

TRIAL STORES PERFORMANCE

RETAIL CATEGORY: CHIPS

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DATA SCIENTIST

REPORT N.02 – 22, JUN 2022



STORE 77

February and March presented a significant flow of customers, however the sale's March was low.

STORE 88

The first two trial months were a success, however, March presented a low flow of customer and purchasing.

STORE 86

The most successful store along the trial presenting more customers and higher average of expenditure.

EXECUTIVE SUMMARY

The researching method took as standard feature the following drivers the sum of 'PROD_QTY' and 'N_CUSTOM'. The testing phase used the count of unique customers along the trial



1.
RESEARCHING

2.
STORE 77

3.
STORE 88

4.
STORE 86

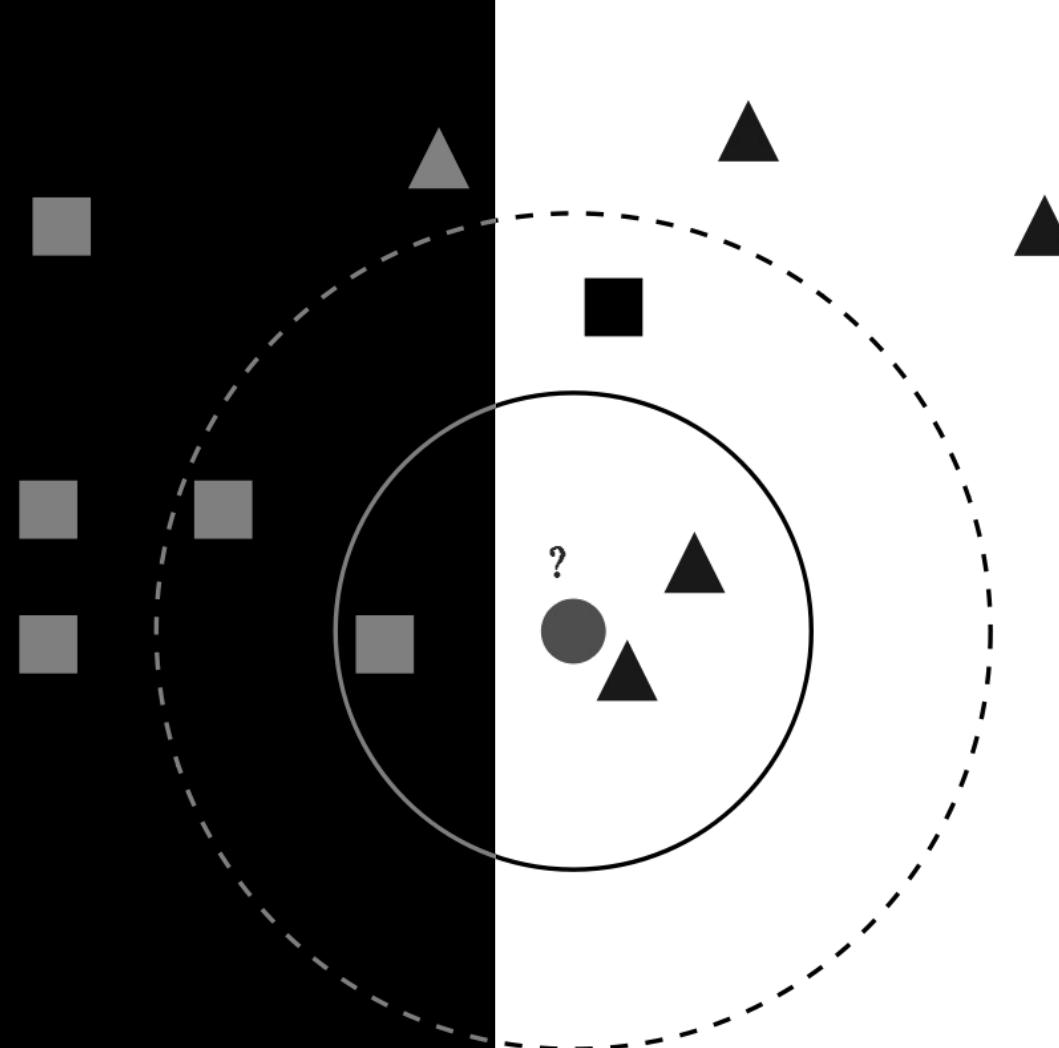
5.
NEXT STEP

THE
CONTENT

RESEARCHING

KNN ALGORITHM

In k-NN classification, the input consists of the k closest training examples in a data set. The output is a class membership. An object is classified by a plurality vote of its neighbors, with the object being assigned to the class most common among its k nearest neighbors (k is a positive integer, typically small).





2.

STORE 77

TESTING & RESULTS

DRIVERS

TOTAL SALES & N CUSTOMERS

2.1

CONTROL STORE

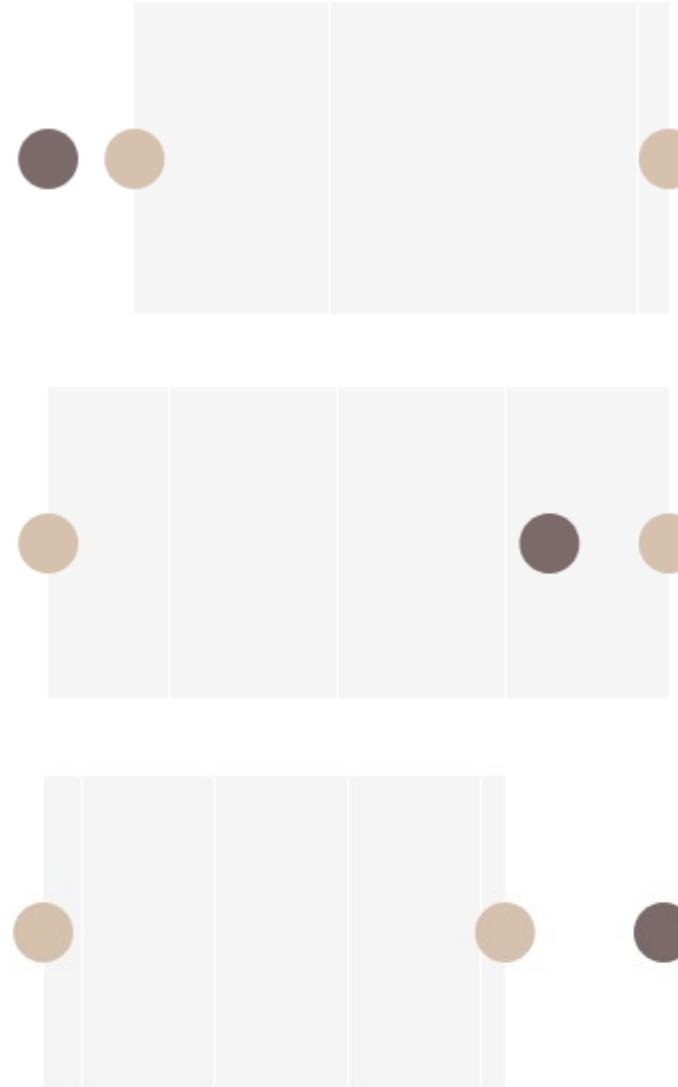
163

TRIAL STORE

77

DRIVER

TOT_SALES



TESTING

7
2

CONTROL STORE

163

TRIAL STORE

77

DRIVER

TOT_SALES

FEBRUARY

MARCH

APRIL

\$204.4

\$245.3

\$267.3

SIGNIFICANT

~~SIGNIFICANT~~

SIGNIFICANT

RESULTS

2.2

CONTROL STORE

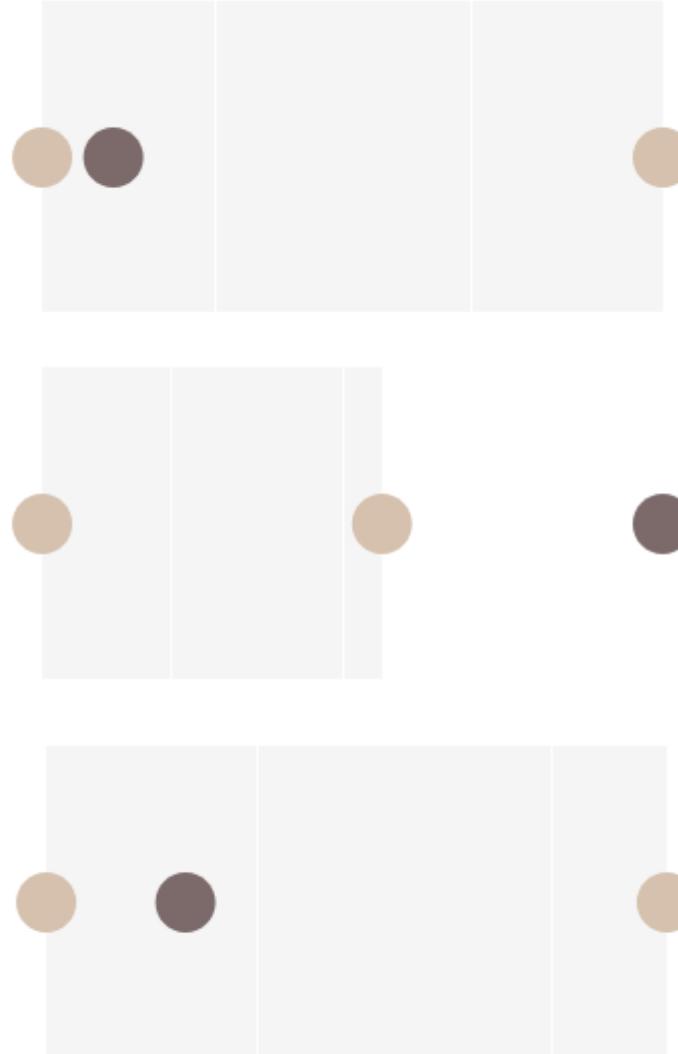
163

TRIAL STORE

77

DRIVER

N_CUSTOM



TESTING

FEBRUARY

MARCH

APRIL

2
2
i

FEBRUARY

3M

~~SIGNIFICANT~~

CONTROL STORE

163

TRIAL STORE

77

DRIVER

N_CUSTOM

MARCH

19M

~~SIGNIFICANT~~

APRIL

3M

~~SIGNIFICANT~~

RESULTS

FEBRUARY

LESS
customers

HIGHER
Expenditure

> PROD_QTY

MARCH

MORE
customers

LOWER
Expenditure

> CUST_QTY

APRIL

LESS
customers

HIGHER
Expenditure

> PROD_QTY



3.

STORE 88

TESTING & RESULTS

DRIVERS

TOTAL SALES & N CUSTOMERS

T.3

CONTROL STORE

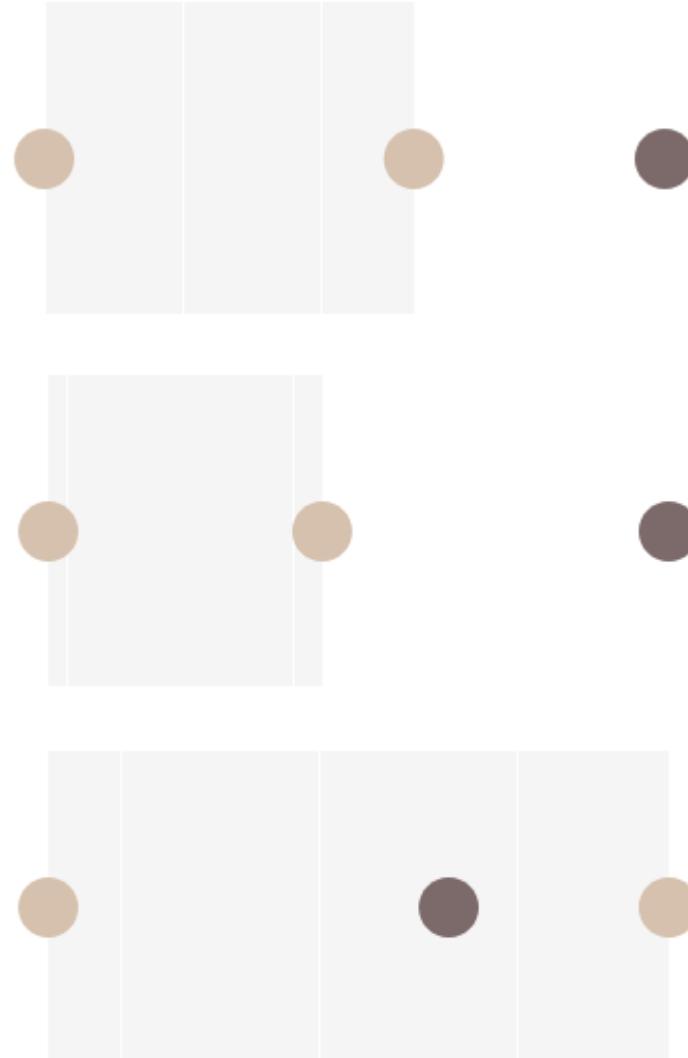
126

TRIAL STORE

88

DRIVER

TOT_SALES



TESTING

FEBRUARY MARCH APRIL

RESULTS

1
3

CONTROL STORE

126

TRIAL STORE

88

DRIVER

TOT_SALES

FEBRUARY

MARCH

APRIL

\$1,325

\$1,266

\$1,382

SIGNIFICANT

SIGNIFICANT

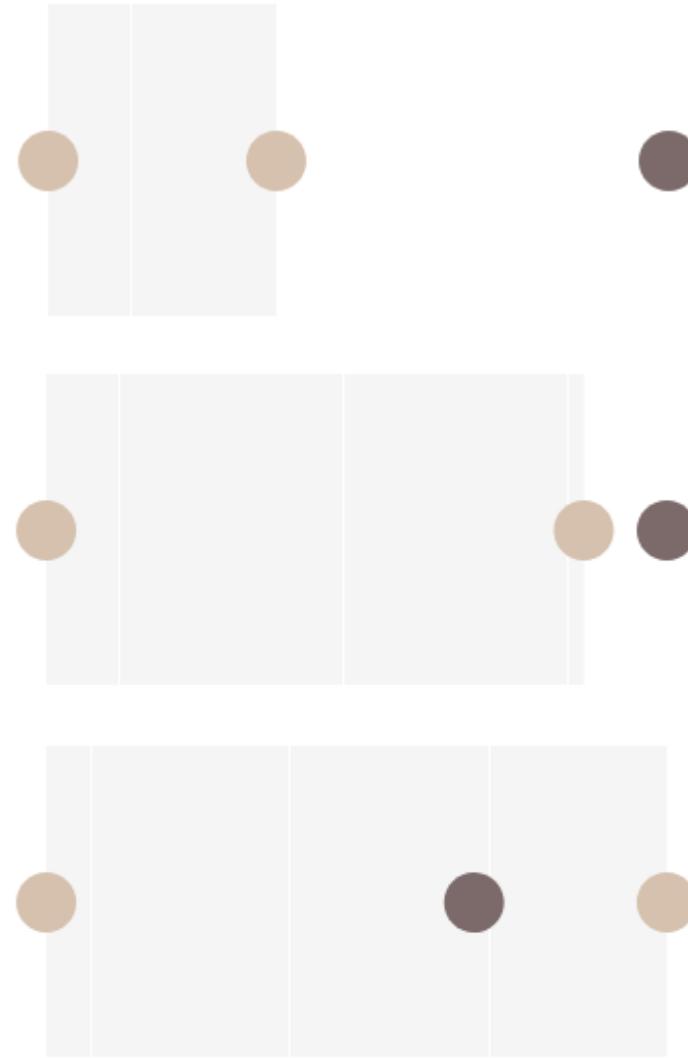
~~SIGNIFICANT~~

TESTING

FEBRUARY

MARCH

APRIL



3.2

CONTROL STORE

126

TRIAL STORE

88

DRIVER

N_CUSTOM

RESULTS

2
3

CONTROL STORE

126

TRIAL STORE

88

DRIVER

N_CUSTOM

FEBRUARY

MARCH

APRIL

22M

SIGNIFICANT

12M

SIGNIFICANT

13M

~~SIGNIFICANT~~

FEBRUARY

MORE
customers

HIGHER
Expenditure

> CUST _ QTY
> PROD _ QTY

MARCH

MORE
customers

HIGHER
Expenditure

> CUST _ QTY
> PROD _ QTY

APRIL

LESS
customers

LOWER
Expenditure

> PROD _ QTY

4.

STORE 86

TESTING & RESULTS

**DRIVERS
TOTAL SALES & N CUSTOMERS**



TESTING

FEBRUARY

MARCH

APRIL

4.1

CONTROL STORE

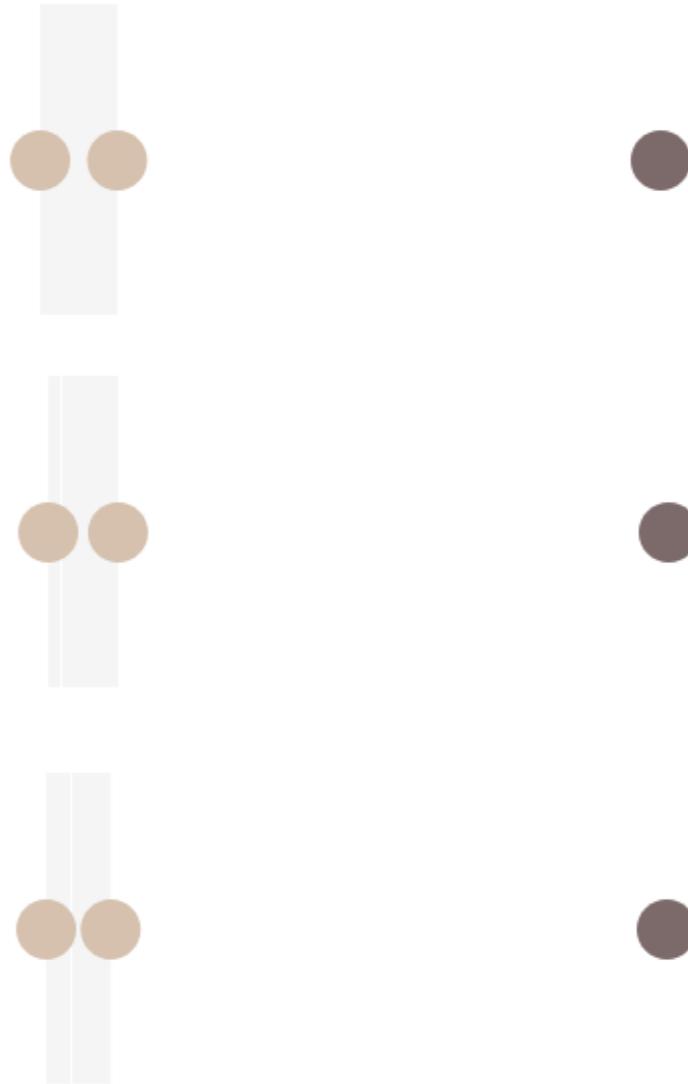
81

TRIAL STORE

86

DRIVER

TOT_SALES



RESULTS

1
2
3
4

CONTROL STORE

81

TRIAL STORE

86

DRIVER

TOT_SALES

FEBRUARY

MARCH

APRIL

\$918

\$841.4

\$841.2

SIGNIFICANT

SIGNIFICANT

SIGNIFICANT

TESTING

FEBRUARY

MARCH

APRIL

4.2

CONTROL STORE

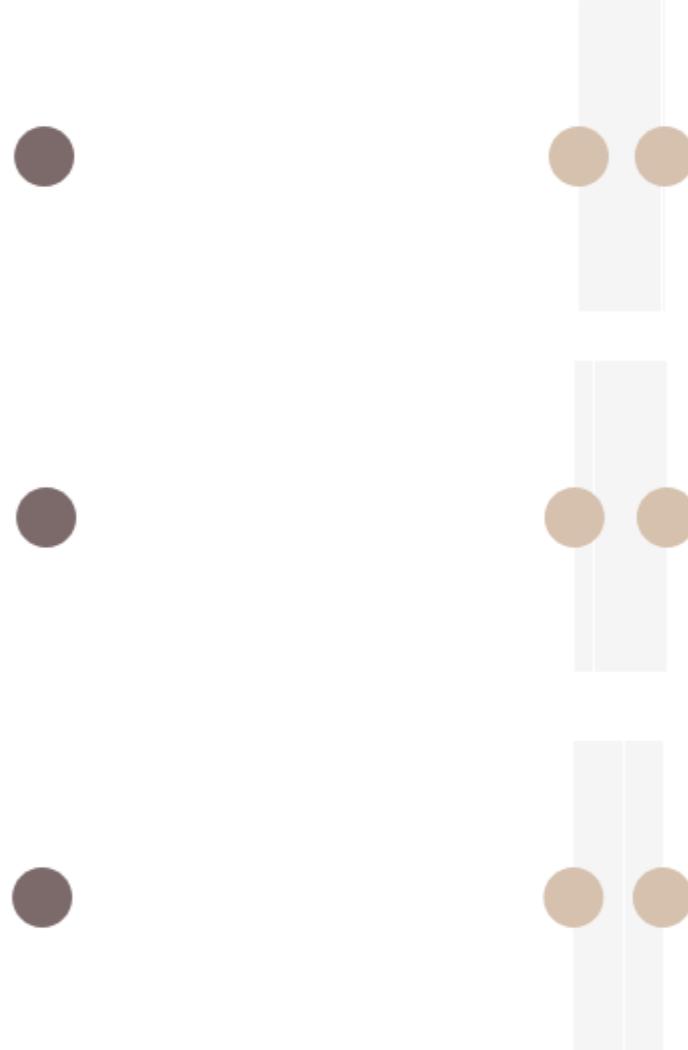
81

TRIAL STORE

86

DRIVER

TOT_SALES



42

RESULTS

FEBRUARY

MARCH

APRIL

11M

SIGNIFICANT

11M

SIGNIFICANT

10M

SIGNIFICANT

CONTROL STORE

TRIAL STORE

DRIVER

81

86

TOT_SALES

FEBRUARY

MORE
customers



MARCH

MORE
customers



APRIL

MORE
customers

HIGHER
Expenditure

- > CUST_QTY
- > PROD_QTY

HIGHER
Expenditure

- > CUST_QTY
- > PROD_QTY

MORE
Expenditure

- > CUST_QTY
- > PROD_QTY



STORE 88

WHY HAS IT FAILED
IN BOTH DRIVERS IN
APRIL 2019?

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NEXT STEP
SO WHAT?

"THANKS.

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