2025
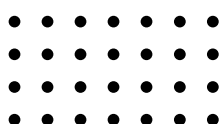
GreenTrail Report

**A comprehensive Analysis on GreenTrail Promotion performence.**

Data Analysis Report: GreenTrail Outdoors – Promotion Performance (2025)

Executive Summary

This report evaluates the effectiveness of past in-store promotions across GreenTrail Outdoors locations in 2025. By analyzing weekly sales, customer traffic, and promotion durations, we aim to uncover performance trends, recommend optimization strategies, and identify opportunities that align with GreenTrail's sustainability goals. Key findings include notable short-term sales boosts during promotions, variable foot traffic impact, and stronger returns from specific months and durations.
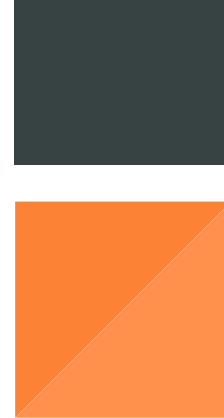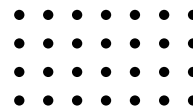
Introduction

Purpose:
To assess the impact of in-store promotions on sales and customer traffic in order to inform future promotional strategies that balance ROI with GreenTrail's sustainability mission.

This report includes:
- Sales and customer traffic data before, during, and after promotions.
- Duration and timing of promotions.
- Store-level and monthly comparisons.
- Recommendations for improving future promotions.

Data Sources:
- Internal promotional campaign records
- Store-level sales and visit data
- External monthly calendar for mapping seasonal impacts

Methodology

Data Collection:

Data was extracted from the "GreenTrail Store Data" spreadsheet, including metrics on weekly sales, average daily visits, and promotion periods per store.

Data Cleaning:

- Converted all dates to a consistent format (DD/MM/YYYY)
- Handled missing or inconsistent values by identifying outliers and checking for nulls
- Verified calculation fields for sales and visit changes
- Categorized data by month and state for better analysis
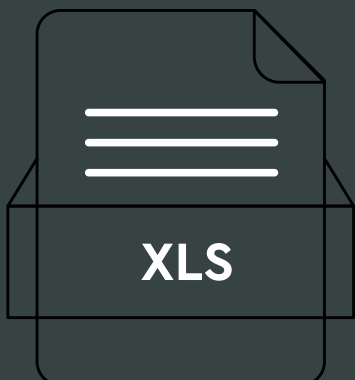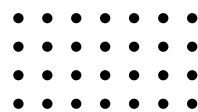
Data Analysis:

- Descriptive statistics to summarize performance.
- Graphical analysis to visualize trends.
- Pivot tables to compare across store locations and timeframes.
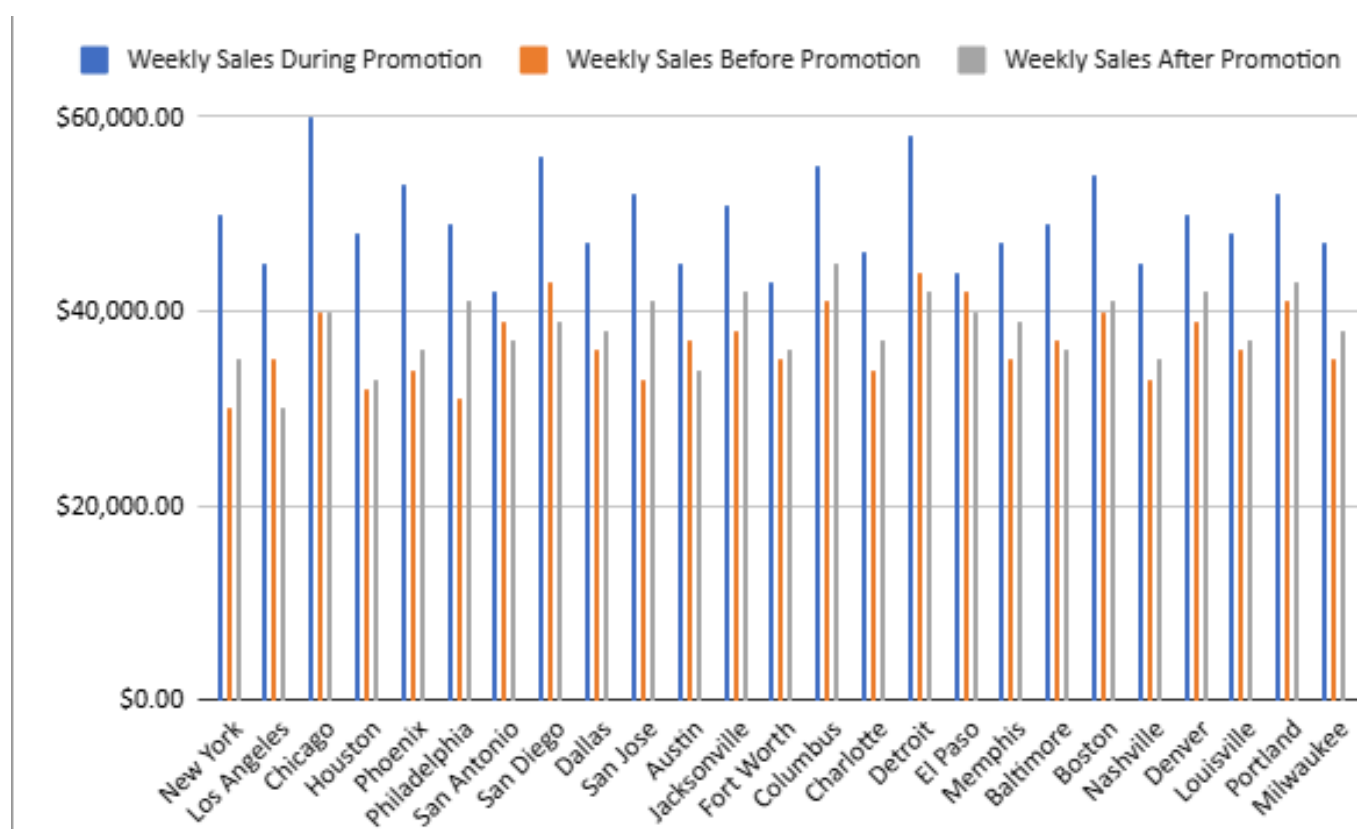- Date calculations to determine promotion durations and map to months.

Tools Used:

Microsoft Excel for pivot tables, formulas, and data visualizations.

XLS
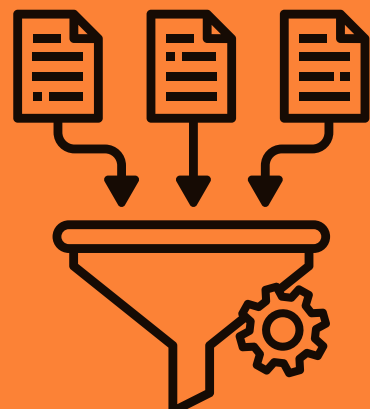
Analysis & Findings

Sales Performance Before, During, and After Promotions

• All cities showed a clear increase in weekly sales during promotions, proving consistent short-term sales impact nationwide.

• **Detroit**, **San Diego**, **Chicago** and **Phoenix** saw the highest spikes, indicating strong responsiveness to promotional efforts.

• Cities like **Austin**, **Jacksonville**, and **Columbus** maintained higher sales even after promotions, suggesting lasting effects beyond the campaign window.

• The sustained post-promotion sales in several cities imply these promotions may have influenced ongoing customer behavior, not just one-time purchases.

Customer Traffic Analysis
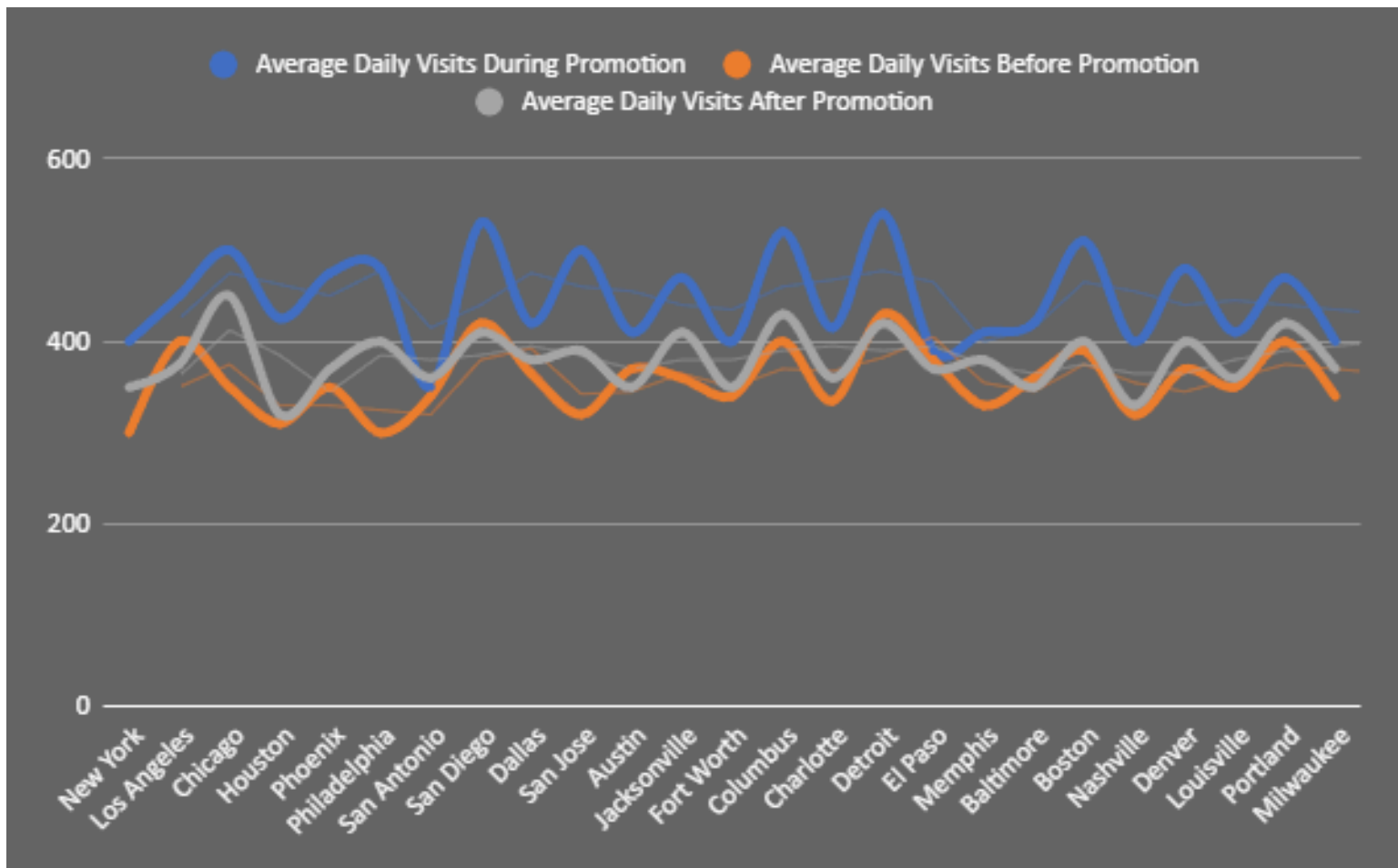
• All cities experienced a jump in daily visits during promotions, proving consistent engagement impact across locations.

• **Houston** and **San Jose** had the highest spikes in daily visits, showing strong customer responsiveness.

• Cities like **Phoenix**, **Columbus**, and **Los Angeles** maintained higher visit levels after promotions, suggesting longer-term gains from short-term campaigns.

• The retention of foot traffic post-promotion in several cities indicates that promotions didn't just attract impulse visits but may have influenced brand preference.

Percentage Change in Sales & Visits
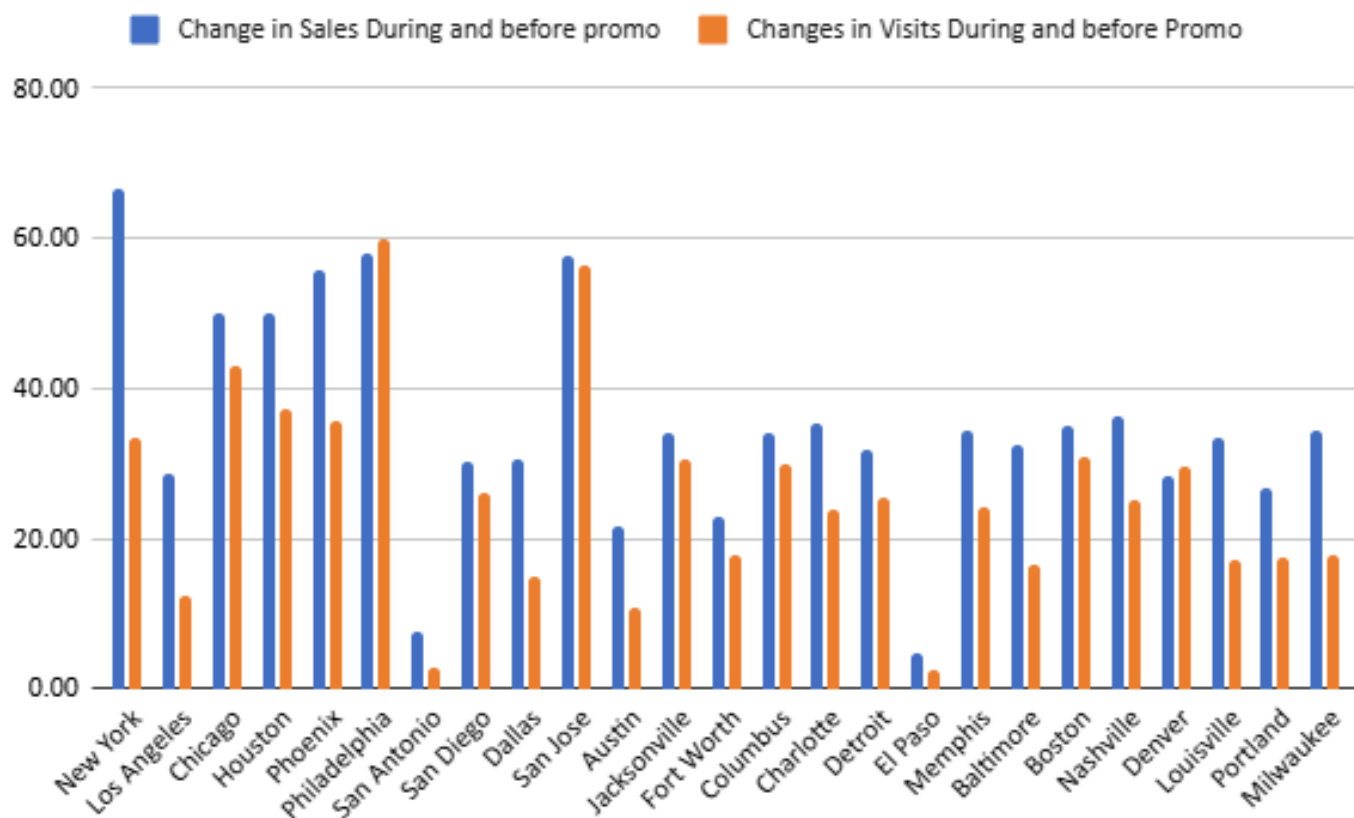
- **New York** and **Houston** saw the highest sales growth, indicating strong promotional pull and product-market fit.

- **Philadelphia** and **San Antonio** had balanced gains in both visits and sales, showing effective promo execution and strong in-store conversion.

- **Chicago** and **Phoenix** had good traffic growth but smaller sales increases, suggesting a need to optimize promotions for conversion.

- **Memphis** and **El Paso** showed minimal improvement, highlighting areas where promotions may need to be restructured or better targeted.
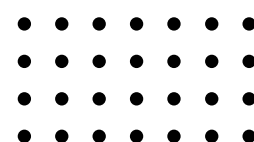
Promotion Duration Analysis

Type of Promotion	Start Date	End Date	Duration (Days)	Month	Weekly Sales During Promotion
Discount	01-06-2023	14-06-2023	13	June	$50,000.00
Buy-One-Get-One	15-05-2023	28-05-2023	13	May	$45,000.00
Special Event	01-07-2023	14-07-2023	13	July	$60,000.00
Discount	10-06-2023	24-06-2023	13	June	$48,000.00
Buy-One-Get-One	20-04-2023	04-05-2023	14	May	$53,000.00
Special Event	05-08-2023	19-08-2023	14	August	$49,000.00
Discount	15-07-2023	29-07-2023	14	July	$42,000.00
Buy-One-Get-One	22-06-2023	06-07-2023	14	July	$56,000.00
Special Event	10-05-2023	24-05-2023	14	May	$47,000.00
Discount	15-04-2023	29-04-2023	14	April	$52,000.00
Buy-One-Get-One	01-08-2023	15-08-2023	14	August	$45,000.00
Special Event	20-07-2023	03-08-2023	14	August	$51,000.00
Discount	18-06-2023	02-07-2023	14	July	$43,000.00
Buy-One-Get-One	25-05-2023	08-06-2023	14	June	$55,000.00
Special Event	30-04-2023	14-05-2023	14	May	$46,000.00
Discount	10-08-2023	24-08-2023	14	August	$58,000.00
Buy-One-Get-One	12-07-2023	26-07-2023	14	July	$44,000.00
Special Event	15-06-2023	29-06-2023	14	June	$47,000.00
Discount	05-05-2023	19-05-2023	14	May	$49,000.00
Buy-One-Get-One	10-04-2023	24-04-2023	14	April	$54,000.00
Special Event	15-08-2023	29-08-2023	14	August	$45,000.00
Discount	18-07-2023	01-08-2023	14	August	$50,000.00
Buy-One-Get-One	20-06-2023	04-07-2023	14	July	$48,000.00
Special Event	15-05-2023	29-05-2023	14	May	$52,000.00
Discount	20-04-2023	04-05-2023	14	May	$47,000.00

• **Special Events** consistently generated the highest weekly sales, often exceeding $48,000–$50,000, making them the top-performing promotion type.

• **Discount** promotions showed mixed results, effective in some months but underperforming in others, highlighting the need for careful timing and targeting.

• **BOGO** campaigns performed moderately across the board, with sales clustering around $44,000–$48,000, suggesting decent but less explosive returns.

• Most promotions occurred between April and August, with May and August hosting the highest number of campaigns, aligning with high-impact periods and possibly seasonal shopping behavior.

Discussion

The data reveals a strong uplift in both sales and customer traffic during promotional periods. This suggests that promotions are an effective short-term driver of in-store activity across all locations. Interestingly, while most cities returned to normal levels after the promotions ended, several, like Austin, Jacksonville, and Columbus, maintained higher-than-average sales and visits. This points to a potential long-term behavioral shift among customers influenced by promotional exposure.

The type of promotion played a big role in the results. Special Events consistently outperformed all others, often reaching weekly sales of over $50,000. BOGO and discounts, on the other hand, delivered moderate and inconsistent returns, indicating the need for more targeted execution.

Timing was also a key factor. The majority of successful campaigns were launched between April and August, with May and August standing out as high-impact months. This could be linked to seasonal shopping habits or broader consumer behavior trends during these periods.

Lastly, cities like Detroit, Phoenix, and San Antonio showed significantly higher responsiveness to promotions both in traffic and revenue, highlighting them as key locations for future campaign focus.

" RECOMMANDATIONS

Double Down on Special Events
- Special Event promotions consistently delivered the highest weekly sales across all cities. These campaigns should remain a core part of the strategy, especially during peak shopping periods.

Be Strategic with Discounts
- Discount promotions had mixed results, working well in some months but underperforming in others. Timing and audience targeting will be key to making these more effective moving forward.

Use BOGO to Boost Volume
- BOGO campaigns showed solid but not outstanding performance. They're useful for increasing basket size or moving lower-margin stock, so they're best used selectively.

Leverage Seasonal Momentum
- Most promotions ran between April and August, with May and August being the most active months. These months clearly align with higher customer response and should be prioritized in future planning.

Scale What's Working in High-Performing Cities
- Cities like Detroit, Phoenix, and San Antonio responded extremely well to promos. Future campaigns could benefit from more focus and investment in these areas.

Capitalize on Post-Promotion Momentum
- Some cities like Austin, Jacksonville, and Columbus maintained higher sales even after promotions ended. There's a real opportunity here to build long-term value with follow-up offers or loyalty campaigns.

CONCLUSION

Overall, the promotions had a strong and consistent impact across all cities, especially during seasonal peaks. Special Events stood out as the most successful, and the lasting sales momentum in some cities suggests these campaigns do more than just drive short-term results they shape customer behavior. With the right mix of timing, promo type, and city targeting, there's a clear path to stronger performance across the board.

THANK YOU,