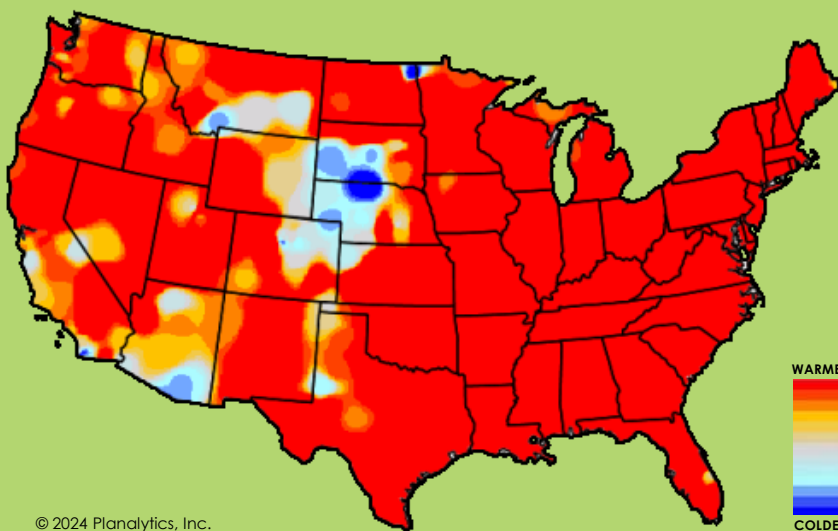


The “Luck of the Irish” will be with stores, restaurants, and bars in 2024 as warmer temperatures vs. last year throughout most of the country will boost traffic and sales. More springlike temperatures this year will provide a boost for retail with only a “wee bit” of rain in the eastern half of the country having the potential to dampen the Leprechauns’ spirits and their spending. For more information, check out the [NRF’s St. Patrick’s Day insights for 2024](#).

Last year the [National Retail Federation \(NRF\) reported strong spending for the holiday](#). The numbers would have likely been even higher if not for less-than-ideal weather. A year ago, 67% of U.S. markets experienced colder-than-normal temperatures and nearly half of these markets failed to get above freezing on March 17th. Last year’s strong spending — and the fact that St. Patrick’s Day fell on a weekend — was enough to offset the negative weather impact headwinds measured by Planalytics.

THIS YEAR 2024 Not only Irish eyes are smiling

St. Patrick's Day Temperature vs. 2023



© 2024 Planalytics, Inc.

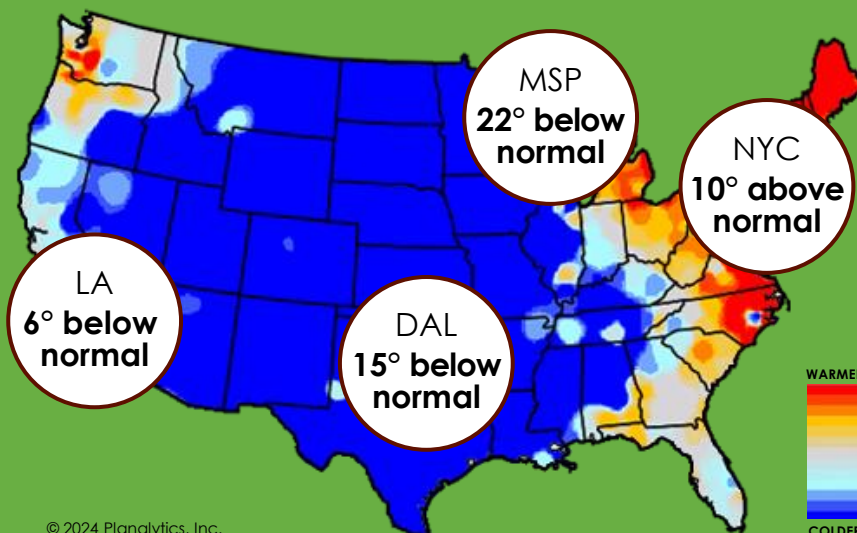


- ▲ Restaurant Traffic
- ▲ Supermarket Traffic
- ▲ Beer
- ▲ Spring Apparel

Weather-Driven Demand vs LY

LAST YEAR 2023 Shivering shamrocks

St. Patrick's Day Temperature vs. Normal
The coldest in 9 years



© 2024 Planalytics, Inc.



- ▼ Restaurant Traffic
- ▼ Dept Store Traffic
- ▼ Beer
- ▲ Soups & Stews

Weather-Driven Demand vs. Normal

ABOUT PLANALYTICS

Planalytics’ (www.planalytics.com) predictive weather impact analytics leverage advanced statistical methods and AI/ML, mountains of sales data, and years of real-world retail expertise to help companies measure and proactively manage weather-based demand volatility. Planalytics provides companies with product-specific, localized demand adjustments based on the varied and complex relationships consumers have with the weather. Retailers can rapidly deploy Planalytics Weather-Driven Demand metrics into their existing software/SaaS solutions, data lakes, and AI/ML platforms to optimize inventories, advertising, markdowns, and more.