

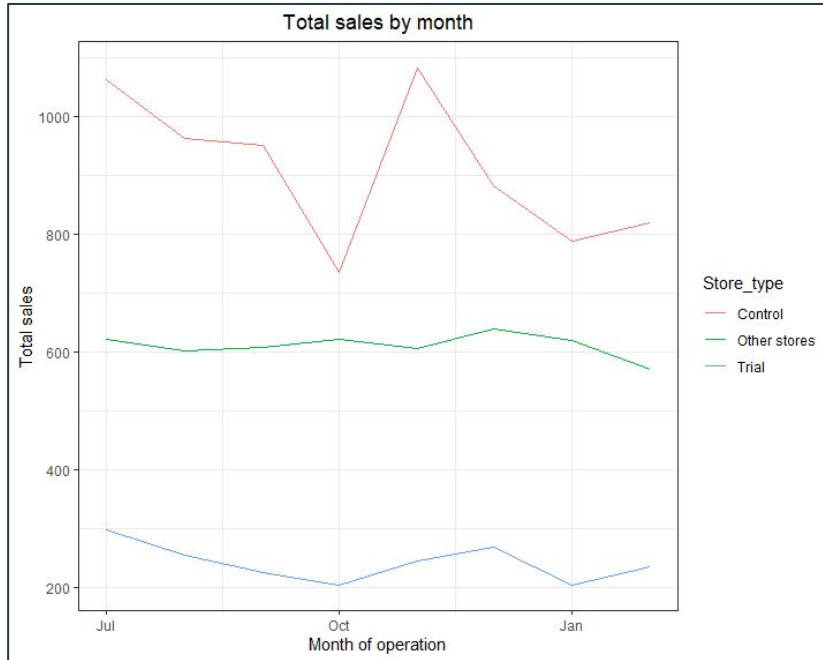


Quantium Data Analytics Virtual Internship

Task 2: Analysing Store Performance between new and old
layout



Trial Store 77 and Control Store 257 Total Sales Per Month Pretrial Period



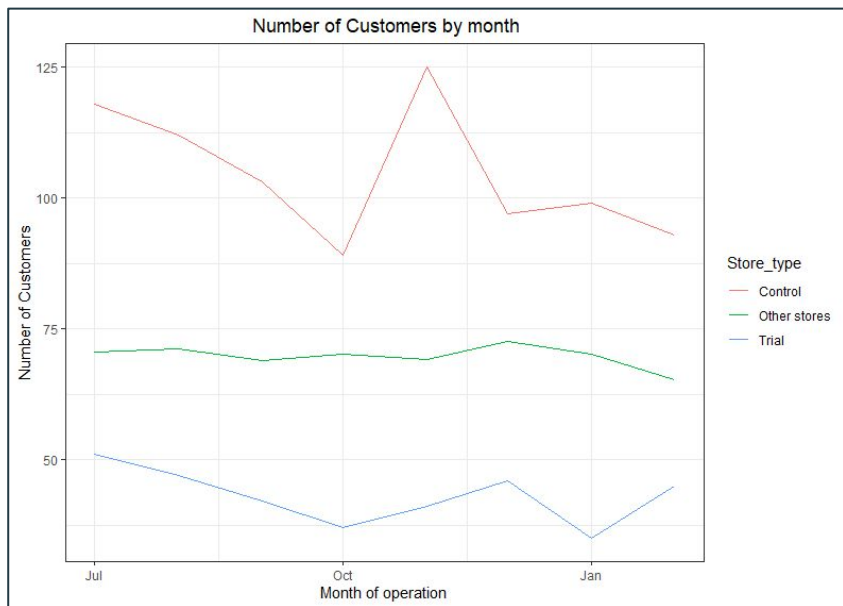
The trial store is registering much lower average sales than the control store during the period before the trial for the new layout. Right now we are just visualizing the trends, shown by both stores for the average sales each month. We are interested in whether both stores are showing similar trends.

From the graph both stores both follow similar trends month by month.

The ranges in values shown by both stores are different as, they could be due to various external factors affecting, such as, the size of store and location.

Trial Store 77 and Control Store 257

Number of Customers Per Month Pretrial Period



Upon first look the trends shown between trial and control store seems to be a less of a match when compared the previous slide using total sales, especially towards the end when control store is declining and the trial store is increasing. This indicates total sales may of had more of an impact when deciding the best control store.