

# GreenTrail Outdoor: Promotional Strategy Optimization Report

## Executive Summary

This report analyzes historical promotion data from GreenTrail Outdoor Stores. The objective was to identify trends and patterns to optimize future in-store promotions, aligning them with GreenTrail's ethos.

## Analysis

- Urban Stores:
  - Strong response to BOGO promotions, indicated by significant increases in foot traffic and sales.
  - Special events and discount showed varied results, with discount being less compared to suburban stores.
- Suburban stores:
  - High responsiveness to discount promotions, leading to substantial sales and foot traffic increases.
  - Special events also positively impacted these stores, while BOGO promotions were moderately effective.

## Additional data considerations

- Customer demographics: Age, income, shopping habit, and family size to understand customer preferences better.
- Competitor activity: Information about concurrent promotions or activities by competitors.
- Seasonal trends: Sales data across different seasons to identify patterns and peak shopping periods.
- Product categories: Performance of different product categories during promotions.
- Customer feedback: Post-promotion customer feedback to gauge satisfaction and areas for improvement.

### Control group selection

- Utilize historical sales data: Since there are no non-participating stores available for a direct comparison, the control strategy will rely on analyzing historical sales data.
- Timeframe selection: Compares sales from the same period in the previous years for the stores. This comparison will serve as a baseline to assess the impact or annual trends.

### Proposed promotional testing strategy

- Minimum duration: 6-8 weeks to accommodate different purchase cycles and consumer behaviors.
- Flexibility for adjustment: Mid-point review after 3-4 weeks to assess preliminary result and make necessary adjustments.
- Post-promotion analysis: Additional 4 weeks post-promotion to evaluate the sustained impact and long-term effects.

### Conclusion

The analysis suggests a tailored approach to promotions, considering store size, location, and timing, can significantly enhance GreenTrail's in-store promotional effectiveness.