Hi all,

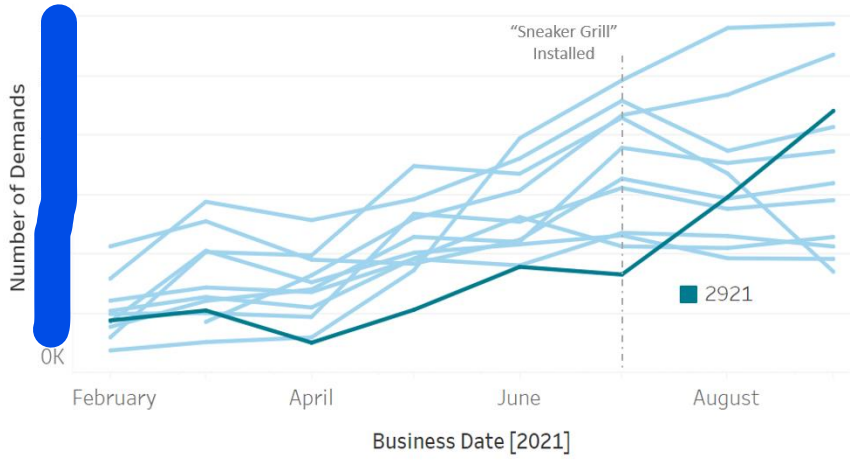
Writing to share with you some insights that we got from the "Sneaker Grill" test analysis.

***About the test:***

A VM called "Sneaker Grill" was installed in **Store 2921**, th[redacted]in Florida, on **July 1st**. The installation includes one shelf for women sneakers, and another shelf for men sneakers (see reference picture below). Styles/Shoes on display are changed every 1-2 weeks to showcase our best-sellers & new-arrivals:


***Total Demand:***

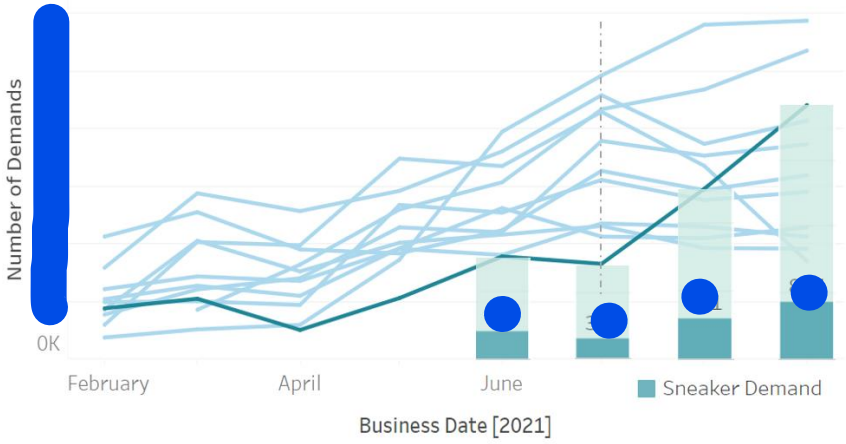
Looking at the *Total Number of Demands* that Store 2921 [redacted] received, compared with its sister stores *(other ALDO US Outlets) (in light blue color)*:




- *Store 2921 saw the biggest increase in demands requests since July 1st*

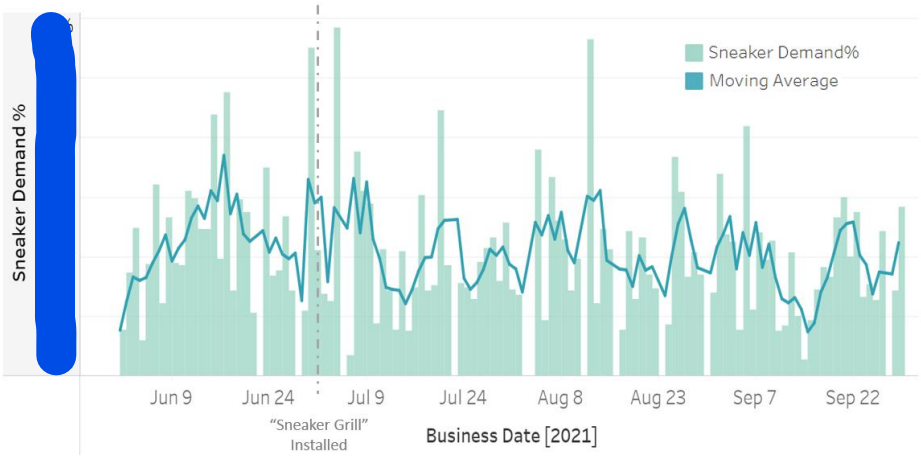
***Sneaker Demand:***

Zoom in the number of demands for sneakers, we see that the increase is not just contributed by the sneakers:




➢ *Since the sneaker & non-sneaker demand increased proportionally, the positive increase is probably due to external factors, such as seasonality, marketing, discount strategy etc.*

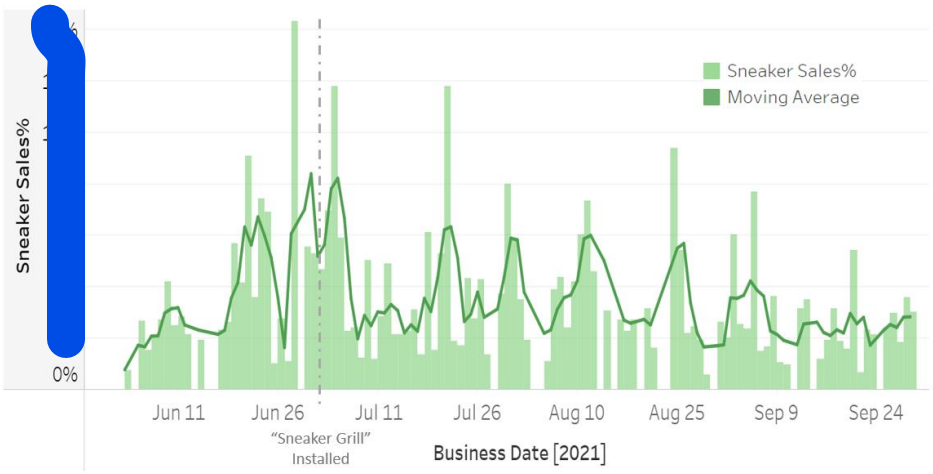
From a more quantitative view, the percentage of demand for sneakers *(#sneaker demand / #total demand)* remains around 20% before & after the "Sneaker Grill" is installed:




❖ *"Moving Average" is a calculation to smooth out the noises (random daily fluctuations), in order to highlight the data's general trend. In the graph above, the light blue bars are the exact daily "sneaker demand%"; while the blue line is the smoothed moving average, for us to better visualize the trend.*

## ***Sneaker Sales:***

Similarly, if we look at the percentage of sneaker sales compared to the total sales of Store 2921:




➢ *the percentage of sales for sneakers (#sneaker sold / #total shoe sold) remains around 5% before & after the "Sneaker Grill" is installed*

Let me know if you would like to know any other information, or have any questions.

Thank you,
Alison