GreenTrail Outdoor Stores

INITIAL ANALYSIS REPORT

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Executive Summary

What Worked Best

Special Events and Discounts deliver the strongest sales lift on average, while Buy-One-Get-One promotions deliver a smaller result. BOGO also shows a negative post-promotion effect suggesting cannibalization of sales. Discounts and events show positive after-effects.

Where it Works Best

Urban stores are outperforming Suburban stores in sales and visit increases during promotional activities. Suburban stores show a higher average purchase per visit. Larger stores see better results from promotional activities, suggesting that more space to stage events and storytelling helps results.

Sustainability Fit

Event-led promotions drive higher traffic with positive post-activity effects which are ideal for amplifying GreenTrail's sustainability ethos while driving sales.

Data Analysis

This report reviewed the GreenTrail Store Data file and calculated the following metrics:

- Lift (%): Sales, visits, and spend-per-visit (SPV) during vs. before promotional activities
- Post-period effects: After vs. before promotional activity to detect decay or pull-forward
- Duration, outliers, and correlations in the data

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

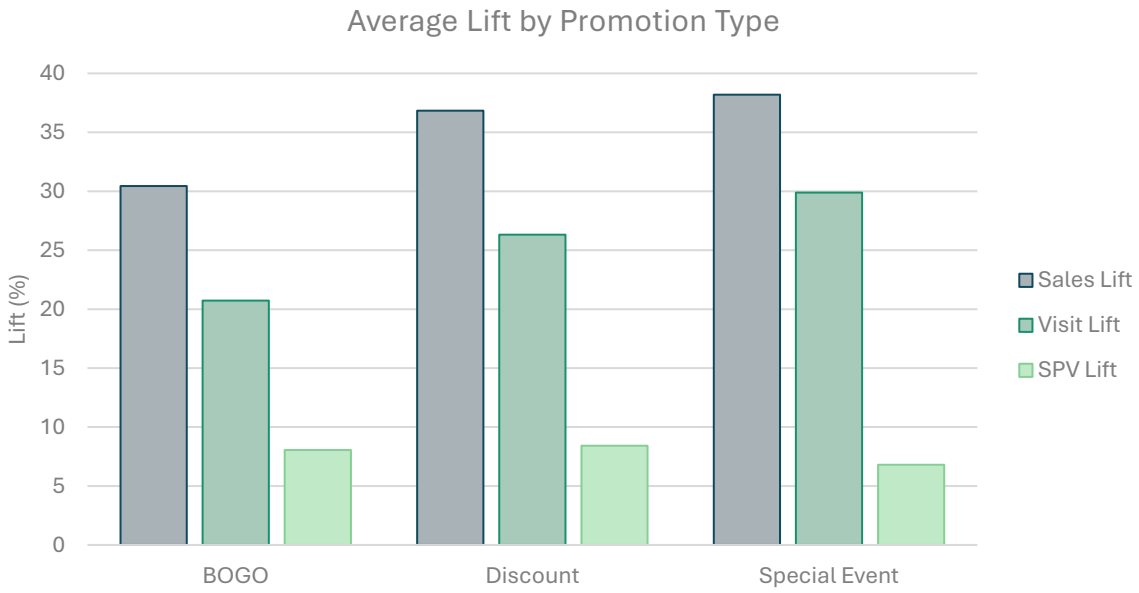
Key Insights & Patterns

Performance by Promotion Type

AVERAGE LIFT (%)

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

- Special events drive sales (+38.20%) and visits (+29.89%) and leave the best after effect (+9.94%).
- Discounts are a solid promotion activity 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.

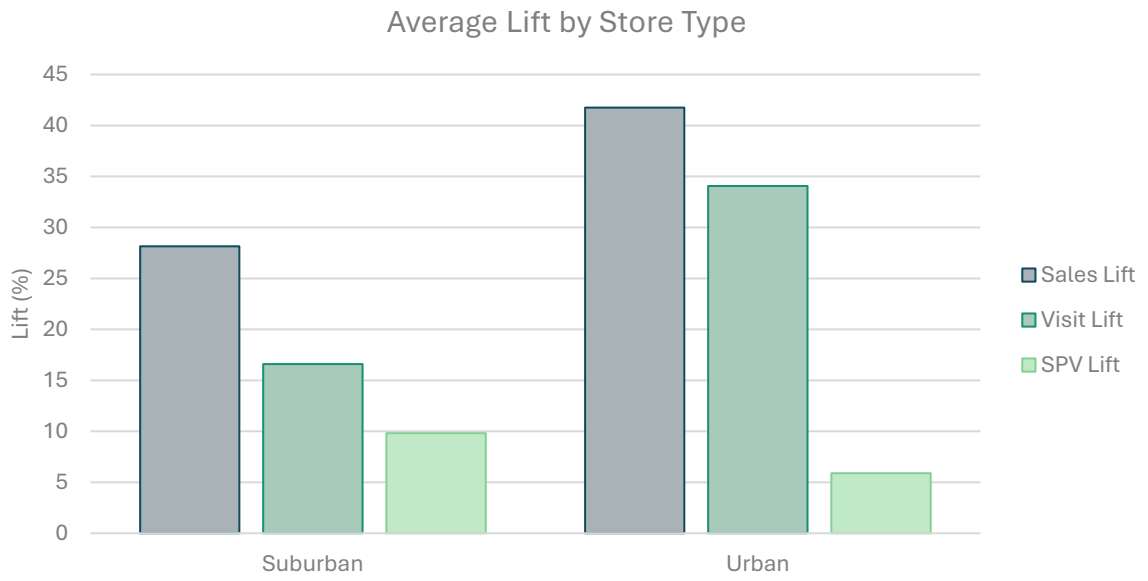


Performance by Store Type

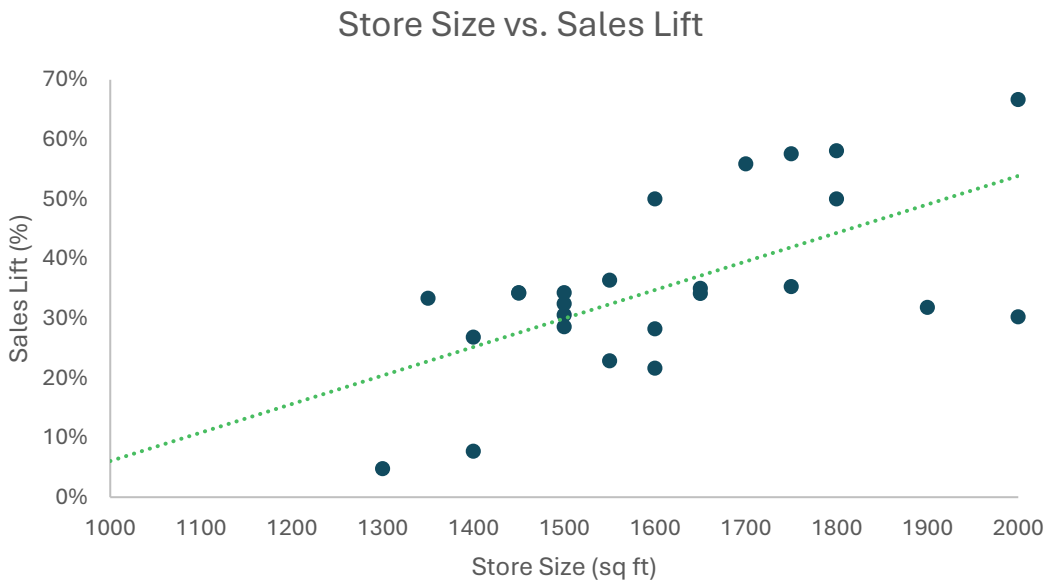
Average Lift (%)

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

- 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 is 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 & Anomalies

- High Performer: Store 001 experienced a 66.7% sales lift and 25% SPV lift during discount events.
- Low Performer: Store 017 sales only lifted by 4.8% during BOGO events.
- Pull-forward candidates: Los Angeles, San Diego, Austin, Detroit, and Baltimore show post-sale dips that indicate a need for guardrails to prevent cannibalization.

Additional Data Needs

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

Control Strategy

For the next test, I would do a matched-pair, cluster-randomized with a staggered rollout.

For the sample, I would create matched pairs of stores using pre-promotional data: baseline weekly sales, visits, SPV, store size, store type, and region. I would pair similar stores and randomly assign one from each pair to run the promotion and the other to be the control store.

I would exclude outlier performers from the sample and evaluate them alone. I would stratify the remaining stores in the sample by size and store type to keep the test balanced.

To account for confounding variables, I would collect weather and local event information, track inventory levels to flag low-stock weeks to prevent this from impacting sales results.

Test Duration Recommendations

For the next round of testing, I propose a 6-week cohort.

- 2 weeks pre-period to establish baseline sales
- 2 weeks of promotional activity
- 2 weeks post-promotion to measure halo/decay

This balances agility with enough time to capture two pay cycles, observe post-promotional behavior, and smooth out any week-to-week noise. Historically, promotional events run an average of about 15 days, so this is in line with existing promotional activities.