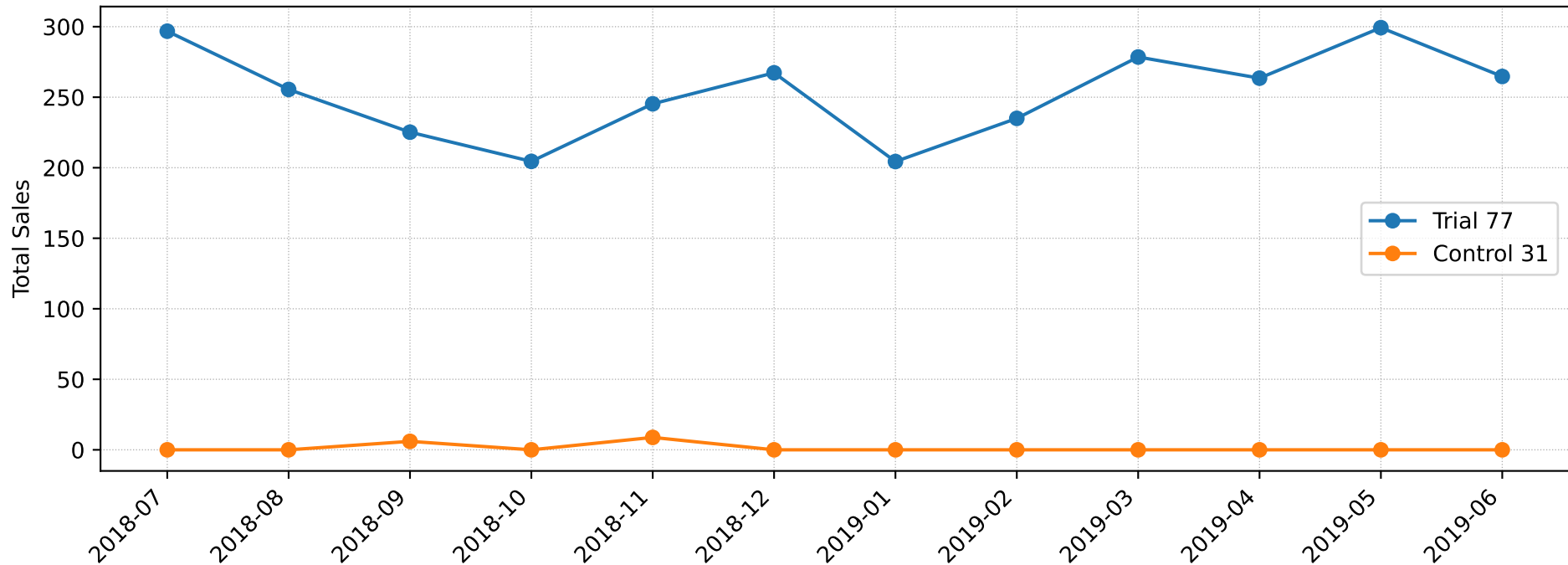




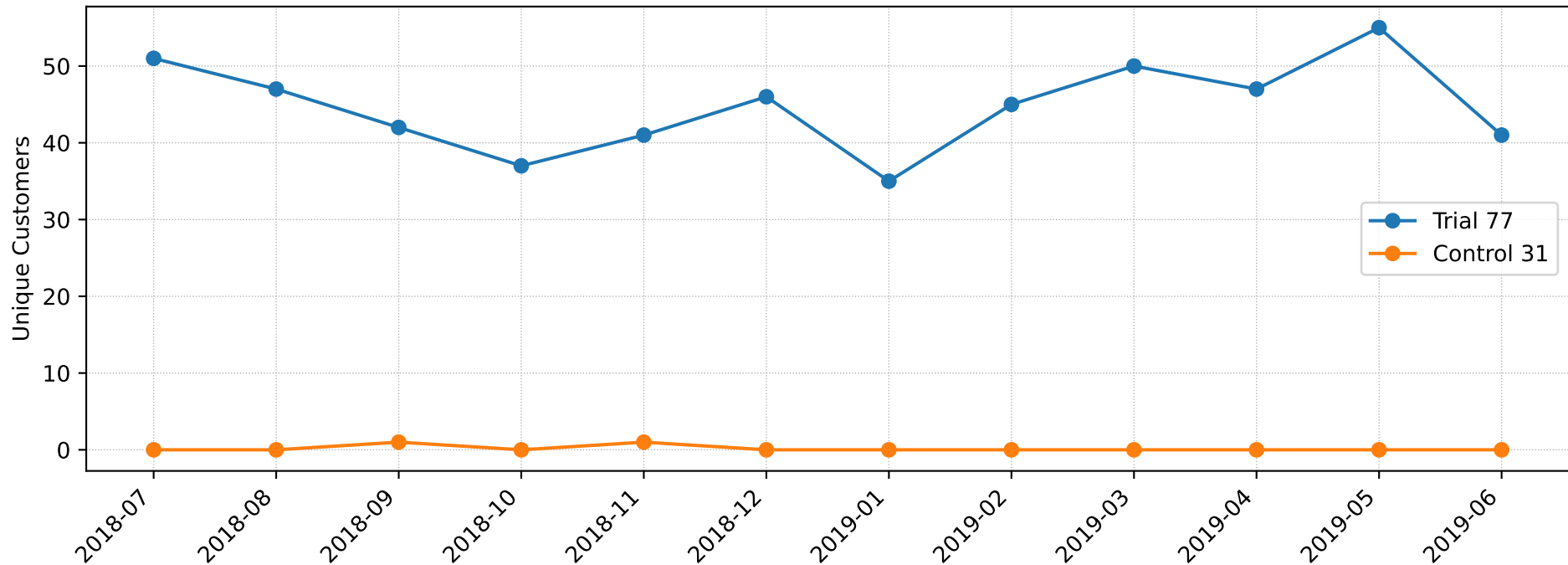


Monthly Sales Trend — Trial 77 vs Control 31



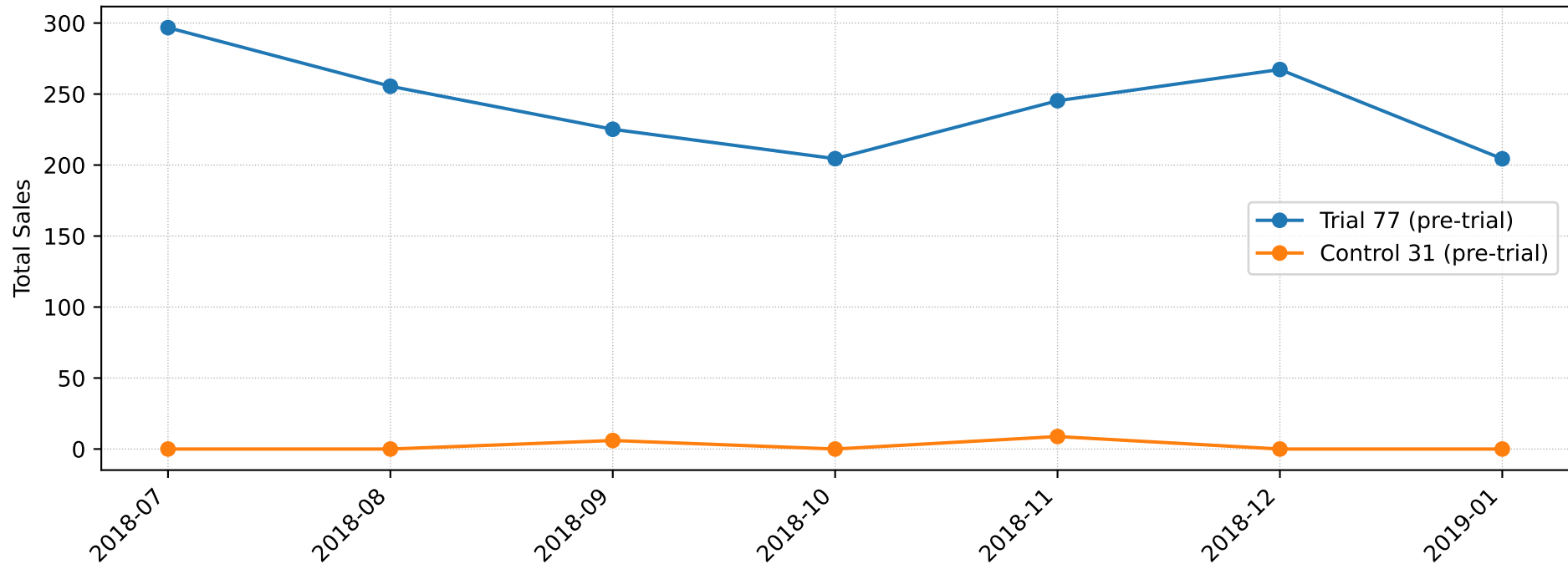


Monthly Unique Customers — Trial 77 vs Control 31



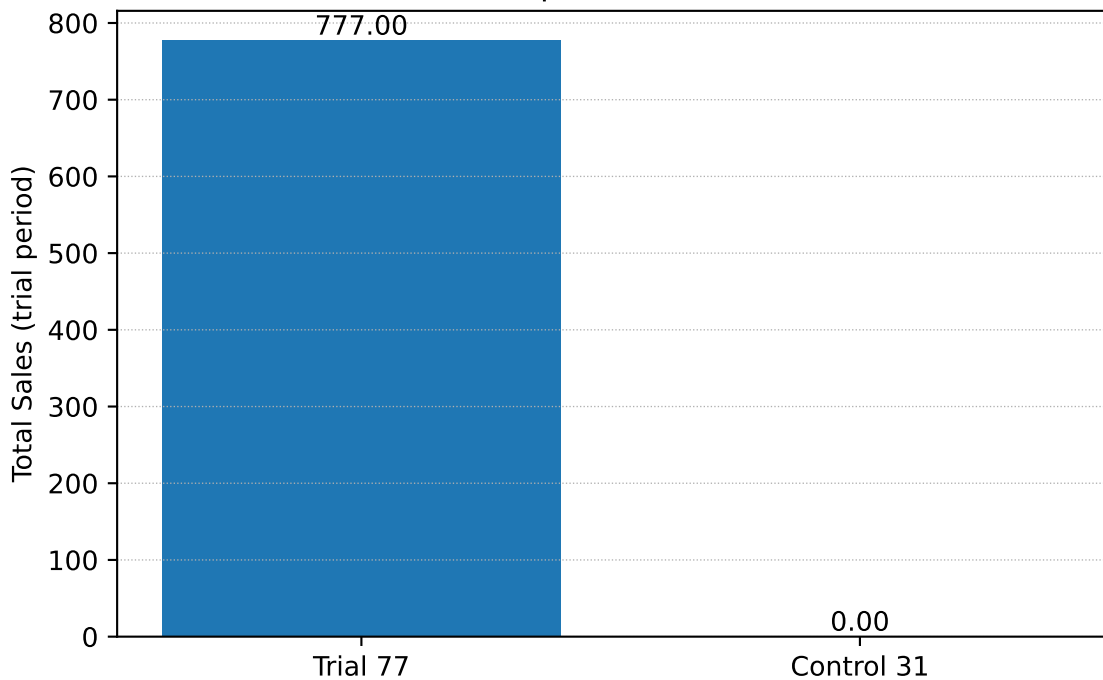


Pre-trial Sales Comparison — Trial 77 vs Control 31



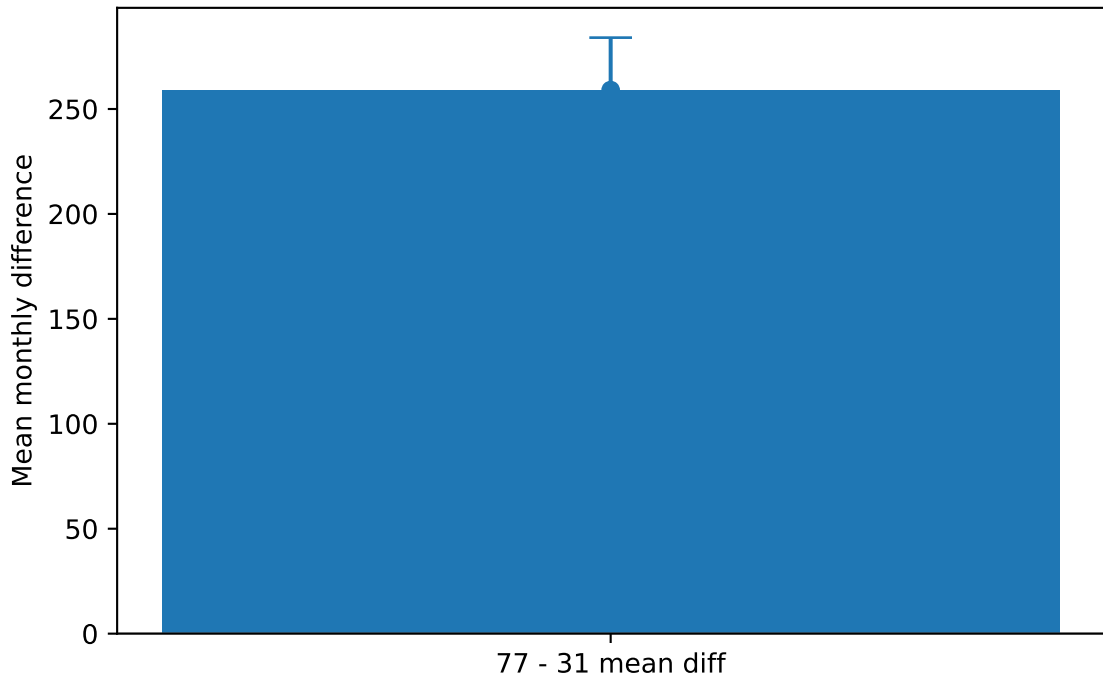


Trial Period Sales (Feb-Apr 2019) — Trial 77 vs Control 31



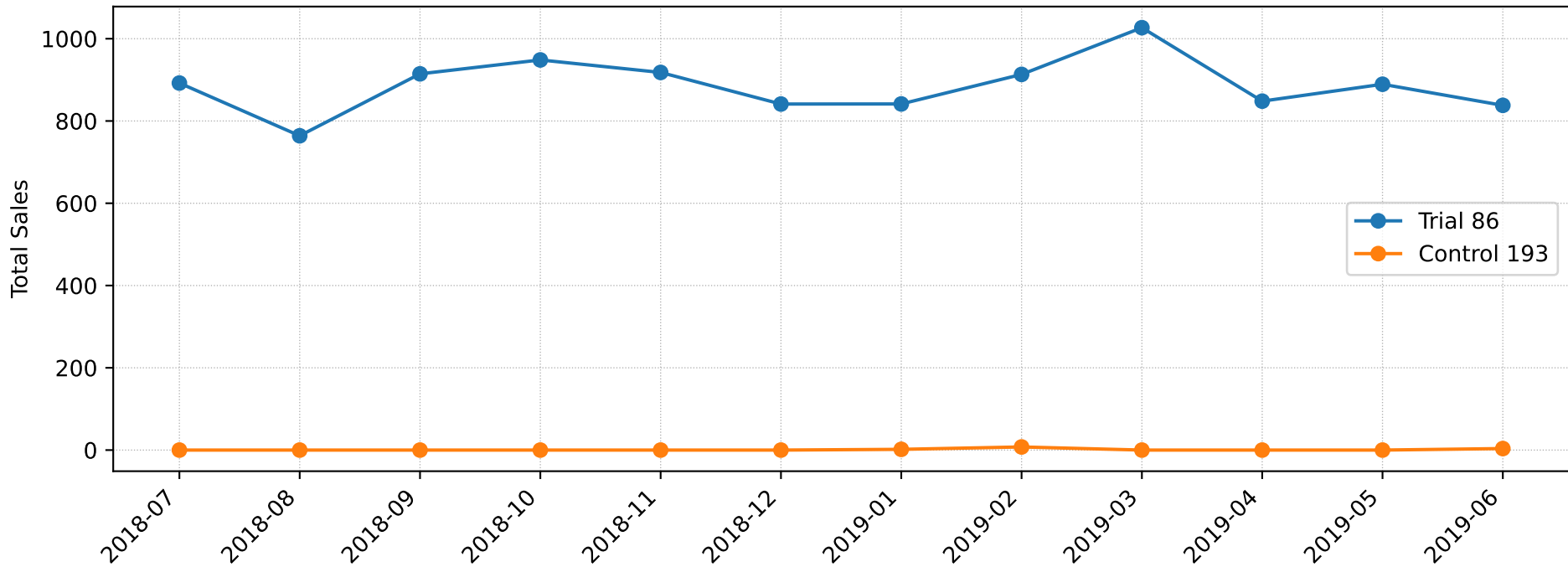


Mean Monthly Sales Difference (Trial - Control) with 95% CI



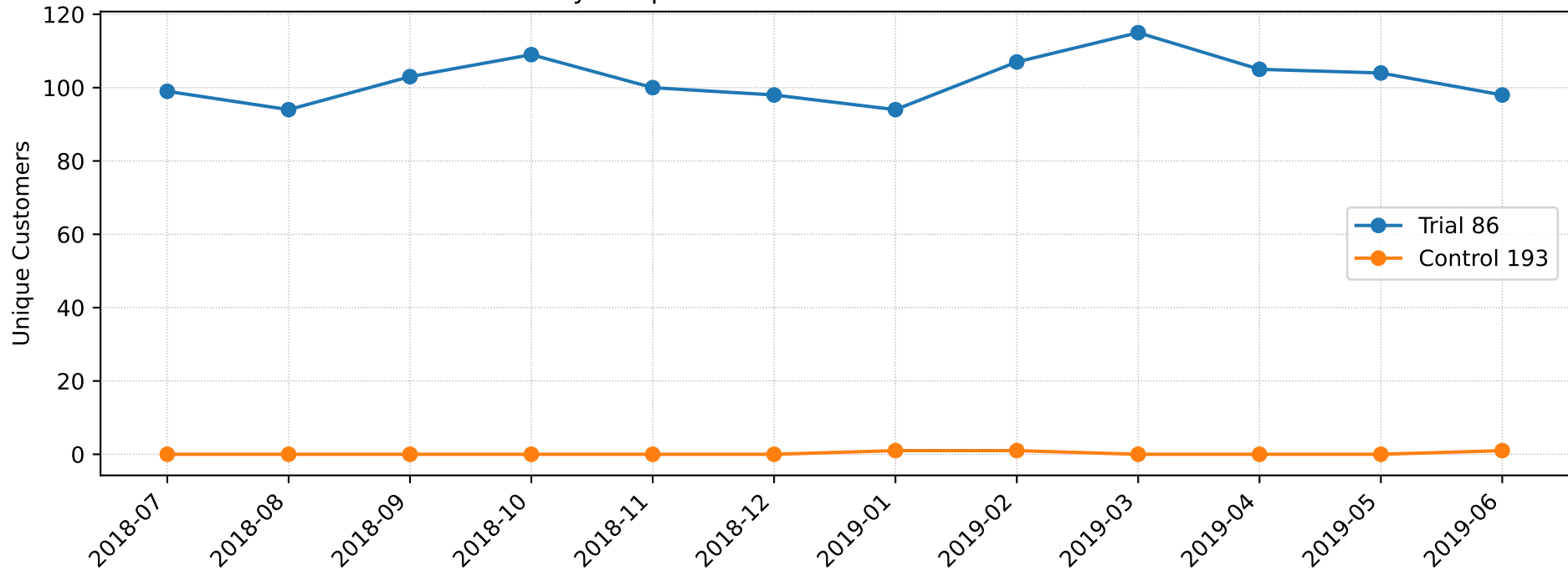


Monthly Sales Trend — Trial 86 vs Control 193



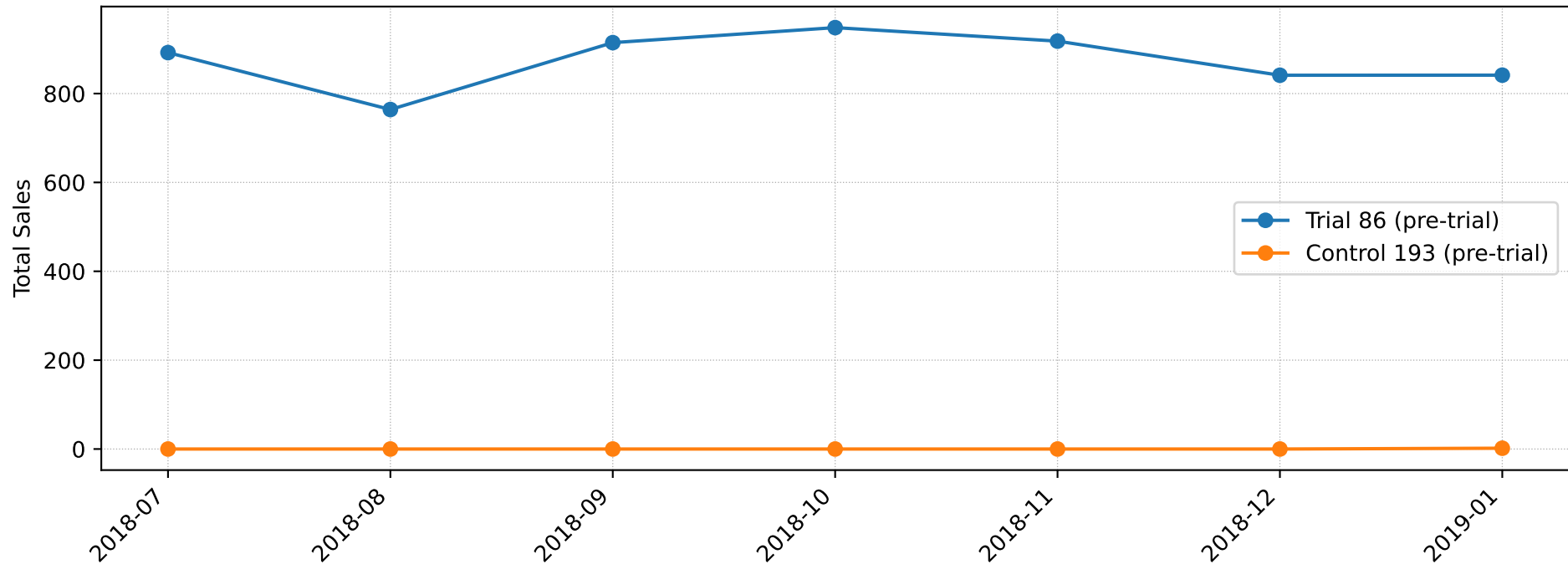


Monthly Unique Customers — Trial 86 vs Control 193



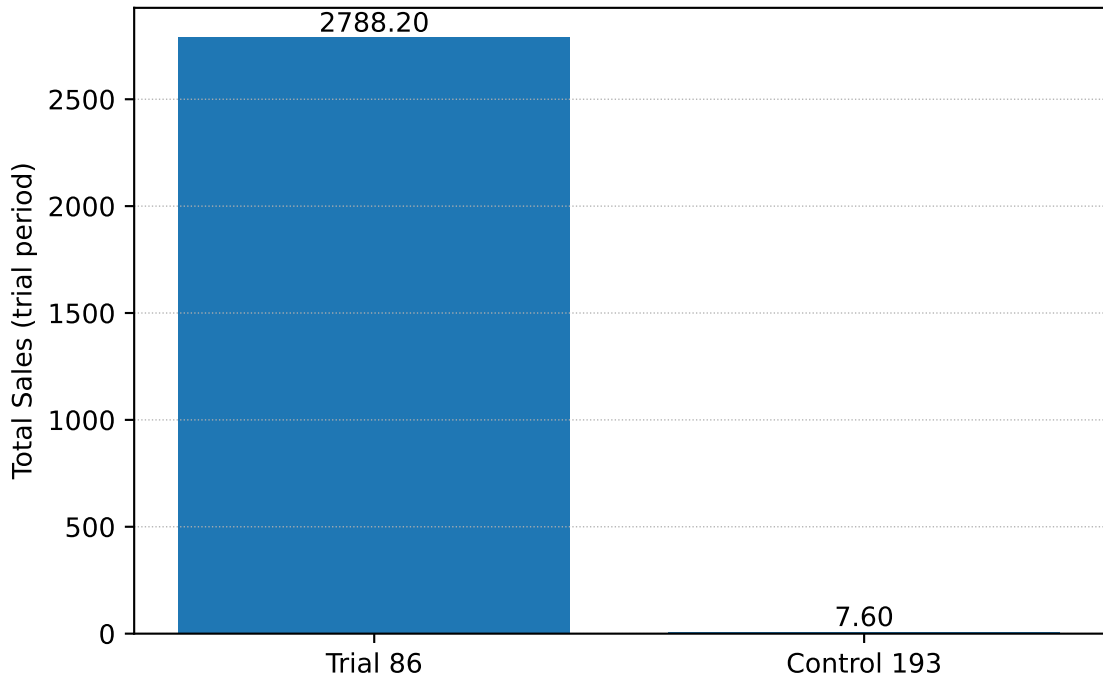


Pre-trial Sales Comparison — Trial 86 vs Control 193



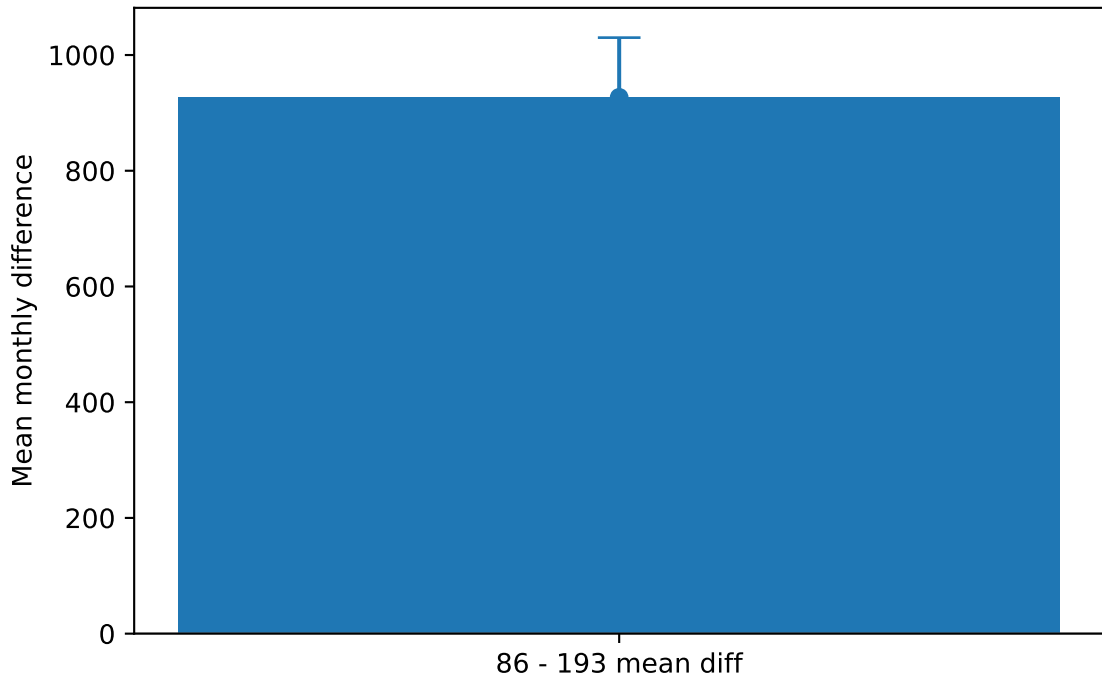


Trial Period Sales (Feb-Apr 2019) — Trial 86 vs Control 193



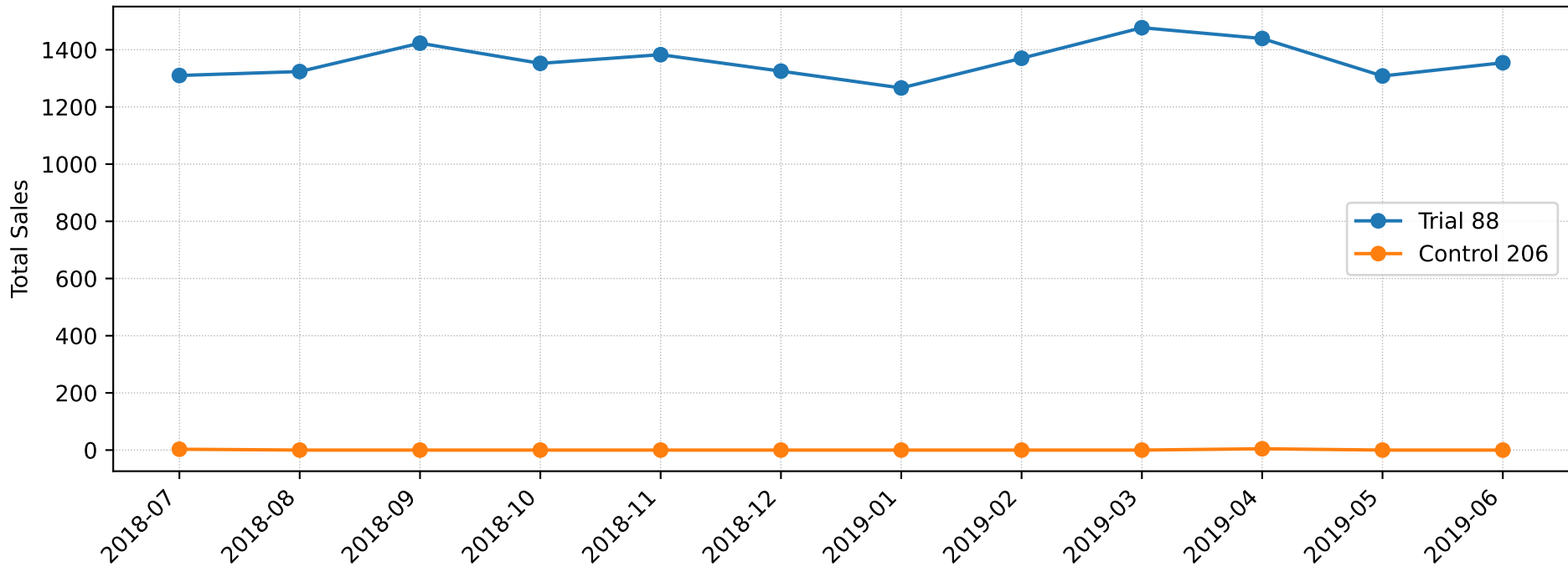


Mean Monthly Sales Difference (Trial - Control) with 95% CI



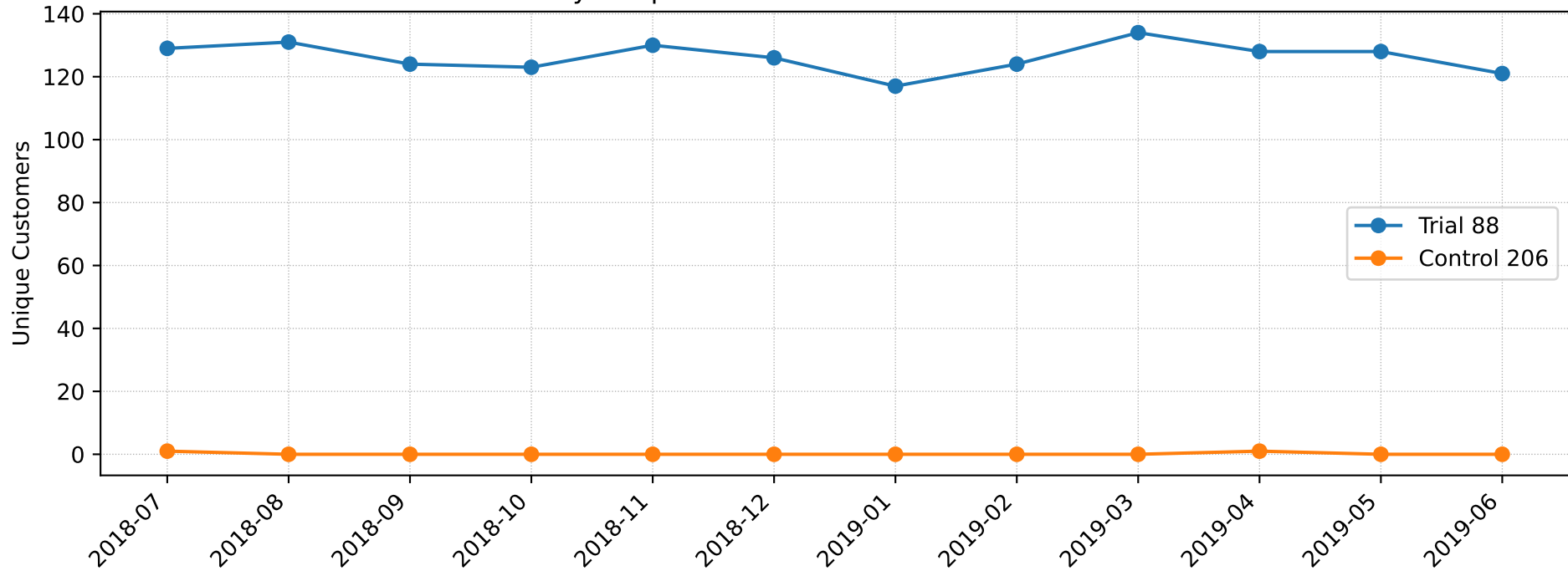


Monthly Sales Trend — Trial 88 vs Control 206



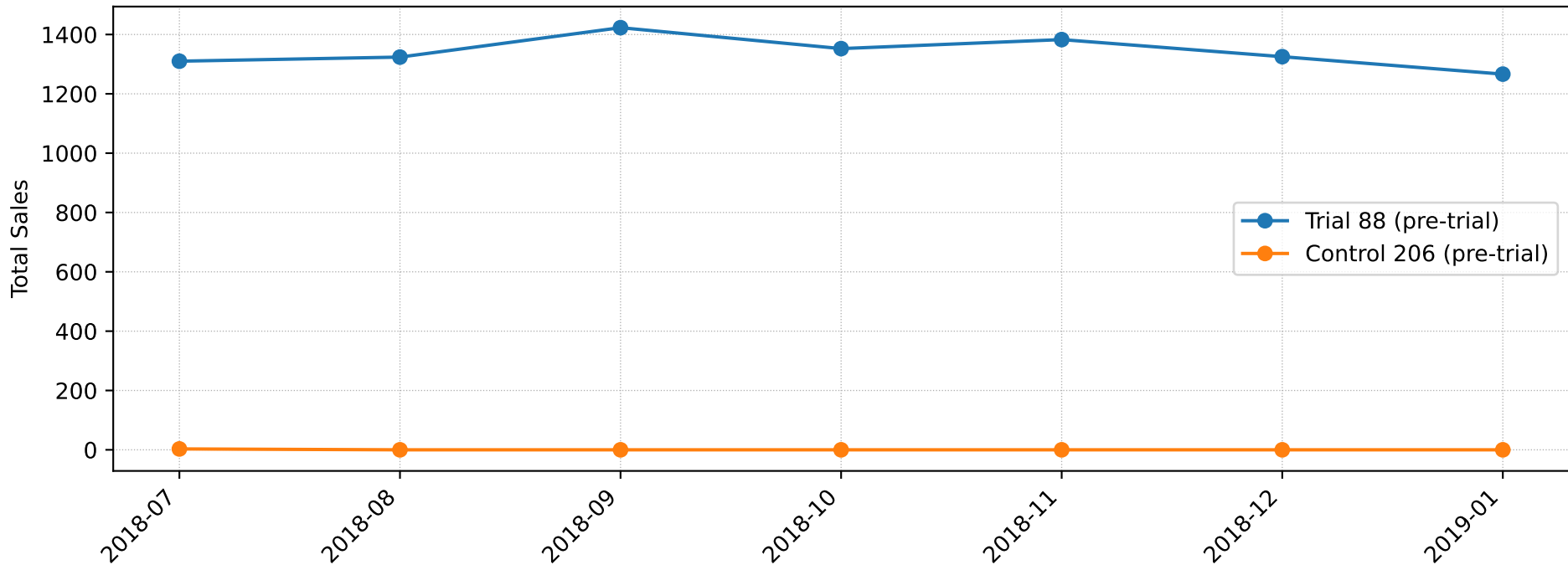


Monthly Unique Customers — Trial 88 vs Control 206



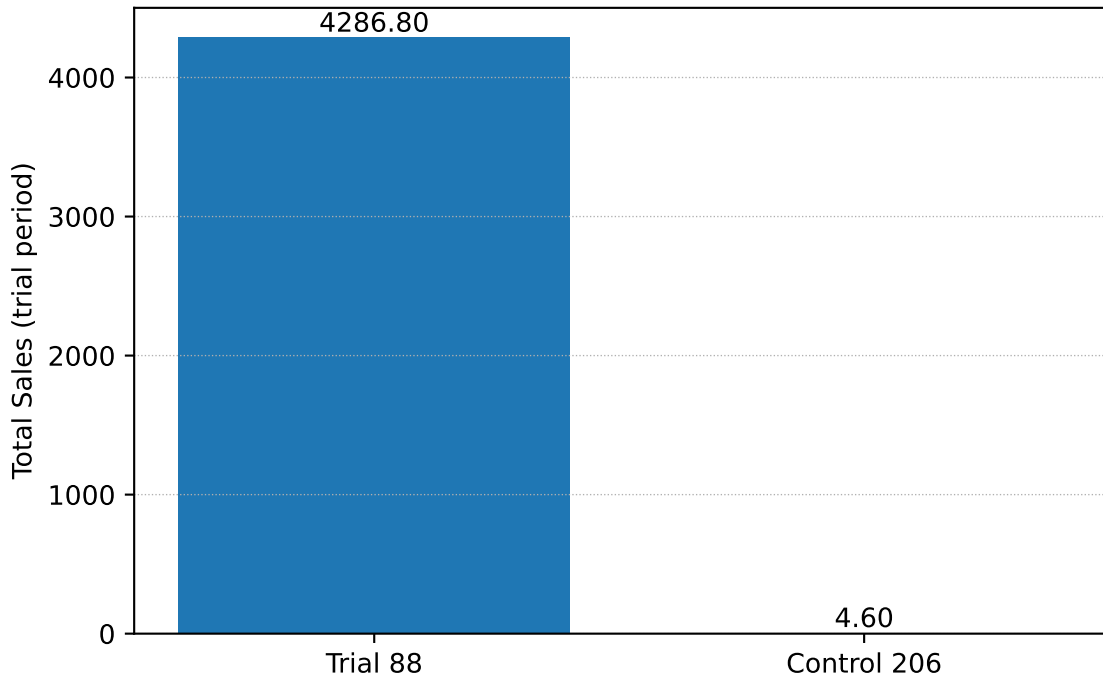


Pre-trial Sales Comparison — Trial 88 vs Control 206



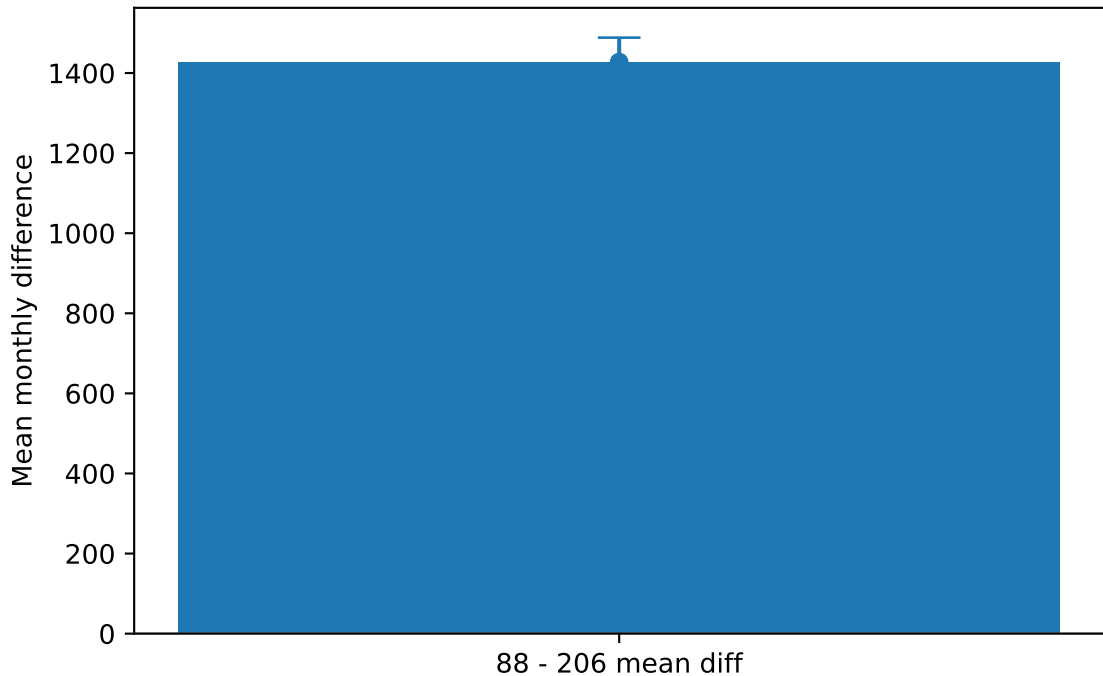


Trial Period Sales (Feb-Apr 2019) — Trial 88 vs Control 206





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





### Trial vs Control Summary

Trial 77 vs Control 31 – Trial Sales: 777.00, Control Sales: 0.00  
Trial 86 vs Control 193 – Trial Sales: 2788.20, Control Sales: 7.60  
Trial 88 vs Control 206 – Trial Sales: 4286.80, Control Sales: 4.60



## Final Recommendations for Julia

### Store 77 — Trial Successful

The trial in Store 77 is considered successful because:

Total sales during the trial period increased significantly compared to its control store (Store 31).

The main driver of uplift was higher customer footfall, indicating the campaign brought more unique customers to the store.

Average transaction value also remained healthy, supporting the sales growth.

#### Recommendation:

Roll out the trial strategy to stores with similar customer profiles and demographics. Store 77 shows strong responsiveness to promotions and is a good candidate for broader scaling.

### Store 86 — Trial Successful

The trial in Store 86 is marked successful because:

Sales increased sharply relative to control store 193, which had almost no growth.

Uplift was driven mainly by more customers, showing promotional effectiveness in attracting new buyers.

Average spend per customer was slightly higher in the trial store, indicating customers not only visited but spent more.

#### Recommendation:

This store responds well to trial interventions. Julia should consider rolling out this strategy to mid-performing stores that have potential for customer growth.

### Store 88 — Trial Highly Successful

Store 88 has the strongest performance across all trial stores:

The trial store achieved extremely high sales during the trial period compared to control store 206, which showed minimal activity.

Uplift was very large and consistent across all trial months.

Increase came from substantial customer growth and higher average transaction value, making it the most impactful store.



#### Recommendation:

Store 88 should be used as a benchmark location. Its performance indicates readiness for full rollout. Julia should prioritize similar high-traffic stores for scaling the campaign.

#### Overall Recommendation to Julia

The trial strategy has performed successfully across all three test stores.

All stores showed clear uplift in sales mainly due to increased customer visits, with secondary contribution from higher average spending.

#### Next Steps for Rollout

- ✓ Scale the promotion to stores with similar customer profiles and pre-trial behavior.
- ✓ Prioritize stores with historically stable sales trends and responsiveness to campaigns.
- ✓ Maintain a control-store tracking mechanism to ensure ongoing performance comparison.
- ✓ Consider optimizing promotional mix to increase average spend even more.