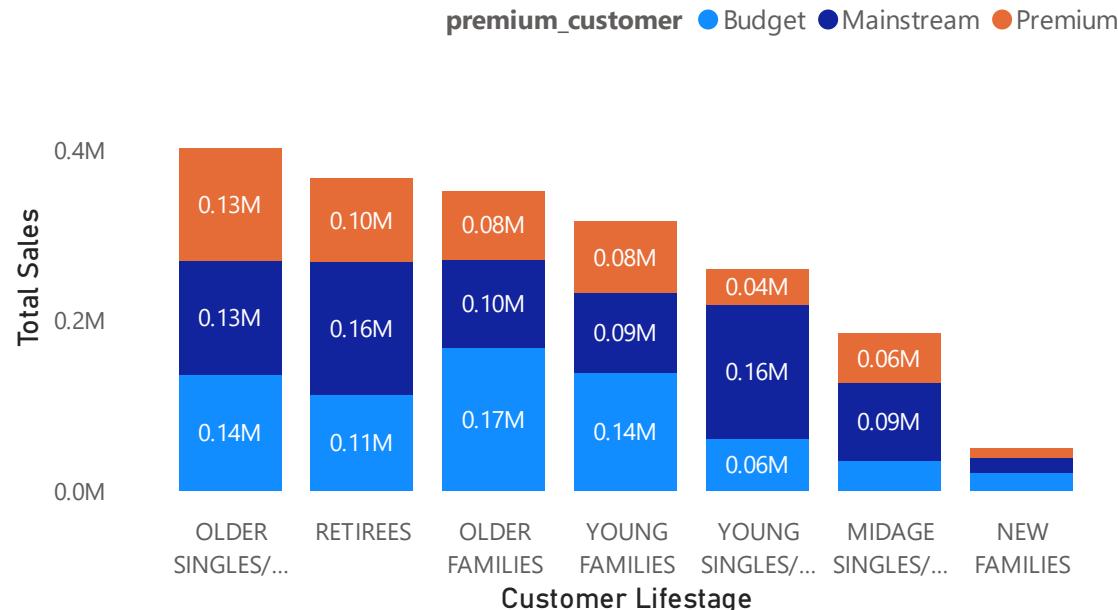
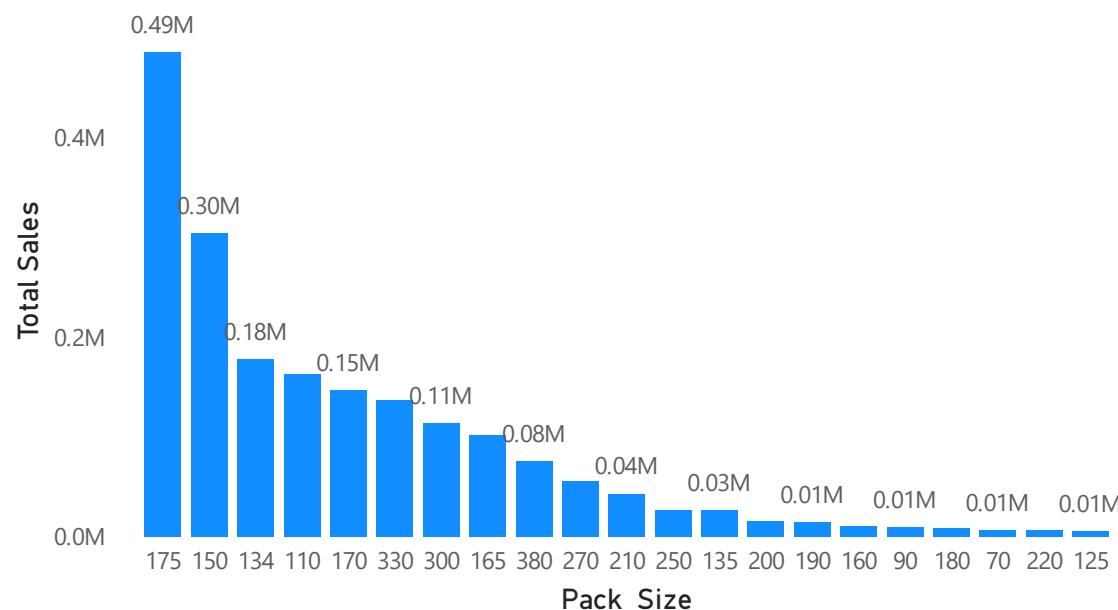


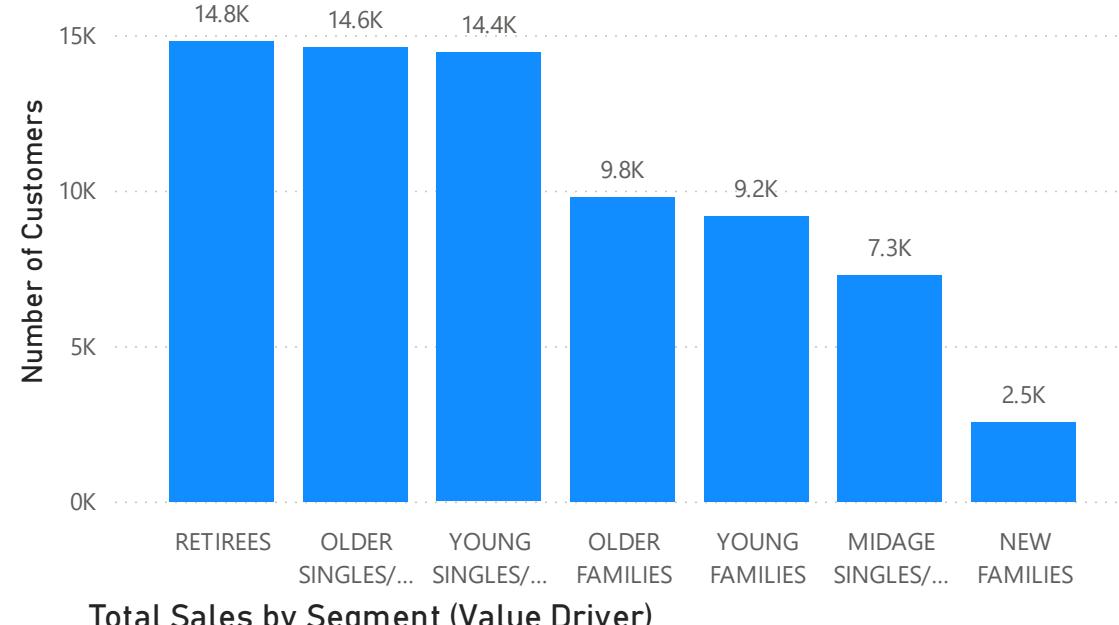
Sales Concentrated Among Older Singles and Retirees Across All Segments



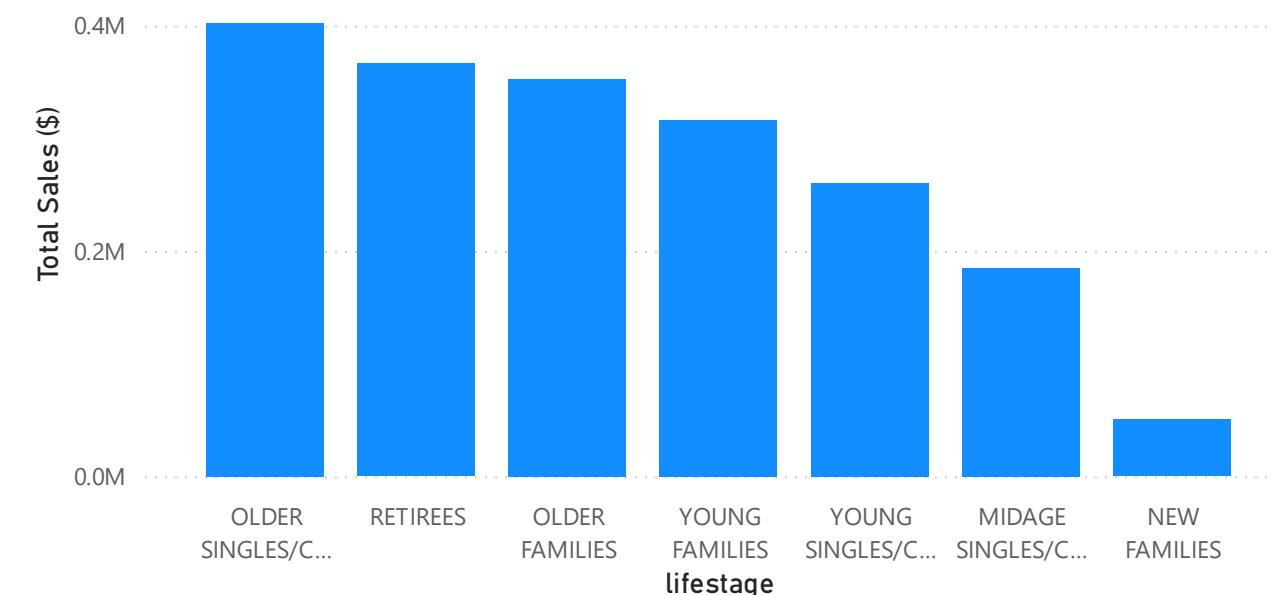
Sales Concentrated Among Older Singles and Retirees Across All Segments



Number of Customers by Segment (Volume Driver)

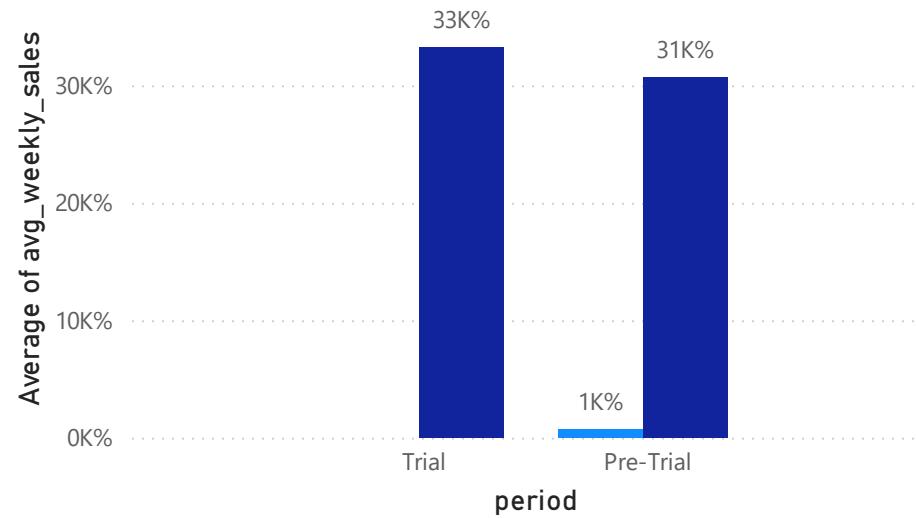


Total Sales by Segment (Value Driver)



Average Weekly Sales: Trial vs Control (Pre vs Trial Period)

store_type ● Control Store 85 ● Trial Store 88



Sum of control_store

Average of pct_change

Sum of trial_store

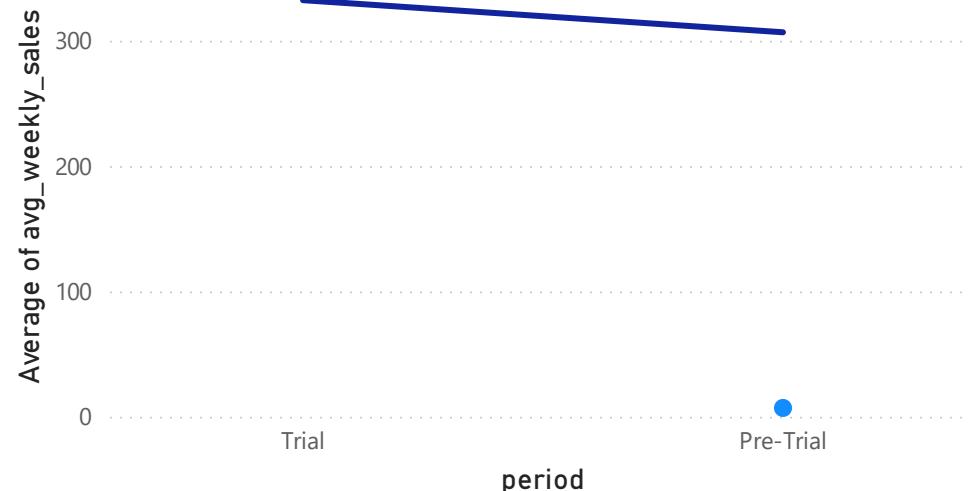
254

884.6%

502

Average of avg_weekly_sales by period and store_type

store_type ● Control Store 85 ● Trial Store 88



Conclusion

While control stores stay largely unchanged, trial stores exhibit a noticeable rise in average weekly sales during the trial period compared to pre-trial. This shows that sales performance was positively impacted by the trial intervention.

Objective

This trial's goal was to determine whether modifications made to a subset of stores improved sales results in comparison to control stores.

Key Findings

- Sales are concentrated among Older Singles/Couples and Retirees, driven by both higher customer counts and stronger spend.
- Larger pack sizes (especially 150g–175g) contribute disproportionately to total sales.
- Trial stores show a noticeable increase in average weekly sales during the trial period, while control stores remain relatively stable.
- The uplift observed in trial stores appears consistent with the customer segments driving category performance overall.

Recommendations

It is advised that the trial intervention be taken into consideration for rollout to additional stores, especially those with a high concentration of older singles/couples and retirees, based on the observed uplift in trial stores and the stability of control stores.

Next Steps

It is advised that the trial intervention be taken into consideration for rollout to additional stores, especially those with a high concentration of older singles/couples and retirees, based on the observed uplift in trial stores and the stability of control stores.

Next Steps

- Roll out the trial strategy to a broader set of stores with similar customer profiles to validate scalability.
- Monitor performance over a longer post-trial period to confirm sustained uplift.
- Extend analysis to additional KPIs such as customer penetration and transaction frequency to better understand drivers of growth.