

Analysis of the Test on the Measure Sum_Gross Margin

Test Start Date: 2015-02-06

Test End Date: 2016-07-22

Additional Information:

Test Summary

The average percentage change in Sum_Gross Margin was -2.6% for the treatment units in the test period relative to the comparison period. This same measure was 6.7% for the control units, with the difference between the treatment and control units being -9.2%, which is highly statistically significant. More detailed summary statistics for the treatment and control groups are contained in the first table (which immediately follows), while the details of the hypothesis test of a significant difference in the mean average percentage change in Sum_Gross Margin is contained in a table at the end of this report.

A comparison of the treatment-control pairs indicates an average lift in Sum_Gross Margin for the treatment units over the control units of -8.6%, which results in an expected impact of -159 on Sum_Gross Margin, with 7.0% of the treatment-control pairs exhibiting a positive lift for the treatment units.

Lift Analysis for Sum_Gross Margin

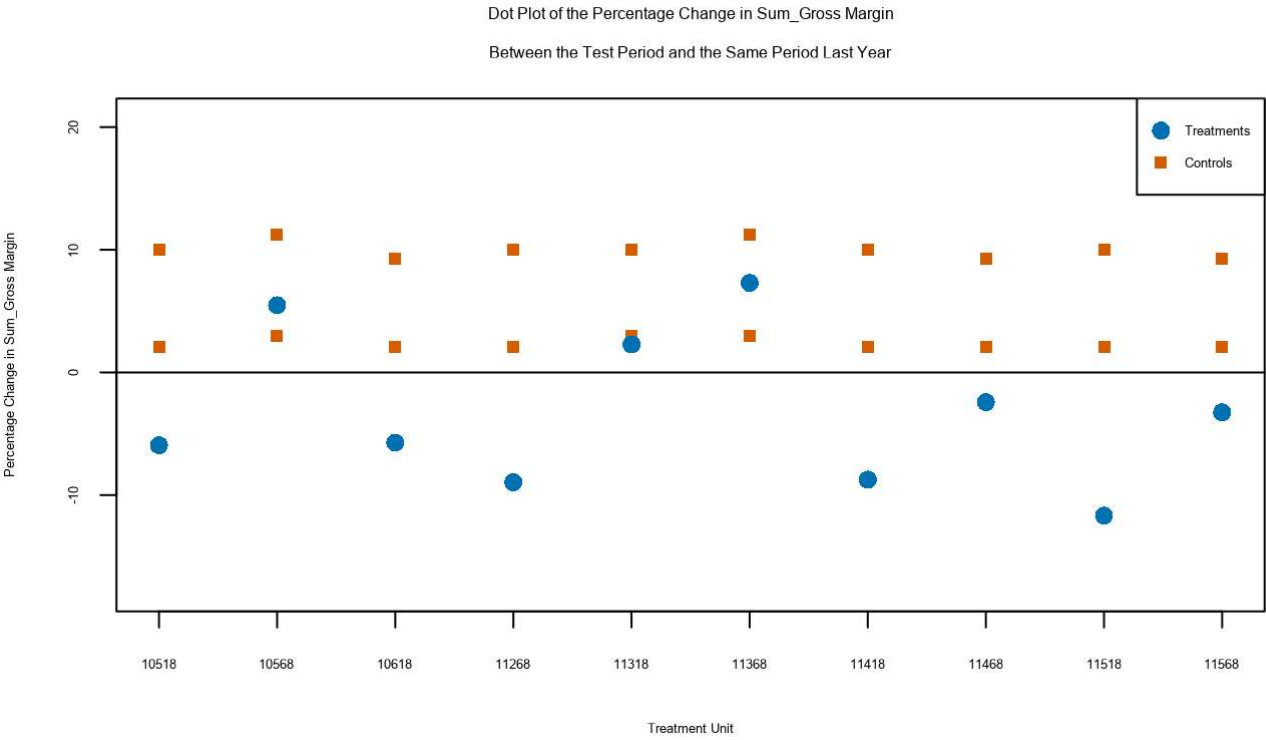
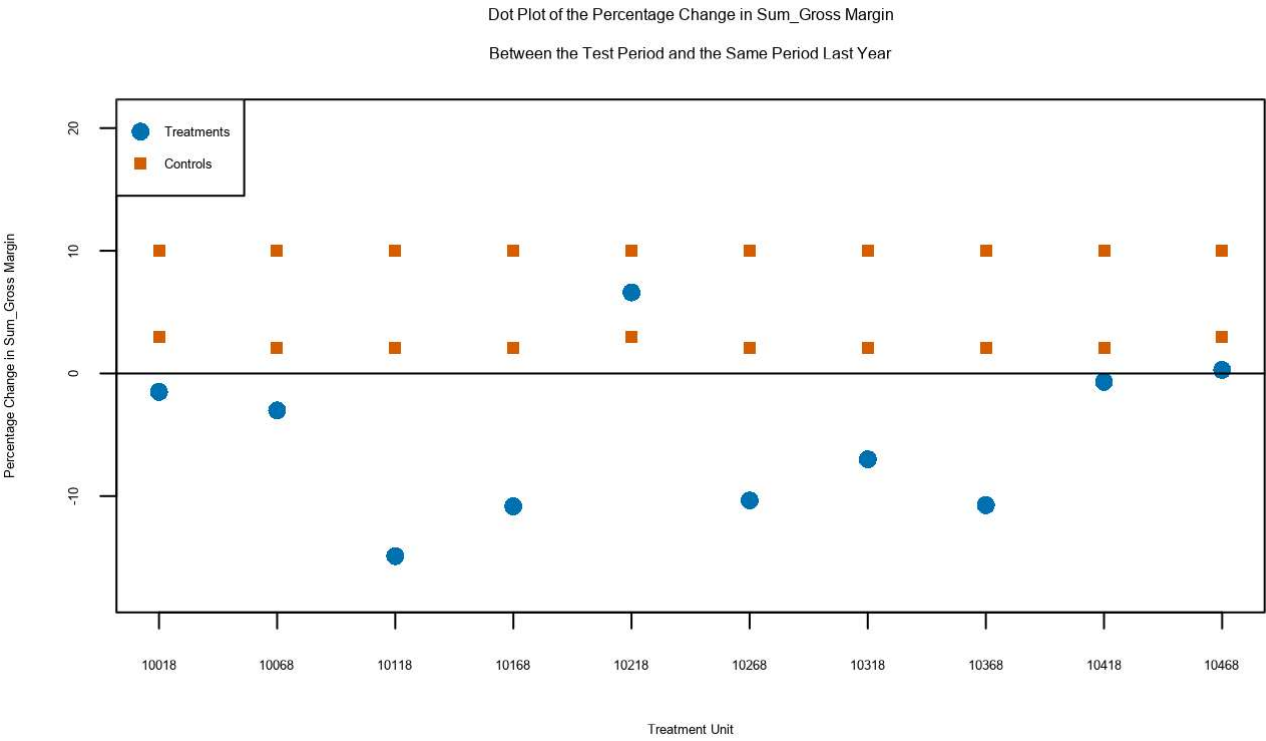
Lift	Expected Impact	Significance Level
-8.6%	-159	100.0%

Summary Statistics for Sum_Gross Margin by Test Group

Statistic	Treatment	Control
Average	-2.58	6.67
Minimum	-17.93	2.05
Maximum	13.04	11.26
Standard Deviation	5.86	3.87

Plots of the Test Results

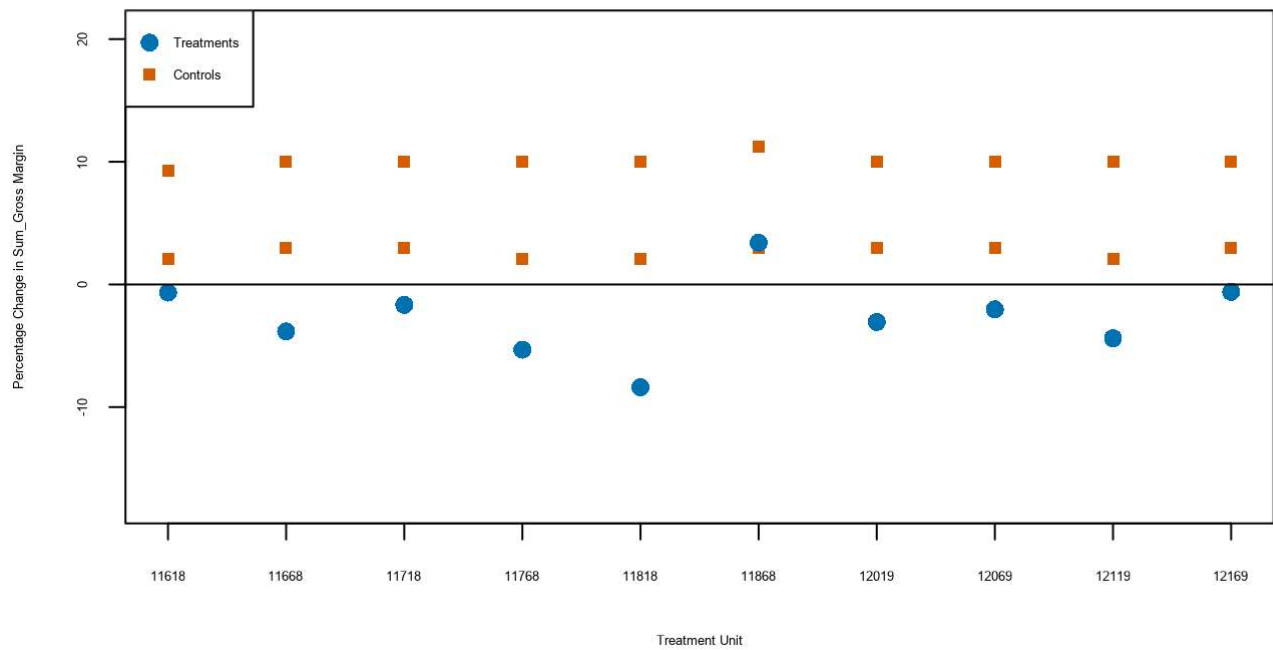
In the dot plot(s) below, each column of dots gives the percentage change in Sum_Gross Margin from the same period as the test period, but one year earlier, and the test period for a treatment unit and the control units assigned to that treatment unit. An examination of a dot plot chart allows for a rapid determination of whether (and which of) the treatment units outperformed the control units with respect to Sum_Gross Margin.



Record Report

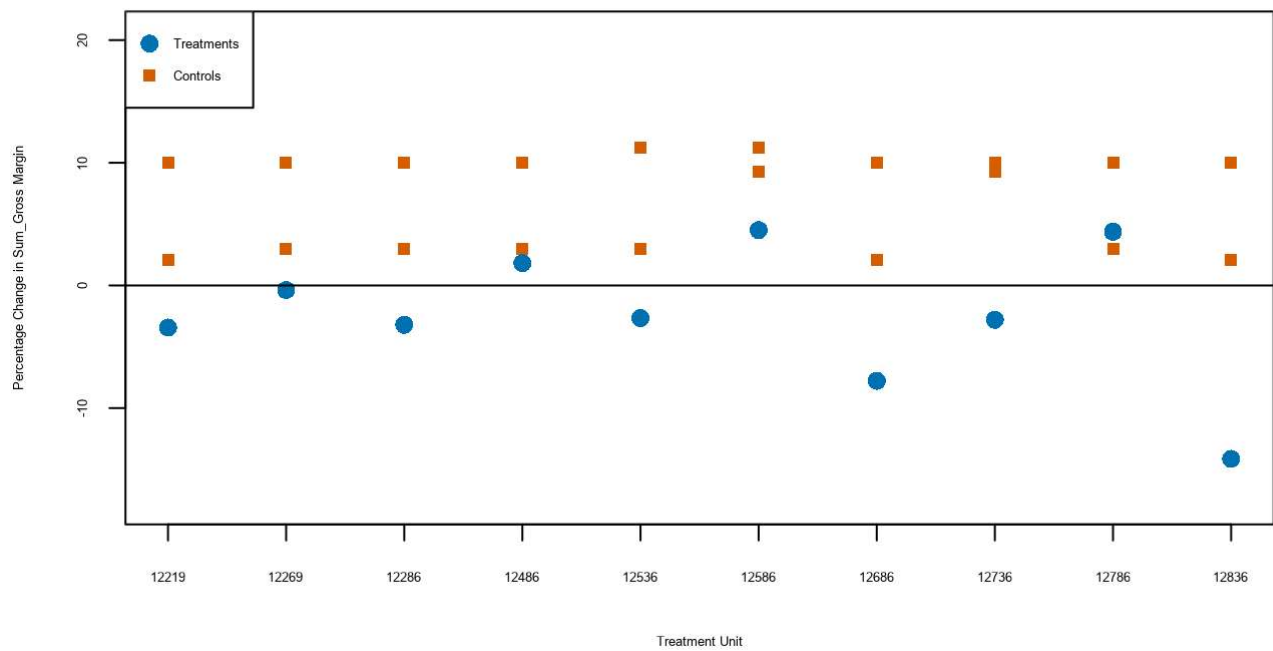
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Dot Plot of the Percentage Change in Sum_Gross Margin
Between the Test Period and the Same Period Last Year



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Dot Plot of the Percentage Change in Sum_Gross Margin
Between the Test Period and the Same Period Last Year



Dot Plot of the Percentage Change in Sum_Gross Margin
Between the Test Period and the Same Period Last Year

