

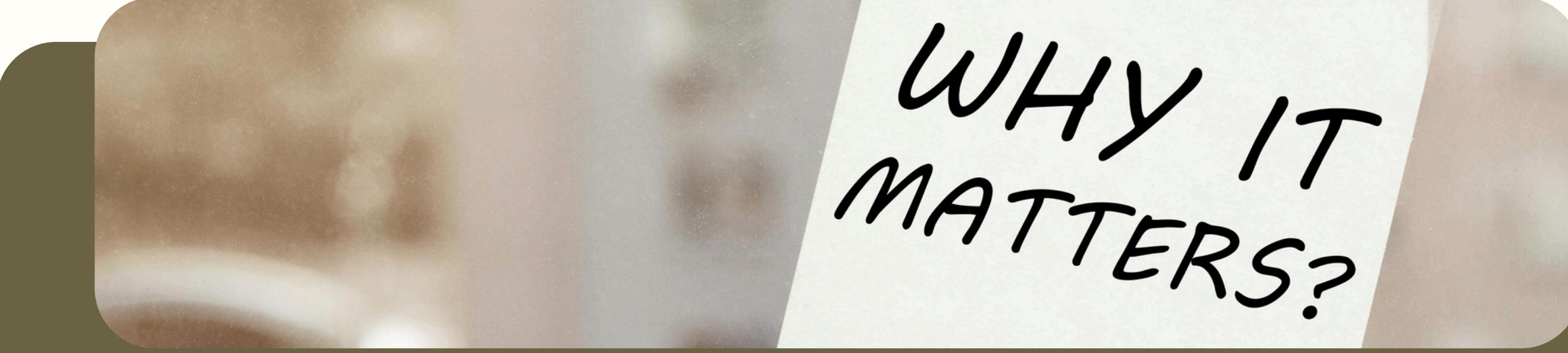


RETAIL REIMAGINED

Turning Retail Data Into Strategy

PRESENTED BY
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WHY IT
MATTERS?

WHY THIS PROJECT?

one

IMPROVE CHIP SALES PERFORMANCE ACROSS A NATIONAL RETAIL CHAIN

two

UNDERSTAND CUSTOMER BEHAVIORS, PREFERENCES, AND SPENDING

three

TEST THE IMPACT OF IN-STORE LAYOUT CHANGES USING TRIAL STORES

four

GENERATE INSIGHTS TO SUPPORT EXPANSION AND BUSINESS DECISIONS



PROJECT STRUCTURE

2-PHASE ANALYTICS WORKFLOW



We approached this project in two phases to fully understand customer behavior and evaluate the impact of in-store changes.

Phase 1: Customer & Product Analysis

→ Understand who buys chips, how much, and why

Phase 2: Experimental Testing

→ Measure how layout changes affect store performance

PHASE 1: UNDERSTANDING THE CUSTOMER

To improve sales performance, we first needed to understand customer behavior, preferences, and spending patterns. These key questions guided our Phase 1 analysis



KEY QUESTIONS

- Who is buying chips?
- What brands and pack sizes do they prefer?
- Are different segments price sensitive?

DATA USED

- Transactional data (sales, product, dates)
- Customer demographics (lifestage & premium segment)

PHASE 1 INSIGHTS

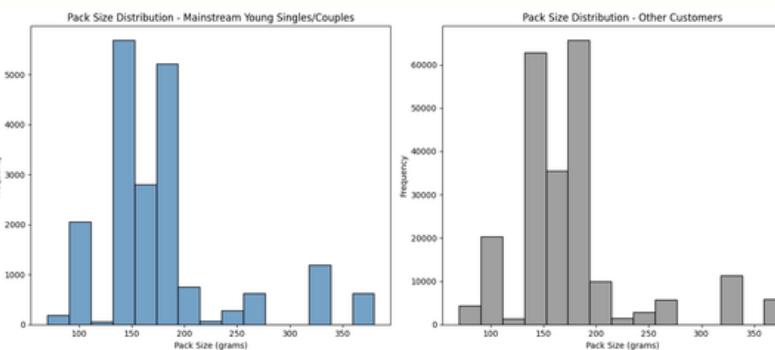
INSIGHT 1

Mainstream Young
Singles/Couples aren't top in
sales...but they spend more, buy
more, and pay more per unit.

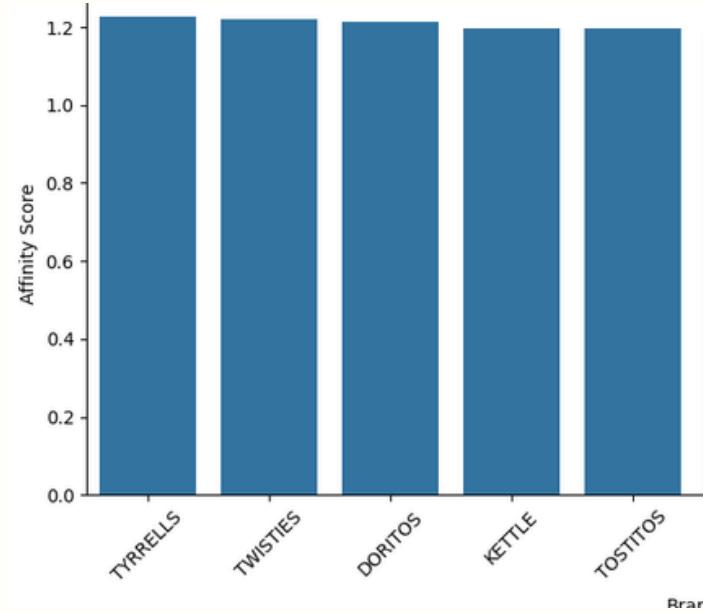
→ Most valuable segment
overall.

INSIGHT 2

Preferred Pack Size: 150g-175g



Top 5 Brand Preferences



OTHER INSIGHTS

Statistically tested: segment
not price-sensitive.

Also shows strong brand loyalty
– ideal for targeting campaigns.

PHASE 2: TRIAL VS CONTROL TESTING

To evaluate the effect of layout changes, we used real-world experimental testing. The goal was to track uplift in chip sales during the trial period.



GOAL

- Determine if layout changes lead to increased chip sales

METHOD

- Trial stores: 77, 86, 88
- Control stores matched by sales & trends
- Trial period: Feb–Apr 2019

CONTROL STORE MATCHING (PRE-TRIAL)

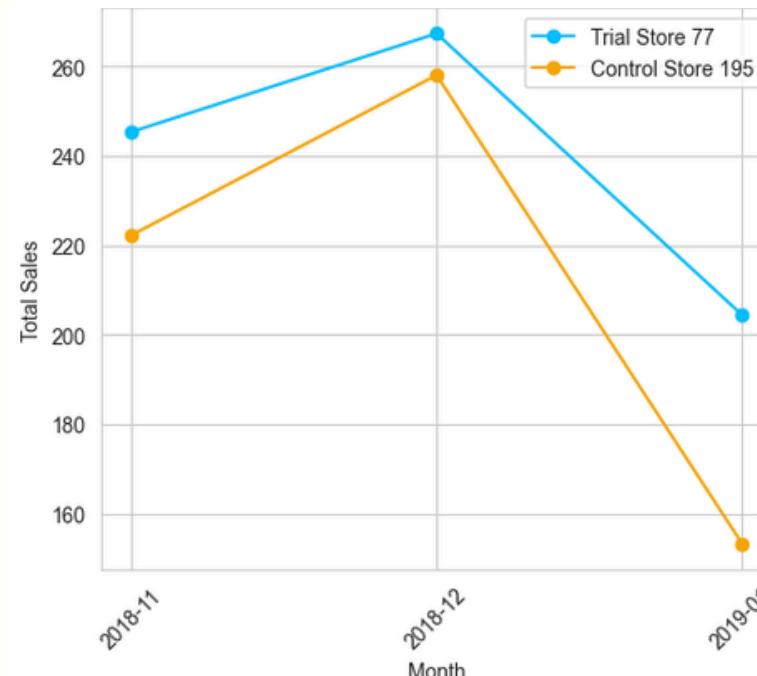
We ensured a fair test by validating similarity before the trial.

To run an accurate test, each trial store was paired with a control store that closely matched in sales trends before the trial period.

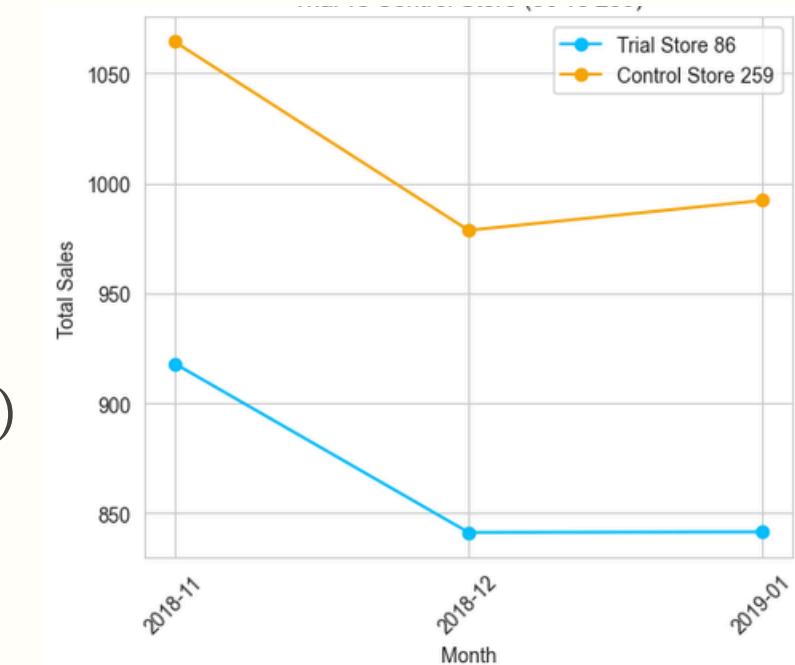
- 📌 Matching was based on:
 - Monthly sales trend correlation
 - Overall sales volume similarity

- ✓ Only pairs with correlation ≥ 0.99 were selected.

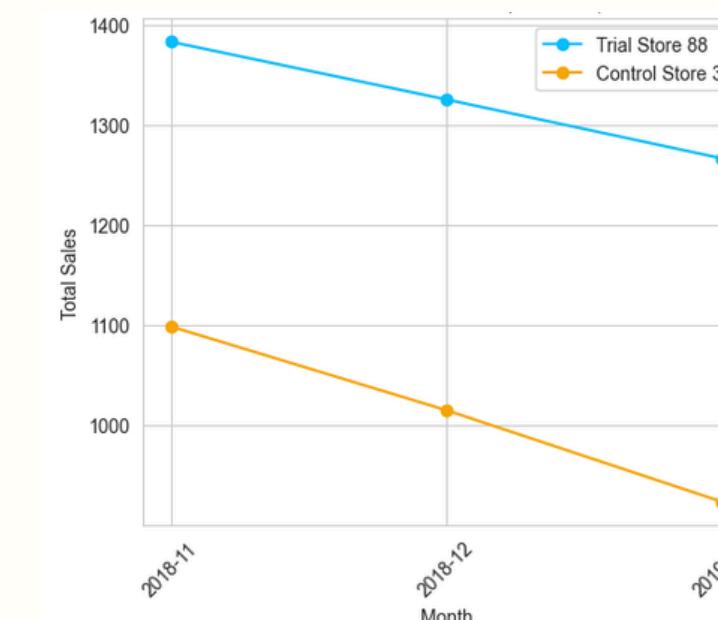
Trial vs Control Store (77 vs 195)



Trial vs Control Store (86 vs 295)

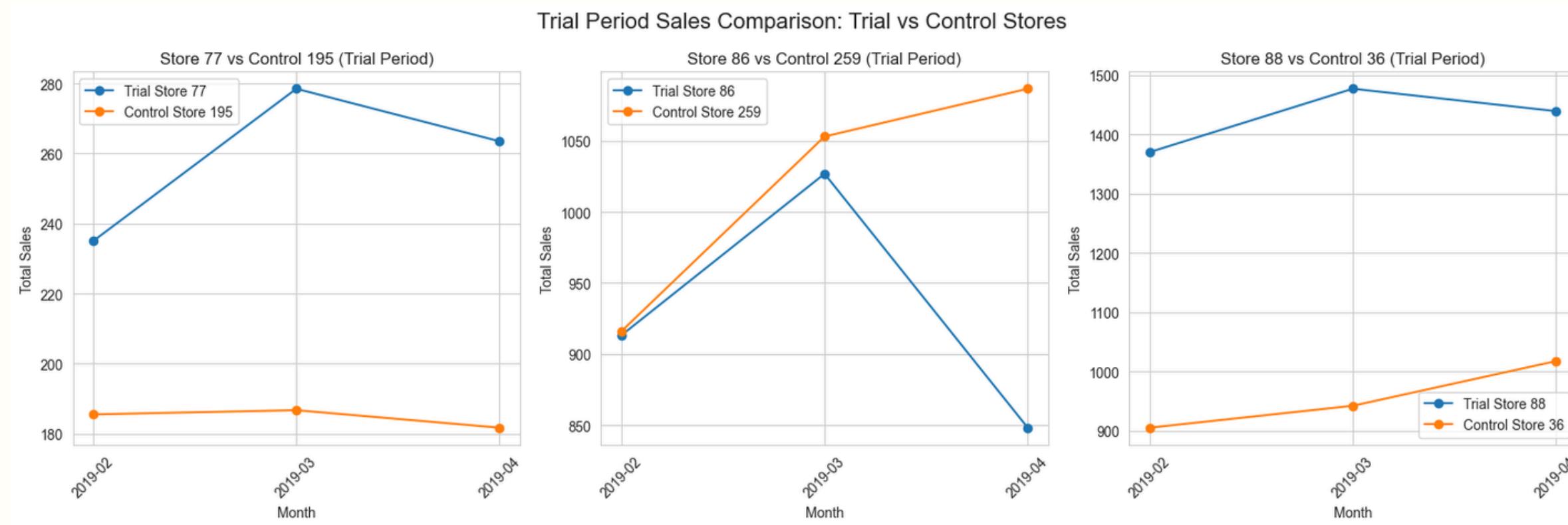


Trial vs Control Store (88 vs 36)



SALES DURING TRIAL PERIOD

We monitored store performance during the trial period (Feb-Apr 2019) to measure impact.



- ✓ Store 77: Sales rose significantly compared to control
- ↗ Store 88: Notable uplift in sales trend
- ⚠ Store 86: Slight drop in sales, not statistically concerning



MEASURING UPLIFT & VALIDITY



To assess effectiveness, we measured the uplift in chip sales and applied statistical testing to validate significance.

- ✓ 2 out of 3 stores showed statistically significant uplift

Store	Uplift %	P-Value	Statistically Significant?
77	+40.28%	0.02	✓ Yes
86	-8.75%	0.29	✗ No
88	+49.66%	0.0004	✓ Yes

Store 86's drop wasn't statistically significant — likely due to external noise, not strategy failure.

BUSINESS RECOMMENDATIONS

- Roll out the new layout to stores similar to 77 and 88 – they showed strong, validated sales uplift.
- No concern for Store 86 – decline was statistically insignificant.
- Stock 150g–175g packs – the preferred size for high-value segments.
- Leverage brand affinity – target campaigns around top brands like TYRRELLS and KETTLE for better response.
- Combine store layout changes with targeted campaigns to amplify success.



From insight to impact:
Making every store
visit more profitable.

GET IN TOUCH!



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Turning data into decisions – together.