



# GreenTrail Outdoor Stores

Initial Analysis & Proposed Solution

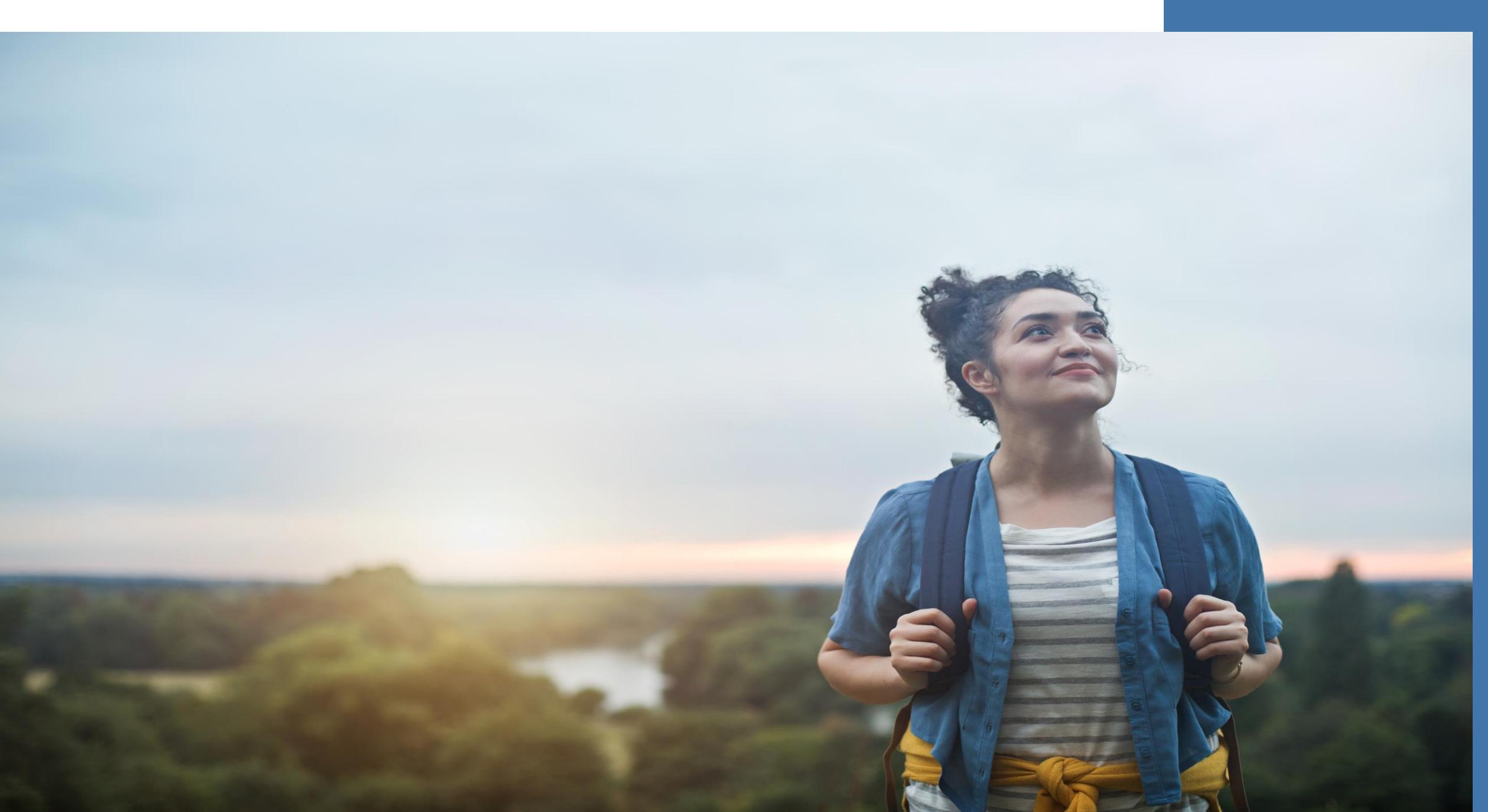


# Setting the Scene: What are we solving?

Marketing challenge: Turn promotions into sustainable growth, not one-off spikes

Business goal: More customers (traffic) and healthier baskets (SPV) without cannibalization

Decision today: Prioritize promotion types and approve a fair, fast test



# Key Messages



- Events win on breadth: biggest sales + visit lift and best after-effect
- Discounts are dependable across KPIs and support value perception
- BOGO boosts sales/SPV but can cause post-promo dips (pull-forward)

# The Big Picture

## What Worked Best

- Special Events and Discounts deliver the strongest results on average
- BOGO provided a smaller sales lift and showed evidence of cannibalization
- Discounts and Special Events showed strong post-activity performance



## Where it Worked Best

- Urban stores had the most positive results from promotional activities
- Suburban stores showed strong results in average purchase per visit
- Larger stores saw better results from promotional activities

## Sustainability Fit

- Event-led promotions drive higher traffic and better post-activity effect, ideal for amplifying sustainability ethos



# The Story Behind the Stats



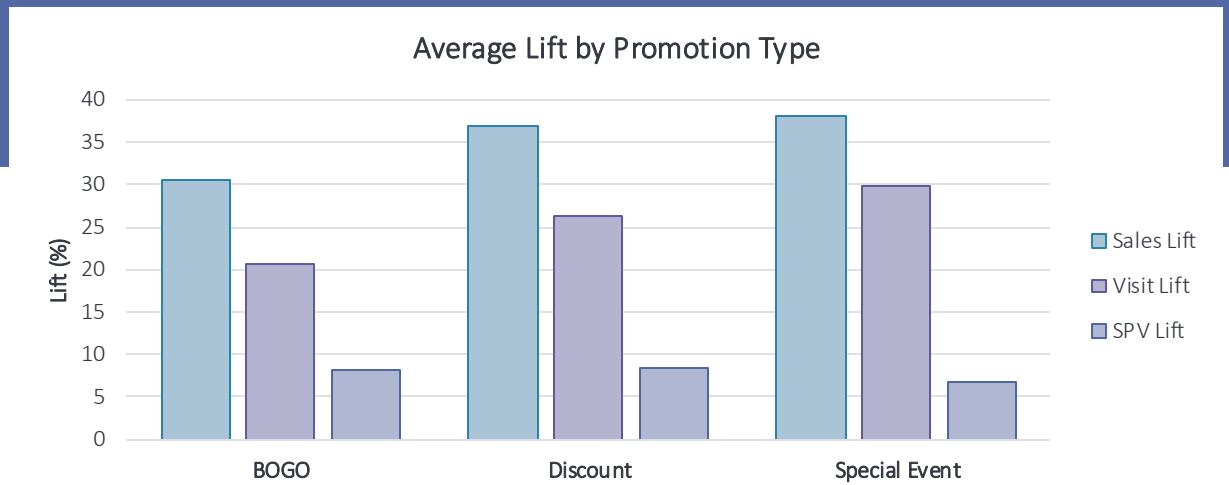
## Data Snapshot

Average Promotion Duration	14.9 days
Average Sales Lift	35.2%
Average Visit Lift	25.7%
Average SPV Lift	7.8%
Average Post-vs-Pre Effects on Sales	+4.6%
Correlation (Store Size vs Sales Lift)	$r = 0.622$

# Performance by Promotion Type

Promo Type	Sales Lift	Visit Lift	SPV Lift	Post vs Pre
BOGO	30.44	20.72	8.05	-1.94
Discount	36.84	26.32	8.42	5.64
Special Event	38.20	29.89	6.80	9.94

Average Lift (%)

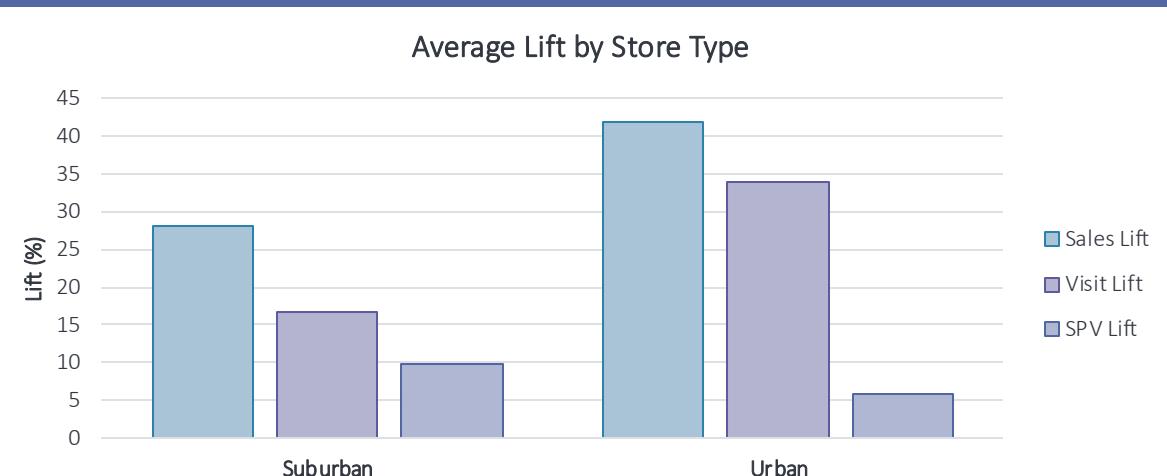


- Special events drive sales (+38.20%) and visits (+29.89%) and leave the best after effect (+9.94%).
- Discounts are a solid promotion time with positive effects across all KPIs.
- BOGO provides sales and SPV lift (+30.44% and +8.05%) but tends to show an underperformance in sales after (-1.94%), indicating a pull-forward.

# Performance by Store Type

Store Type	Sales Lift	Visit Lift	SPV Lift	Post vs Pre
Suburban	28.15	16.59	9.82	0.23
Urban	41.76	34.06	5.90	8.61

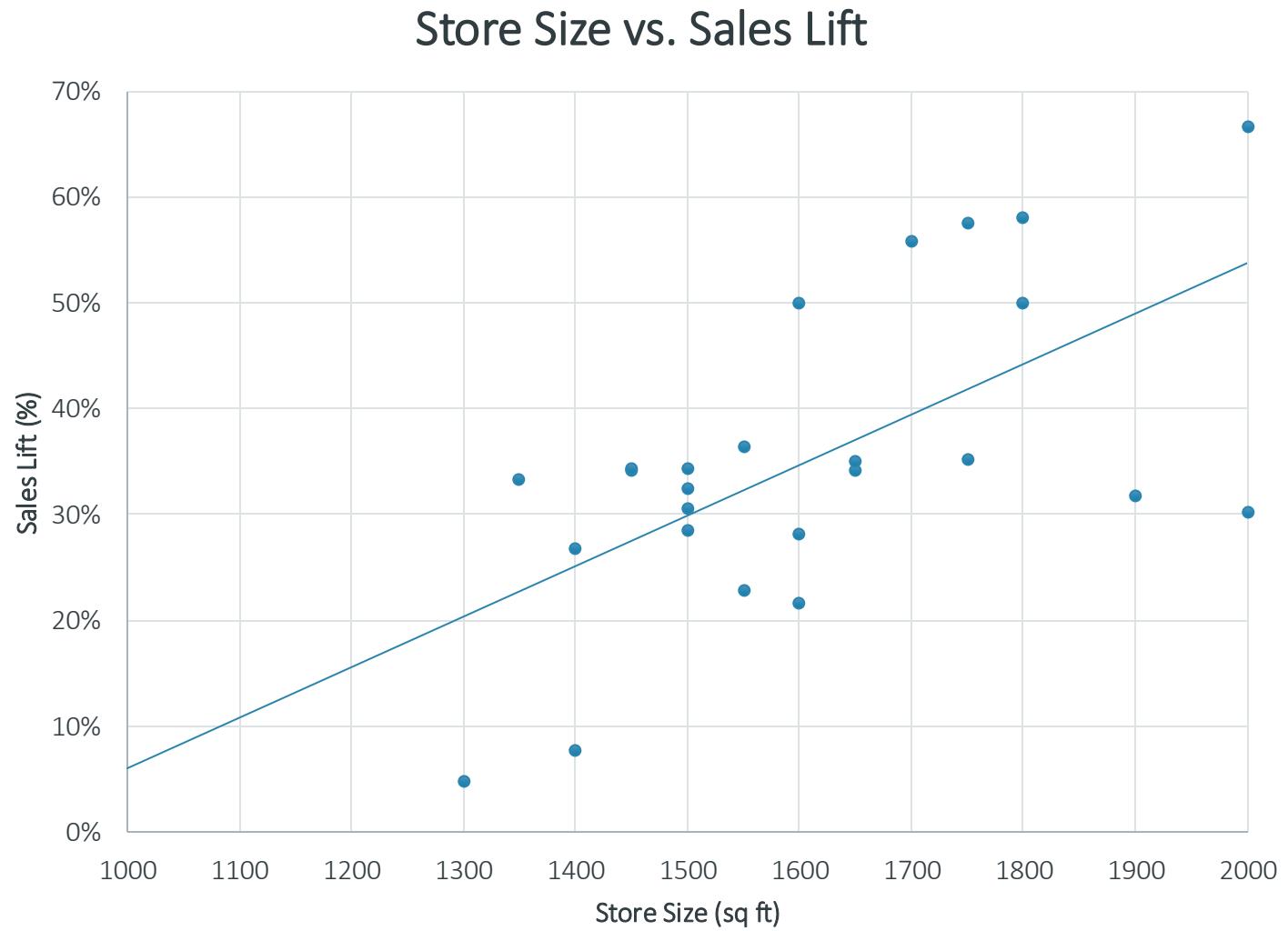
Average Lift (%)



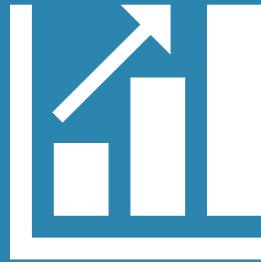
- Urban stores are the traffic engines and respond best to experience-led activities like events and discounts
- Suburban stores show smaller traffic gains, but larger SPV gains. These locations are basket-builders.

# Store Size Impact

- There's a positive correlation ( $r=0.62$ ) between store size and sales lift.
- This suggests that larger spaces enable more impactful promotional activity setups.



# Notable Outliers and Anomalies

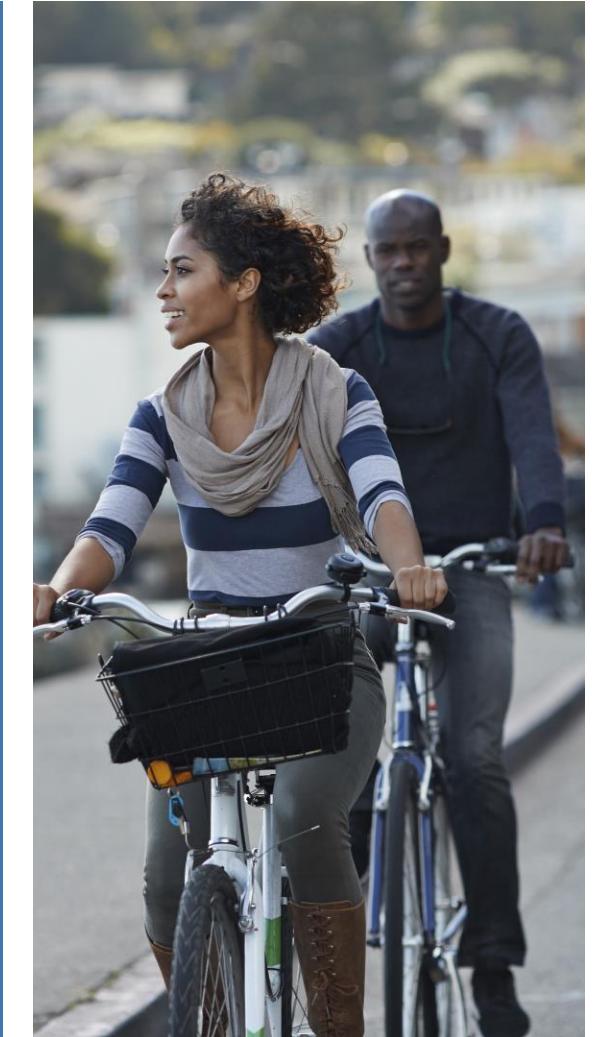


High Performer  
Store 001 had 66.7% sales lift and 25% SPV lift during discount events.

Low Performer  
Store 017 had a 4.8% lift during BOGO events.



Pull-Forward Candidates  
Los Angeles, San Diego, Austin, Detroit, and Baltimore all show post-promotion sales dips.



# Filling the Gaps

## Commercial & Operational Data

- Gross product or promotional margin to compute profit lift
- Discount depth and promotion cost to determine ROI
- Customer loyalty data to compare customer types within promotions

## Contextual Data

- Local events, seasonality, and weather events which may impact store traffic
- Unemployment and customer sentiment data from each area which may impact consumer spending
- Competitive intensity in local markets which may impact traffic and promotional activity efficacy

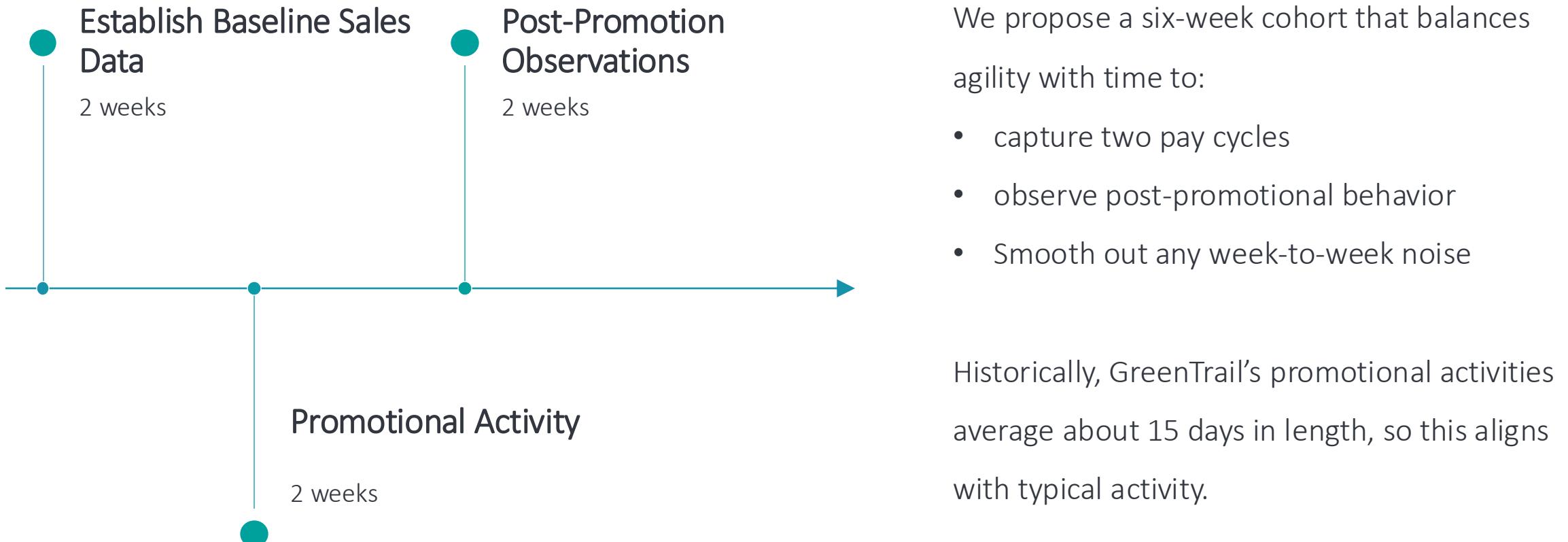


# Keeping Things Balanced

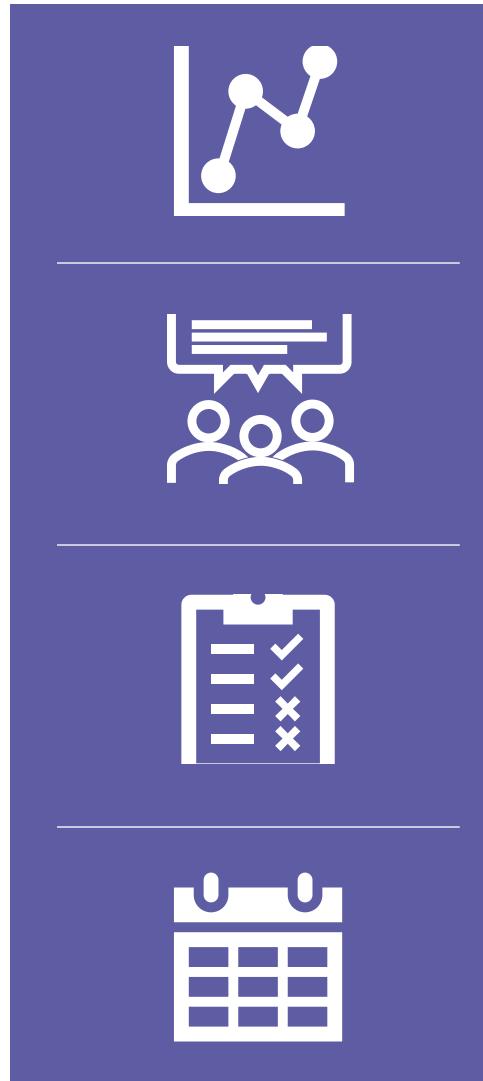
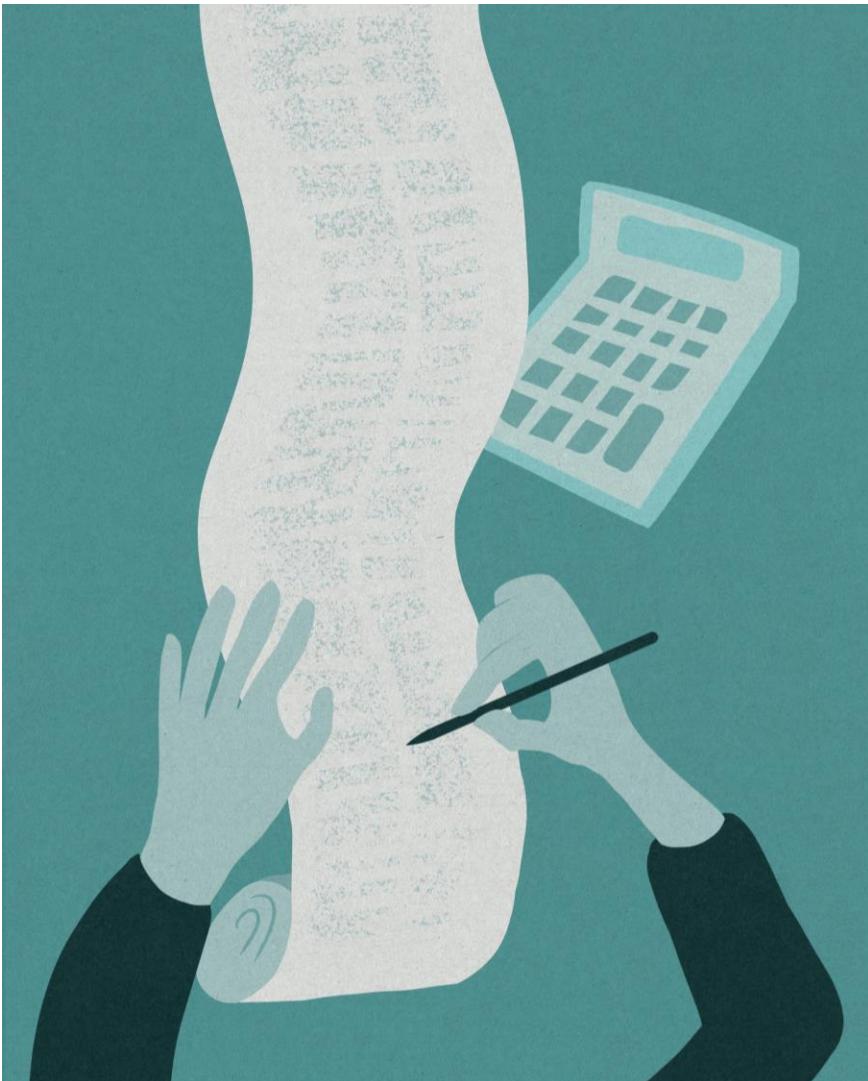
- Matched-Pair, Cluster Randomized Test
- Create matched pairs of stores based on pre-promotional data: baseline weekly sales, visits, SPV, store size, store type, and region
  - Stratify stores by size and type
  - Pair similar stores and assign one as the test and one as the control
- Exclude outliers from the sample to test alone
- Collect weather and local event data and track inventory levels to account for confounding variables



# Testing Roadmap



# Summary & Next Steps



The data shows GreenTrail has historical data to support testing new promotional activity.

GreenTrail customers engage best with events and large spaces for storytelling.

We must monitor and control factors contributing to cannibalization.

We propose a 6-week test to gather more data and make strong recommendations.

Thank You!

Monchelle Davis

[monchelle@mastercard.com](mailto:monchelle@mastercard.com)

(410) 555-5555

# Appendix: Jargon → Plain language

- Lift = change during a promo vs. normal
- SPV = sales per visit (basket size)
- Post vs. Pre = how sales behave after a promo vs. before
- $r$  = a value that defines the strength of a relationship between two variables, the closer  $r$  is to 1 (or -1), the stronger the relationship
- Cannibalization = when a promotion boosts sales during the event, but reduces sales before or after it; basically shifting purchases around rather than creating new demand
- Pull-forward = when customers buy earlier than they normally would because of a promotion, causing a dip in sales right after the promotion ends