

TRIAL STORES PERFORMANCE

RETAIL CATEGORY: CHIPS

REPORT N.02 — 22, JUN 2022

INGRID CADU
DATA SCIENTIST



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

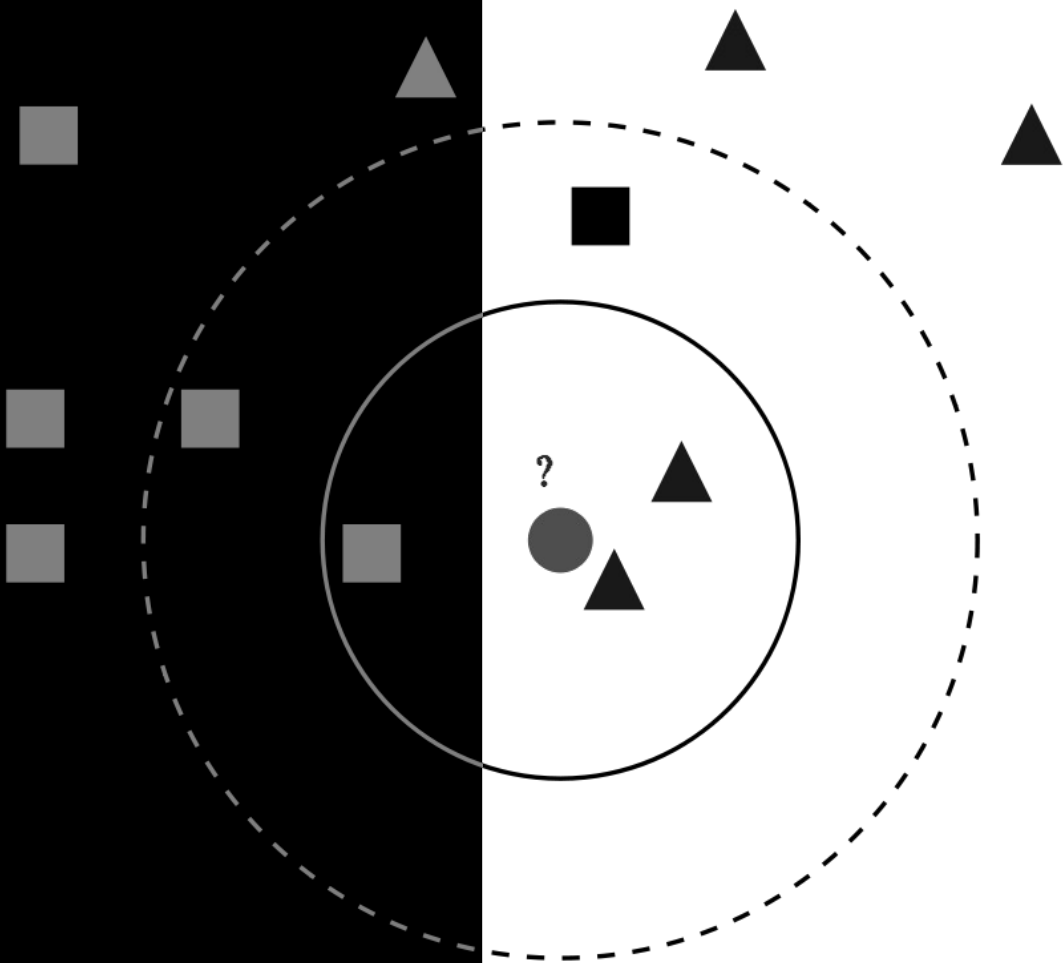
THE CONTENT


RESEARCHING

1.

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

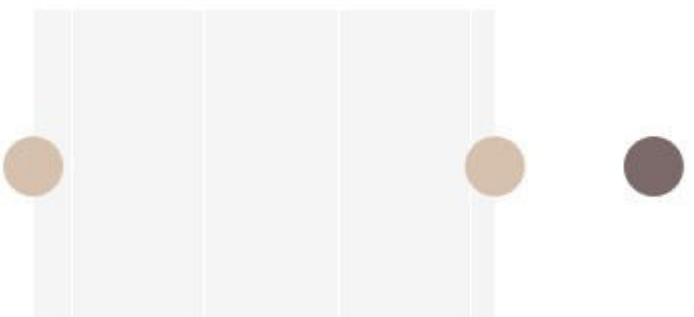
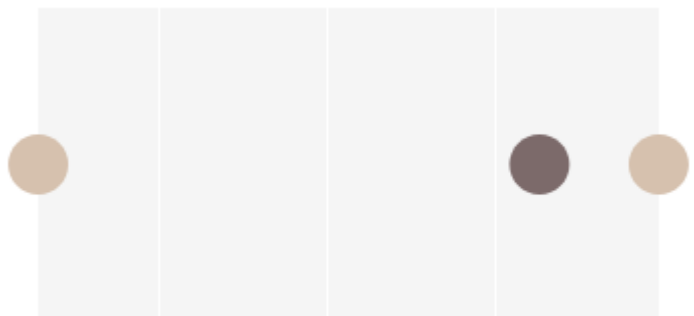
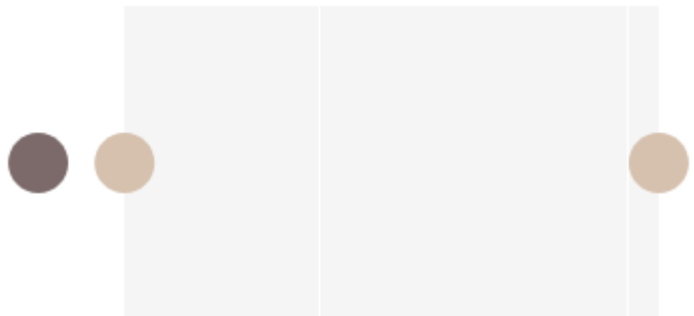
TOTAL SALES & N CUSTOMERS

TESTING

FEBRUARY

MARCH

APRIL



2.1

CONTROL STORE

163

TRIAL STORE

77

DRIVER

TOT_SALES

2.1

CONTROL STORE

163

TRIAL STORE

77

DRIVER

TOT_SALES

RESULTS

FEBRUARY

MARCH

APRIL

\$204.4

\$245.3

\$267.3

SIGNIFICANT

~~SIGNIFICANT~~

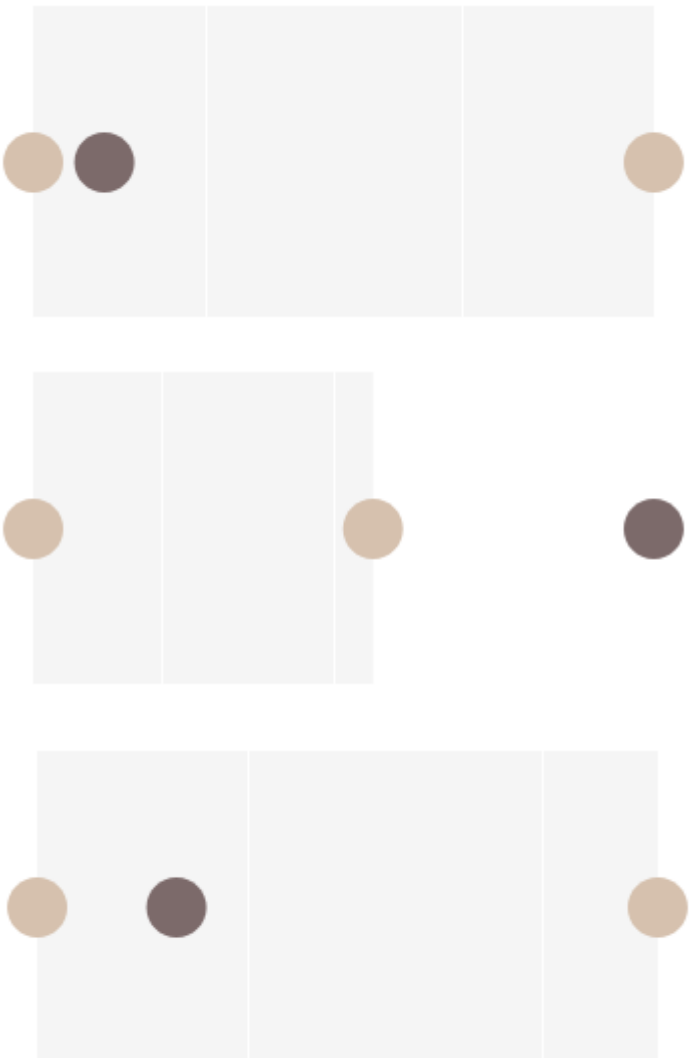
SIGNIFICANT

TESTING

FEBRUARY

MARCH

APRIL



2.2

CONTROL STORE

163

TRIAL STORE

77

DRIVER

N_CUSTOM

2.2

CONTROL STORE

163

TRIAL STORE

77

DRIVER

N_CUSTOM

RESULTS

FEBRUARY

MARCH

APRIL

3M

19M

3M

~~SIGNIFICANT~~

SIGNIFICANT

~~SIGNIFICANT~~

FEBRUARY

MARCH

APRIL

LESS

customers

MORE

customers

LESS

customers

HIGHER

Expenditure

LOWER

Expenditure

HIGHER

Expenditure

> PROD__QTY

> CUST__QTY

> PROD__QTY

3.

STORE 88

TESTING & RESULTS

DRIVERS

TOTAL SALES & N CUSTOMERS

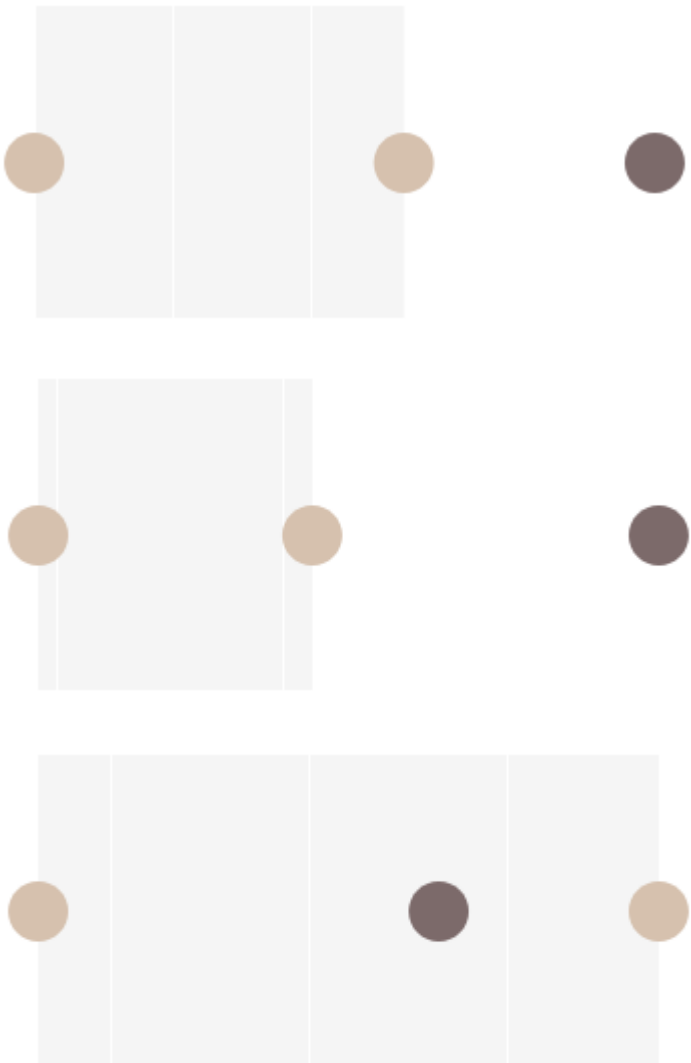


TESTING

FEBRUARY

MARCH

APRIL



3.1

CONTROL STORE

126

TRIAL STORE

88

DRIVER

TOT_SALES

3.1

CONTROL STORE

126

TRIAL STORE

88

DRIVER

TOT_SALES

RESULTS

FEBRUARY

MARCH

APRIL

\$1,325

\$1,266

\$1,382

SIGNIFICANT

SIGNIFICANT

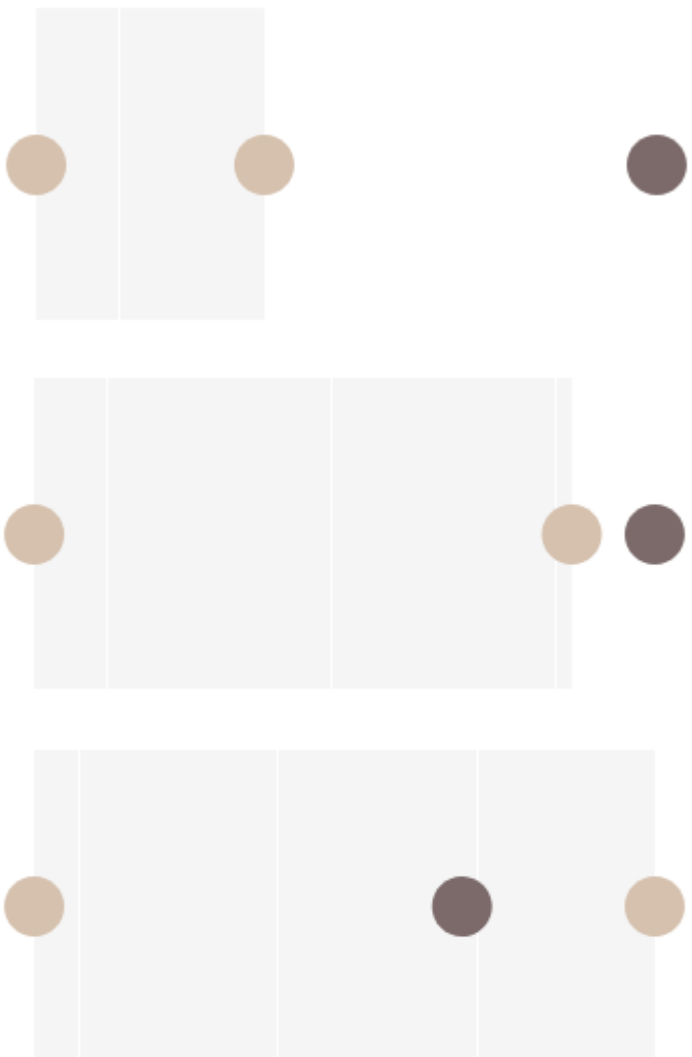
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TESTING

FEBRUARY

MARCH

APRIL



3.2

CONTROL STORE

126

TRIAL STORE

88

DRIVER

N_CUSTOM

3.2

CONTROL STORE

126

TRIAL STORE

88

DRIVER

N_CUSTOM

FEBRUARY

MARCH

APRIL

RESULTS

22M

12M

13M

SIGNIFICANT

SIGNIFICANT

~~SIGNIFICANT~~

FEBRUARY

MARCH

APRIL

MORE
customers

MORE
customers

LESS
customers

HIGHER
Expenditure

HIGHER
Expenditure

LOWER
Expenditure

> CUST __ QTY
> PROD __ QTY

> CUST __ QTY
> PROD __ QTY

> PROD __ QTY

4.

STORE 86

TESTING & RESULTS

DRIVERS

TOTAL SALES & N CUSTOMERS



TESTING

FEBRUARY

MARCH

APRIL



CONTROL STORE

81

TRIAL STORE

86

DRIVER

TOT_SALES

4.7

4.1

CONTROL STORE

81

TRIAL STORE

86

DRIVER

TOT_SALES

RESULTS

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

4.2

CONTROL STORE

81

TRIAL STORE

86

DRIVER

TOT_SALES

RESULTS

FEBRUARY

MARCH

APRIL

11M

11M

10M

SIGNIFICANT

SIGNIFICANT

SIGNIFICANT

FEBRUARY

MARCH

APRIL

MORE
customers

MORE
customers

MORE
customers



HIGHER
Expenditure

HIGHER
Expenditure

MORE
Expenditure

> CUST__QTY
> PROD__QTY

> CUST__QTY
> PROD__QTY

> CUST__QTY
> PROD__QTY



STORE 88

WHY HAS IT FAILED
IN BOTH DRIVERS IN
APRIL 2019?



NEXT STEP

SO WHAT?

"THANKS."

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