AWG Program Analysis – Team J

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Business Problem

Evaluate effectiveness of AWG's product distribution programs

AIM Autoship & One Source

Determine whether the programs:

- Boost overall store sales
- Improve performance/distribution during new product launches

Identify which program drives stronger results

Conceptual Model

Independent Variable
- Program Participation on store level

Outcome Measures
- Average total sales
- Total Sales in the first 3 months of product launches
- % of Stores within each program carrying products 3 months after launch

Contextual Variables
- Brand
- Product
- Location

Types of Data

Store Participation Data (IV)
- **AWG Master Store List**
- **One Source Store List**
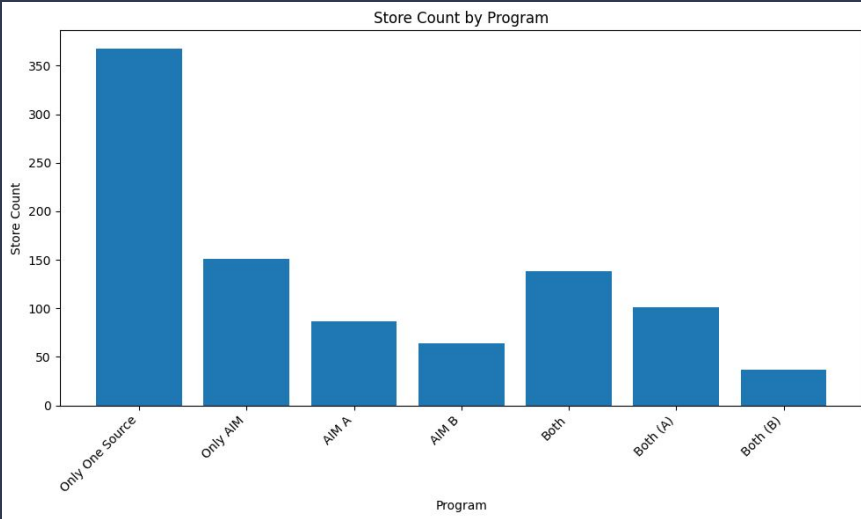- **AIM Autoship Store List**

Outcome Measure Data
- **Sales Data Raw (New AWG Brands Item Sales Data)**
  * Granularity: Store, Product, Month
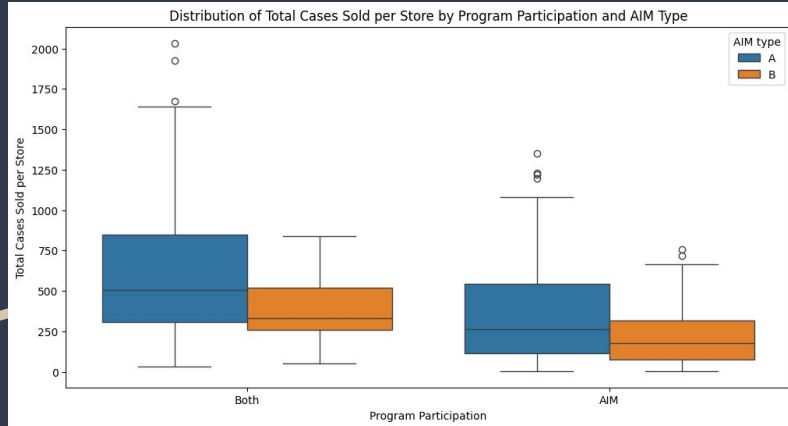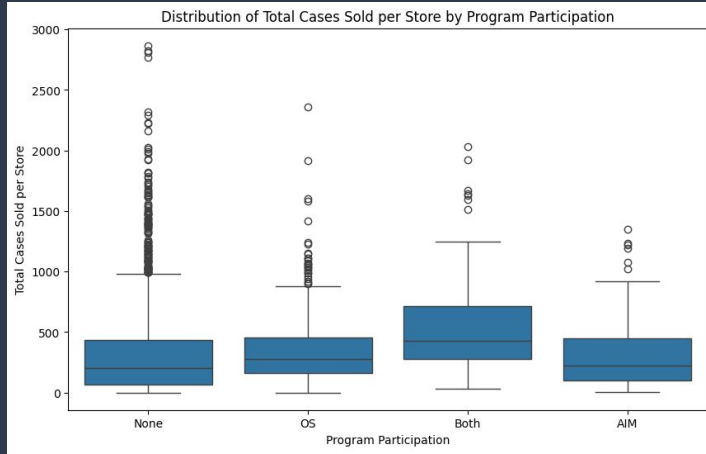
Contextual Variable Data
- **New Items List (2024, 2025)**

Analysis – Store Count

Store Count by Program

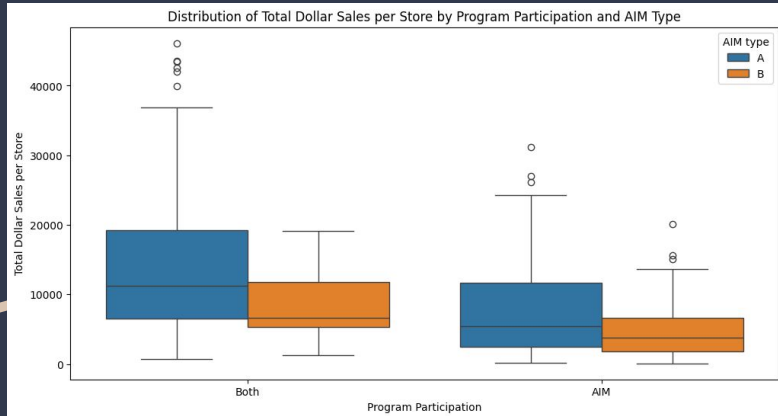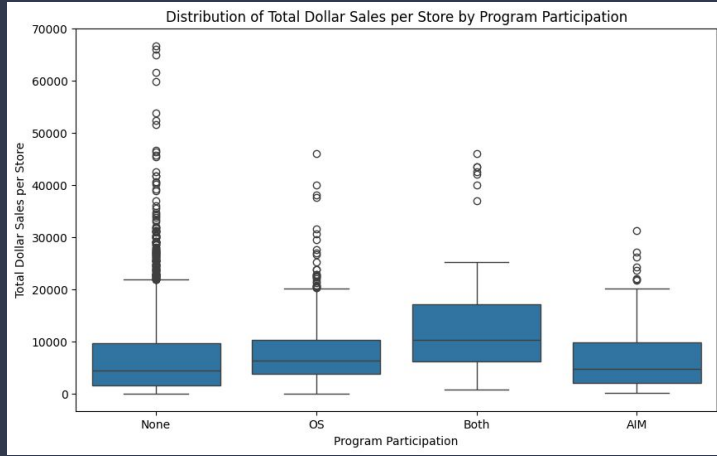| Program	Store Count	Percentage
None	2226	70.2%
Only One Source	368	11.6%
Only AIM	151	4.8%
AIM–A	87	2.7%
AIM–B	64	2%
Both	138	4.4%
Both–A	101	3.2%
Both–B	37	1.2%

Analysis – Cases Sold

Distribution of Total Cases Sold per Store by Program Participation

Distribution of Total Cases Sold per Store by Program Participation and AIM Type

Program	Average Cases Sold
None	305
Only One Source	366
Only AIM	301
AIM-A	366
AIM-B	214
Both	550
Both-A	611
Both-B	381

Analysis – Dollar Sales

Distribution of Total Dollar Sales per Store by Program Participation

Distribution of Total Dollar Sales per Store by Program Participation and AIM Type

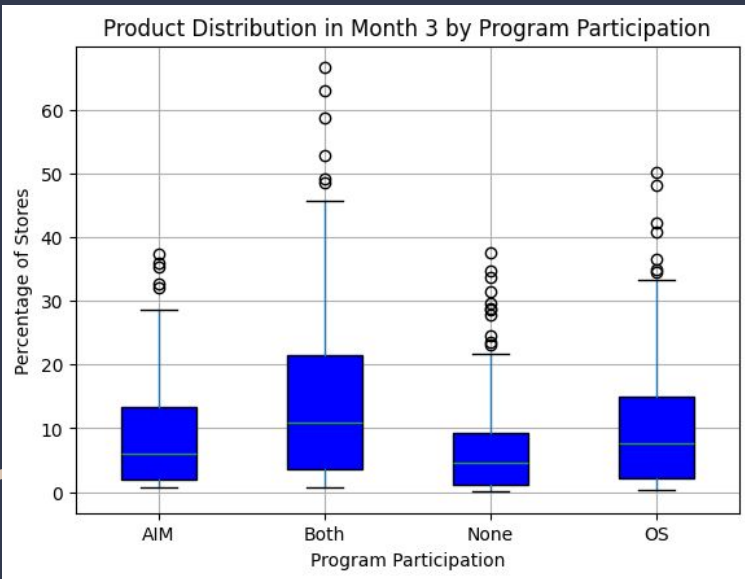| Program	Average Dollar Sales
None	$6708
Only One Source	$8194
Only AIM	$6731
AIM-A	$8118
AIM-B	$4845
Both	$12488
Both-A	$13991
Both-B	$8385

Sales Analysis Conclusions

AIM A and One Source seem to produce similar results

Stores in AIM B seem to underperform stores in AIM A and One Source

A **combination** of AIM A and One Source seems to be the most effective

Analysis: Product Distribution in the First 3 Months

One Source seems **more effective** than AIM at maintaining high product distribution

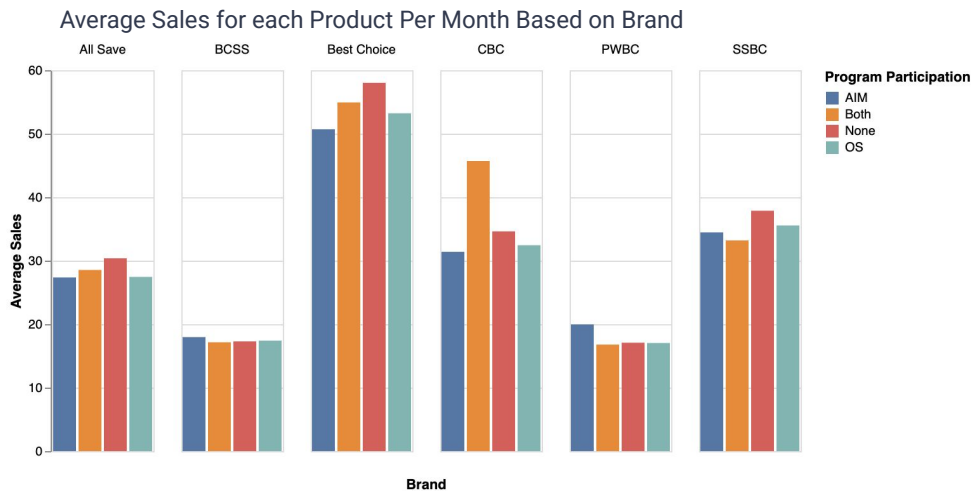A **combination** of programs is the most effective

Product Distribution in Month 3 by Program Participation

Average Item Distribution			
Program	Month 1	Month 2	Month 3
None	6.6%	7.4%	7.2%
Only One Source	10.3%	10.8%	10.7%
Only AIM	10.7%	8.3%	8.9%
Both	16.3%	15.3%	15.3%

Analysis: Sales by Product/Brand Category

Program Participation	AIM	Both	None	OS
Brand				
All Save	27.36	28.54	30.38	27.44
BCSS	17.96	17.14	17.29	17.40
Best Choice	50.70	54.93	58.02	53.22
CBC	31.40	45.70	34.61	32.43
PWBC	19.96	16.78	17.07	17.03
SSBC	34.46	33.19	37.87	35.54

Average sales for each product in a store per month

Average Sales for each Product Per Month Based on Brand

The similar means per brand, yet differing among opposing groups indicates brand to be a good moderator

Clearly by Best Choice had the most positive impact from program participation

Saw little to no impact in Best Choice Supreme Selections as well as Pure Wonder by Best Choice

Limitations on Analysis and Assumptions

Current AIM/One Source stores are assumed to have participated throughout the **two-year period**

Some may have joined later → possible underestimation

Stores not appearing or with blank data are treated as **non-participants**

Missing enrollment may misclassify some active stores

Moving Forward

1

Segmented comparisons

Compare sales by store size, store type, geographic region

2

Regression models

Predict sales as a function of participation, region, store type, etc.

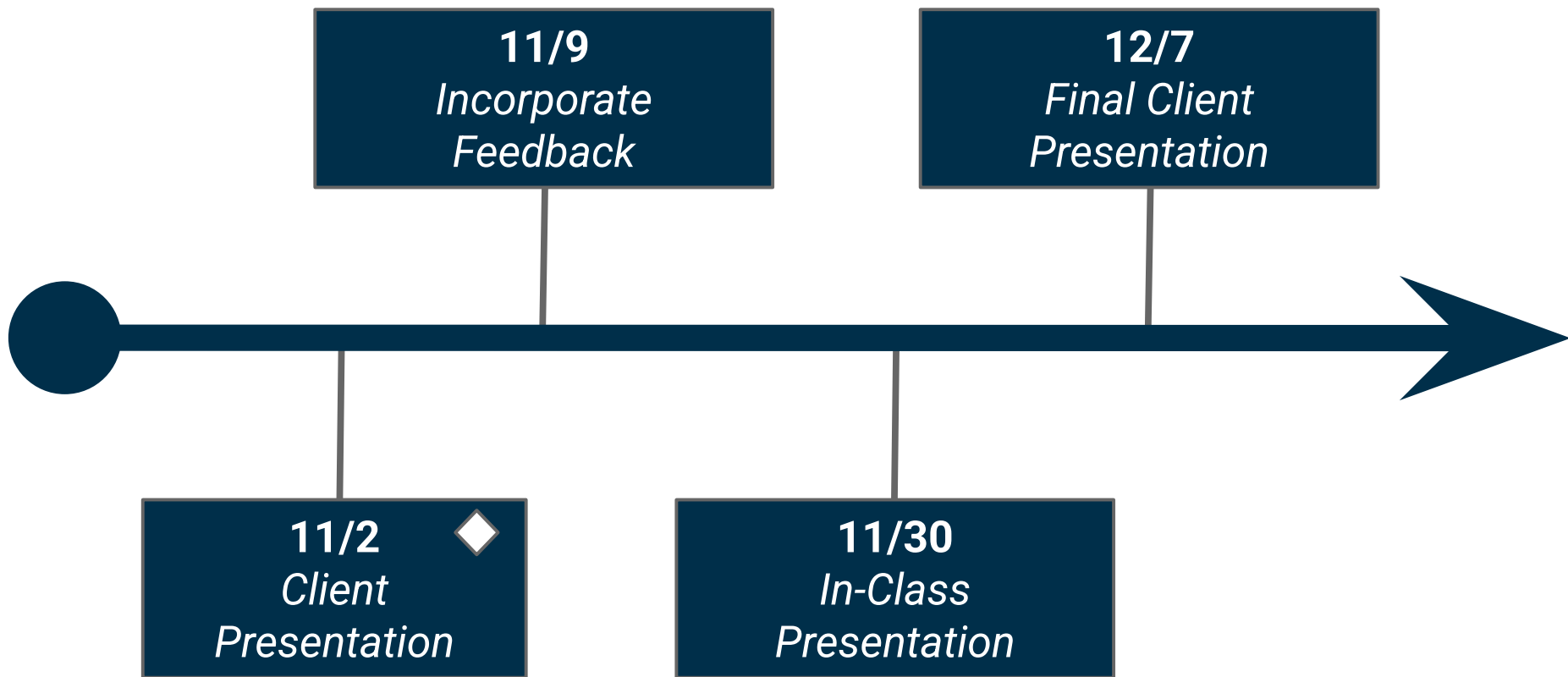**Store Location** → Market & Regional Context

City, State, ZIP Code

Store Type → *Scale & Strategic Positioning*

Sales, Cases, UPC Mix

Quantify the unique contribution of each program to sales performance

Identify whether AIM or One Source drive higher sales after controlling for **store size**, **location**, and **time trends**

Questions?