

5 years growing your Business based in Real Data

How can I analyze the consumption evolution?



Can I know my market share by sector and geography?



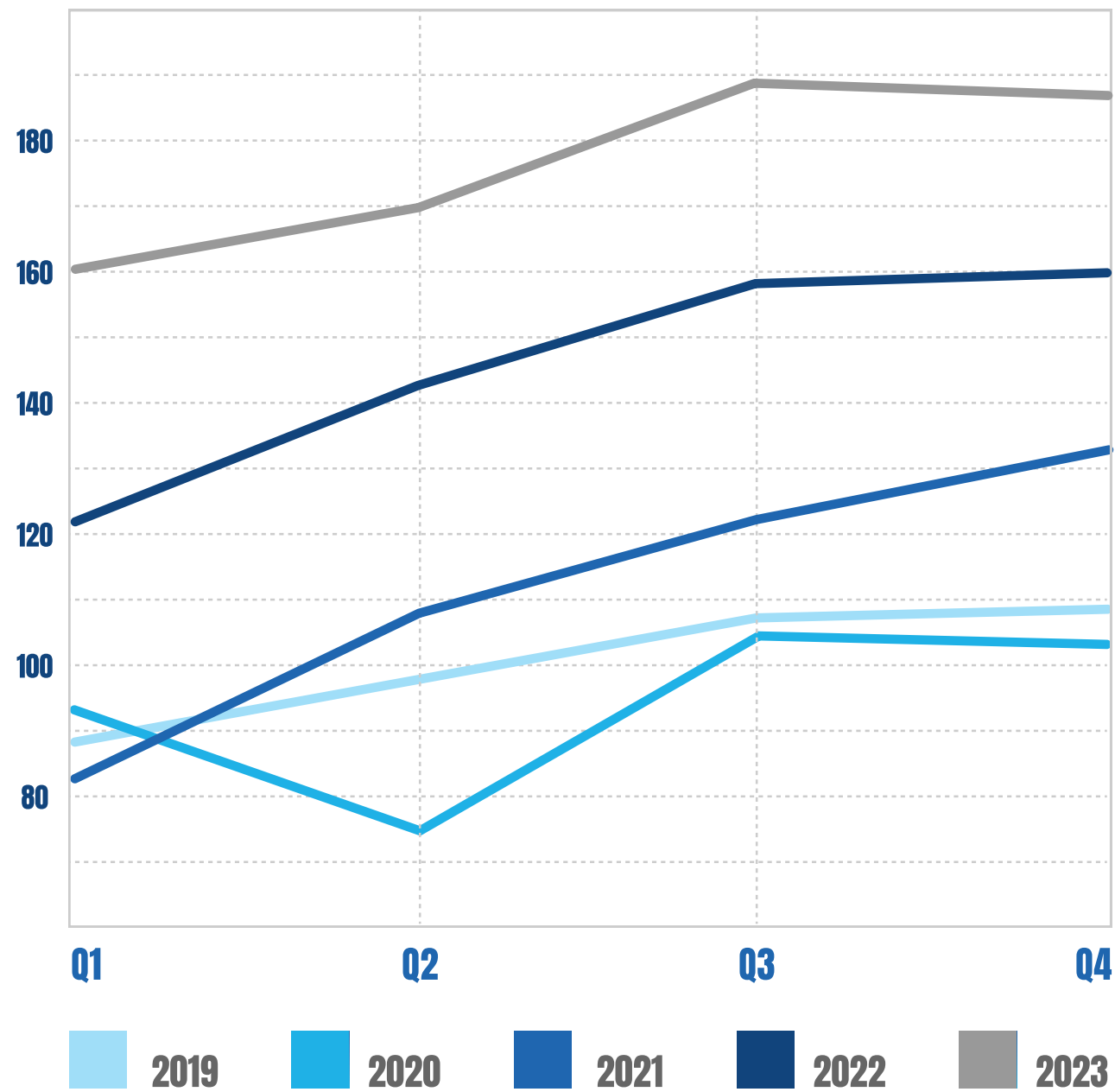
How can I design the consumption profile of my customers?



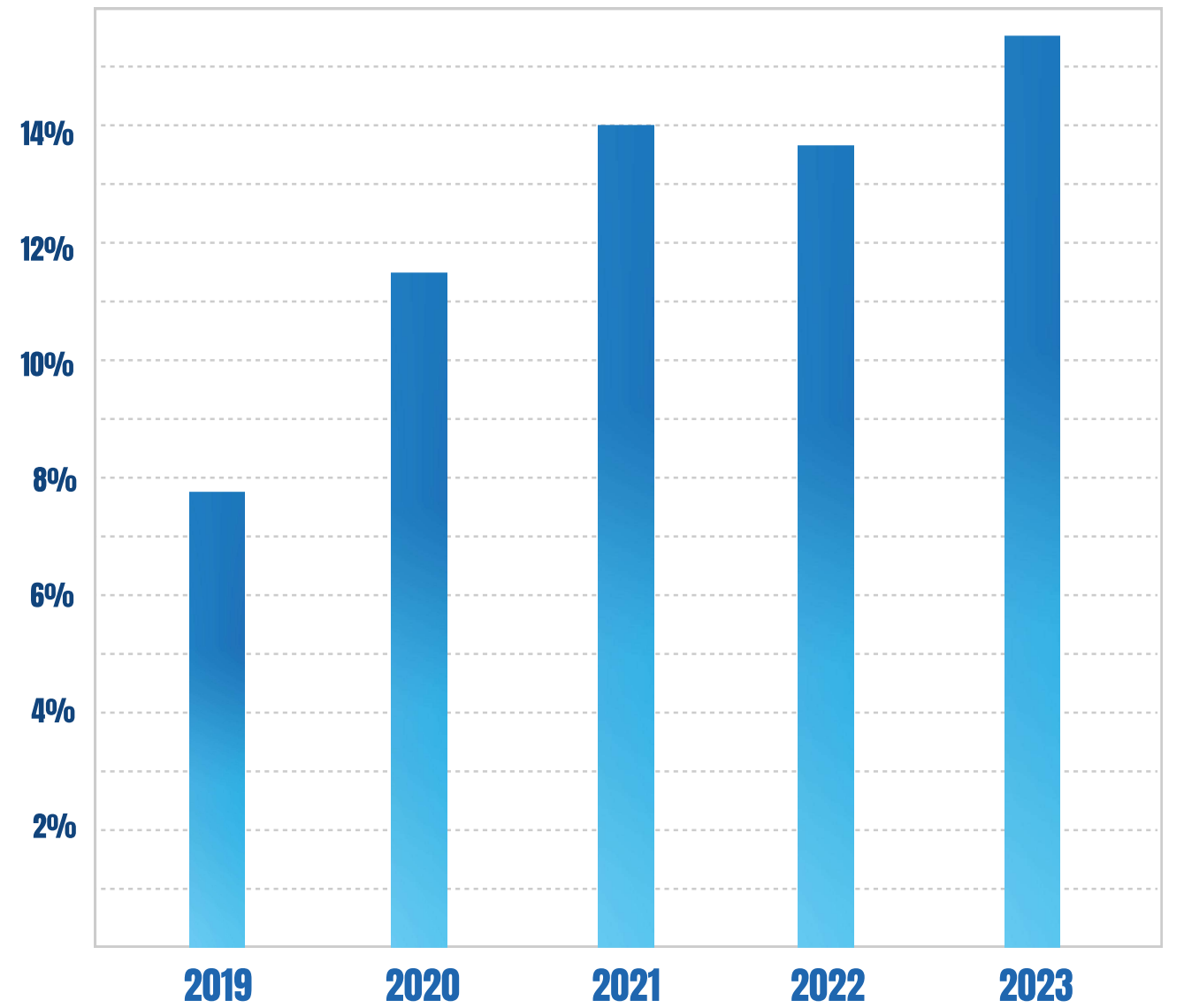
Watch the Consumption Evolution in Portugal

Purchases quarterly evolution over the last 5 years

Purchases number index base 100
(average quarterly consumption in 2019)

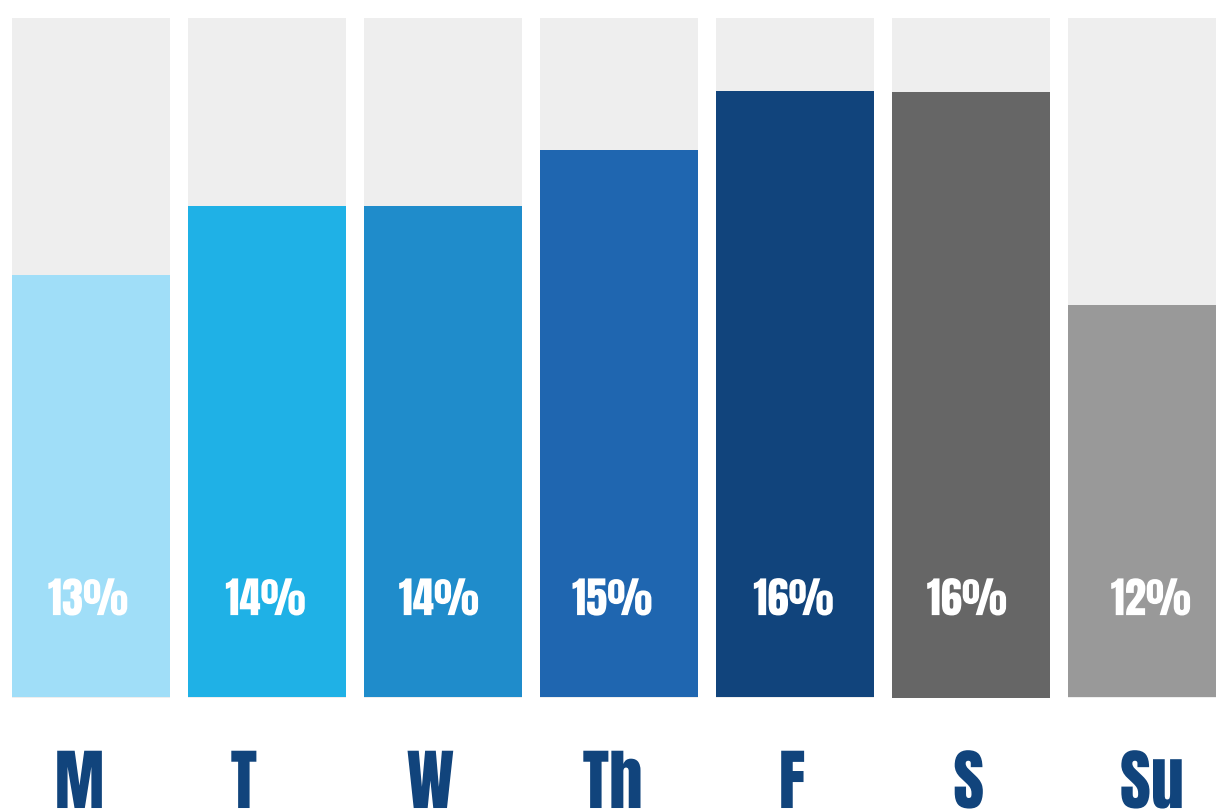


Online shopping weight



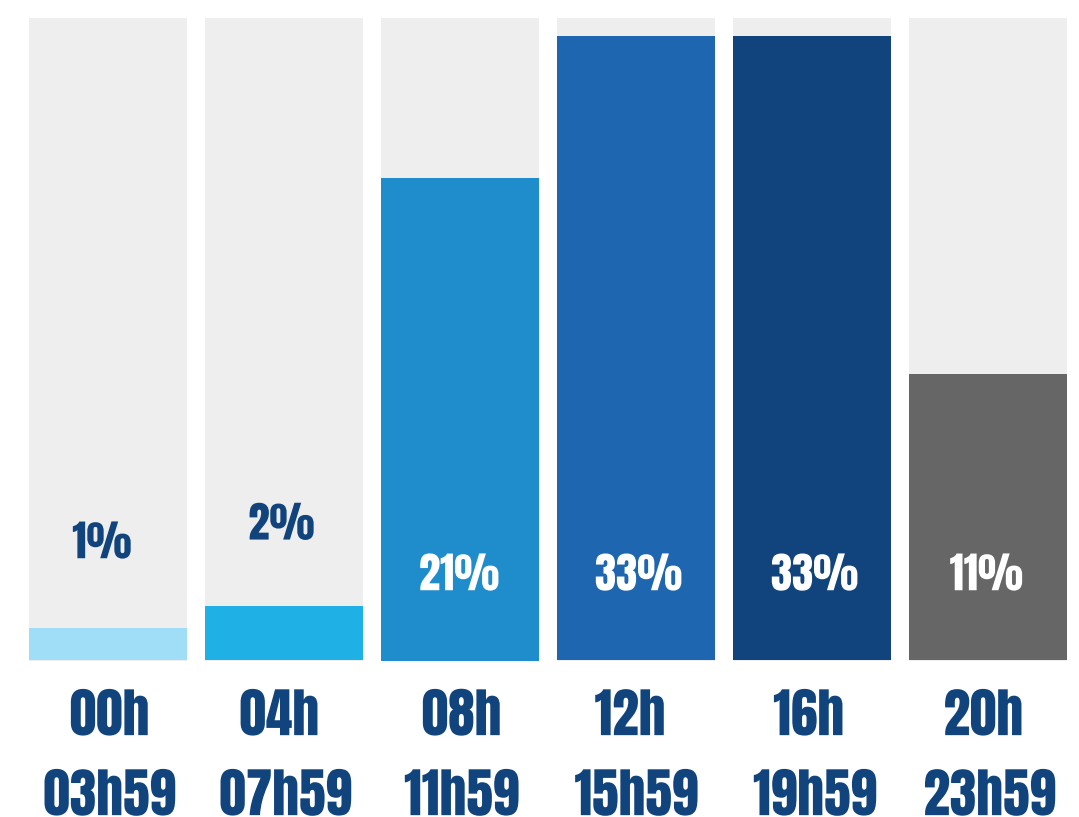
Weekly physical purchases distribution

(1st Quarter - 2024)



Time frame physical purchases distribution

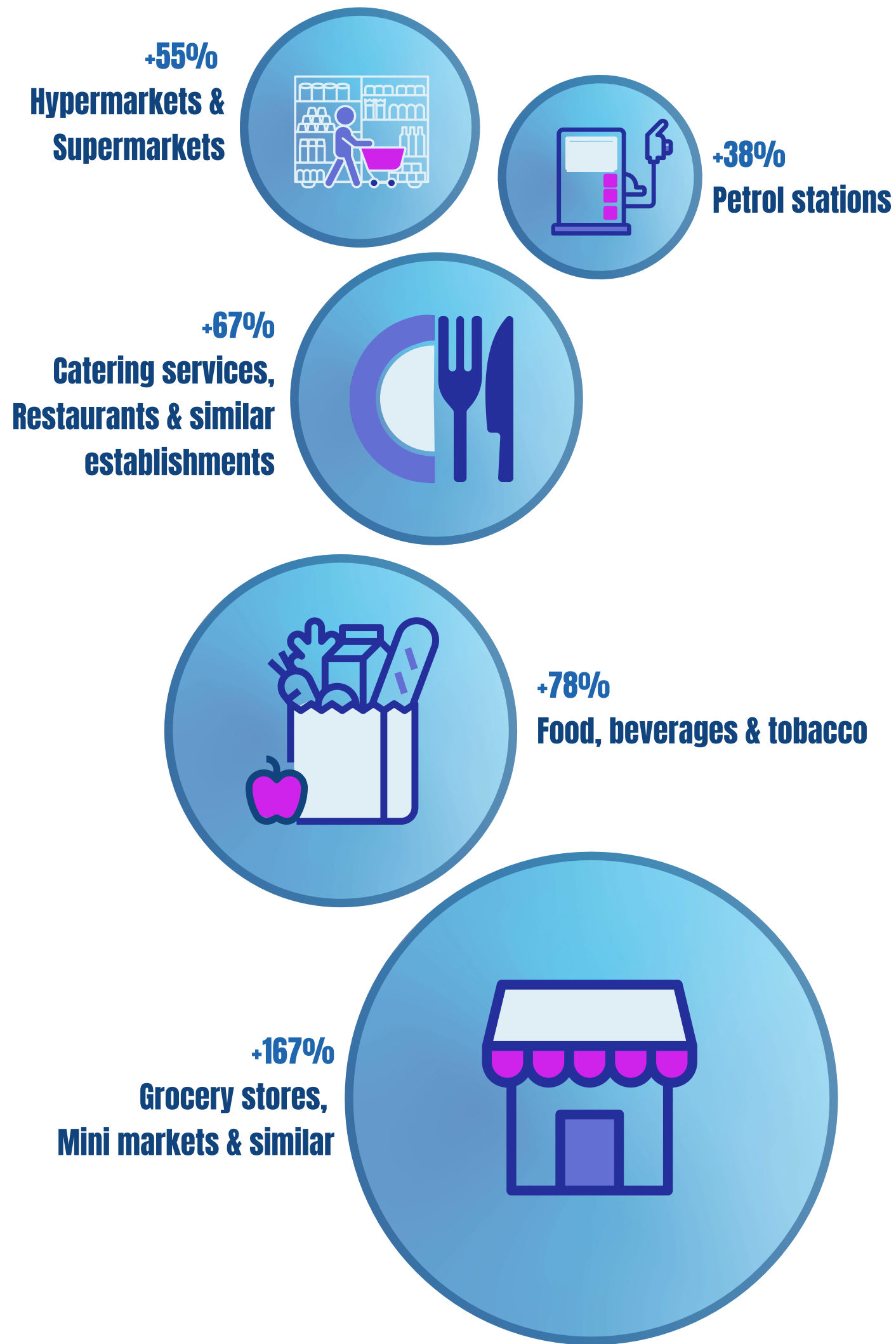
(1st Quarter - 2024)



Explore different Sectors and Geographies

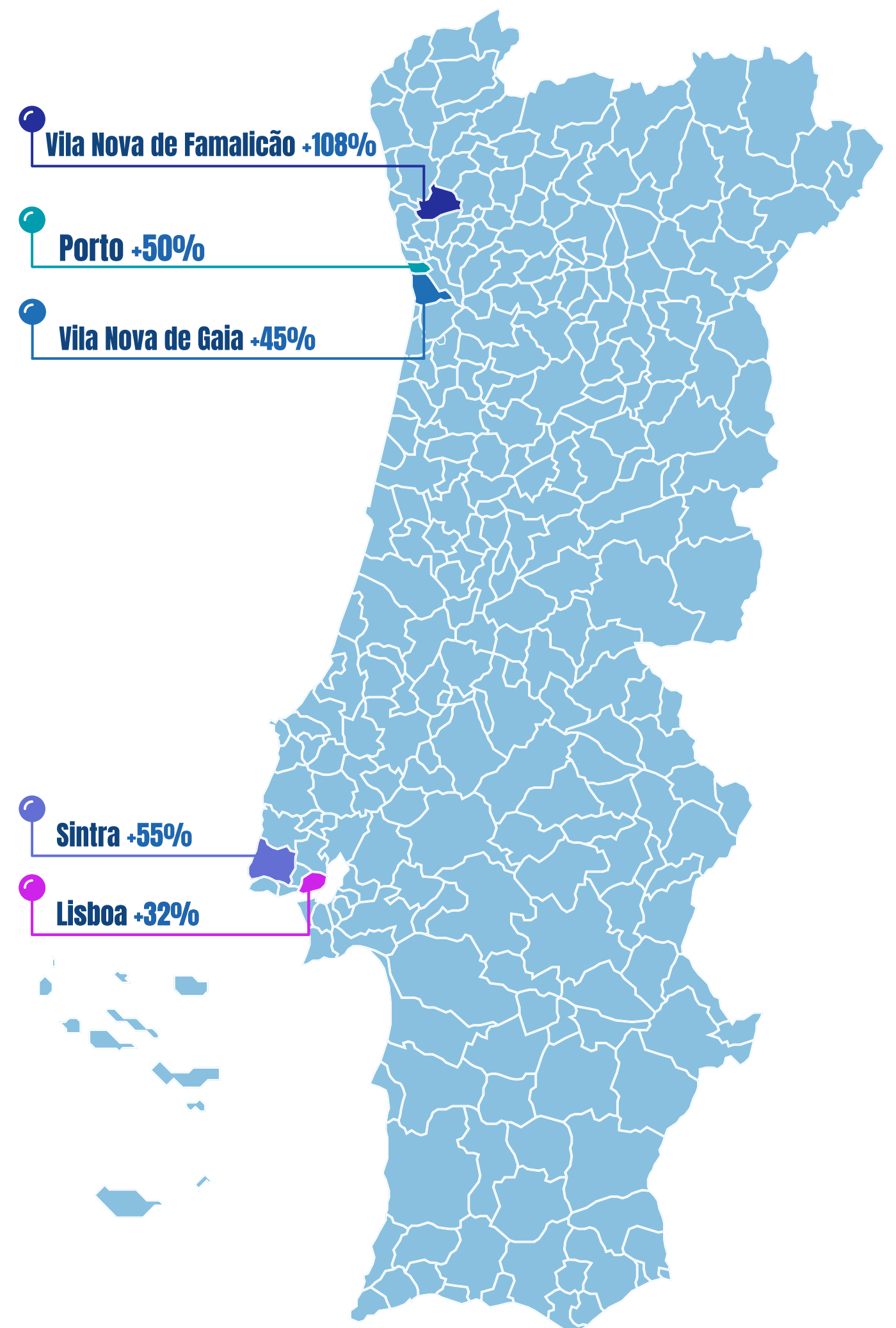
Purchases variation of the top 5 sectors that contributed the most for consumption growth

In number of purchases - 2019 Q1 vs. 2024 Q1



Purchases variation of the top 5 municipalities that contributed the most for consumption growth

In number of purchases - 2019 Q1 vs. 2024 Q1



Get to know your Customers

Portuguese

Origin: Lisbon

Top 3 Consumer Sectors & Average Ticket:

- **Hypermarkets & Supermarkets 23€**
- **Catering services, Restaurants & similar establishments 17€**
- **Petrol stations 28€**

Average number of visits per month: 6x, 5x and 3x (per sector respectively)

Foreigner

Origin: United Kingdom

Top 3 Consumer Sectors & Average Ticket:

- **Catering services, Restaurants & similar establishments 27€**
- **Hypermarkets & Supermarkets 24€**
- **Hotels and accommodation 101€**

Average stay: 60% of English people spend between 1 and 7 days in Portugal

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Let's explore the Data together

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www.sibsanalytics.com