachment 1)**

In this way it will be possible to increase sales of the bundle of products and incentives people to stay with COOP.

**2 Promotions for consequent or antecedent (in case of seasonality) products (attachment 2)**

Seasonal products do not have a high support, with the means of promotions it will be possible to increase their sales and also products that are bought with them.

**3 Adding barbecue section during summer and spring season (attachment 3)**

Introducing new section of barbecue can be a good marketing strategy to encourage people to buy more products for this purpose, it is giving them ready ideas to spend free time.

**4 Suggestion posters when choosing a product (attachment 4, 5, 6, 7)**

Appearing posters with suggestion for usage of chosen product or completely different one (but which shown a high confidence and lift) can strongly influence customer's mind.

**5 Adding vegan, vegetarian and drink recipes (attachment 3)**

In this way more customers could find an appropriate recipe for them and increase overall sales.

**6 Placing consequent products in the “suggestion for you” section**

Such section already exists, nevertheless it should be strongly encouraged to put products that have a high confidence and lift as they are more likely to be also chosen by customers.

**7 Introducing online 'magazine' with all available promotions (attachment 3, 8)**

A good way to incentives people to purchase at specific store are promotions, it would be a good idea to put all of them in the online magazine.

## Attachment 1

**coop**

# SPECIAL PROMOTION

Buy any shampoo with conditioner and enjoy the 50% discount on a shower gel

## Attachment 2

**coop**

# LET'S START BARBECUE SEASON

30% DISCOUNT

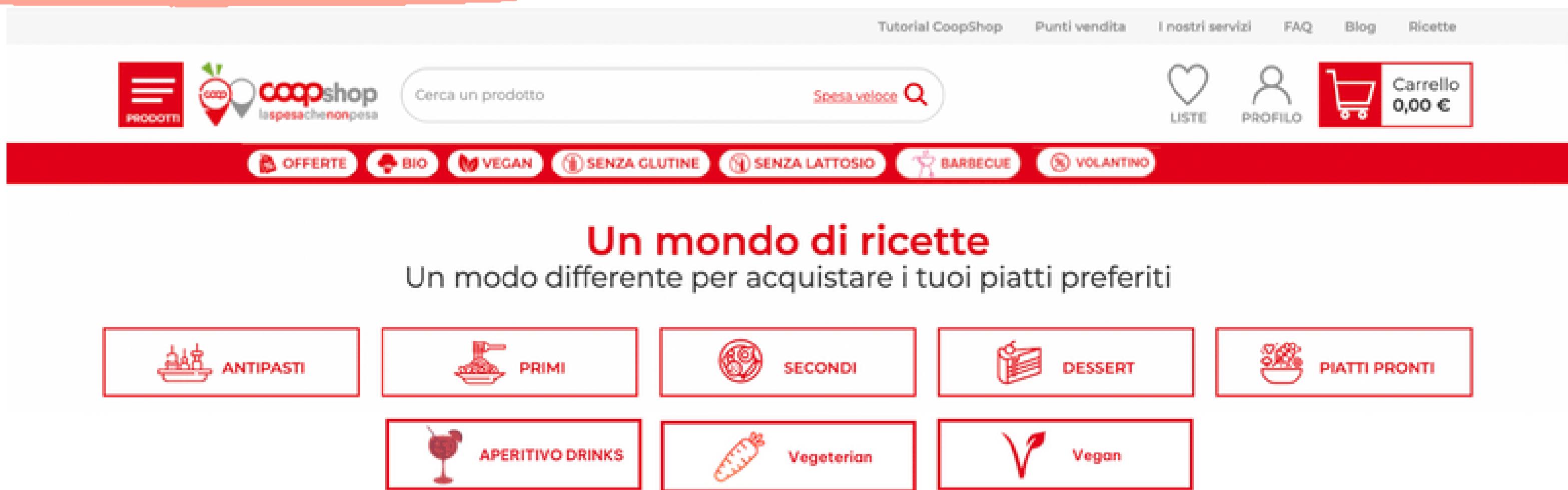
BUY FIVE BEERS AND GET GRIGLIATAPRONTA WITH 30% DISCOUNT!!! GET READY FOR YOUR BARBECUE

**coop**

# Attachment 3

coop

After



The screenshot shows the updated Coopshop website interface. At the top, there is a navigation bar with links to 'Tutorial CoopShop', 'Punti vendita', 'I nostri servizi', 'FAQ', 'Blog', and 'Ricette'. Below the navigation is a header section featuring the 'coopshop' logo, a search bar with placeholder 'Cerca un prodotto' and a 'Sposta veloce' button, and user account icons for 'LISTE', 'PROFILO', and a shopping cart showing 'Carrello 0,00 €'. A red navigation bar below the header contains buttons for 'OFFERTE', 'BIO', 'VEGAN', 'SENZA GLUTINE', 'SENZA LATTOSIO', 'BARBECUE', and 'VOLANTINO'. The main content area features a large red banner with the text 'Un mondo di ricette' and 'Un modo differente per acquistare i tuoi piatti preferiti'. Below the banner are several red-bordered boxes representing different food categories: 'ANTIPASTI' (with a boat icon), 'PRIMI' (with a bowl icon), 'SECONDI' (with a plate icon), 'DESSERT' (with a cake icon), 'PIATTI PRONTI' (with a bowl icon), 'APERITIVO DRINKS' (with a cocktail glass icon), 'Vegetarian' (with a carrot icon), and 'Vegan' (with a leaf icon).

Before



The screenshot shows the original Coopshop website interface. It has a similar layout to the 'After' version, with a navigation bar at the top and a header section with the 'coopshop' logo, a search bar, and user account icons. However, the red navigation bar below the header only contains buttons for 'OFFERTE', 'BIO', 'VEGAN', 'SENZA GLUTINE', and 'SENZA LATTOSIO'. The main content area features a large red banner with the text 'Un mondo di ricette' and 'Un modo differente per acquistare i tuoi piatti preferiti'. Below the banner are several red-bordered boxes representing different food categories: 'ANTIPASTI' (with a boat icon), 'PRIMI' (with a bowl icon), 'SECONDI' (with a plate icon), 'DESSERT' (with a cake icon), 'PIATTI PRONTI' (with a bowl icon), 'APERITIVO DRINKS' (with a cocktail glass icon), 'Vegetarian' (with a carrot icon), and 'Vegan' (with a leaf icon). A breadcrumb navigation 'Home > Ricette' is visible at the bottom left.

Un mondo di ricette  
Un modo differente per acquistare i tuoi piatti preferiti



# Attachment 4

coop

Tutorial CoopShop Punti vendita I nostri servizi FAQ Blog Ricette

**coopshop** la spesa che non pesa

Cerca un prodotto  Scegli veloce

**LISTE** **PROFILO** **Carrello 0,00 €**

**OFFERTE** **BIO** **VEGAN** **SENZA GLUTINE** **SENZA LATTOSIO** **BARBECUE** **VOLANTINO**

Home > Tutti i prodotti > Gastronomia, salumi e formaggi > Formaggi confezionati > Ricotta e mascarpone

**Mascarpone alta digeribilità**  
COOP - BENE SI'  
250 GR  
T47804000

  
1pz   Aggiungi a una lista

**CONDIVIDI** [0 condiviso](#) [Mi piace](#)

**Use this product for**

**Tiramisu Cake**

All the ingredients that you need at one shop.  
Don't waste time and enjoy your favourite desert!

  
Ingredients:  
• 300g of ladyfingers  
• 500g of mascarpone  
• 4 medium eggs  
• 100g of sugar  
• 300ml of coffee  
• 2 tablespoons of rum  
• cocoa powder

Click here to add all the necessary ingredients [Ricette/Tiramisu](#)

**Tiramisu Cake**

coop

All the ingredients that you need at one shop.  
Don't waste time and enjoy your favourite desert!

  
**Ingredients:**

- 300g of ladyfingers
- 500g of mascarpone
- 4 medium eggs
- 100g of sugar
- 300ml of coffee
- 2 tablespoons of rum
- cocoa powder

Click here to add all the necessary ingredients [Ricette/Tiramisu](#)

# Attachment 5

coop

Tutorial CoopShop Punti vendita I nostri servizi FAQ Blog Ricette

PRODOTTI coopshop lapesachenonpessa

Cerca un prodotto Spesa veloce

LISTE PROFILO Carrello 0,00 €

OFFERTE BIO VEGAN SENZA GLUTINE SENZA LATTOSIO BARBECUE VOLANTINO

Home > Tutti i prodotti > Acqua e bevande > Aperitivi > Aperitivi alcolici

## Aperitivo alcolico

### APEROL

700 ML  
347999000

- 1pz +

Aggiungi a una lista

CONDIVIDI

Condividi Tweet



## APERITIVO DRINKS IDEAS

### Aperitivo with coop

#### APEROL SPRITZ

- 2 parts of Aperol
- 3 parts of Prosecco
- 1 part of soda
- Slice of orange
- Ice cubes



#### NEGRONI SPRITZ

- 1 part of Campari
- 1 part of Gin
- 1 part of sweet vermouth
- Orange skin
- Ice cubes



#### HUGO SPRITZ

- 3 parts of Prosecco
- 2 parts of soda
- 1 part of elderflower syrup
- Lime
- Mint
- Ice cubes



## Aperitivo with coop

### APEROL SPRITZ

- 2 parts of Aperol
- 3 parts of Prosecco
- 1 part of soda
- Slice of orange
- Ice cubes



### NEGRONI SPRITZ

- 1 part of Campari
- 1 part of Gin
- 1 part of sweet vermouth
- Orange skin
- Ice cubes



### HUGO SPRITZ

- 3 parts of Prosecco
- 2 parts of soda
- 1 part of elderflower syrup
- Lime
- Mint
- Ice cubes



# Attachment 6

coop

Tutorial CoopShop Punti vendita I nostri servizi FAQ Blog Ricette

Cerca un prodotto **so cerca veloce**

Carrello 0,00 €

OFFERTE BIO VEGAN SENZA GLUTINE SENZA LATTOSIO BARBECUE VOLANTINO

Home > Tutti i prodotti > Gastronomia, salumi e formaggi > Gastronomia confezionata > Gastronomia vegetariana

Affettato vegetale gusto mortadella  
IO VEG  
80 GR  
79577500

1pz Aggiungi a una lista

CONDIVIDI

**Affettato vegetale gusto mortadella**

**VEGAN RECIPES**

IT'S EASY TO BE VEGAN WITH COOP  
Check out our recipes  
Pizza mortadella, pistacchio e stracchino  
with our 100% vegan products

Pasta al vegan raggu  
easy to make with our ready vegan raggu sauce  
AND MUCH MORE!!!!

**IT'S EASY TO BE VEGAN WITH COOP**

**Check out our recipes**

**Pizza mortadella, pistacchio e stracchino**  
with our 100% vegan products

**Pasta al vegan raggu**  
easy to make with our ready vegan raggu sauce  
AND MUCH MORE!!!!

# Attachment 7

coop



Tutorial CoopShop Punti vendita I nostri servizi FAQ Blog Ricette

PRODOTTI  Cerca un prodotto Spesa veloce 

 OFFERTE  BIO  VEGAN  SENZA GLUTINE  SENZA LATTOSIO  BARBECUE  VOLANTINO

Home > Tutti i prodotti > Prima infanzia > Alimenti prima infanzia > Piatti pronti e lievitati

  
PAPPA PR.TRIS VER.BIO HIPPI90G  
440927700  
  
- 1pz +   
 Aggiungi a una lista

CONDIVIDI  Condividi  Tweet



**SPECIAL PROMOTIONS**

**SPECIAL DEALS**  
FOR THIS MONTH AT 

 Cannolo siciliano 30% off

 Cannoncini di sfoglia con crema 30% off

 Cassata siciliana classica 30% off

**CHECK ALSO OUR OTHER FRESH SWEETS**

**SPECIAL DEALS**  
FOR THIS MONTH AT 

 Cannolo siciliano 30% off

 Cannoncini di sfoglia con crema 30% off

 Cassata siciliana classica 30% off

**CHECK ALSO OUR OTHER FRESH SWEETS**



**SPECIAL DEALS**  
FOR THIS MONTH AT

 Cannolo siciliano 30% off

 Cannoncini di sfoglia con crema 30% off

 Cassata siciliana classica 30% off

**CHECK ALSO OUR OTHER FRESH SWEETS**

**SPECIAL PROMOTION**

 +  **50% OFF**

Buy any shampoo with conditioner and enjoy the 50% discount on a shower gel

**LET'S START BARBECUE SEASON**



**30% DISCOUNT**

BUY FIVE BEERS AND GET GRIGLIATAPRONTA WITH 30% DISCOUNT!!! GET READY FOR YOUR BARBECUE

**Special promotions for caring parents**

 Buy four packages of diapers and get 20% discount

 On every second package get 40% off



 On every second package get 40% off