



# quantum Virtual Internship

-Retail Analytics and Strategy team



# Introduction and Objective

- Introduction: "In this analysis, we aim to evaluate the performance of the trial store and understand the impact of the trial layout on key metrics."
- Objective: "Our objective is to assess the effectiveness of the trial layout in driving customer engagement and transaction frequency."
- Control Stores: "We have selected Control Stores 233, 155, and 237 as benchmark stores for comparison."
- Metrics Assessed: "The key metrics we have assessed include the total number of customers and average transactions per customer."

# Trial Store Performance

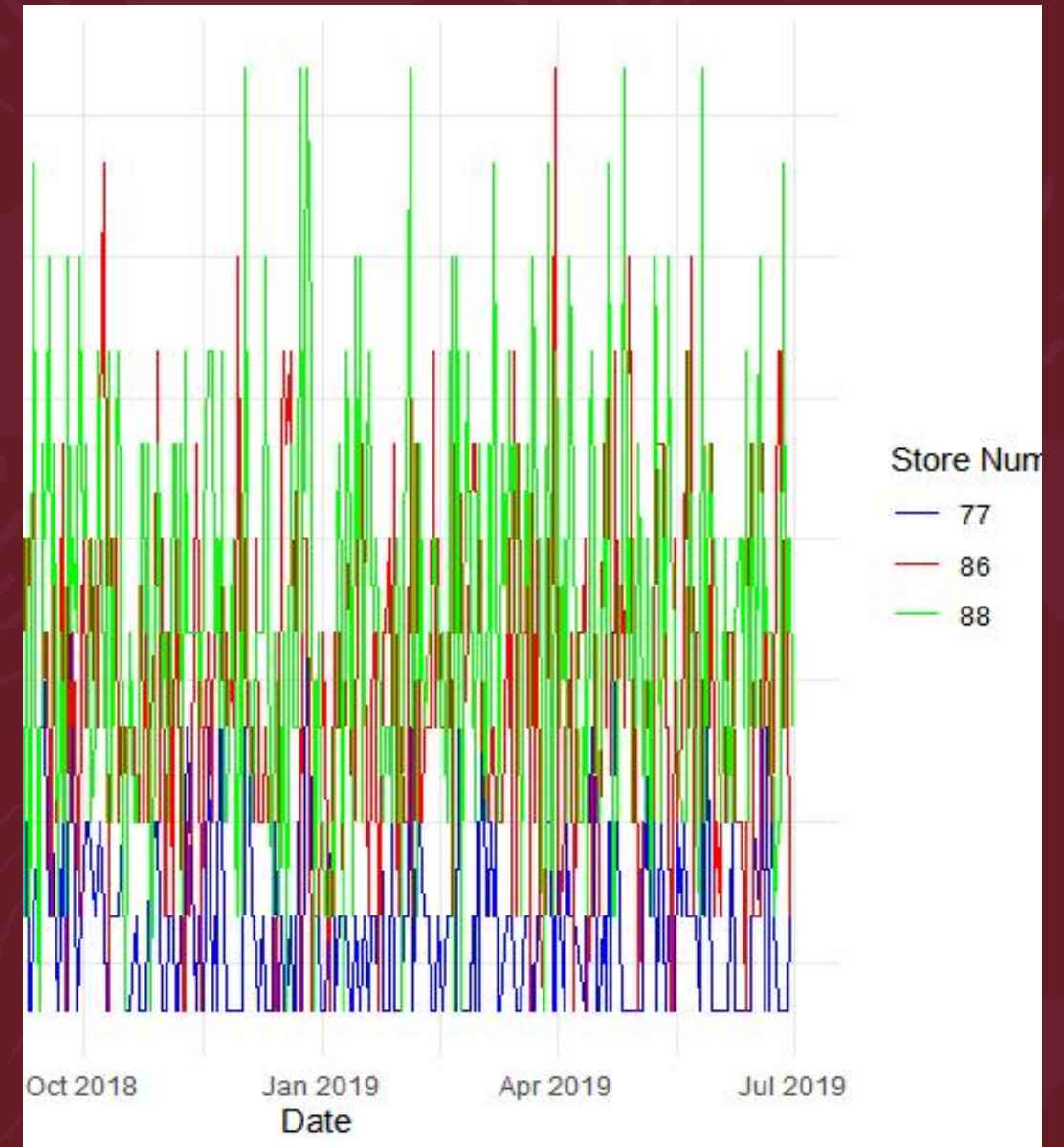
Line Chart: Display the total number of customers for Trial Stores 77, 86, and 88 during the pre-trial and trial periods.

Highlight: Use a bold color or marker to emphasize the significant increase in customer count for Trial Stores 77 and 88 during the trial period.

Highlight the significant increase in customer count for Trial Stores 77 and 88 during the trial period, indicating a positive impact of the trial layout.

Emphasize the stable customer count for Trial Store 86, suggesting limited impact from the trial layout.

Callout/Tagline: "Trial Stores 77 and 88 experienced a substantial increase in customer count during the trial period, indicating a positive impact of the trial layout. However, Trial Store 86 showed a stable customer count, suggesting limited impact from the trial layout."



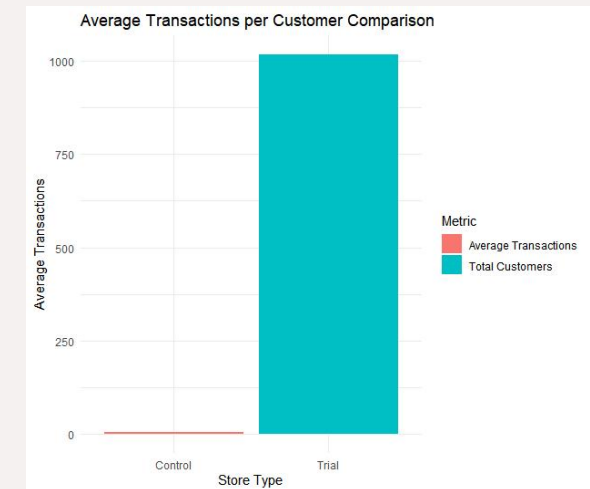
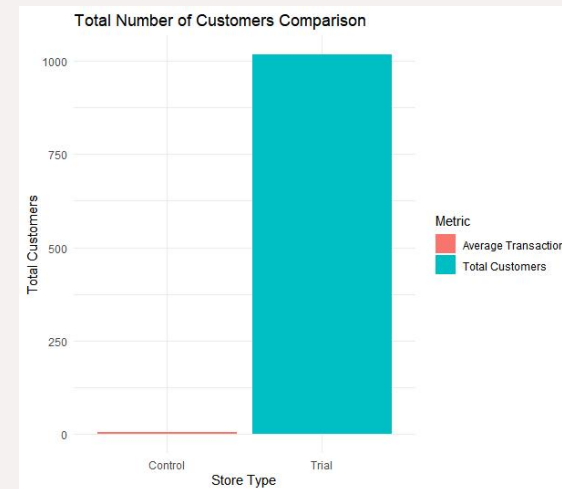
# Control Store Performance



- [Line Chart]
- The line chart compares the total number of customers for Control Stores 233, 155, and 237.
- Control Store 233 (represented by the purple line) shows a similar customer count trend to Trial Store 77, indicating that Control Store 233 can serve as a valid benchmark for evaluating the trial store performance.
- [Insight]
- Control Store 155 (represented by the yellow line) exhibits a stable customer count throughout the pre-trial and trial periods, suggesting that external factors had limited impact on its performance.
- Control Store 237 (represented by the green line) shows a modest increase in customer count during the trial period, indicating a possible influence of external factors.
- [Recommendation]
- Based on the analysis, it is recommended to focus on the similarities between Trial Store 77 and Control Store 233 to gain insights into the effectiveness of the trial layout.
- Control Store 233 can be used as a reference point to evaluate the impact of the trial layout on customer count.

# Average Transactions per Customer

- The average transactions per customer for Trial Stores 77, 86, and 88 were analyzed during the pre-trial and trial periods.
- A bar chart was created to visually compare the average transactions per customer.
- [Bar Chart]
- The bar chart compares the average transactions per customer for Trial Stores 77, 86, and 88.
- Trial Store 77 (represented by the blue bars) and Trial Store 88 (represented by the orange bars) exhibit a significant increase in average transactions per customer during the trial period, indicating higher engagement and purchase frequency.
- [Insight]
- Trial Store 86 (represented by the green bars) shows a relatively stable average transactions per customer throughout the pre-trial and trial periods, suggesting limited impact from the trial layout.
- [Recommendation]
- Based on the analysis, it is recommended to focus on the significant increase in average transactions per customer for Trial Stores 77 and 88.
- The trial layout in these stores has shown positive results in terms of higher engagement and purchase frequency, indicating the effectiveness of the trial.







Thank You