

Quantum Project Presentation

Done by Dyreen Omondi

TRIAL STORE

SOAST, EMEDS EVEATURE



CONTROL STORE



Key Objectives

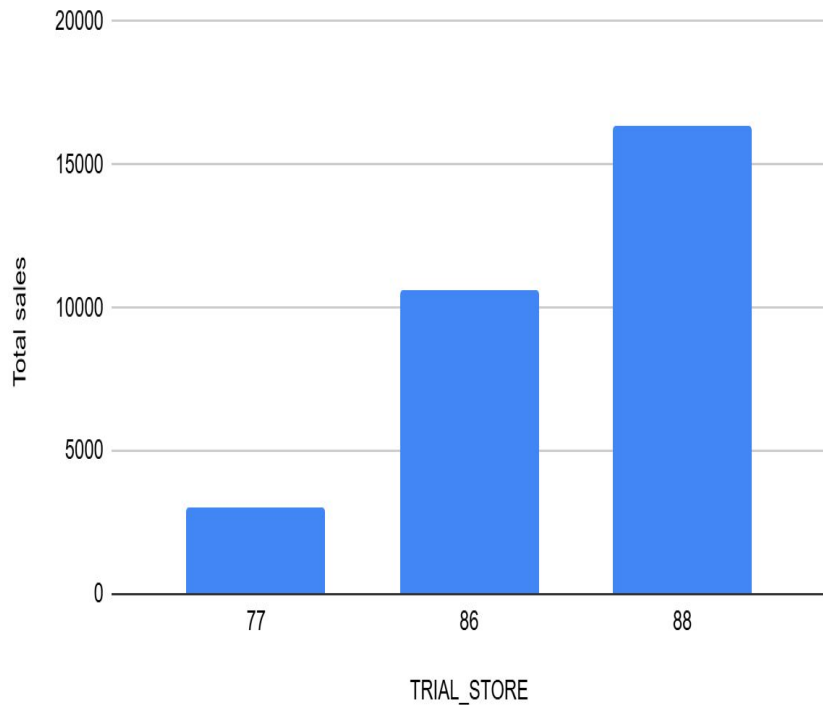
- Evaluate the impact of trial store layouts on **sales** and **customer behavior**.
- Compare trial stores (77, 86, 88) with their respective **control stores**.
- Provide **actionable insights** for strategic planning and potential rollout.

Project Overview

- **Client:** Chips Category Manager at Quantum (Ms.)
- **Objective:** Determine whether trial store layouts **improve sales.**
- **Scope:**
 - Analysis period: July 2018 – June 2019
 - 264,834 transactions



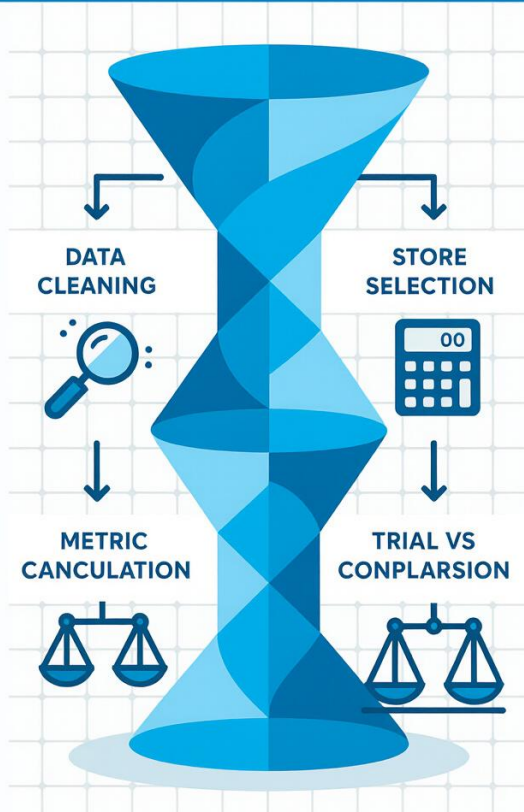
Total Transactions per Trial Store



Data Overview

- **Key dataset columns:**
 - LYLTY_CARD_NBR
 - STORE_NBR
 - TXN_ID
 - PROD_NAME
 - TOT_SALES
- **Metrics analyzed:**
 - Total sales
 - Unique customers
 - Total transactions
 - Average transactions per customer

FLOW SEQUENCE



Methodology

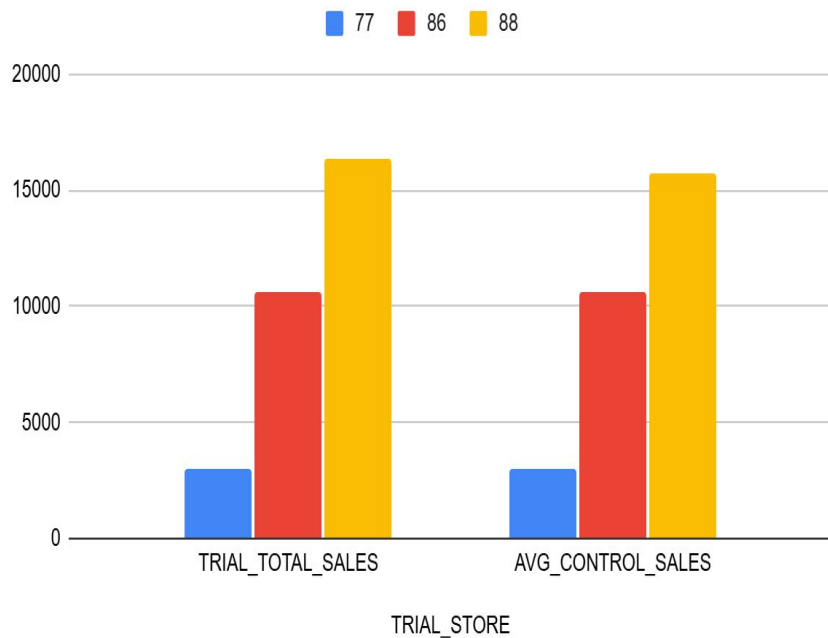
- **Data cleaning and preparation.**
- **Control store selection** using sales similarity metrics.
- **Calculation of key metrics** per store.
- **Comparison of trial stores vs. control averages.**

Trial vs Control Store Selection

- **Trial stores:** 77, 86, 88
- **Control stores:**
 - 77 → 141, 46, 50
 - 86 → 155, 227, 236
 - 88 → 165, 40, 237



Trial Store vs Control Store Averages



Trial Store 77 Analysis

- **Total Sales:** \$3040
- **Avg Control Sales:** \$3019.55
- **Sales Uplift:** 0.68%
- **Avg Transactions per Customer:** 1.58

Trial Store 86 Analysis

01

\$10,635.35

Total Sales

02

\$10,624.15

Avg Control Sales

03

0.11%

Sales Uplift

04

5.59

Avg Transactions per
Customer

Trial Store 88 Analysis

01

\$16,333.25

Total Sales

02

\$15,690.92

Avg Control Sales

03

4.09%

Sales Uplift

04

4.79

Avg Transactions per
Customer

Trial vs Control Summary

TRIAL_STORE	TRIAL_TOTAL_SALES	AVG_CONTROL_SALES	SALES_UPLIFT_PERCENT	AVG_TXNS_PER_CUSTOMER
77	3040	3019.55	0.68%	1.58
86	10635.35	10624.15	0.11%	5.59
88	16333.25	15690.92	4.09%	4.79

Key Insights

- Trial stores generally performed better than controls.
- Sales uplift driven primarily by **more transactions per customer**.
- Store 88 had the **highest uplift (4.09%)**.



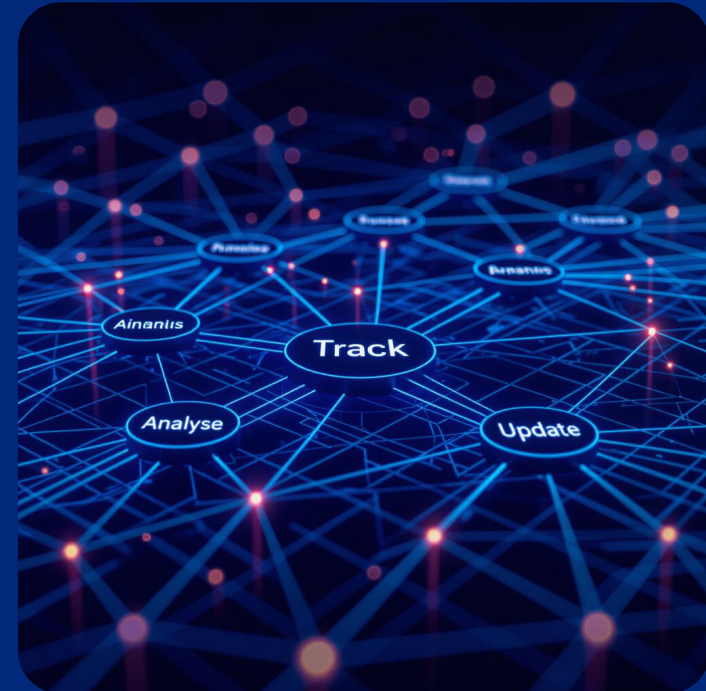
Recommendations

- **Roll out** successful trial layouts to selected stores.
- **Continue monitoring** customer behavior and sales metrics.
- **Consider further testing** in underperforming stores.



Next Steps

- **Track performance** of rolled-out layouts over the next quarter.
- **Conduct deeper analysis** by product categories or customer segments.
- **Update strategic plan** using trial insights.



Conclusion

- Trial layouts **positively impacted sales and customer engagement.**
- Insights provide **clear guidance for strategic rollout.**
- **Continued monitoring** recommended for sustained performance.

