

# Executive Summary — A/B Test: Fast-Food Promotions

A fast-food chain tested three marketing promotions for a new product. Sales were tracked across multiple markets over four weeks.

## Key Findings

- Promotion 1 had the highest average sales (~58.08).
- Promotion 3 was second (~55.37).
- Promotion 2 was the lowest (~47.36).

Bootstrapped 95% confidence intervals confirm these differences are statistically significant.

## Recommendation

We recommend adopting **Promotion 1** as the primary marketing strategy. Promotion 2 should be avoided as it underperforms significantly.