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COMPARING OUR PROMOTIONS!

What Are we Trying to Find?

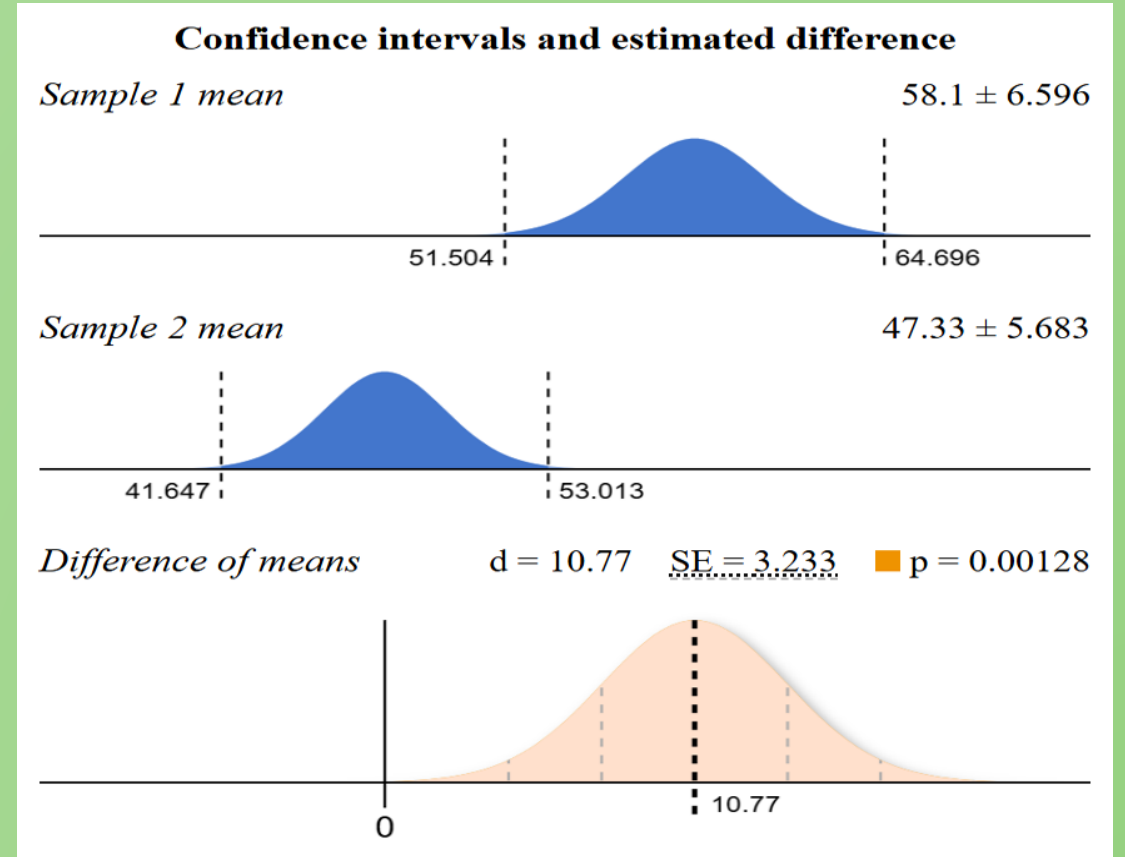
- The effectiveness of three distinct marketing promotions in increasing sales at a fast-food chain.
- The most successful promotion.

How Did We Measure?

- Sales in thousands (total weekly sales per location by promotion).
- Directly tied to revenue, making it the key indicator of campaign success.

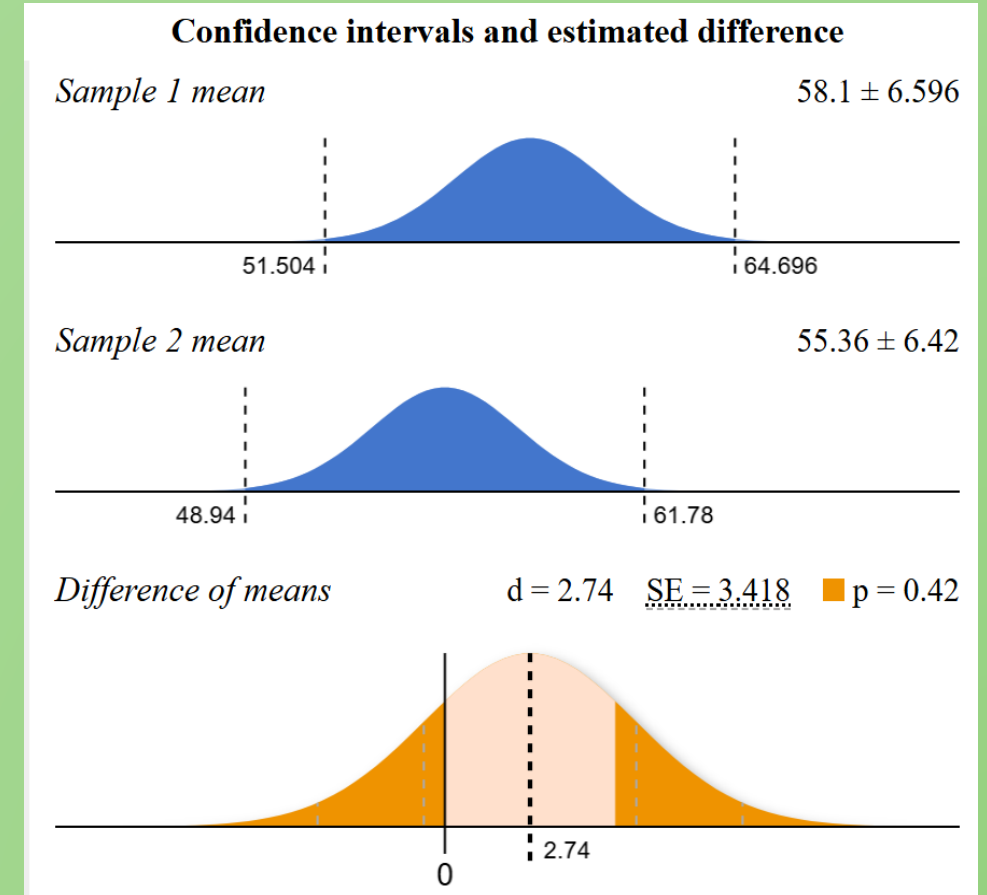
FINDINGS

- Promotion 1 vs. Promotion 2
- Treatment effect: +10.77
- P-value: 0.0013 (Statistically significant at 0.01 level).
- Conclusion: Promotion 1 significantly outperforms Promotion 2.



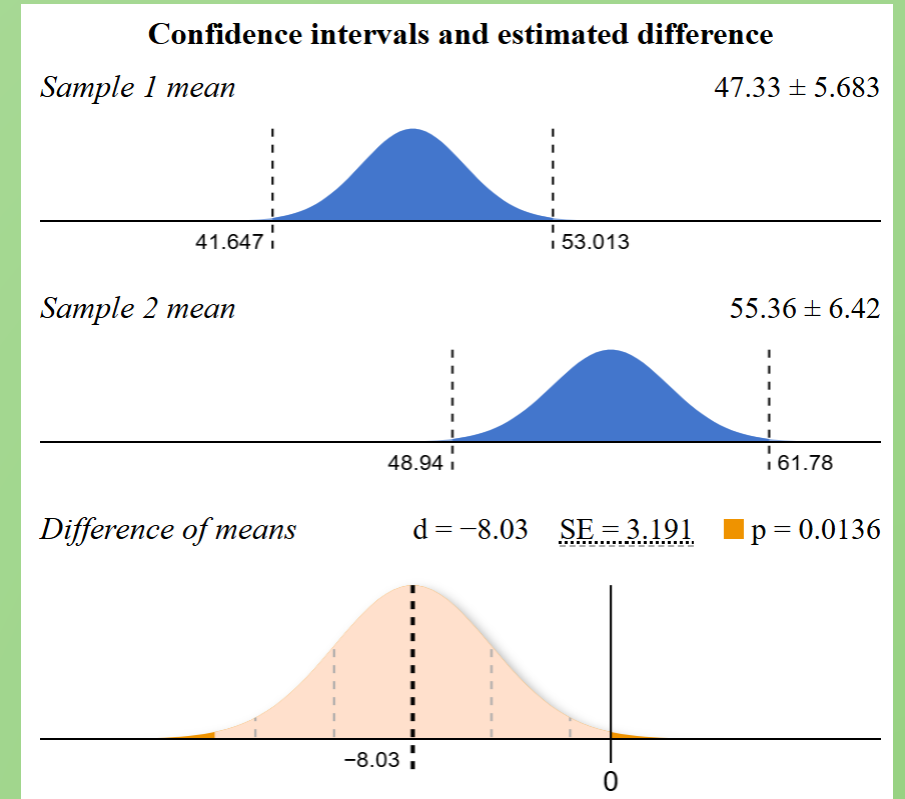
1 vs 3

- Promotion 1 vs. Promotion 3
- P-value: 0.4259 (Not statistically significant).
- Conclusion: Similar sales performance.



2 vs 3

- Promotion 2 vs. Promotion 3
- Treatment effect: -8.04
- P-value: 0.0136 (Not statistically significant at 0.01 level).
- Conclusion: No significant difference; Promotion 3 slightly outperforms Promotion 2.



Recommendations and Next Steps

Recommendations

- Prioritize Promotion 1: Scale to maximize sales.
- Consider Promotion 3: Use if Promotion 1 is not feasible.
- Reevaluate Promotion 2: Adjust strategy or discontinue.

Next Steps

- Analyze drivers behind Promotion 1's success.
- Assess operational feasibility for scaling Promotions 1 & 3.
- Explore improvement opportunities for Promotion 2.