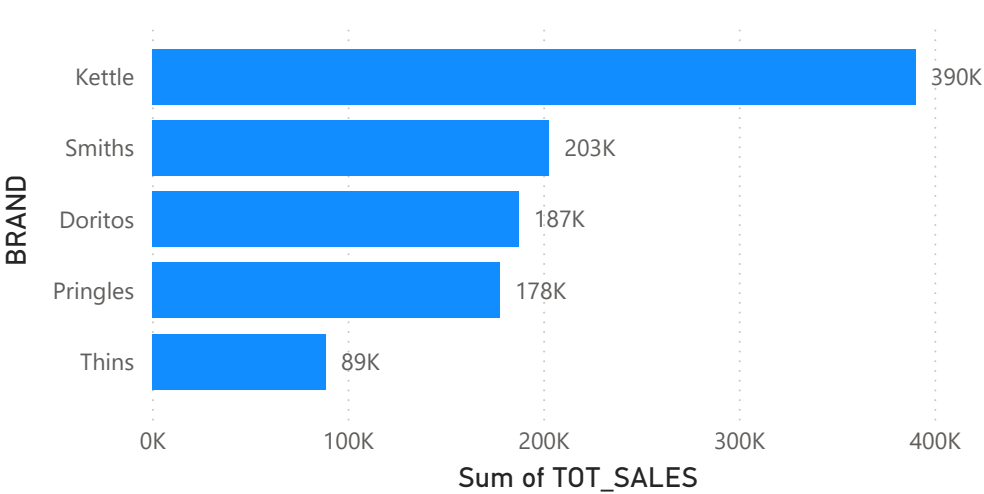# CHIP SALES ANNUAL SNAPSHOT

Sum of TOT_SALES by BRAND


LIFESTAGE	AVG Spend Per Customer	Avg Quantity	Sum of TOT_SALES
MIDAGE SINGLES/COUPLES	24.16	1.90	172,523.80
NEW FAMILIES	19.00	1.86	47,347.95
OLDER FAMILIES	34.11	1.95	328,519.90
OLDER SINGLES/COUPLES	26.13	1.91	376,019.65
RETIREES	23.52	1.89	342,381.90
YOUNG FAMILIES	32.61	1.94	294,627.90
YOUNG SINGLES/COUPLES	17.36	1.83	243,756.60
Total	**25.32**	**1.91**	**1,805,177.70**

Top 5 Stores by Sales
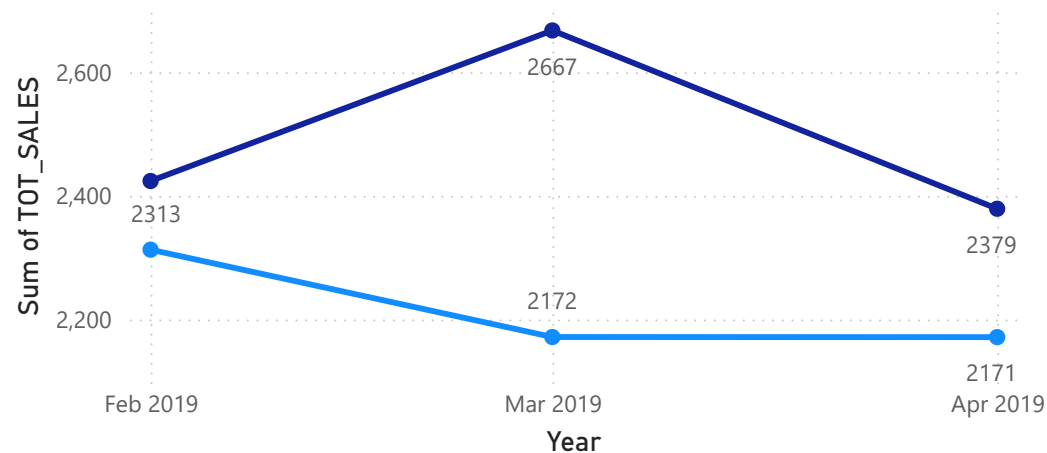

Total Sales by Month
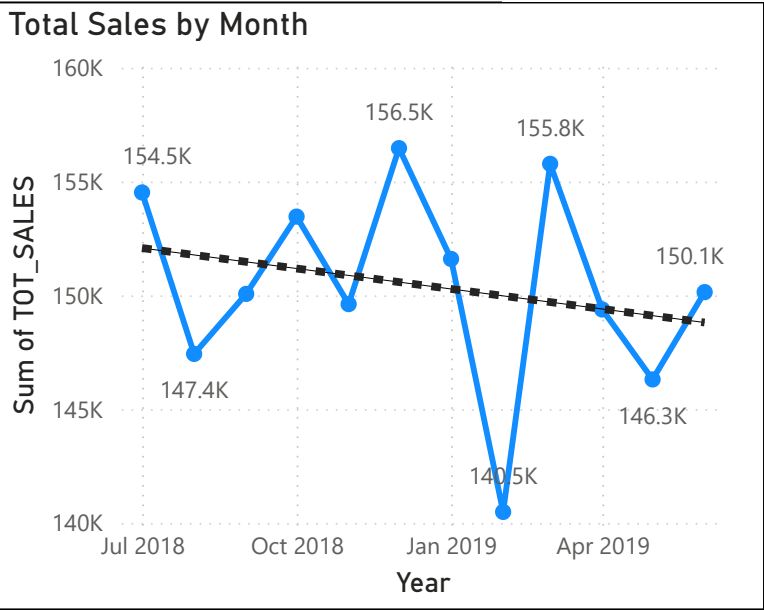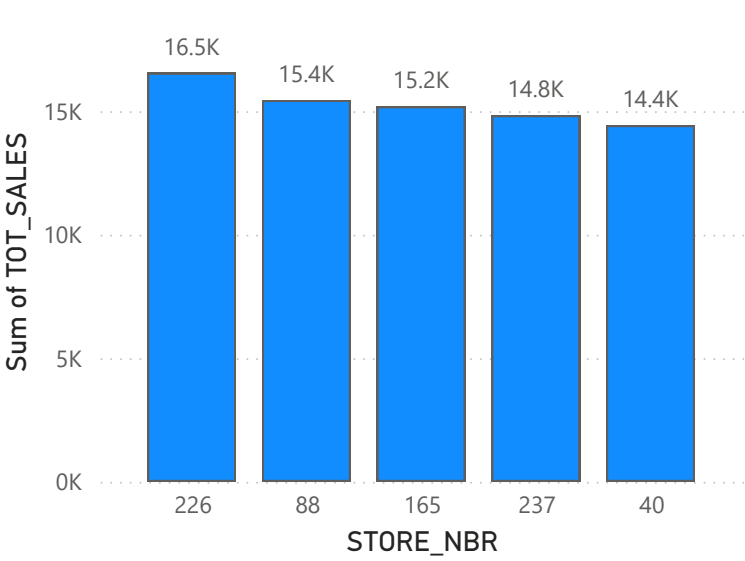
Spend per lifestage/affluence
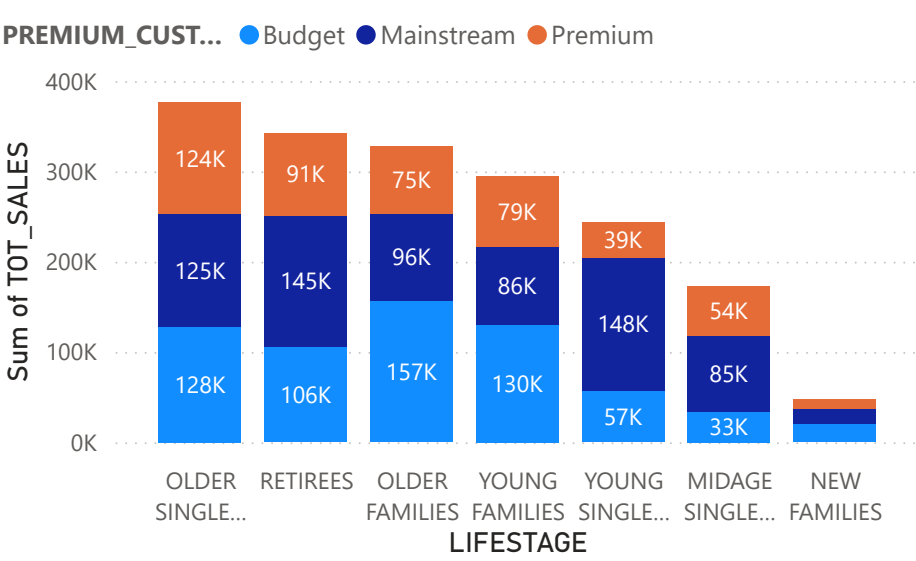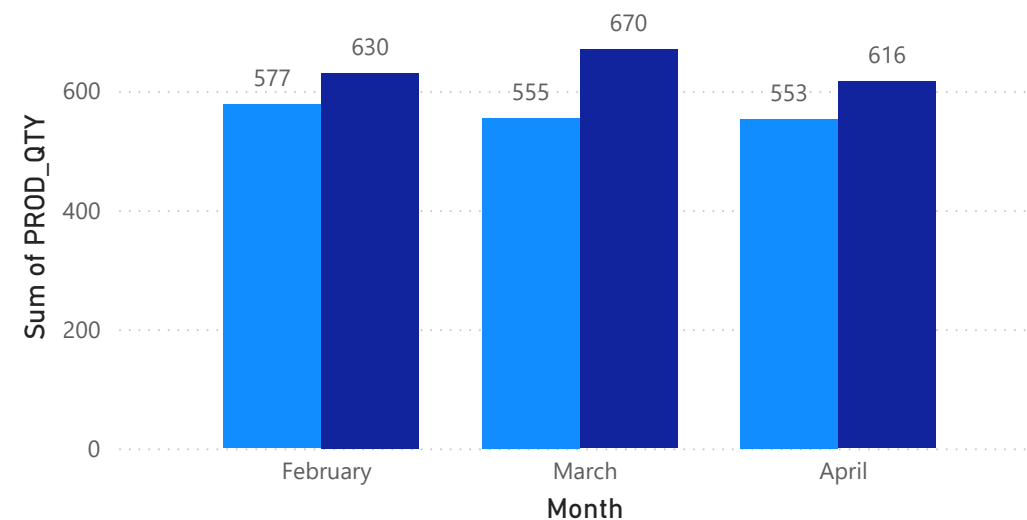
Trial Store Performance Snapshot

Total Sales by Month

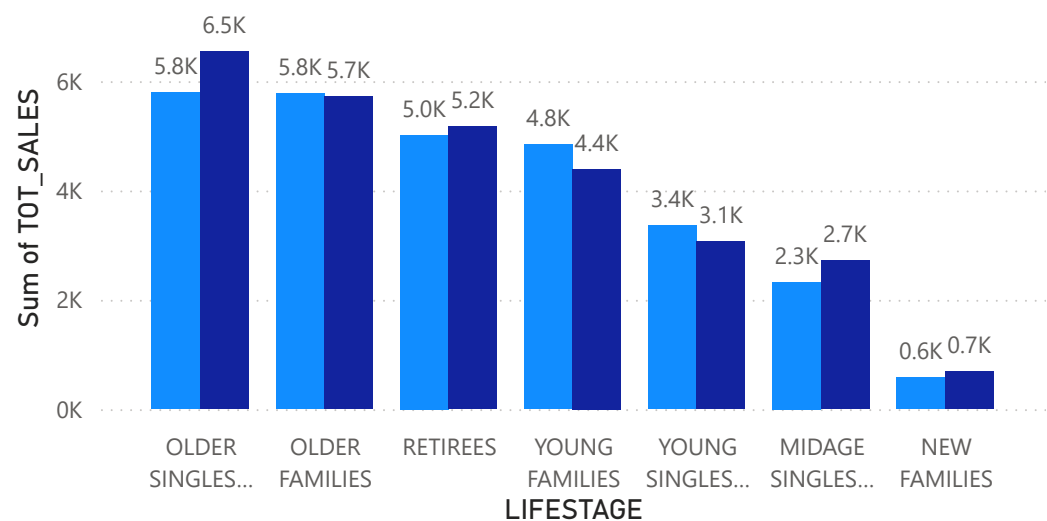**StoreType** ● Control Store ● Trial Store

Product QTY sold by month

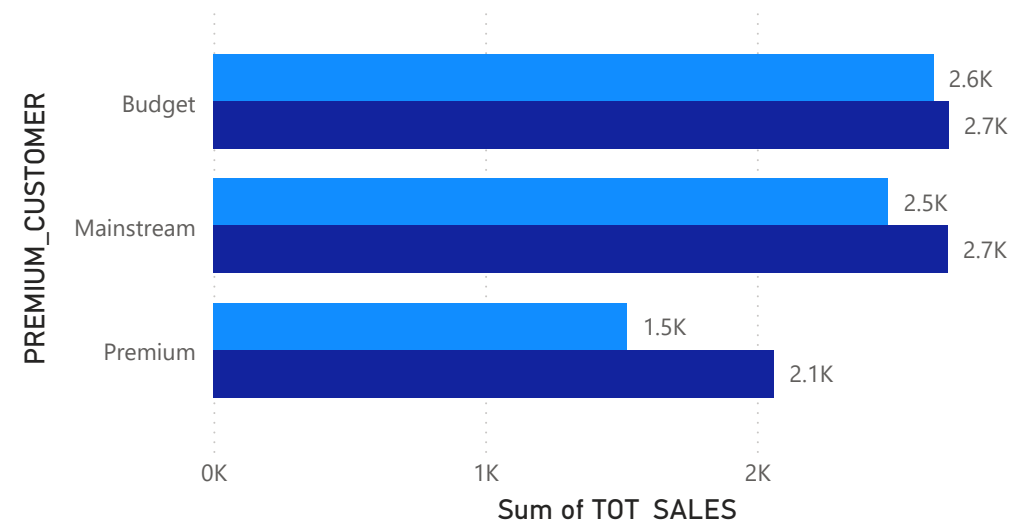**StoreType** ● Control Store ● Trial Store

Total Sales By lifestage

StoreType ● Control Store ● Trial Store

Total Sales by Customer Affluence

StoreType ● Control Store ● Trial Store


Quick measure

Key Insights

- Trial Store 77 outperforms Control Store 50 by 40-70% across all metrics
- Performance gap is widening - difference grew from February to April
- Both quantity and sales show same pattern - trial store consistently higher
- March is peak month for both stores
- Strong ROI evidence - whatever was implemented in Store 77 is working
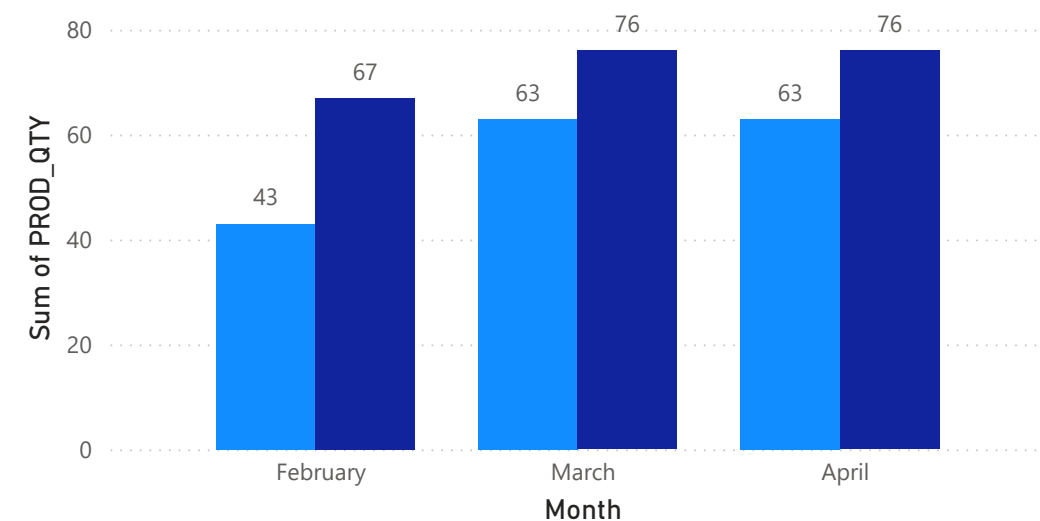
Recommendations

- Roll out trial changes to other stores immediately
- Investigate Control Store 50 - may need intervention
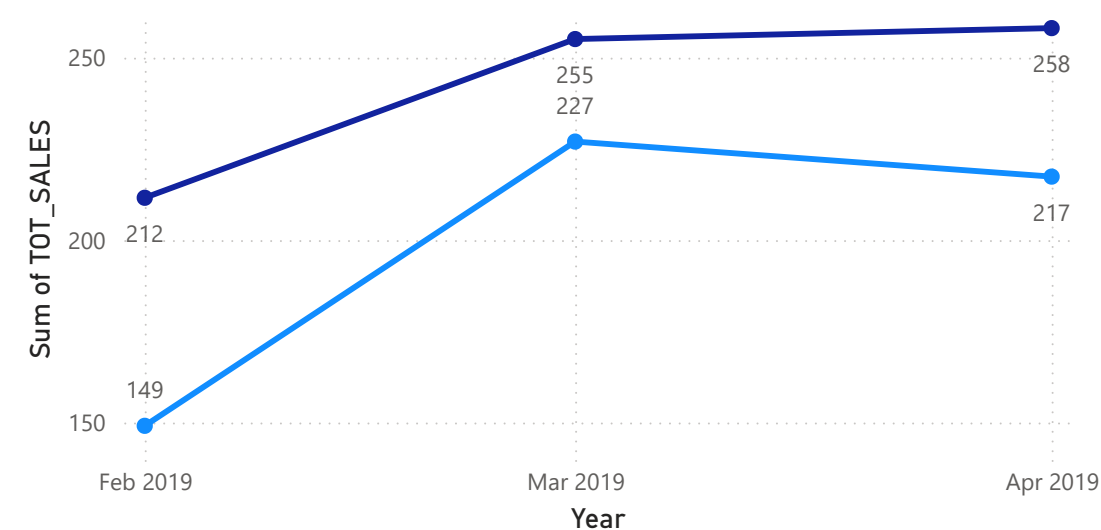- Prepare for March peaks with extra inventory/staff
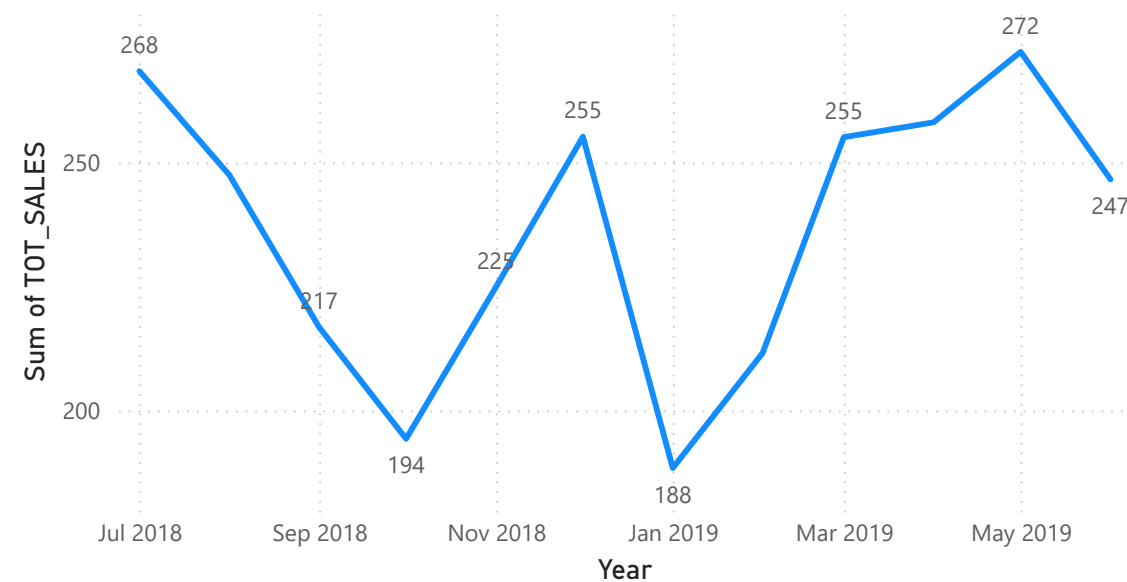
Trial Store 77 Vs Control Store 50 - Product QTY

STORE_NBR ● 50 ● 77

Store 77 Total Sales

Trial Store 77 Vs Control Store 50 - Total Sales

STORE_NBR ● 50 ● 77

Quick measure

Key Insights
- Trial Store 86 only outperforms control store 155 during March in terms of sales
- Small but consistent gap - trial store 10-20 units ahead in product quantity
- Both stores declining - March peak followed by April drop for both
- Trial store more volatile - bigger swings in historical sales data
- Control store more stable - steadier performance over time

Recommendations
- Analyze what's different - why Store 86 trial isn't working vs Store 77
- Study Control Store 155 - it's outperforming, learn from its practices
- Address volatility - Store 86 needs more consistent operations
- March strategy review - both stores peaked then dropped significantly

Trial Store 86 Vs Control Store 155 - Product QTY
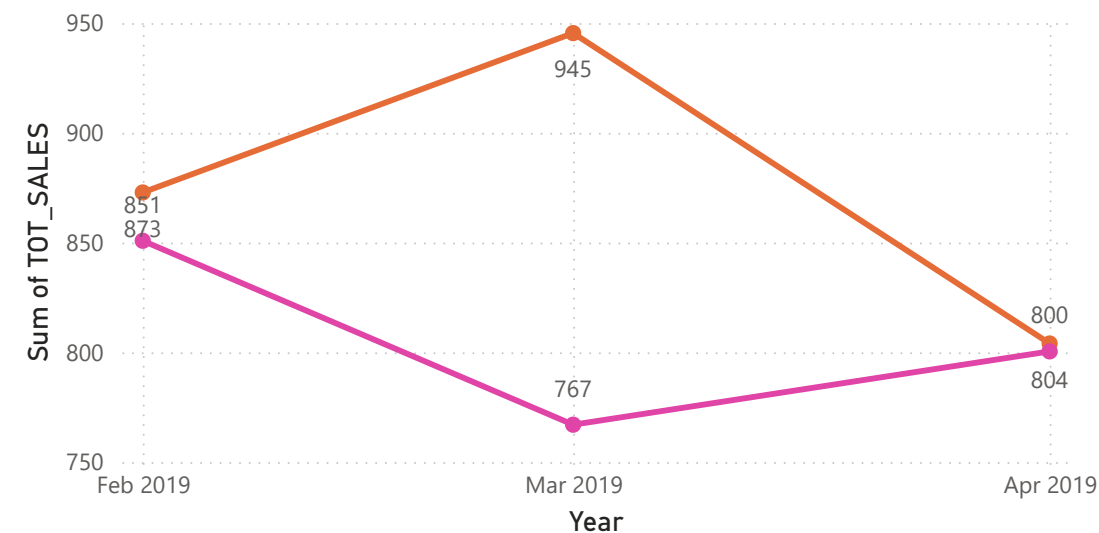
STORE_NBR ● 86 ● 155
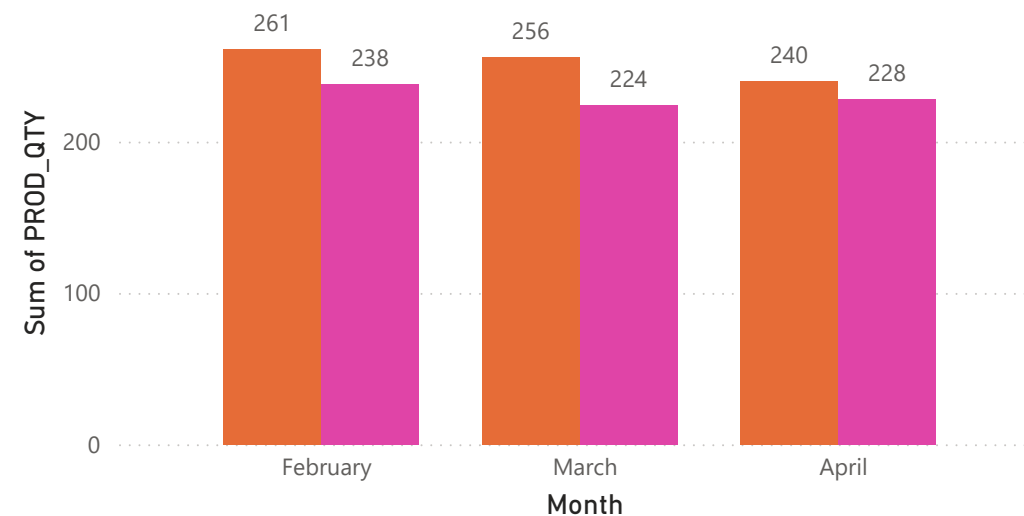
Store 86 Total Sales
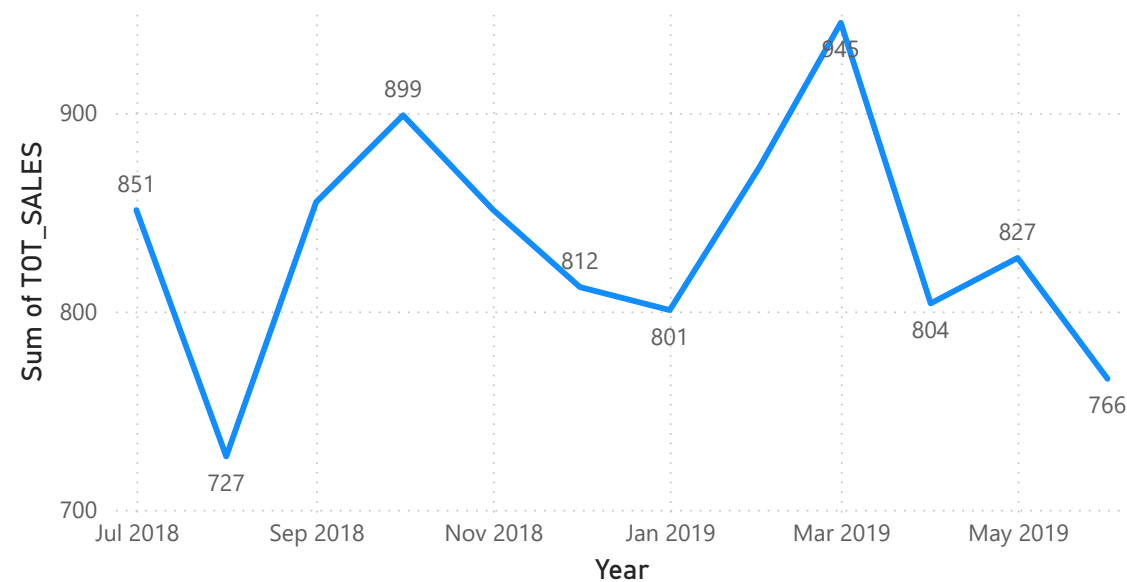
Trial Store 86 Vs Control Store 155 - Total Sales

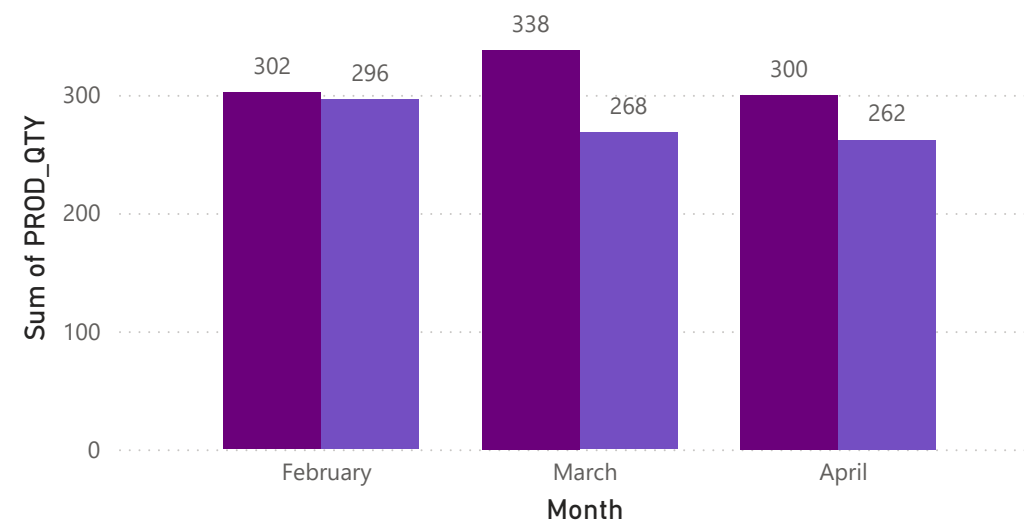STORE_NBR ● 86 ● 155

Quick measure

Key Insights

- Trial Store 88 slightly outperforms Control Store 237 - small but consistent advantage
- Minimal performance gap - only 6-38 unit difference in product quantity
- Both stores declining trend - February peak, then steady decline through April
- Trial store maintains edge - consistently higher across all three months
- Historical volatility - Store 88 shows significant ups and downs over time
- Recent convergence - Gap narrowing by April (300 vs 262 units)

Recommendations

- Marginal trial success - Store 88 changes show modest improvement
- Monitor decline trend - both stores dropping since February needs attention
- Stabilize operations - reduce the historical volatility in Store 88

Trial Store 88 Vs Control Store 237 - Product QTY

STORE_NBR ●88 ●237

Store 88 Total Sales
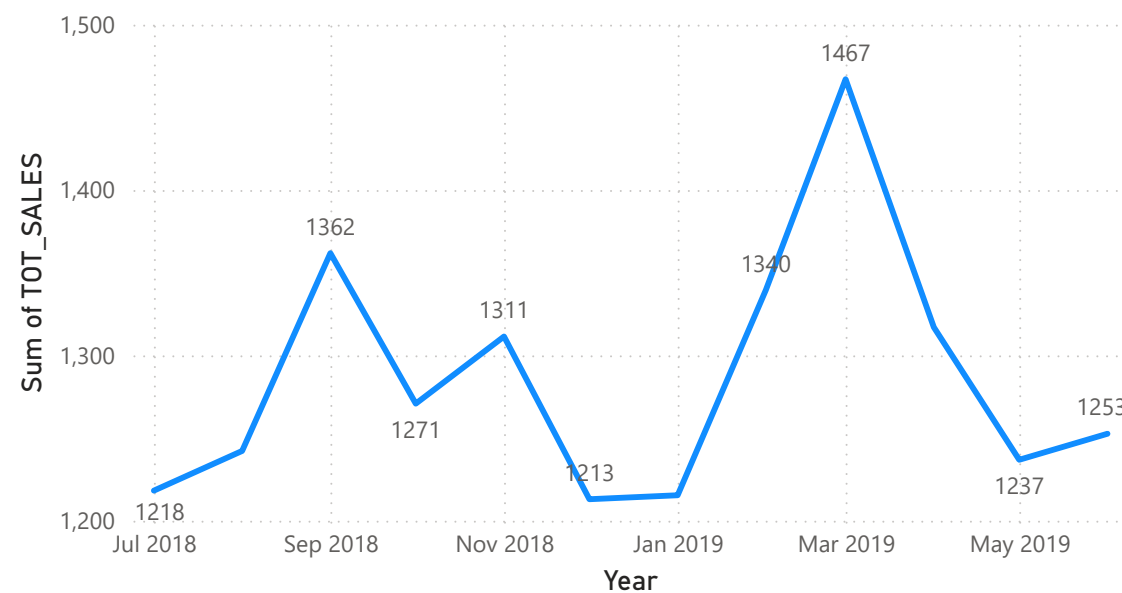
Trial Store 88 Vs Control Store 237 - Total Sales

STORE_NBR ●88 ●237

Quick measure