Subject: Store Analysis Insights and Report

Hi Zilinka,

I hope this email finds you well. I am pleased to share with you the insights and findings from our recent store analysis project, as well as the comprehensive report detailing our research and recommendations.

Insights for Task 1:

We discovered that young singles/couples in the mainstream segment have a strong preference for the brands Kettle, Doritos, and Pringles, particularly in 175g, 150g, and 134g sized packs. To effectively engage and retain this customer segment, we recommend focusing marketing strategies and promotions on these specific brands and pack sizes. This targeted approach has the potential to not only increase sales but also foster brand loyalty among this demographic.

Insights for Task 2:

During a three-month trial period, we conducted a thorough performance analysis of trial stores 77, 86, and 88 in comparison to their respective control stores 233, 155, and 237. The results revealed some significant findings:

- Trial store 77 displayed sales performance outside the 5% to 95% confidence interval of the control store for two of the three trial months and demonstrated a significant difference in customer count throughout the trial period.

- Similarly, trial store 86 exhibited sales performance outside the confidence interval for all three trial months and also showed notable differences in customer count.

- As for trial store 88, its sales performance deviated outside the confidence interval for two of the three months, alongside variations in customer count during the trial period.

These findings indicate that the trial initiatives in stores 77 and 86 were generally successful in boosting both sales and customer engagement. However, further analysis and adjustments may be necessary for store 88 to optimize its performance during the trial period.

Attached to this email, you will find the detailed report outlining our methodology, data analysis, and recommendations based on these insights. We believe this report will provide you with a deeper understanding of the opportunities and potential strategies to enhance your store's performance.

Please feel free to reach out if you have any questions or require further clarification on any aspect of the report. We are excited to discuss these insights and work with you to implement actionable strategies that can drive growth and success for your stores.

Thank you for entrusting us with this analysis project, and we look forward to your feedback and further collaboration.

Best regards,

Sai Manoj P