



SALES ANALYSIS

Problem Breakdown

*Displaying **FIBETH** in Aldo Accessories can influence...*

Products

FIBETH

Other Shoes

Acc Nearby

Other Acc

Stores

Test - Acc

Test - Shoe

Ctrl - Acc

Ctrl - Shoe

Attributes

Traffic

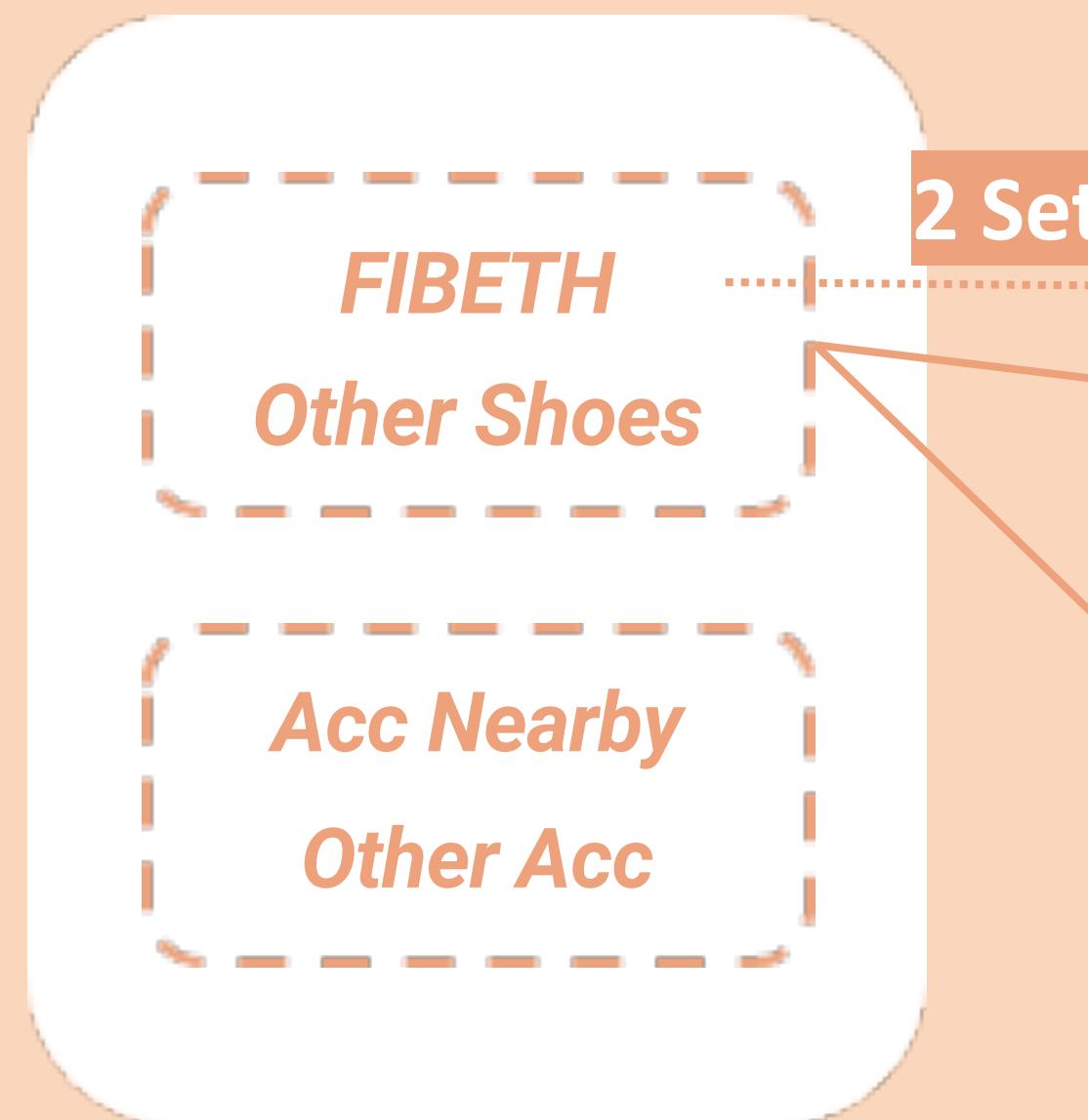
Items Sold #

Transactions #

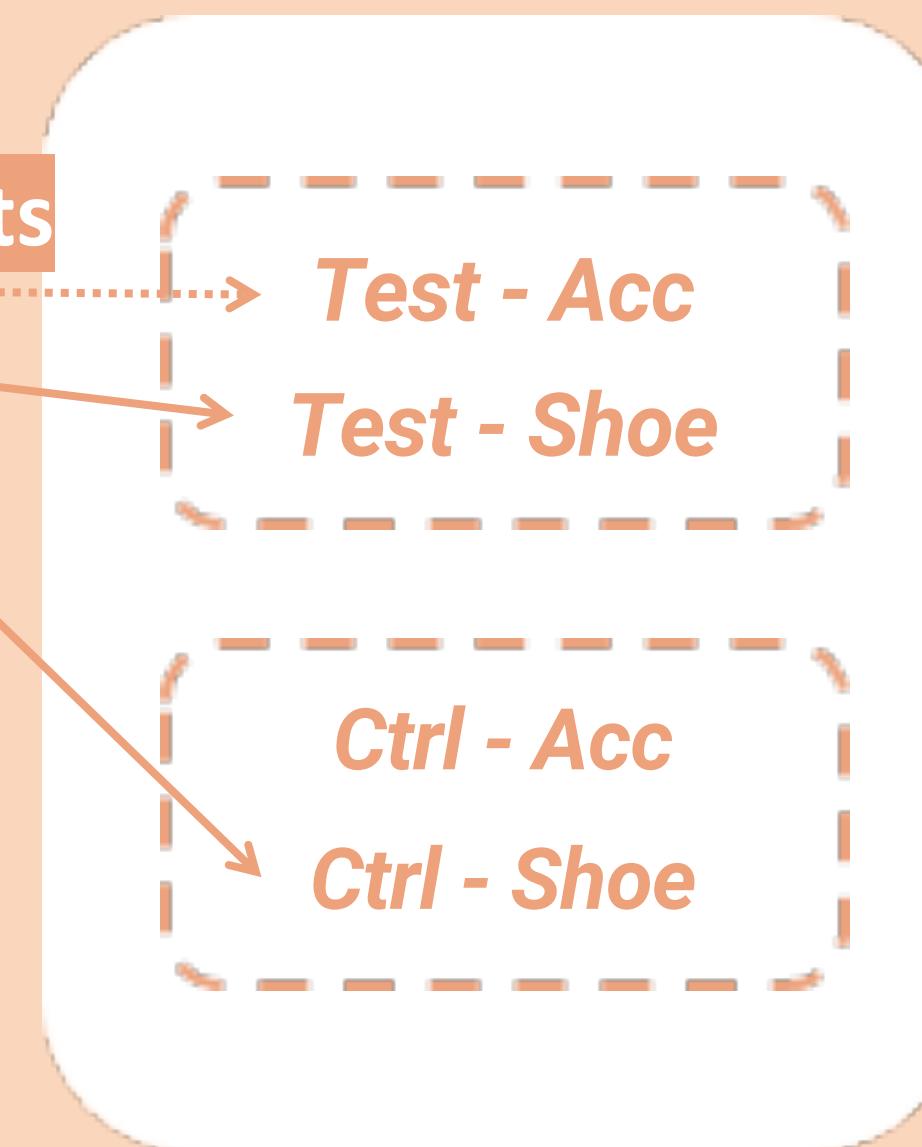
Revenue \$

Problem Breakdown

Products



Stores

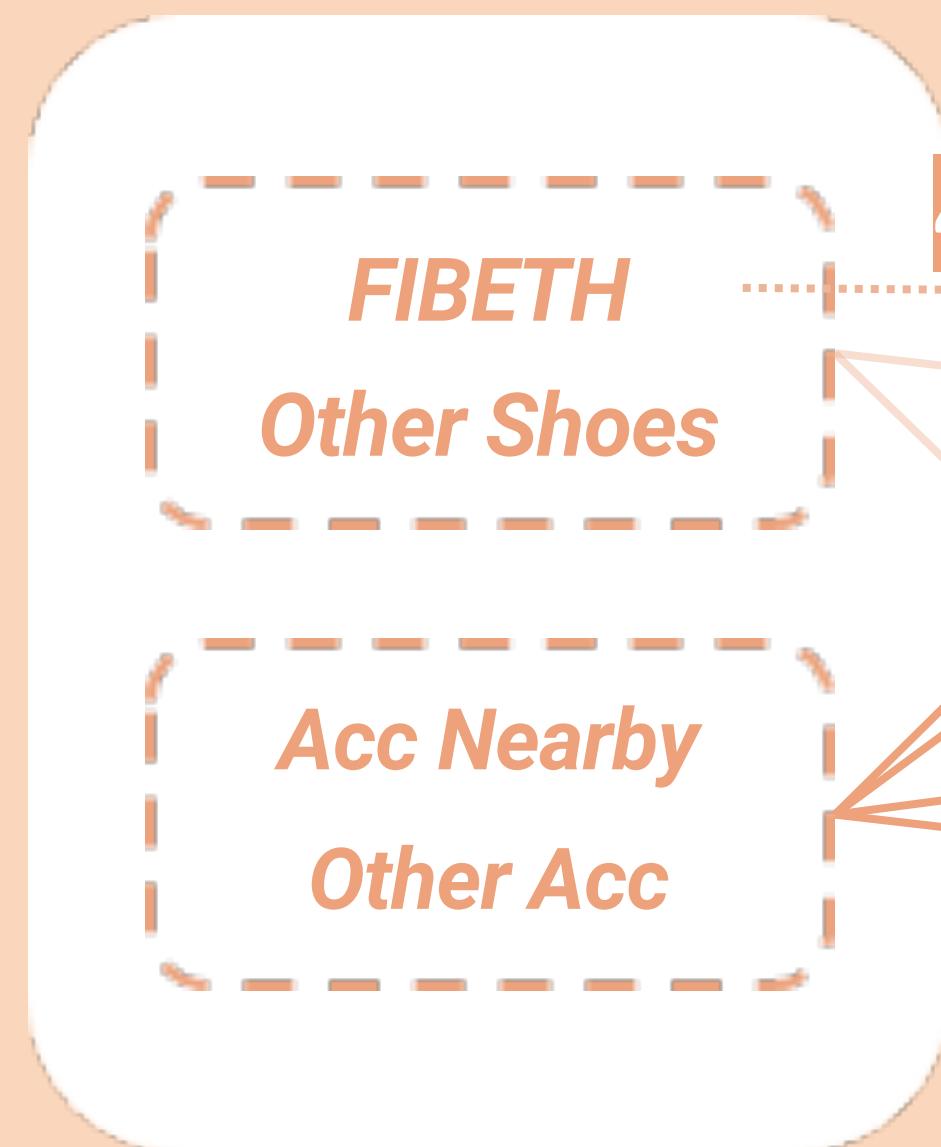


Variables

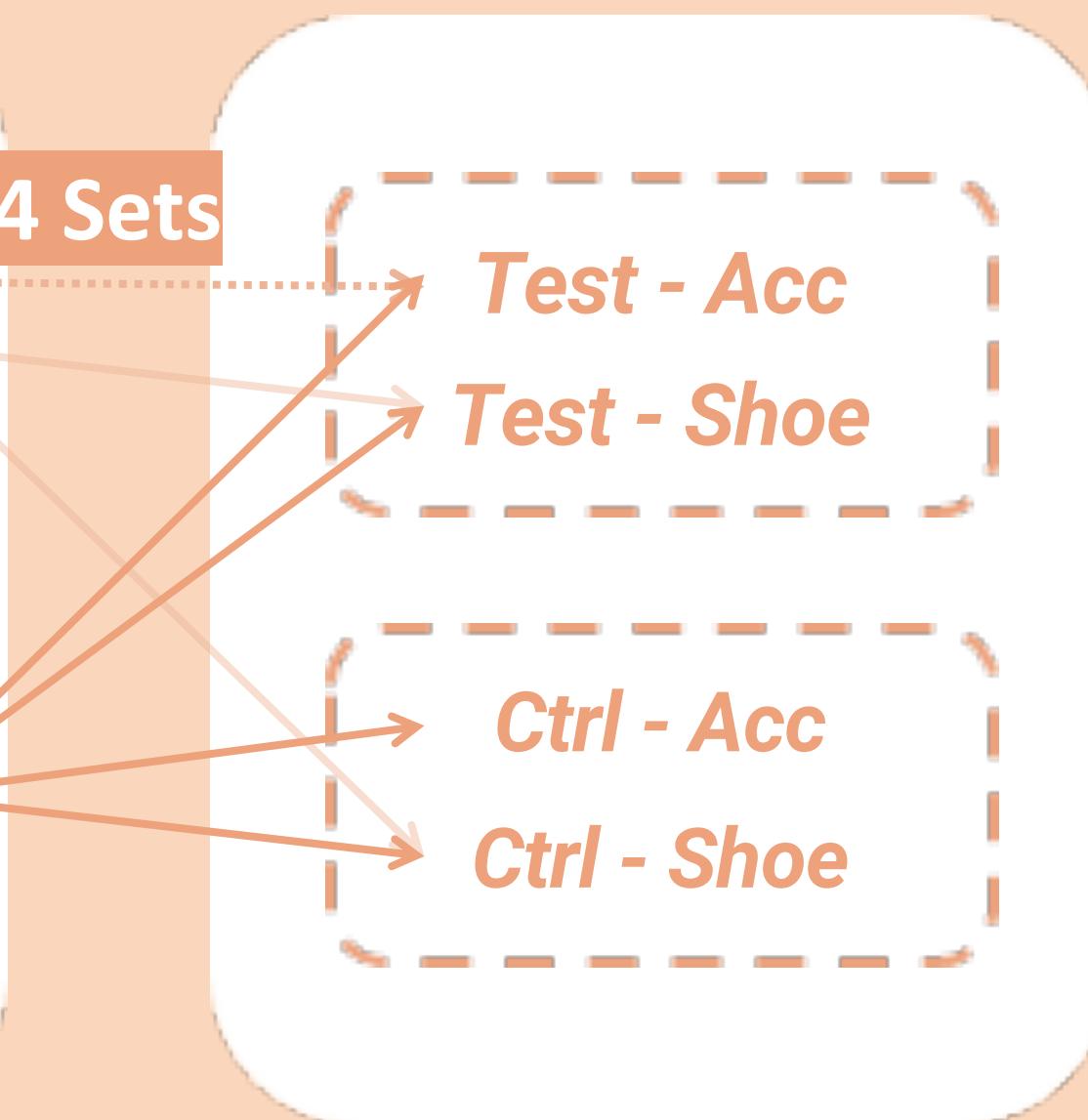


Problem Breakdown

Products



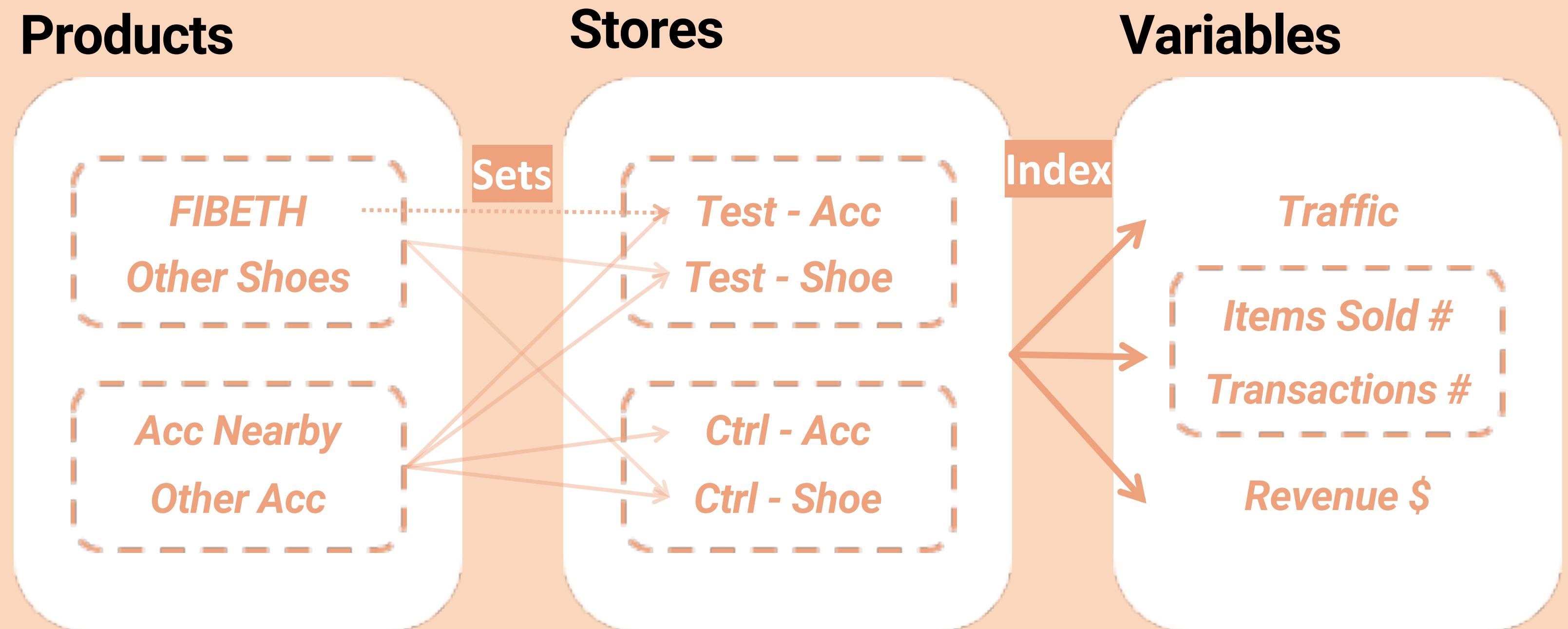
Stores



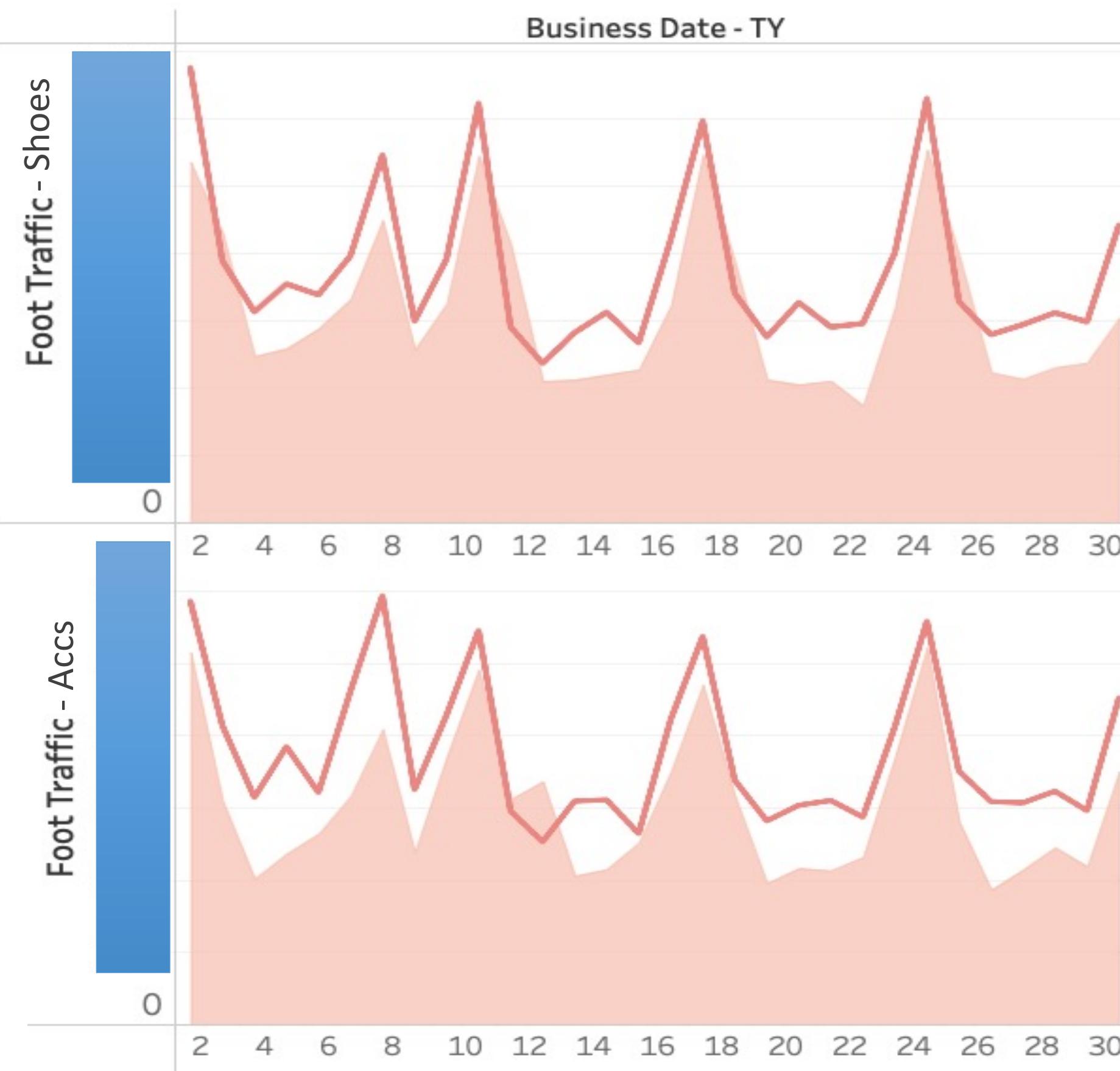
Variables



Problem Breakdown

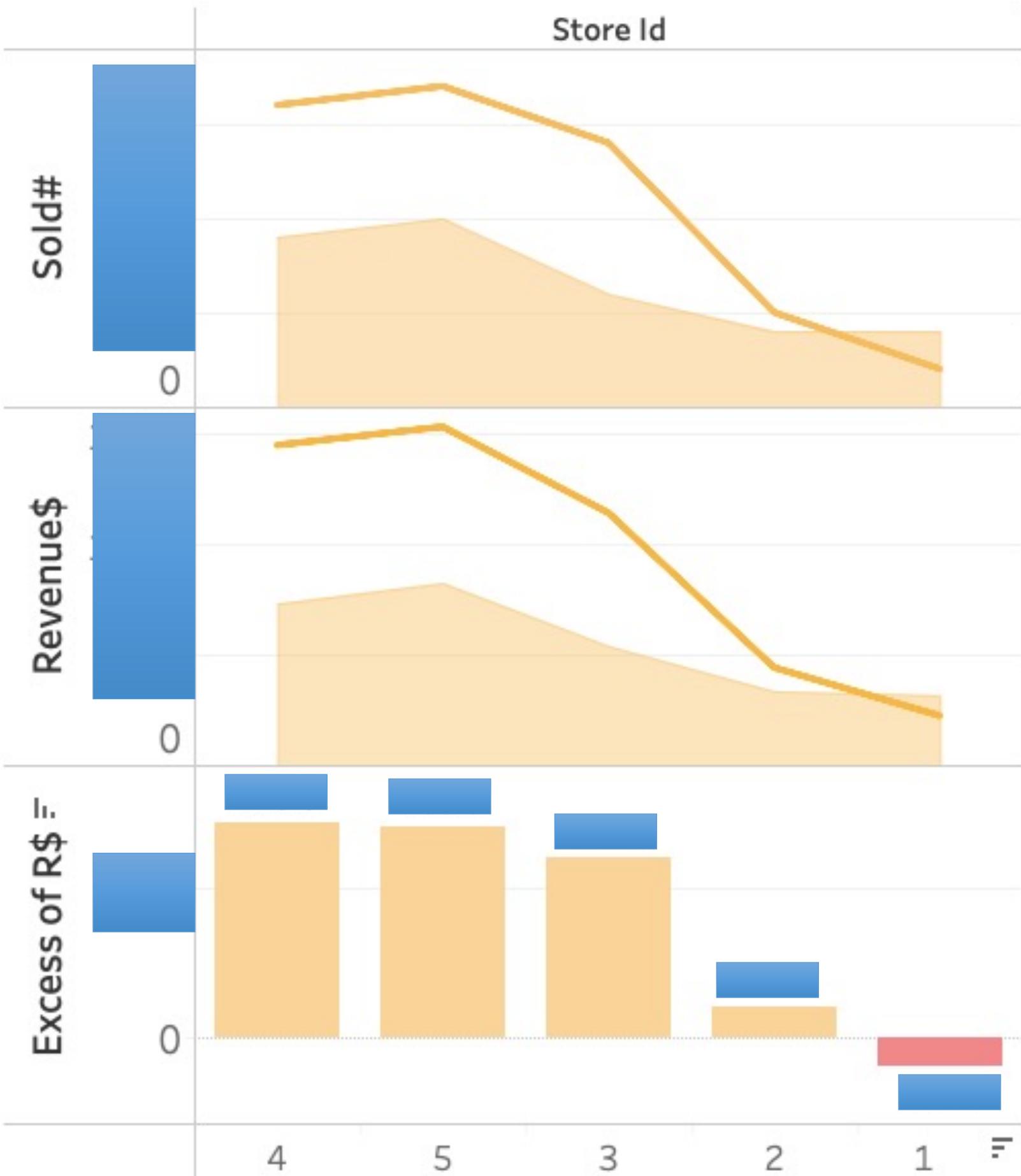


Traffic



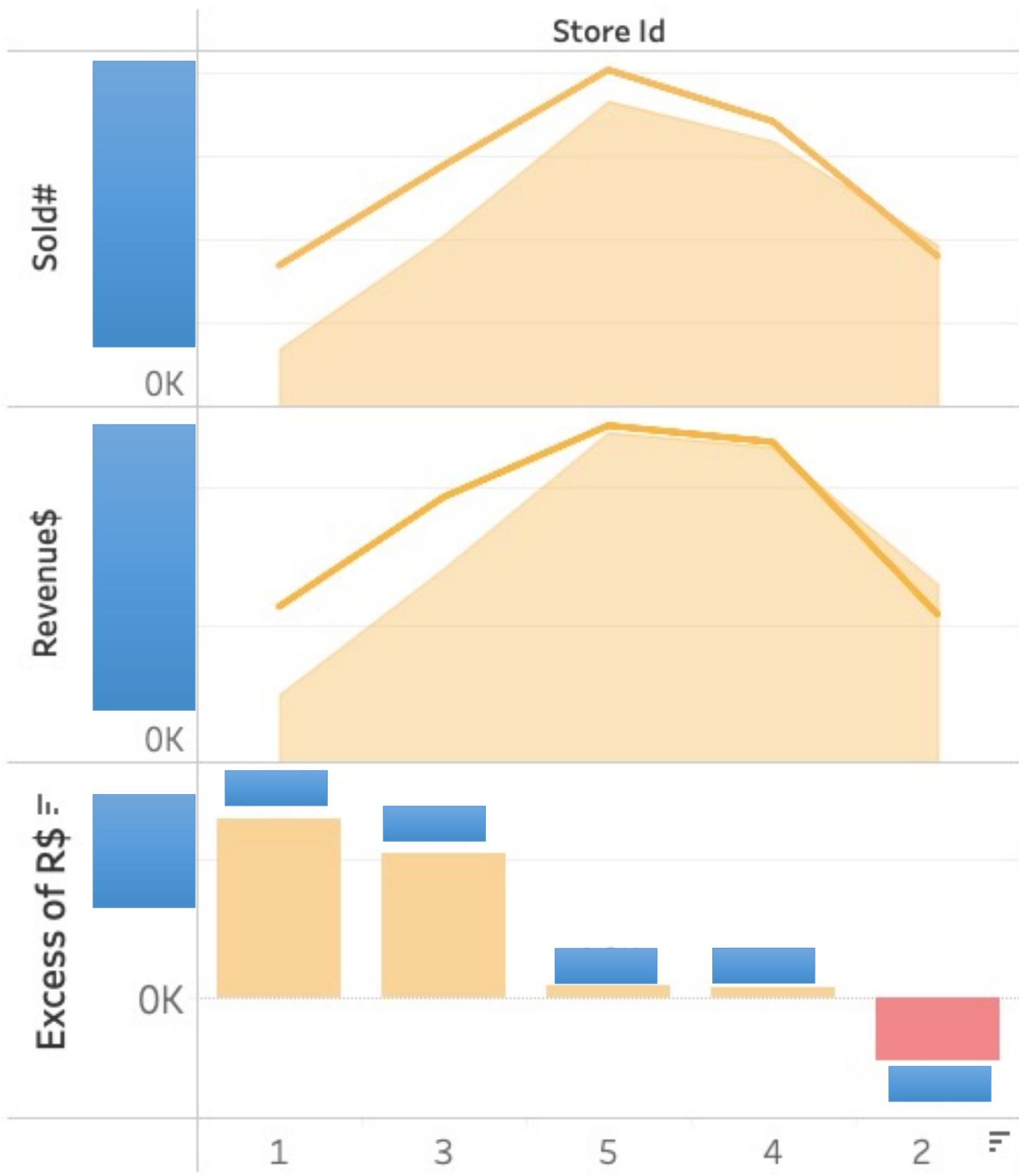
1. **Test stores** have higher traffic compared to **Ctrl stores** during the test period
 - *Displaying FIBETH does attract more customers to visit ALDO stores*
2. **Test stores** have higher traffic mostly in “valley days”
 - *The attraction is even more obvious during non-busy days*

Shoes - FIBETH



1. **Test - Acc** didn't sell any FIBETH in the period
 2. **Test – Shoe** has way better FIBETH sales than **Ctrl – Shoe**
- Placing *FIBETH* does increase its own sales
 - But customers prefer to leave the store with their shoes than to “order for future” *

Shoes - Total



1. *Test – Shoe* has better total sales than *Ctrl – Shoe* in general

- *FIBETH displayed in ALDO Accessories* can lead customers to visit the ALDO Shoe stores in the same mall
- These customers are more inclined to purchase some shoes, therefore contribute to the sales

Acc - Nearby

1. Test - Acc has better sales compared to Ctrl - Acc

- Displaying FIBETH can drive more attention to products on the same table

2. Test - Shoe sold slightly more than Ctrl - Shoe

- Its impact on accessories in ALDO Shoes in the same mall is not obvious



Acc - Total

1. ***Ctrl - Acc - 2311 has outstanding (3x) sales compared to its peers****
 - *FIBETH does help the sales ignoring the anomaly 2311**

2. ***Test - Shoe and Ctrl - Shoe gained various sales results***
 - *Displaying FIBETH does not have much effects on ALDO Shoes*





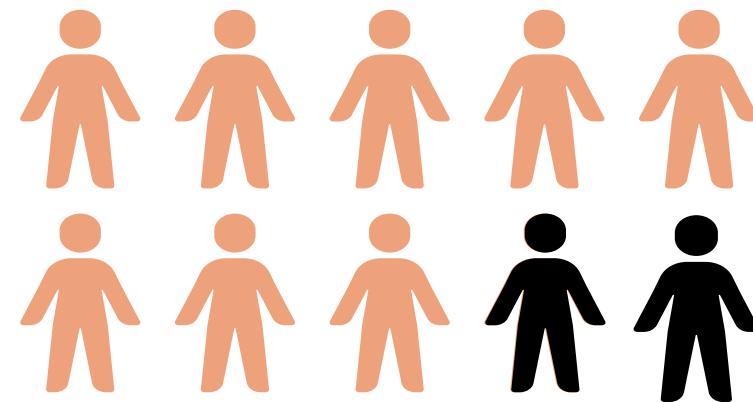
1. Most Test – Acc have better total sales than Ctrl – Acc

- Except for ctrl - acc - 2311, which is worth investigating
- Displaying FIBETH helps boost the sales of accessories

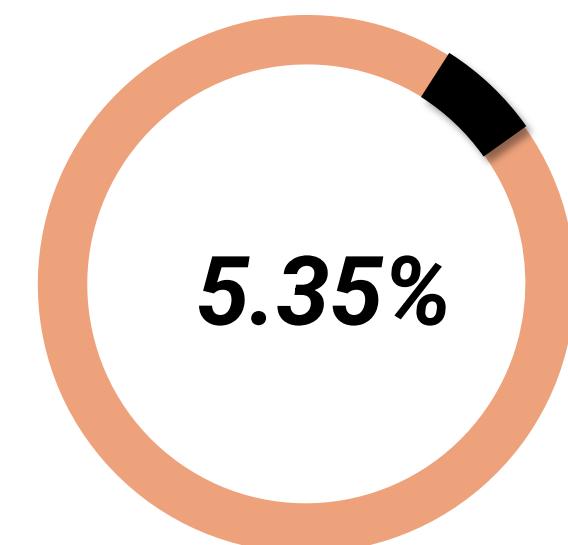
2. Test – Shoe have better total sales in general compared to Ctrl – Shoe

- The better performance is mainly achieved by the sales of shoes in Shoe stores

Key Takeaways



**Foot Traffic
Increase**



**Total Sales
Increase**

Displaying FIBETH in Aldo Accessories can ...

- **Attract** more customers in both ALDO Accessory & Regular
- **Increase** the Sales of FIBETH & other shoes in ALDO Regular
- **Increase** the Sales of all accessories, including the ones alongside FIBETH, in ALDO Accessory only



**SOME PEOPLE ANALYZE
FOR WORK,
WHILE SOME ANALYZE
FOR FUN.**