**Explanation for Codes** **of Foodstuff Report**

Key Tables:

In Store Sales: fsni.fact\_basket\_plu

Online Sales: fsni.online\_sales\_item

Control group email: campaign ID in ‘191216\_NW\_NI\_CC\_Weekly\_eDM\_DYN\_PNPBOT’

Dynamic email: ‘191216\_NW\_NI\_CC\_Weekly\_Dynamic\_Offers'

**1. Instore sales of customers received control group email of Last Week:**

The purpose is to find out the number of shoppers, sales, sales per customer, visits , basket size of each visit in last week.

*/\*In Store Sales \*/*

*/\*By Week\*/***SELECT** b.GroupType, *count*(*\**) N\_Customer,*sum*(a.price) **as** Sales,*sum*(a.price)/*count*(*\**) **as** S\_per\_Customer, *sum*(visits) N\_visits,*sum*(visits)\*1.00/*count*(*\**) **as** V\_per\_Customer,*sum*(size)\*1.00/*sum*(visits) **as** Basket\_size  
 **from** (**select acct\_clubcard**, *sum*(**price**) **as** price ,*count*(**distinct basket\_id**) **as** visits, *count*(**basket\_id**) **as** size **from** fsni.fact\_basket\_plu **where acct\_clubcard**>0 **and  
 eff\_date** >= **'2019-12-16' and eff\_date** < **'2019-12-23'** *-- Change the dates accordingly* **GROUP BY acct\_clubcard** ) A  
 **INNER join** (**SELECT distinct** l.**card\_number**, **'Control Group' AS** GroupType  
**FROM** fsni.api\_customers\_2\_loyalty l  
 **inner join** fulcrum.responsys\_sent r  
 **on** r.**customer\_id**=l.**bpid  
WHERE** r.**campaign\_id in** (**select distinct campaign\_id from** fulcrum.responsys\_launch\_state **where campaign\_name like '191216\_NW\_NI\_CC\_Weekly\_eDM\_DYN\_PNPBOT' and launch\_type not in** (**'T'**, **'X'**, **'U'**))  
 **and** *to\_date*(r.**\_updated**,**'YYYY-MM-DD'**)>=**'2019-12-16'  
 and** *to\_date*(r.**\_updated**,**'YYYY-MM-DD'**)<**'2019-12-23'**)B  
 **on** A.**acct\_clubcard**=B.**card\_number  
group by** b.GroupType

Result sample:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| grouptype | n\_customer | sales | s\_per\_customer | n\_visits | v\_per\_customer | basket\_size |
| Control Group | 19008 | 2886366.5 | 151.85 | 41501 | 2.1833439 | 11.393653 |

**2. Instore sales of customers received dynamic email:**

The purpose is to find out the number of shoppers, sales, sales per customer, visits , basket size of each visit in last week.

*/\*fsni.smoke\_test\_group\*/  
/\*By Week\*/***SELECT** b.GroupType,*count*(*\**) N\_Customer,*sum*(a.price) **as** Sales,*sum*(a.price)/*count*(*\**) **as** S\_per\_Customer, *sum*(visits) N\_visits,*sum*(visits)\*1.00/*count*(*\**) **as** V\_per\_Customer,*sum*(size)\*1.00/*sum*(visits) **as** Basket\_size  
 **from** (**select acct\_clubcard**,*sum*(**price**) **as** price ,*count*(**distinct basket\_id**) **as** visits, *count*(**basket\_id**) **as** size **from** fsni.fact\_basket\_plu **where acct\_clubcard**>0 **and  
 eff\_date** >= **'2019-12-16' and eff\_date** < **'2019-12-23'** *-- Change the dates accordingly* **GROUP BY acct\_clubcard**) A  
 **INNER join** (**SELECT distinct** l.**card\_number**, **'Dynamic Group' AS** GroupType  
**FROM** fsni.api\_customers\_2\_loyalty l  
 **join** fulcrum.responsys\_sent r  
 **on** r.**customer\_id**=l.**bpid  
where** r.**campaign\_id in** (**select distinct campaign\_id from** fulcrum.responsys\_launch\_state **where campaign\_name like '191216\_NW\_NI\_CC\_Weekly\_Dynamic\_Offers'and launch\_type not in** (**'T'**, **'X'**, **'U'**))  
 )B  
 **on** A.**acct\_clubcard**=B.**card\_number  
group by** b.GroupType

Result Sample:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| grouptype | n\_customer | sales | s\_per\_customer | n\_visits | v\_per\_customer | basket\_size |
| Dynamic Group | 184051 | 28683893 | 155.8475 | 402407 | 2.1864 | 11.5810 |

**3.Online sales of customers received Control group email:**

The purpose is to find out the number of shoppers, sales, sales per customer, visits , basket size of each visit in last week.

*/\*Online Sales\*/  
  
/\*Static email\*/  
/\*By Week\*/***SELECT** b.GroupType,*count*(*\**) N\_Customer,*sum*(a.*sum*) **as** Sales ,*sum*(a.*sum*)/*count*(*\**) **as** S\_per\_Customer, *sum*(visits) N\_visits,*sum*(visits)\*1.00/*count*(*\**) **as** V\_per\_Customer,*sum*(size)\*1.00/*sum*(visits) **as** Basket\_size  
 **from** (**select clubcard\_number**,*sum*(**sales\_at\_retail\_value**) ,*count*(**distinct transaction\_number**) **as** visits, *count*(**transaction\_number**) **as** size **from** fsni.online\_sales\_item **where clubcard\_number**>0 **and  
 posting\_date** >= **'2019-12-16' and posting\_date** < **'2019-12-23'** *-- Change the dates accordingly* **GROUP BY clubcard\_number**) A  
 **INNER join** (**SELECT distinct** l.**card\_number**, **'Control Group' AS** GroupType  
**FROM** fsni.api\_customers\_2\_loyalty l  
 **join** fulcrum.responsys\_sent r  
 **on** r.**customer\_id**=l.**bpid  
WHERE** r.**campaign\_id in** (**select distinct campaign\_id from** fulcrum.responsys\_launch\_state **where campaign\_name like '191216\_NW\_NI\_CC\_Weekly\_eDM\_DYN\_PNPBOT' and launch\_type not in** (**'T'**, **'X'**, **'U'**))  
 **and** *to\_date*(r.**\_updated**,**'YYYY-MM-DD'**)>=**'2019-12-16'  
 and** *to\_date*(r.**\_updated**,**'YYYY-MM-DD'**)<**'2019-12-23'**)B  
 **on** A.**clubcard\_number**=B.**card\_number  
group by** b.GroupType  
**ORDER BY** GroupType **DESC**;

Result Sample:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **grouptype** | **n\_customer** | **sales** | **s\_per\_customer** | **n\_visits** | **v\_per\_customer** | **basket\_size** |
| Control Group | 196 | 47413.57 | 241.9059 | 208 | 1.0612245 | 39.100962 |

**4.Online sales of customers received dynamic email:**

The purpose is to find out the number of shoppers, sales, sales per customer, visits , basket size of each visit in last week.

*/\*Smoke test group (dynamic)\*/  
/\*by Week\*/***SELECT** b.GroupType,*count*(*\**) N\_Customer,*sum*(a.*sum*) **as** Sales ,*sum*(a.*sum*)/*count*(*\**) **as** S\_per\_Customer, *sum*(visits) N\_visits,*sum*(visits)\*1.00/*count*(*\**) **as** V\_per\_Customer,*sum*(size)\*1.00/*sum*(visits) **as** Basket\_size  
 **from** (**select clubcard\_number**,*sum*(**sales\_at\_retail\_value**) ,*count*(**distinct transaction\_number**) **as** visits, *count*(**transaction\_number**) **as** size **from** fsni.online\_sales\_item **where clubcard\_number**>0 **and  
 posting\_date** >= **'2019-12-16' and posting\_date** < **'2019-12-23'** *-- Change the dates accordingly* **GROUP BY clubcard\_number**) A  
 **INNER join** (**SELECT distinct** l.**card\_number**, **'Dynamic Group' AS** GroupType  
**FROM** fsni.api\_customers\_2\_loyalty l  
 **join** fulcrum.responsys\_sent r  
 **on** r.**customer\_id**=l.**bpid  
where** r.**campaign\_id in** (**select distinct campaign\_id from** fulcrum.responsys\_launch\_state **where campaign\_name like '191216\_NW\_NI\_CC\_Weekly\_Dynamic\_Offers' and launch\_type not in** (**'T'**, **'X'**, **'U'**))  
 **and** *to\_date*(r.**\_updated**,**'YYYY-MM-DD'**)>=**'2019-12-16'  
 and** *to\_date*(r.**\_updated**,**'YYYY-MM-DD'**)<**'2019-12-23'**)B  
 **on** A.**clubcard\_number**=B.**card\_number  
group by** b.GroupType  
**ORDER BY** GroupType **DESC**;

Result Sample:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| grouptype | n\_customer | sales | s\_per\_customer | n\_visits | v\_per\_customer | basket\_size |
| Dynamic Group | 1932 | 464659.76 | 240.5071 | 2045 | 1.0584886 | 38.022005 |

**5. To find out the total email sent, open, click, bounce of Control Group Email:**

Combine the data from fulcrum.responsys\_sent, fulcrum.responsys\_open, fulcrum.responsys\_click, fulcrum.responsys\_bounces, and select the campaign ID in ‘191216\_NW\_NI\_CC\_Weekly\_eDM\_DYN\_PNPBOT’

*/\* Static email summary\*/***Select campaign\_id**,  
 *sum*(Uniq\_CRS) **as** N\_Sent,  
 *sum*(Uniq\_Open) **as** Uniq\_Open,  
 *sum*(TotalOpen) **as** TotalOpen,  
 *sum*(Uniq\_Click) **as** Uniq\_Click,  
 *sum*(totalClick) **as** Total\_Click,

*sum*(Unsubscribes) **as** Total\_Unsub,  
 *Sum*(N\_Bounce) **as** Total\_bounce  
  
**from** (  
**SELECT**  
 A.**campaign\_id**,  
 *-- email\_isp,  
 count*(**DISTINCT** A.**customer\_id**) Uniq\_CRS,  
 *sum*(N\_sent) TotalSent,  
 *count*(**DISTINCT** b.**customer\_id**) **AS** Uniq\_Open,  
 *sum*(N\_Open) **AS** TotalOpen,  
 *count*(**DISTINCT c**.**customer\_id**) **AS** Uniq\_Click,  
 *sum*(N\_click) **AS** totalClick,  
 *count*(**d**.**customer\_id**) **AS** Unsubscribes,  
 *sum*(N\_Bounce) **AS** N\_Bounce  
 **FROM** (  
 (**SELECT** *to\_date*(*concat*(*date\_part*(**'year'**, **event\_captured\_dt**), *date\_part*(**'week'**, **event\_captured\_dt** + 1)), **'iyyyiw'**) -  
 1 **AS WEEK**,  
 **campaign\_id**,  
 **customer\_id**,  
 **email**,  
 **email\_isp**,  
 *count*(*\**) N\_sent  
 **FROM** fulcrum.responsys\_sent  
 **GROUP BY campaign\_id**, **customer\_id**, **Week**,**email**, **email\_isp** ) A  
 **LEFT JOIN** (**SELECT  
 campaign\_id**,  
 **customer\_id**,  
 *COUNT*(*\**) N\_Open  
 **FROM** fulcrum.responsys\_open  
 **GROUP BY campaign\_id**, **customer\_id** ) B  
 **ON** A.**customer\_id** = b.**customer\_id AND** A.**campaign\_id** = b.**campaign\_id  
 LEFT JOIN** (**SELECT  
 campaign\_id**,  
 **customer\_id**,  
 *COUNT*(*\**) N\_click  
 **FROM** fulcrum.responsys\_click  
 **GROUP BY campaign\_id**, **customer\_id** ) **C  
 ON** A.**customer\_id** = **C**.**customer\_id AND** A.**campaign\_id** = **c**.**campaign\_id  
 LEFT JOIN** (**SELECT  
 campaign\_id**,  
 **customer\_id**,  
 *COUNT*(*\**) N\_Opt\_Out  
 **FROM** fulcrum.responsys\_opt\_out  
 **GROUP BY campaign\_id**, **customer\_id** ) **D  
 ON** A.**customer\_id** = **D**.**customer\_id AND** A.**campaign\_id** = **D**.**campaign\_id  
 LEFT JOIN** (**SELECT  
 campaign\_id**,  
 **email**,  
 *COUNT*(*\**) N\_Bounce  
 **FROM** fulcrum.responsys\_bounces  
 **GROUP BY campaign\_id**, **email** ) E  
 **ON** A.**email** = E.**email AND** A.**campaign\_id** = E.**campaign\_id** )  
**GROUP BY WEEK**, A.**campaign\_id**, **email\_isp** )**Domain  
where campaign\_id in** (  
 **select campaign\_id from** fulcrum.responsys\_launch\_state **where campaign\_name like '191216\_NW\_NI\_CC\_Weekly\_eDM\_DYN\_PNPBOT' and launch\_type not in** (**'T'**, **'X'**, **'U'**)  
 )  
**GROUP BY campaign\_id  
ORDER BY** N\_Sent **desc**;

Result Sample:

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| week | campaign\_id | n\_sent | uniq\_open | totalopen | uniq\_click | total\_click | total\_unsub | total\_bounce |
| 15/12/2019 | 91696162 | 44,326 | 12140 | 18433 | 1155 | 1643 | 15 | 477 |

**6. To find out the total email sent, open, click, bounce of Dynamic Email:**

Combine the data from fulcrum.responsys\_sent, fulcrum.responsys\_open, fulcrum.responsys\_click, fulcrum.responsys\_bounces, and select the campaign ID in ‘191216\_NW\_NI\_CC\_Weekly\_Dynamic\_Offers'

*/\*Dynamic email summary\*/***Select campaign\_id**,  
 *sum*(Uniq\_CRS) **as** N\_Sent,  
 *sum*(Uniq\_Open) **as** Uniq\_Open,  
 *sum*(TotalOpen) **as** TotalOpen,  
 *sum*(Uniq\_Click) **as** Uniq\_Click,  
 *sum*(totalClick) **as** Total\_Click,  
 *sum*(Unsubscribes) **as** Total\_Unsub,  
 *Sum*(N\_Bounce) **as** Total\_bounce  
  
**from** (**SELECT**  
 A.**campaign\_id**,  
 *-- email\_isp,  
 count*(**DISTINCT** A.**customer\_id**) Uniq\_CRS,  
 *sum*(N\_sent) TotalSent,  
 *count*(**DISTINCT** b.**customer\_id**) **AS** Uniq\_Open,  
 *sum*(N\_Open) **AS** TotalOpen,  
 *count*(**DISTINCT c**.**customer\_id**) **AS** Uniq\_Click,  
 *sum*(N\_click) **AS** totalClick,  
 *count*(**d**.**customer\_id**) **AS** Unsubscribes,  
 *sum*(N\_Bounce) **AS** N\_Bounce  
 **FROM** (  
 (**SELECT** *to\_date*(*concat*(*date\_part*(**'year'**, **event\_captured\_dt**), *date\_part*(**'week'**, **event\_captured\_dt** + 1)), **'iyyyiw'**) -  
 1 **AS WEEK**,  
 **campaign\_id**,  
 **customer\_id**,  
 **email**,  
 **email\_isp**,  
 *count*(*\**) N\_sent  
 **FROM** fulcrum.responsys\_sent  
 **GROUP BY campaign\_id**, **customer\_id**, **Week**,**email**, **email\_isp** ) A  
 **LEFT JOIN** (**SELECT  
 campaign\_id**,  
 **customer\_id**,  
 *COUNT*(*\**) N\_Open  
 **FROM** fulcrum.responsys\_open  
 **GROUP BY campaign\_id**, **customer\_id** ) B  
 **ON** A.**customer\_id** = b.**customer\_id AND** A.**campaign\_id** = b.**campaign\_id  
 LEFT JOIN** (**SELECT  
 campaign\_id**,  
 **customer\_id**,  
 *COUNT*(*\**) N\_click  
 **FROM** fulcrum.responsys\_click  
 **GROUP BY campaign\_id**, **customer\_id** ) **C  
 ON** A.**customer\_id** = **C**.**customer\_id AND** A.**campaign\_id** = **c**.**campaign\_id  
 LEFT JOIN** (**SELECT  
 campaign\_id**,  
 **customer\_id**,  
 *COUNT*(*\**) N\_Opt\_Out  
 **FROM** fulcrum.responsys\_opt\_out  
 **GROUP BY campaign\_id**, **customer\_id** ) **D  
 ON** A.**customer\_id** = **D**.**customer\_id AND** A.**campaign\_id** = **D**.**campaign\_id  
 LEFT JOIN** (**SELECT  
 campaign\_id**,  
 **email**,  
 *COUNT*(*\**) N\_Bounce  
 **FROM** fulcrum.responsys\_bounces  
 **GROUP BY campaign\_id**, **email** ) E  
 **ON** A.**email** = E.**email AND** A.**campaign\_id** = E.**campaign\_id** )  
 *--Where week >= '2019-11-17' and email\_isp != 'fulcrumhub.com'  
 -- email\_isp != 'n3hub.com' (if require)* **GROUP BY WEEK**, A.**campaign\_id**, **email\_isp** )**Domain  
where campaign\_id in** (  
 **select campaign\_id from** fulcrum.responsys\_launch\_state **where campaign\_name like '191216\_NW\_NI\_CC\_Weekly\_Dynamic\_Offers' and launch\_type not in** (**'T'**, **'X'**, **'U'**)  
 )  
**GROUP BY campaign\_id  
ORDER BY** N\_Sent **desc**;

**Result Sample:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| week | campaign\_id | n\_sent | uniq\_open | totalopen | uniq\_click | total\_click | total\_unsub | total\_bounce |
| 15/12/2019 | 91696402 | 430540 | 118620 | 181508 | 10718 | 15061 | 123 | 4919 |

**Sales Data by Day** to create a chart showing the sales trend:

(Similar with the codes by week, just change it into group by date )

1. Instore sales of customers received control group email of Last Week by Day:

*/\*By Day\*/***SELECT** b.GroupType, **eff\_date**, *sum*(a.price) **as** Sales  
 **from** (**select acct\_clubcard**,**eff\_date**, *sum*(**price**) **as** price ,*count*(**distinct basket\_id**) **as** visits, *count*(**basket\_id**) **as** size **from** fsni.fact\_basket\_plu **where acct\_clubcard**>0 **and  
 eff\_date** >= **'2019-12-16' and eff\_date** < **'2019-12-23'** *-- Change the dates accordingly* **GROUP BY acct\_clubcard**,**eff\_date** ) A  
 **INNER join** (**SELECT distinct** l.**card\_number**, **'Control Group' AS** GroupType  
**FROM** fsni.api\_customers\_2\_loyalty l  
 **inner join** fulcrum.responsys\_sent r  
 **on** r.**customer\_id**=l.**bpid  
WHERE** r.**campaign\_id in** (**select distinct campaign\_id from** fulcrum.responsys\_launch\_state **where campaign\_name like '191216\_NW\_NI\_CC\_Weekly\_eDM\_DYN\_PNPBOT' and launch\_type not in** (**'T'**, **'X'**, **'U'**))  
 **and** *to\_date*(r.**\_updated**,**'YYYY-MM-DD'**)>=**'2019-12-16'  
 and** *to\_date*(r.**\_updated**,**'YYYY-MM-DD'**)<**'2019-12-23'**)B  
 **on** A.**acct\_clubcard**=B.**card\_number  
group by** b.GroupType, **eff\_date  
ORDER BY eff\_date**;

2. Instore sales of customers received dynamic email of Last Week by Day:

*/\*By Day\*/***SELECT** b.GroupType, **eff\_date**, *sum*(a.price) **as** Sales  
 **from** (**select acct\_clubcard**,**eff\_date**,*sum*(**price**) **as** price ,*count*(**distinct basket\_id**) **as** visits, *count*(**basket\_id**) **as** size **from** fsni.fact\_basket\_plu **where acct\_clubcard**>0 **and  
 eff\_date** >= **'2019-12-16' and eff\_date** < **'2019-12-23'** *-- Change the dates accordingly* **GROUP BY acct\_clubcard**, **eff\_date**) A  
 **INNER join** (**SELECT distinct** l.**card\_number**, **'Dynamic Group' AS** GroupType  
**FROM** fsni.api\_customers\_2\_loyalty l  
 **join** fulcrum.responsys\_sent r  
 **on** r.**customer\_id**=l.**bpid  
where** r.**campaign\_id in** (**select distinct campaign\_id from** fulcrum.responsys\_launch\_state **where campaign\_name like '191216\_NW\_NI\_CC\_Weekly\_Dynamic\_Offers' and launch\_type not in** (**'T'**, **'X'**, **'U'**))  
 **and** *to\_date*(r.**\_updated**,**'YYYY-MM-DD'**)>=**'2019-12-16'  
 and** *to\_date*(r.**\_updated**,**'YYYY-MM-DD'**)<**'2019-12-23'**)B  
 **on** A.**acct\_clubcard**=B.**card\_number  
group by** b.GroupType, **eff\_date  
ORDER BY eff\_date**;

3.Online sales of customers received control group email of Last Week by Day:

*/\*By Day\*/***SELECT** b.GroupType,date, *sum*(a.price) **as** Sales  
 **from** (**select clubcard\_number**,date(**posting\_date**) **as** date,*sum*(**sales\_at\_retail\_value**) **as** price ,*count*(**distinct transaction\_number**) **as** visits, *count*(**transaction\_number**) **as** size **from** fsni.online\_sales\_item **where clubcard\_number**>0 **and  
 posting\_date** >= **'2019-12-16' and posting\_date** < **'2019-12-23'** *-- Change the dates accordingly* **GROUP BY clubcard\_number**, **posting\_date**) A  
 **INNER join** (**SELECT distinct** l.**card\_number**, **'Control Group' AS** GroupType  
**FROM** fsni.api\_customers\_2\_loyalty l  
 **join** fulcrum.responsys\_sent r  
 **on** r.**customer\_id**=l.**bpid  
WHERE** r.**campaign\_id in** (**select distinct campaign\_id from** fulcrum.responsys\_launch\_state **where campaign\_name like '191216\_NW\_NI\_CC\_Weekly\_eDM\_DYN\_PNPBOT' and launch\_type not in** (**'T'**, **'X'**, **'U'**))  
 **and** *to\_date*(r.**\_updated**,**'YYYY-MM-DD'**)>=**'2019-12-16'  
 and** *to\_date*(r.**\_updated**,**'YYYY-MM-DD'**)<**'2019-12-23'**)B  
 **on** A.**clubcard\_number**=B.**card\_number  
group by** b.GroupType, date  
**ORDER BY** date;

4.Online sales of customers received dynamic email of last week by day:

*/\*by Day\*/***SELECT** b.GroupType,date, *sum*(a.price) **as** Sales  
 **from** (**select clubcard\_number**,date(**posting\_date**) **as** date, *sum*(**sales\_at\_retail\_value**) **as** price ,*count*(**distinct transaction\_number**) **as** visits, *count*(**transaction\_number**) **as** size **from** fsni.online\_sales\_item **where clubcard\_number**>0 **and  
 posting\_date** >= **'2019-12-16' and posting\_date** < **'2019-12-23'** *-- Change the dates accordingly* **GROUP BY clubcard\_number**, date) A  
 **INNER join** (**SELECT distinct** l.**card\_number**, **'Dynamic Group' AS** GroupType  
**FROM** fsni.api\_customers\_2\_loyalty l  
 **join** fulcrum.responsys\_sent r  
 **on** r.**customer\_id**=l.**bpid  
where** r.**campaign\_id in** (**select distinct campaign\_id from** fulcrum.responsys\_launch\_state **where campaign\_name like '191216\_NW\_NI\_CC\_Weekly\_Dynamic\_Offers' and launch\_type not in** (**'T'**, **'X'**, **'U'**))  
 **and** *to\_date*(r.**\_updated**,**'YYYY-MM-DD'**)>=**'2019-12-16'  
 and** *to\_date*(r.**\_updated**,**'YYYY-MM-DD'**)<**'2019-12-23'**)B  
 **on** A.**clubcard\_number**=B.**card\_number  
group by** b.GroupType, date  
**ORDER BY** date;

Result Sample:

|  |  |  |
| --- | --- | --- |
| In Store Sales | | |
| eff\_date | Dynamic Group | Control Group |
| 16/12/2019 | 3,323,563 | 339,169 |
| 17/12/2019 | 3,465,730 | 352,251 |
| 18/12/2019 | 3,866,350 | 395,674 |
| 19/12/2019 | 3,973,918 | 398,858 |
| 20/12/2019 | 4,412,267 | 424,573 |
| 21/12/2019 | 4,960,881 | 507,488 |
| 22/12/2019 | 4,681,185 | 468,353 |

|  |  |  |
| --- | --- | --- |
| Online Sales | | |
| date | Dynamic Group | Control Group |
| 16/12/2019 | 62968.92 | 5510.69 |
| 17/12/2019 | 62630.13 | 6701.57 |
| 18/12/2019 | 65024.33 | 8482.7 |
| 19/12/2019 | 70646.55 | 6539.22 |
| 20/12/2019 | 69380.22 | 5601.4 |
| 21/12/2019 | 60026.55 | 5247.24 |
| 22/12/2019 | 73983.06 | 9330.75 |