Task 2 – Trial vs Control Store Analysis

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Objective

The objective of this analysis is to assess whether the in-store trial led to improved sales performance by comparing trial stores with carefully selected control stores.

Control store selection

Control stores were selected based on similarity in pre-trial performance. Key metrics used for comparison included weekly sales, number of customers, and number of transactions. Stores with the highest correlation across these metrics during the pre-trial period were selected as control stores.
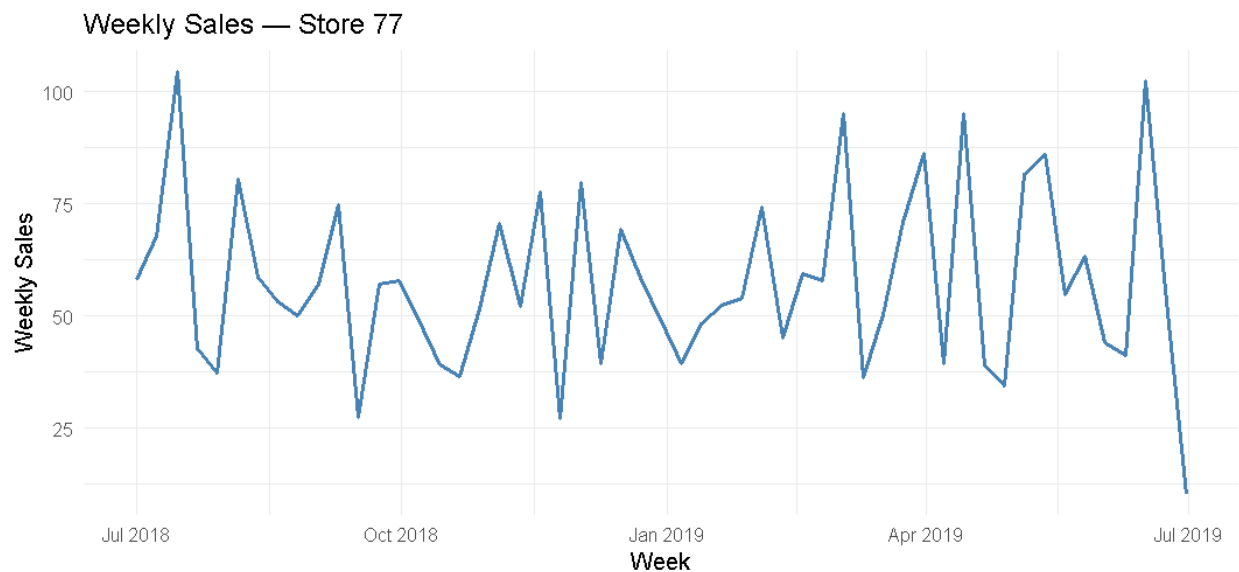
Trial vs Control Performance — Store 77

Figure 1: Weekly Sales: Trial Store 77 vs Control Store 254

Based on results, Trial Store 77 demonstrated higher average weekly sales during the trial period compared to its control store. The divergence following the start of the trial suggests that the trial had a positive impact on sales performance.
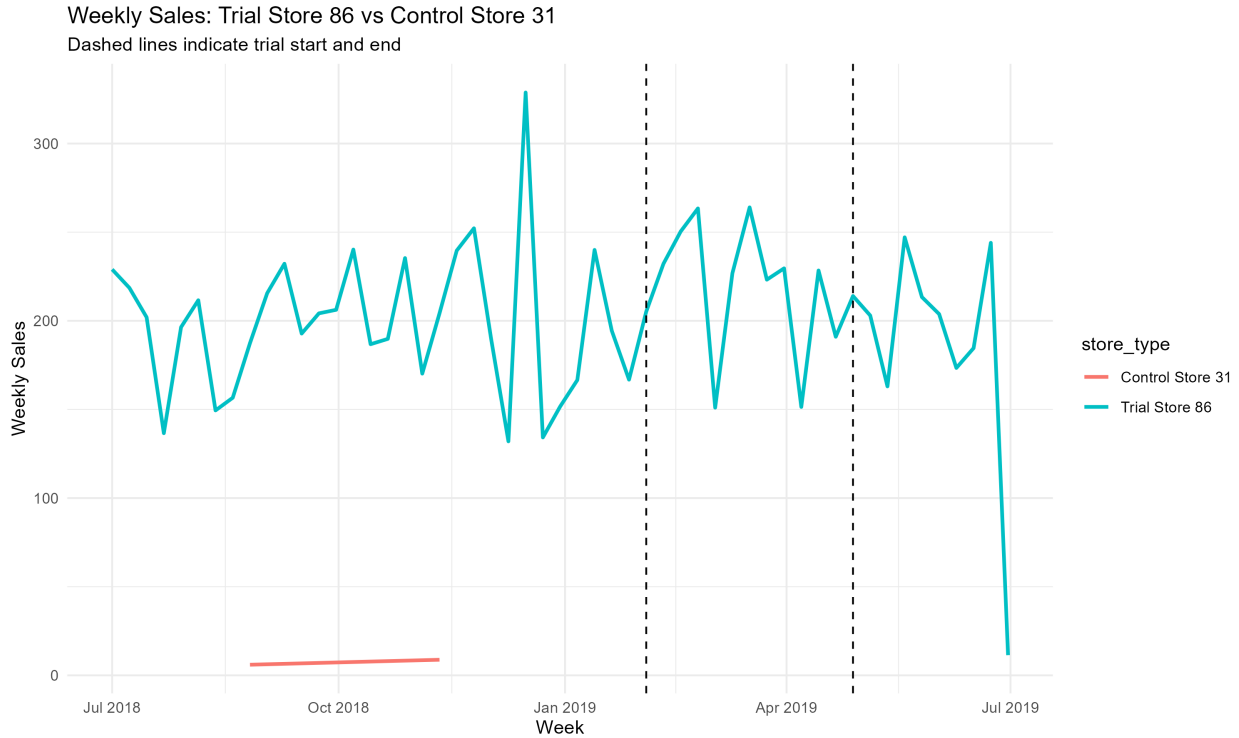
Figure 2: Weekly Sales: Trial Store 86 vs Control Store 31

Trial vs Control Performance — Store 86

Based on results, Trial Store 86 showed a moderate uplift in weekly sales during the trial period, though the effect was less pronounced than that observed in Store 77.

Trial vs Control Performance — Store 88

Based on results, Trial Store 88 did not demonstrate a sustained improvement over its control store during the trial period, suggesting limited trial effectiveness at this location.

Recommendation

Based on results: The trial was successful in Store 77 and should be considered for wider rollout. Store 86 showed some positive impact and may benefit from further optimisation. Store 88 did not show meaningful improvement and should not be prioritised for rollout without adjustments.

Conclusion

This analysis provides evidence that the trial had varying impacts across stores. Careful control store selection and store-specific evaluation ensured reliable insights into trial effectiveness.
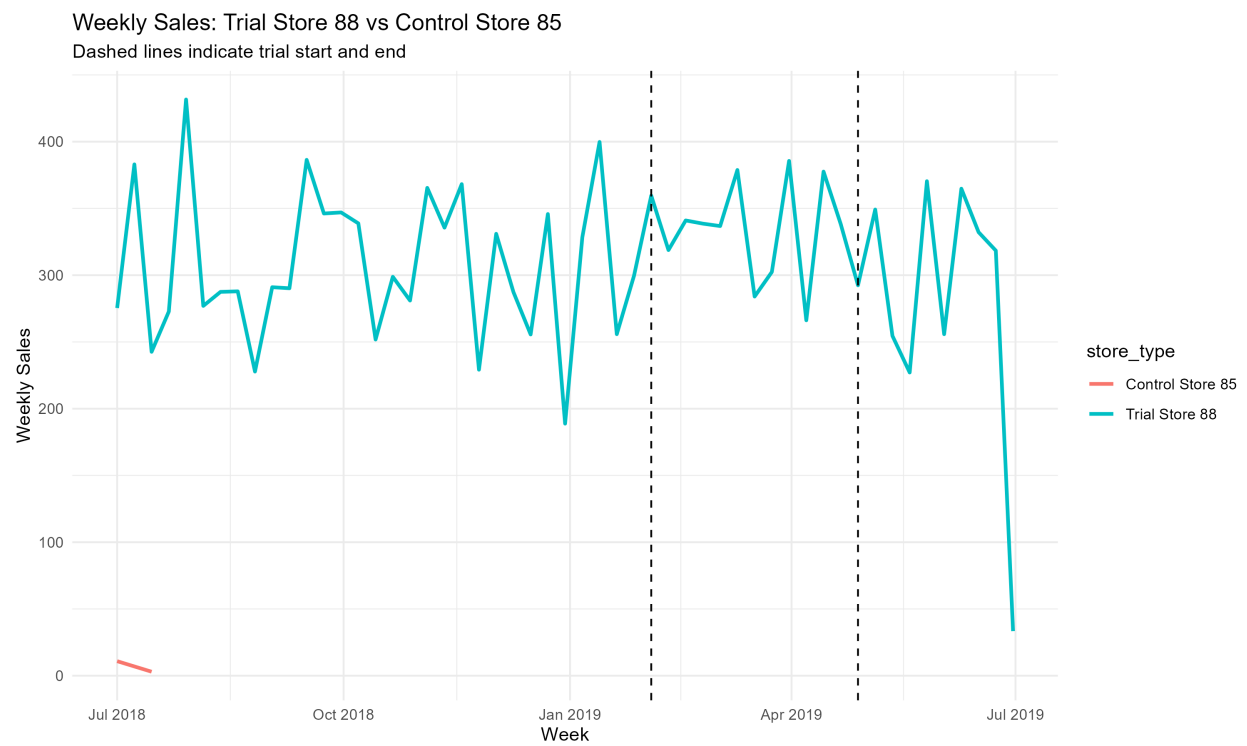
Figure 3: Weekly Sales: Trial Store 88 vs Control Store 85