



Retail sales performance

Cosmetics brand

Analyzed the Sales performance impact of the new concept store through A/B testing

Cosmetics Brand needs Retail Sales Performance

Picture this...

You’re looking to assess the effectiveness of the renovated stores by analyzing and comparing the sales KPIs with the pre-renovation sales and newly opened stores by comparing the sales KPIs with their respective budgets. Currently, renovating the existing stores and opening new stores based on a new concept but lacked visibility into their sales performance.

You turn to Accordion.

We partner with your team analyze the sales performance impact of the new concept store through A/B testing, including:

- 1) Establishing data transformation processes to consolidate information from various sources within client’s Enterprise Data Lake (EDL), creating unified reports for consumption in PowerBI
- 2) Setting-up necessary infrastructure to consolidate sales data from stores (both Renovated & New stores) and comparing it with either the control stores' sales or their respective budgets, while incorporating granular product-level & geographical data
- 3) Providing insights through a visualization layer built on PowerBI by analyzing the results from A/B tests segmented across regions, product categories & store types. Adding flexibility for tracking variations in sales productivity growth across various regions, product categories, and store types.

Your value is enhanced.

- You have analyzed current performance to identify the best performing regions for opening new stores or renovating existing stores.
- You have also assessed the relative performance of newly opened stores over different time spans post-launch, recommending specific time periods for enhanced outreach efforts

- Evaluated new concept store performance

Sales performance evaluation of new concept renovated stores

Situation

- The client had renovated the existing stores and opened new stores based on a new concept but lacked visibility into their Sales performance
- Partnered with the client to assess the effectiveness of the Renovated stores by analyzing and comparing the Sales KPIs with the pre-renovation Sales and Newly opened stores by comparing the Sales KPIs with their respective budgets.

Accordion Value Add

- Established data transformation processes to consolidate information from various sources within client's Enterprise Data Lake (EDL), creating unified reports for consumption in PowerBI
- Set up necessary infrastructure to consolidate sales data from stores (both Renovated & New stores) and compared it with either the Control stores' sales or their respective budgets, while incorporating granular product-level & geographical data.
- Provided insights through a visualization layer built on PowerBI by analyzing the results from A/B tests segmented across Regions, product Categories & Store types. Added flexibility for tracking variations in sales productivity growth across various regions, product categories, and store types.

Impact

- Analyzed current performance to identify the best performing regions for opening new stores or renovating existing stores.
- Assessed the relative performance of newly opened stores over different time spans post-launch, recommending specific time periods for enhanced outreach efforts

Store level analysis

Concept Vs Benchmark Growth - (Store Level)

Concept Stores with >= 15% Concept vs Benchmark Growth Delta

9 [27.3%]

Concept Stores with >= 0 % and < 15 % Concept Vs Benchmark Growth Delta

12 [36.4%]

Concept Stores with < 0 % Concept vs Benchmark Growth Delta

12 [36.4%]

Concept Stores Productivity YOY % Growth

20.6%

Benchmark Stores Productivity YOY % Growth

3.2%

Concept vs Benchmark Productivity Growth Delta %

17.3% ▲

Concept Growth vs Benchmark Growth at Store level

Channel	Region	Affiliate	Store Name	Store ID	Post Launch Start Date	Post Launch End Date*	Concept Stores					Benchmark Stores					Cncpt vs Bmark Growth Delta
							Post Launch Sales (\$)	Pre Launch Sales (\$)**	Post Launch Prdvty (\$)/Wk	Pre Launch Prdvty (\$)/Wk	YOY \$ Growth	Post Launch Sales (\$)	Pre Launch Sales (\$)	Post Launch Prdvty (\$)/Wk	Pre Launch Prdvty (\$)/Wk	YOY \$ Growth	
C1	Region 1	Country 20	Store 2354	1202354	2022-10-20	2023-07-15	\$61K	\$30K	\$2K	\$1K	105.6 %	\$83K	\$70K	\$2K	\$2K	15.4 %	90.2 % ▲
C1	Region 1	Country 30	Store 0123	1300123	2022-11-28	2023-07-15	\$123K	\$68K	\$4K	\$2K	79.4 %	\$58K	\$48K	\$2K	\$2K	16.5 %	62.9 % ▲
C1	Region 2	Country 80	Store 0142	2800142	2022-07-07	2023-04-29	\$777K	\$495K	\$19K	\$12K	57.0 %	\$70K	\$65K	\$2K	\$2K	7.5 %	49.5 % ▲
C1	Region 3	Country 11	Store 0056	3110056	2023-02-08	2023-07-08	\$90K	\$45K	\$4K	\$3K	100.3 %	\$50K	\$28K	\$2K	\$2K	52.1 %	48.2 % ▲
C2	Region 1	Country 15	Store 0233	1150233	2023-01-10	2023-07-15	\$25K	\$16K	\$1K	\$1K	60.1 %	\$61K	\$52K	\$2K	\$2K	12.5 %	47.6 % ▲
C2	Region 4	Country 22	Store 0154	4220154	2022-09-20	2023-07-15	\$230K	\$136K	\$5K	\$3K	69.2 %	\$152K	\$122K	\$4K	\$3K	21.7 %	47.5 % ▲
C3	Region 1	Country 40	Store 0183	1400183	2022-03-10	2022-12-31	\$246K	\$155K	\$7K	\$4K	58.6 %	\$73K	\$65K	\$2K	\$2K	13.0 %	45.6 % ▲
C1	Region 1	Country 130	Store 0567	11300567	2022-01-17	2022-11-12	\$148K	\$143K	\$4K	\$3K	3.2 %	\$77K	\$109K	\$2K	\$3K	-29.6 %	32.8 % ▲
C3	Region 2	Country 50	Store 0823	2500823	2023-01-16	2023-07-15	\$14K	\$11K	\$1K	\$0K	23.2 %	\$36K	\$36K	\$1K	\$1K	-3.2 %	26.5 % ▲
C3	Region 3	Country 65	Store 0666	3650666	2022-08-27	2023-06-17	\$473K	\$287K	\$11K	\$7K	64.7 %	\$213K	\$152K	\$5K	\$4K	40.2 %	24.5 % ▲
C2	Region 1	Country 87	Store 0279	1870279	2022-11-15	2023-07-15	\$502K	\$396K	\$15K	\$12K	26.7 %	\$98K	\$95K	\$3K	\$3K	3.2 %	23.5 % ▲
C2	Region 4	Country 56	Store 0343	4560343	2022-06-15	2023-04-08	\$83K	\$91K	\$2K	\$2K	-8.7 %	\$67K	\$99K	\$2K	\$2K	-32.2 %	23.4 % ▲
C3	Region 1	Country 44	Store 0167	1440167	2023-04-13	2023-07-15	\$160K	\$126K	\$12K	\$11K	26.4 %	\$62K	\$55K	\$5K	\$5K	3.8 %	22.6 % ▲
C1	Region 1	Country 25	Store 0198	1250198	2022-04-13	2023-02-04	\$444K	\$348K	\$11K	\$8K	27.5 %	\$106K	\$101K	\$3K	\$2K	5.0 %	22.5 % ▲
C2	Region 2	Country 39	Store 0248	2390248	2022-06-25	2023-04-15	\$44K	\$51K	\$1K	\$1K	-13.4 %	\$67K	\$96K	\$2K	\$2K	-30.4 %	17.0 % ▲
C3	Region 3	Country 26	Store 0900	3260900	2022-05-04	2023-02-25	\$173K	\$125K	\$4K	\$3K	39.1 %	\$87K	\$70K	\$2K	\$2K	25.0 %	14.2 % ▲
C2	Region 1	Country 52	Store 0812	1520812	2022-10-03	2023-07-15	\$149K	\$129K	\$4K	\$3K	15.5 %	\$118K	\$112K	\$3K	\$3K	2.3 %	13.2 % ▲
C2	Region 4	Country 48	Store 0476	4480476	2022-06-30	2023-04-22	\$40K	\$48K	\$1K	\$1K	-16.5 %	\$58K	\$82K	\$2K	\$2K	-29.1 %	12.6 % ▲
C1	Region 1	Country 53	Store 0186	1530186	2023-04-08	2023-07-15	\$108K	\$94K	\$8K	\$7K	15.5 %	\$66K	\$59K	\$5K	\$5K	3.8 %	11.7 % ▲
C3	Region 1	Country 62	Store 0024	1620024	2022-12-05	2023-07-15	\$101K	\$92K	\$3K	\$3K	10.4 %	\$34K	\$34K	\$1K	\$1K	-0.9 %	11.3 % ▲

Tracking the Concept vs Benchmark Growth Delta for each store

Region & affiliate level analysis

Concept vs Benchmark Growth - Affiliate/Region Level

Concept Stores with
≥ 15 % Concept vs
Benchmark Growth

9 [27.3%]

Concept Stores with
0 % < 15% Concept vs
Benchmark Growth

12 [36.4%]

Concept Stores with
< 0% Concept vs
Benchmark Growth

12 [36.4%]

Concept Store
Productivity YOY %
Growth

7.5%

Benchmark Store
Productivity YOY %
Growth

(6.8%)

Control vs Benchmark
Store Productivity
YOY % Growth Delta

14.3% —

Top Performing Affiliate

Ctry 40 64.8%

Bottom Performing Affiliate

Ctry 3 (23.5%)

Concept Growth vs Benchmark Growth at Affiliate Level

					Red Doors							Control Doors							
Region	Affiliate	# Cncpt Store	# Bmark Stores Post Launch	# Bmark Stores Pre Launch	Post Launch Sales (\$)*	Pre Launch Sales (\$) **	Post Launch Prdvtly (\$)/Door	Pre Launch Prdvtly (\$)/Door	Post Launch Prdvtly (\$)/Door/Wk	Pre Launch Prdvtly (\$)/Door/Wk	YOY \$ Growth (%)	Post Launch Sales (\$)	Pre Launch Sales (\$)	Post Launch Prdvtly (\$)/Door	Pre Launch Prdvtly (\$)/Door	Post Launch Prdvtly (\$)/Door/Wk	Pre Launch Prdvtly (\$)/Door/Wk	YOY \$ Growth (%)	Cncpt vs Bmark Growth % Delta
Region 1	Country 20	1	14	14	\$210K	\$116K	\$210K	\$116K	\$6K	\$3K	75.5 %	\$4,501K	\$3,959K	323K	\$284K	\$9K	\$8K	10.7 %	64.8 % ▲
Region 1	Country 30	1	33	33	\$428K	\$275K	\$428K	\$275K	\$13K	\$9K	50.6 %	\$8,676K	\$7,815K	263K	\$237K	\$8K	\$8K	7.6 %	43.0 % ▲
Region 2	Country 80	2	878	876	\$3,950K	\$2,384K	\$3,297K	\$2,020K	\$63K	\$41K	53.8 %	\$411,964K	\$311,222K	469K	\$355K	\$9K	\$7K	24.5 %	29.2 % ▲
Region 3	Country 11	3	51	51	\$2,034K	\$1,527K	\$1,101K	\$826K	\$22K	\$17K	33.3 %	\$23,812K	\$20,923K	465K	\$411K	\$9K	\$8K	13.1 %	20.2 % ▲
Region 1	Country 15	2	28	28	\$1,392K	\$975K	\$1,149K	\$808K	\$21K	\$15K	39.6 %	\$18,059K	\$13,929K	643K	\$503K	\$12K	\$9K	25.5 %	14.1 % ▬
Region 4	Country 22	2	40	40	\$938K	\$747K	\$485K	\$386K	\$35K	\$30K	16.5 %	\$10,233K	\$8,760K	256K	\$219K	\$18K	\$17K	8.5 %	8.0 % ▬
Region 1	Country 40	6	71	71	\$3,897K	\$5,076K	\$1,508K	\$1,985K	\$20K	\$26K	-25.0 %	\$74,699K	\$105,533K	1049K	\$1,483K	\$14K	\$20K	-30.2 %	5.2 % ▬
Region 1	Country 130	1	30	30	\$225K	\$123K	\$225K	\$123K	\$7K	\$4K	76.4 %	\$5,170K	\$2,877K	170K	\$95K	\$5K	\$3K	74.1 %	2.3 % ▬
Region 2	Country 50	4	22	22	\$4,076K	\$3,839K	\$2,523K	\$2,496K	\$29K	\$29K	-0.0 %	\$27,367K	\$27,359K	1232K	\$1,227K	\$14K	\$14K	-0.7 %	0.7 % ▬
Region 3	Country 65	3	56	56	\$1,326K	\$1,368K	\$523K	\$550K	\$11K	\$12K	-6.9 %	\$24,445K	\$23,498K	437K	\$420K	\$9K	\$9K	1.9 %	-8.8 % ▼

Tracks the
concept vs
benchmark
growth
delta at an
affiliate
level

Concept Growth vs Benchmark Growth at Region Level

Region	# Cncpt Store	# Bmark Stores Post Launch	# Bmark Stores Pre Launch	Post Launch Sales (\$) *	Pre Launch Sales (\$) **	Post Launch Prdvtly (\$)/Door	Pre Launch Prdvtly (\$)/Door	Post Launch Prdvtly (\$)/Door/Wk	Pre Launch Prdvtly (\$)/Door/Wk	YOY \$ Growth (%)	Post Launch Sales (\$)	Pre Launch Sales (\$)	Post Launch Prdvtly (\$)/Door	Pre Launch Prdvtly (\$)/Door	Post Launch Prdvtly (\$)/Door/Wk	Pre Launch Prdvtly (\$)/Door/Wk	YOY \$ Growth (%)	Cncpt vs Bmark Growth % Delta
Region 1	2	878	876	\$3,950K	\$2,384K	\$3,297K	\$2,020K	\$63K	\$41K	53.8 %	\$411,964K	\$311,222K	469K	\$355K	\$9K	\$7K	24.5 %	29.2 % ▲
Region 2	2	40	40	\$938K	\$747K	\$485K	\$386K	\$35K	\$30K	16.5 %	\$10,233K	\$8,760K	256K	\$219K	\$18K	\$17K	8.5 %	8.0 % ▬
Region 3	6	71	71	\$3,897K	\$5,076K	\$1,508K	\$1,985K	\$20K	\$26K	-25.0 %	\$74,699K	\$105,533K	1,049K	\$1,483K	\$14K	\$20K	-30.2 %	5.2 % ▬
Region 4	3	39	38	\$2,624K	\$2,095K	\$1,349K	\$1,103K	\$25K	\$20K	20.1 %	\$22,519K	\$17,565K	\$578K	\$463K	\$11K	\$9K	22.7 %	-2.7 % ▼
Region 5	20	138	124	\$16,469K	\$15,735K	\$3,067K	\$3,317K	\$32K	\$35K	-8.5 %	\$158,567K	\$141,690K	\$1,145K	\$1,142K	\$12K	\$12K	-0.8 %	-7.8 % ▼

Tracks the
concept vs
benchmark
growth
delta at a
region level

Concept stores analytics summary

Enables to track Growth Delta at region & channel level

Concept Stores Analytics Summary

Concept Store Post vs Pre Change (%)

7.8%

Benchmark Store Post vs Pre Change (%)

5.4%

Concept Stores Productivity YOY % Growth

7.5%

Benchmark Stores Productivity YOY % Growth

(6.8%)

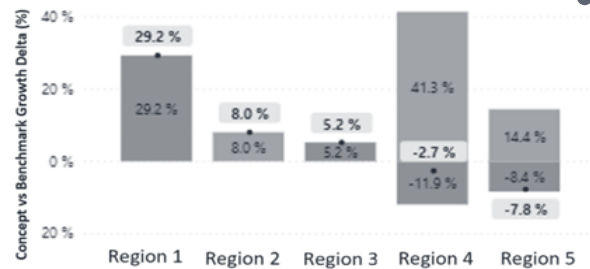
Concept vs Benchmark Stores Productivity YOY % Growth Delta

14.3%

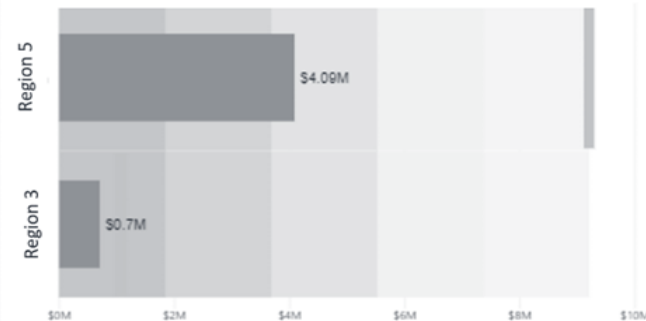
Top Performing Application
Prod Cat A 19.7%

Bottom Performing Application
Prod Cat E 6%

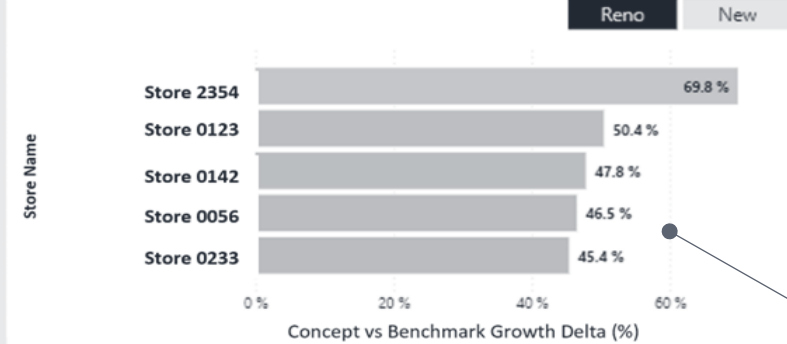
Concept vs Benchmark Growth Delta (%) by Region & Channel



New Concept vs Target Sales (\$) by Region

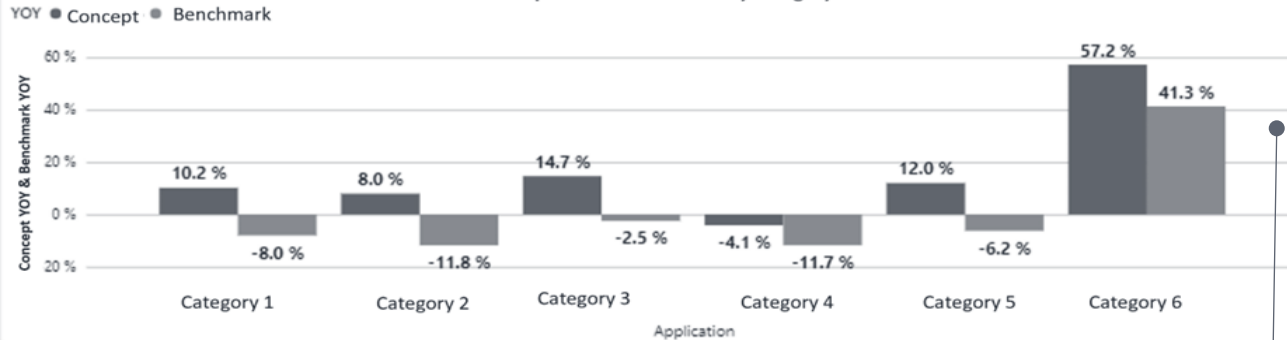


Top 5 Performing Concept Stores based on Concept vs Benchmark Growth Delta

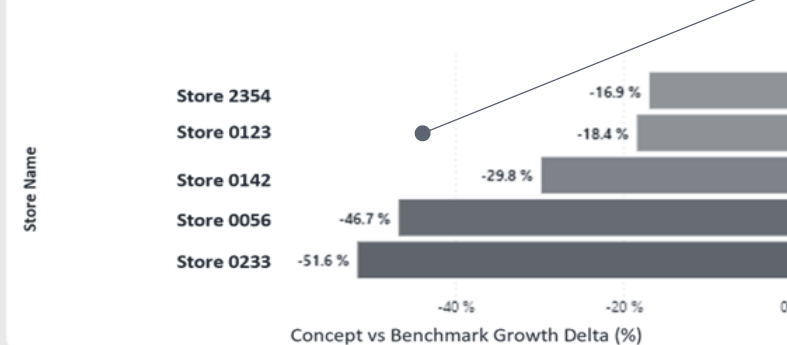


Tracks the Top and Bottom Performing Stores

Concept vs Benchmark YOY by Category



Bottom 5 Performing Concept Stores based on Concept vs Benchmark Growth Delta



Enables to track Concept YOY and Benchmark YOY at product category level

Sales productivity trend

Sales Productivity Trend

Concept Stores Sales ration Delta
(H1 Post Launch vs Pre Launch)

8.2%

Concept Stores Sales ration Delta
(Q1 Post Launch vs Pre Launch)

2.9%

[Click here to view Sales Ratio Delta at a Door Level](#)

Concept Stores Sales ration Delta
(Q2 Post Launch vs Pre Launch)

14.6%

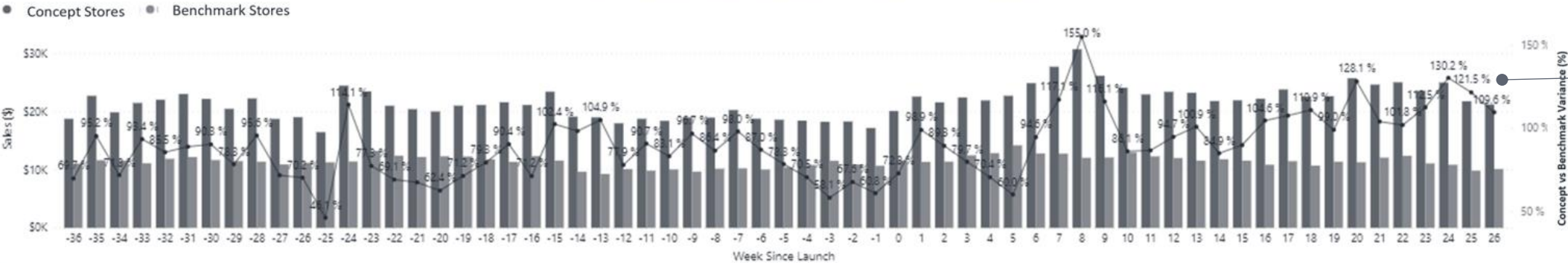
New Stores Sales ration Delta
(H2 Post vs H1 Post)

(4.7%)

Concept renovated vs concept
New Stores Sales ration Delta

125.4%

Sales (\$) Trend by Week since Launch (Concept vs Benchmark Stores)



Compares the average weekly sales of Concept stores with that of Benchmark stores

Sales (\$) Trend by Week since Launch (Concept vs Benchmark Stores)

