Trial Store Performance Evaluations & Strategic Recommendations

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🔲 Executive Summary (Pyramid Principle)

- **Key Message (Top Insight):**
- The trial implemented in Stores **77, 86, and 88** led to **significant uplift in sales**, primarily driven by an increase in customer footfall. All three trials are recommended for **rollout across similar stores**.
- **Supporting Points:**
- Sales uplift observed in **all trial stores** vs. their respective control stores
- Uplift driven mainly by **more customers**, not just higher spending
- Store 88 showed highest, most consistent performance
- Strategy has potential for **broader implementation**

🗹 Objective of the Analysis

- **Purpose:**
- Evaluate trial impact on customer purchase behaviour and sales to support the **mid-year category strategy**.
- **Goals:**
- Compare trial vs. control store performance
- Identify magnitude + drivers of uplift
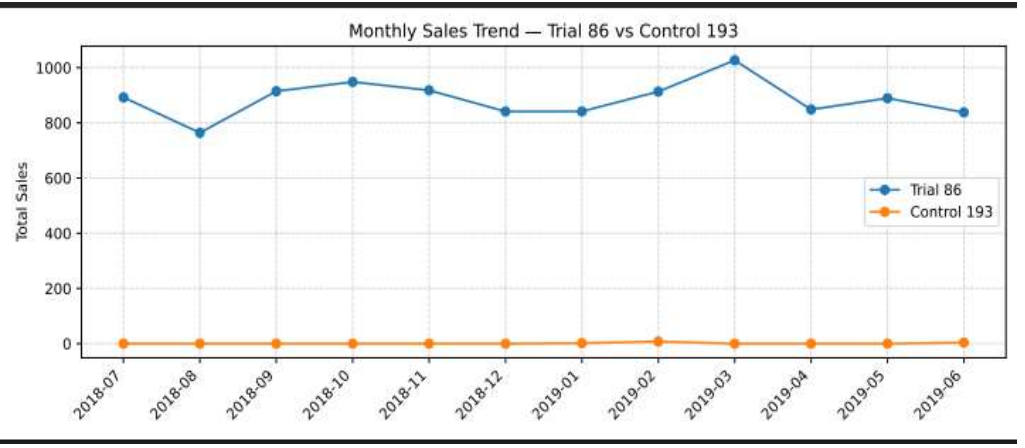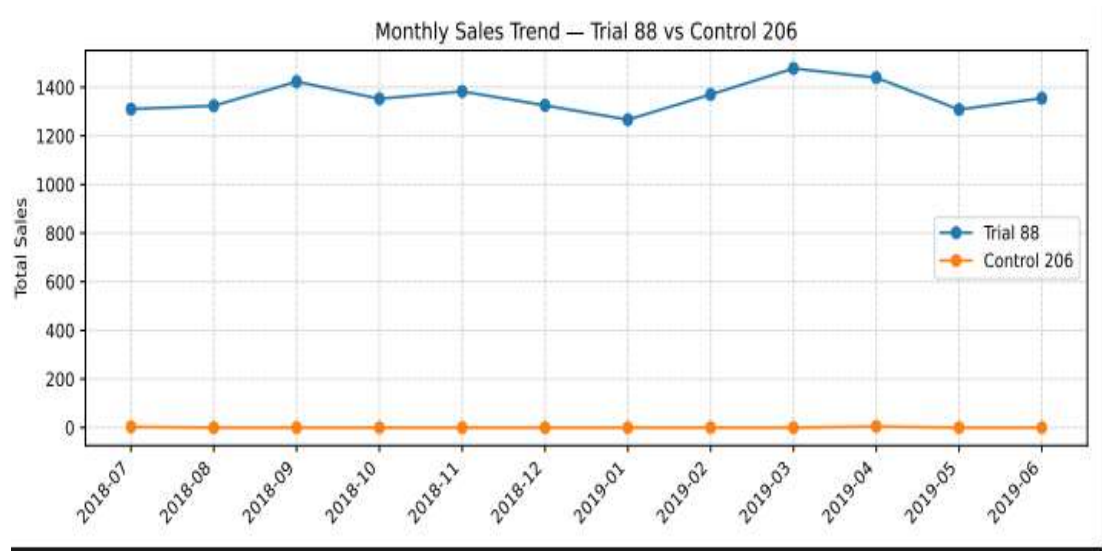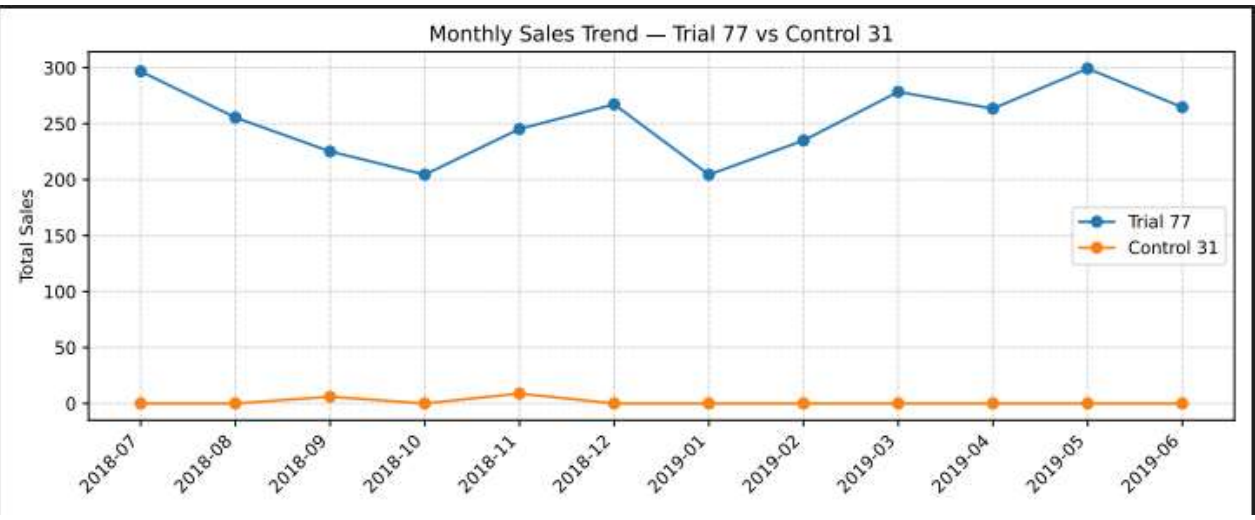- Provide actionable recommendations for rollout

🔲 Trial and Control Stores Overview

Trial Store	Control Store	Match Method
77	**31**	Pearson Correlation + Magnitude Similarity
86	**193**	Pearson Correlation + Magnitude Similarity
88	**206**	Pearson Correlation + Magnitude Similarity

Selection ensures **similar pre-trial behaviour** in:
Monthly sales
Customer count

# ☐ Pre-Trial Performance Match

Monthly Sales Trend — Trial 77 vs Control 31

Monthly Sales Trend — Trial 88 vs Control 206

Monthly Sales Trend — Trial 86 vs Control 193

🞎 Trial Period Definition

- **Trial Period: February 2019 – April 2019**
- We compared:
- Total sales
- Number of customers
- Average transaction value (ATV)
- Transactions per customer
- between the trial and control stores.
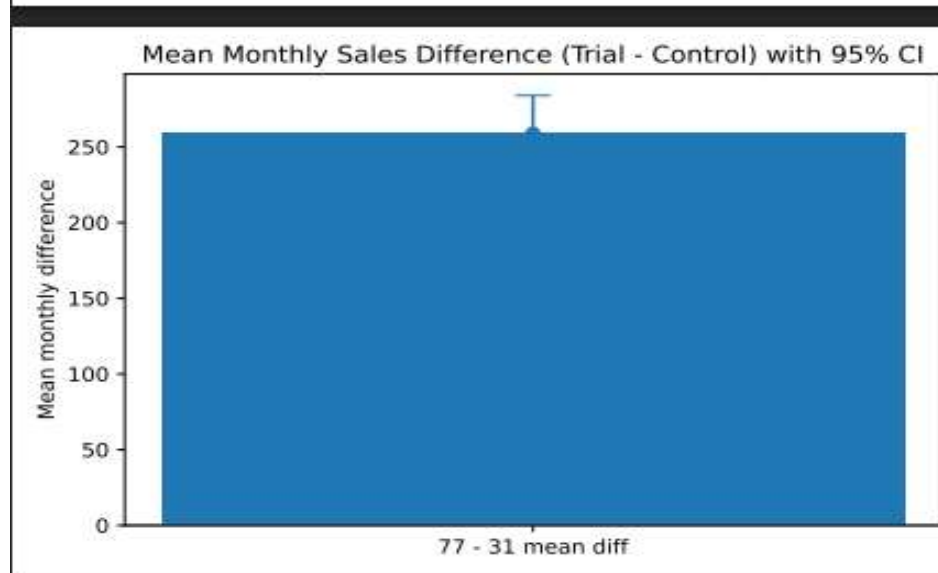
☐ Store 77 Performance (Trial vs Control)
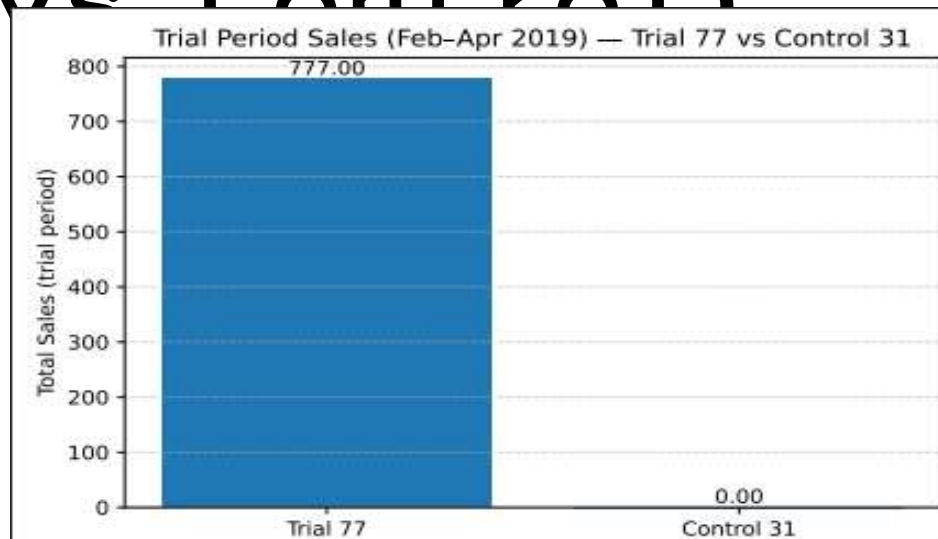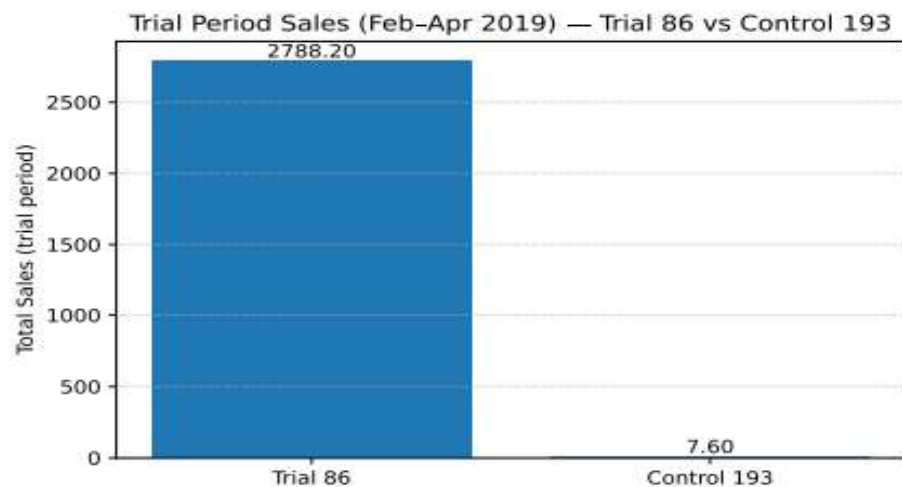

Key Callouts:
Trial Sales: 777.0
Control Sales: 0.0
Strong positive uplift
Reason: Higher footfall (+142 unique customers)
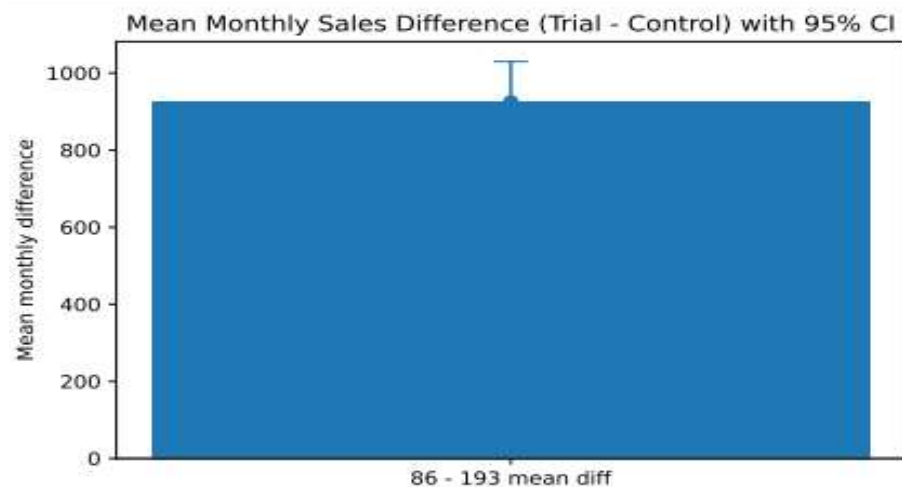
Store 86 Performance (Trial vs Control)

Trial Period Sales (Feb–Apr 2019) — Trial 86 vs Control 193

Mean Monthly Sales Difference (Trial - Control) with 95% CI

Key Callouts:
Trial Sales: 2788.2
Control Sales: 7.6
Strong uplift
Reason: More customers (327 vs 1)

☐ Store 88 Performance (Trial vs Control)

Trial Period Sales (Feb–Apr 2019) — Trial 88 vs Control 206

Mean Monthly Sales Difference (Trial - Control) with 95% CI
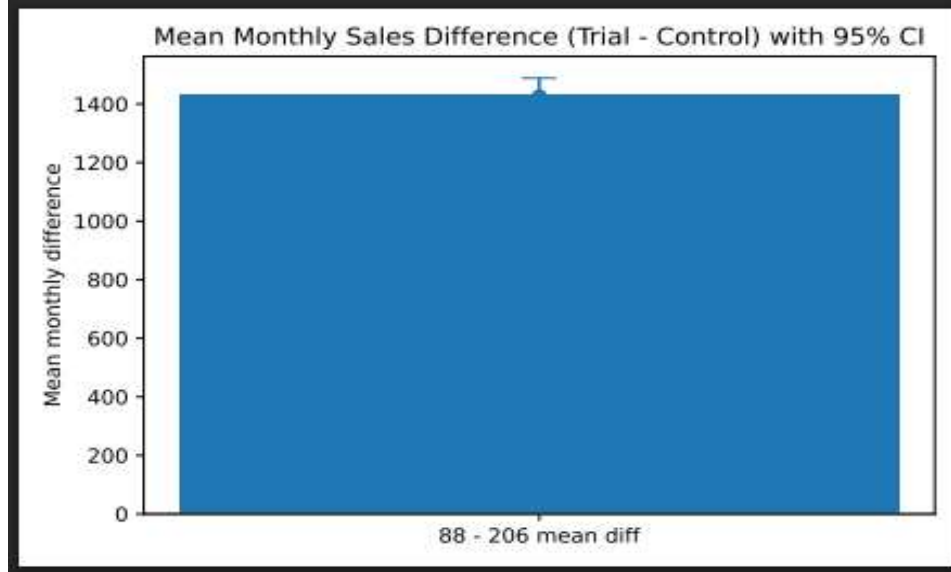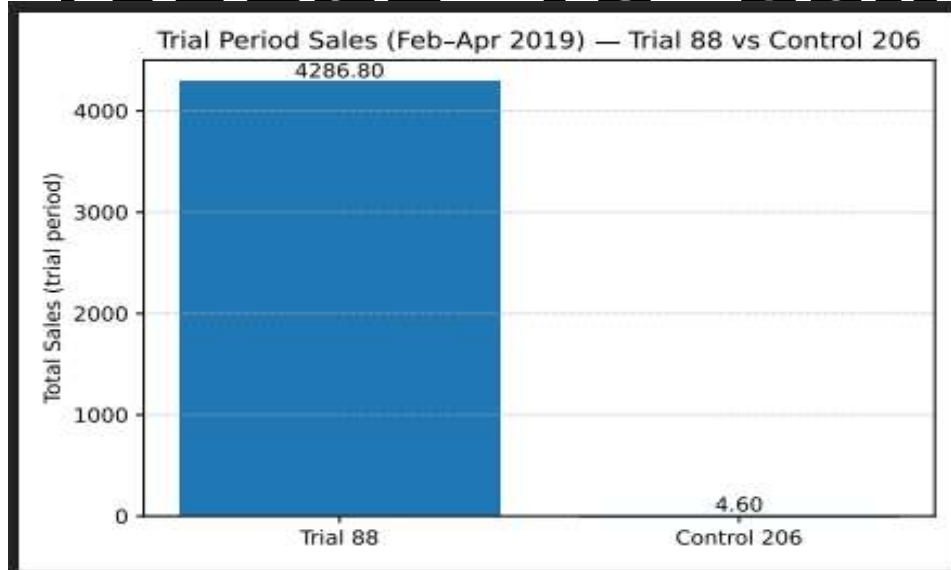
Key Callouts:
Trial Sales: 4286.8
Control Sales: 4.6
Highest uplift among all stores
Reason: More customers + higher average spend

☐ Customer Count Uplift

Monthly Unique Customers — Trial 77 vs Control 31
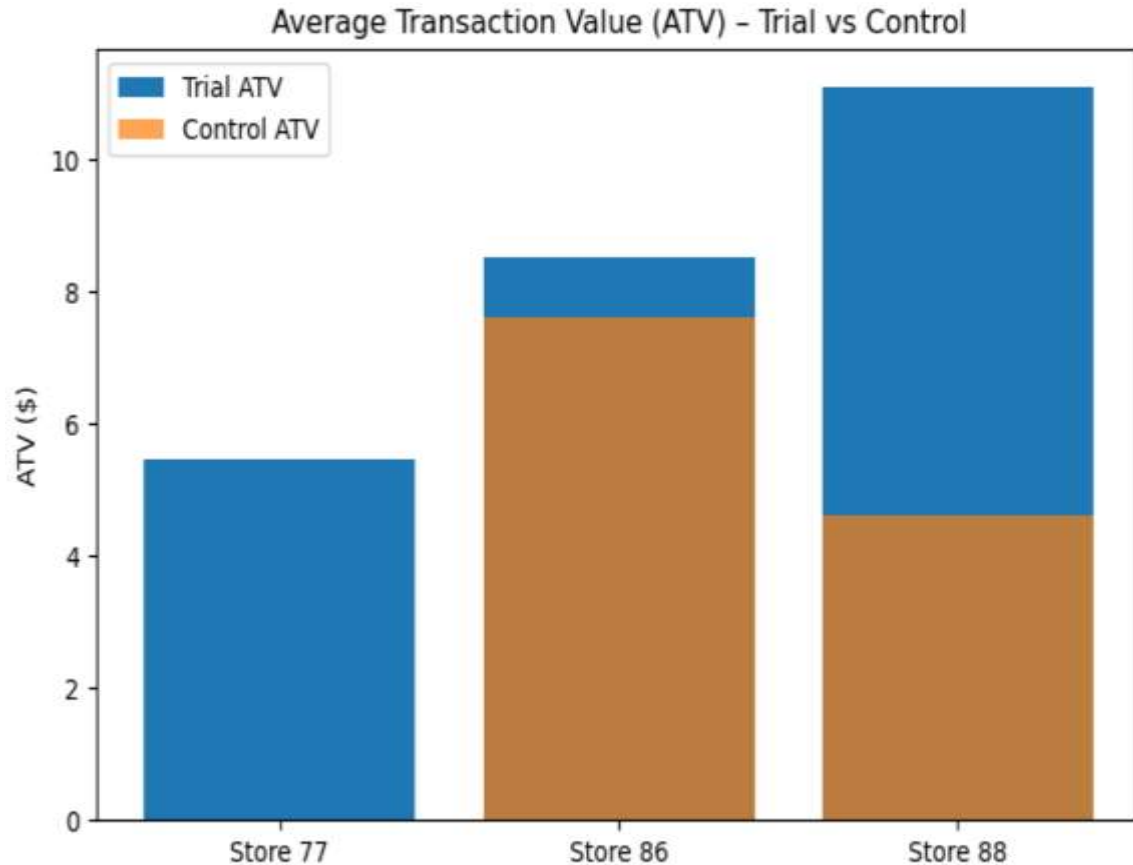
- Insights:
- All trial stores saw **significant increase in customers**
- Store 88 showed the **largest absolute growth**

Monthly Unique Customers — Trial 86 vs Control 193

Monthly Unique Customers — Trial 88 vs Control 206
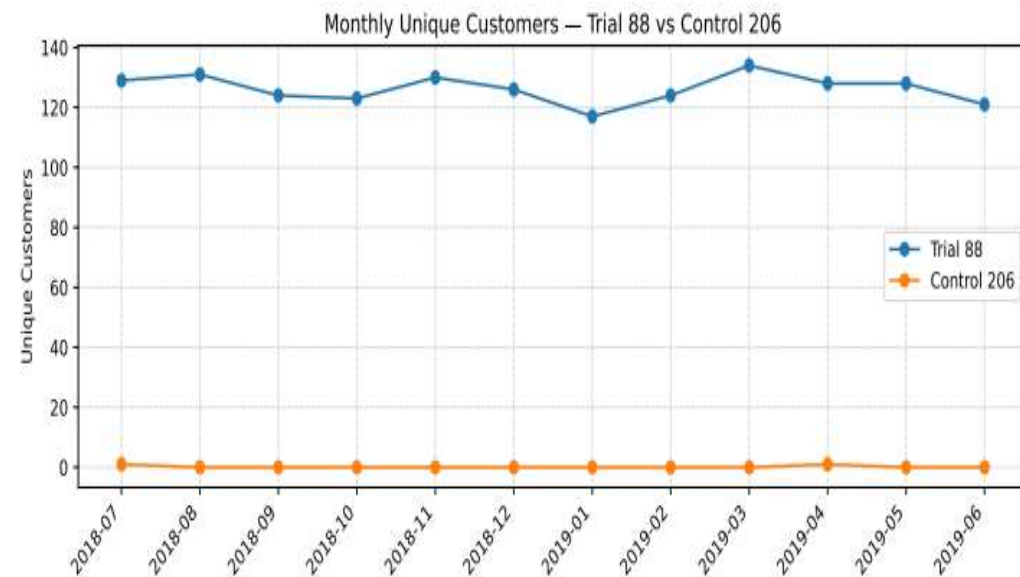
🗑 Basket Size / ATV Comparison

Average Transaction Value (ATV) – Trial vs Control

Insights:
Trial stores consistently had **higher ATV** than control stores
Indicates: Customers not only visited, but **spent more**

☐ Summary of Trial Impact

Store	Result	Uplift Driver
77	Successful	Higher customers
86	Successful	Higher customers
88	Highly Successful	Higher customers + Higher ATV

🗝 Key Insights (Pyramid Principl

Top Insight:
- The promotional trial drove **strong customer activation**, resulting in significant uplift in chip category performance.

Supporting Insights:
- Customer footfall improved across all trial stores
- Strong correlation between trial and control stores validates uplift
- Store 88 indicates high ROI potential
- Pre-trial similarities confirm that uplift was due to trial, not seasonality

☐ Recommendations

- **✓☐ Rollout Strategy**
- Scale the trial strategy to **similar mid-performing stores**
- Prioritize stores with high customer potential (similar to Store 88)

- **✓☐ Marketing Strategy**
- Maintain promotions that emphasize **customer acquisition**
- Leverage targeted offers to boost ATV further

- **✓☐ Monitoring Plan**
- Continue tracking monthly uplift vs. synthetic controls
- Review customer segmentation for further personalization

☐ Next Steps

- Pilot expansion to additional **10–15 stores**
- Optimise promotion mix
- Introduce targeted offers to boost value per trip
- Re-evaluate performance after 3 months

Thank You