**GreenTrail Outdoors Promotional Strategy Optimization**

**1. Analysis of Current Promotion Data**

**Sales and Foot Traffic Trends:**

* Average weekly sales increased from **$36,800** to **$49,440** during promotions (**34% rise**).
* Post-promotion sales settled at **$38,280**, maintaining a slight uplift from pre-promotion levels.
* Foot traffic increased from **357 daily visits** (pre-promotion) to **447** during promotions (**25% increase**), dropping to **380** afterward.

**Performance by Promotion Type:**

* **Buy-One-Get-One (BOGO)** promotions drove the highest sales increase (**$38,500 → $50,000**).
* **Special Events** retained the highest post-promotion sales (**$39,375** vs. $37,750 for BOGO and $37,777 for Discounts).
* **Discount Promotions** saw lower foot traffic increases compared to other types.

**2. Additional Data Considerations**

To enhance promotion effectiveness, integrating the following data would be beneficial:

* **Customer Demographics:** Age, income, and shopping behaviors to target offers better.
* **Regional Economic Conditions:** Income levels, unemployment rates, and spending power indicators.
* **Weather Data:** Examining the impact of extreme weather conditions on store traffic.
* **Local Events & Tourism Trends:** Understanding if nearby events influence store visits.

**3. Control Strategy**

A structured control approach will help measure promotional success:

* **Pre-Promotion Data:** Using pre-promotion sales and foot traffic as a baseline.
* **Non-Promotional Stores:** Comparing stores that did not participate in promotions.
* **A/B Testing:** Running different promotions in comparable stores to assess effectiveness.

**4. Proposed Test Duration**

* A **4-week test period** balances data collection with flexibility to adapt.
* Ensures capture of **immediate, mid-term, and post-promotion effects**.
* Allows adjustment for seasonal factors and external influences.

**5. Sustainability Alignment**

GreenTrail Outdoors' promotions should reinforce sustainability values by:

* **Eco-Friendly Discounts:** Incentivizing reusable products.
* **Community-Driven Events:** Hosting workshops on sustainable outdoor practices.
* **Loyalty Programs for Sustainable Purchases:** Rewarding customers who choose eco-friendly gear.

**Conclusion:** By integrating data-driven insights and sustainability principles, GreenTrail can optimize promotional strategies to boost sales while staying true to its environmental mission.