GreenTrail Outdoors: Promotional Strategy Analysis Report

1. Executive Summary

GreenTrail Outdoors has implemented a variety of promotions across 25 stores, leading to significant short-term increases in both sales and store visits. However, the data reveals that the uplift is often not sustained post-promotion, and the impact varies by promotion type and store segment. To optimize future campaigns and align with GreenTrail's sustainability mission, this report recommends a data-driven approach: expanding data collection, refining control groups, testing optimal promotion durations, and piloting innovative, sustainability-focused strategies.

2. Data Review

Dataset Overview

- **Stores:** 25 (Urban and Suburban, 1300–2000 sq ft)

- **Promotion Types:** Discount, Buy-One-Get-One (BOGO), Special Event

- **Metrics:** Weekly sales and average daily visits (before, during, after promotion)

Key Observations

- **Sales Uplift:** All stores experienced a sales increase during promotions, with Discount promotions showing the highest average uplift.

- **Visit Uplift:** Special Events led to the largest increase in store visits, indicating strong community engagement.

- **Post-Promotion:** In many cases, sales and visits dropped below pre-promotion levels after the campaign ended.

- **Store Segmentation:** Urban stores generally outperformed suburban stores in both sales and visit uplift.

3. Additional Data Recommendations

To enable deeper analysis and more targeted strategies, the following data would be highly beneficial:

- **Customer Demographics:** Age, gender, loyalty status, purchase history

- **Product-Level Sales:** Breakdown by category during each promotion

- **Promotion Costs:** For ROI calculation

- **Marketing Channel Data:** Communication method and engagement rates

- **Competitor Activity:** Overlapping promotions in the same regions

- **Sustainability Metrics:** Sales of eco-friendly products, customer feedback on green initiatives

4. Control Group Proposal

Objective: Accurately measure the true impact of promotions by comparing test stores to similar non-promoted stores.

Method:

- **Matched Control Stores:** For each test store, select a control store with similar size, type, and baseline sales/visits that did not run a promotion during the same period.

- **Example:** If piloting a new Discount in an urban 1800 sq ft store, choose another urban store of similar size and pre-promotion sales as a control.

5. Optimal Promotion Test Duration

- **Current Duration:** Most promotions lasted 14–15 days (2 weeks).

- **Recommendation:** Test new strategies for **2–3 weeks**. This duration is long enough to capture uplift but short enough to avoid customer fatigue and operational disruption.

- **Include:** 2–4 week pre- and post-promotion observation periods to measure baseline and sustained effects.

6. Innovative, Sustainable Promotion Strategies

To align with GreenTrail's sustainability ethos and drive long-term engagement:

1. **Eco-Incentive Promotions:**
   Discounts or loyalty points for customers who bring reusable bags, recycle old gear, or purchase sustainable products.

2. **Community Events:**
   In-store workshops on outdoor ethics, sustainability, or local conservation, with promotions tied to event participation.

3. **Green Bundles:**
   Bundle best-sellers with eco-friendly products at a promotional price, highlighting environmental benefits.

4. **Digital-First Campaigns:**
   Promote digital coupons via email/social media, reducing paper waste and targeting eco-conscious shoppers.

5. **Sustainability Scorecards:**
   Display in-store and online metrics showing the environmental impact of customer choices during promotions.

7. Summary Table of Recommendations

Area	Recommendation
Additional Data	Customer demographics, product-level sales, promotion costs, marketing channel, competitor data, sustainability metrics
Control Group	Matched stores by size, type, sales, and visits; no recent promotions
Test Duration	2–3 weeks, with pre- and post-periods for baseline and sustained effect
Strategy Ideas	Eco-incentives, community events, green bundles, digital campaigns, sustainability scorecards

9. Appendix

Sample Calculated Metrics

- **Sales Uplift:** Weekly Sales During Promotion - Weekly Sales Before Promotion

- **Visit Uplift:** Average Daily Visits During Promotion - Average Daily Visits Before Promotion

- **Promotion Duration:** DATEDIFF(Promotion Start Date, Promotion End Date, DAY) + 1

- **Sales Uplift %:** (Sales Uplift) / Weekly Sales Before Promotion

Sample Visuals (for Dashboard)

- Bar charts: Sales/visit uplift by promotion type

- Boxplots: Distribution of uplift

- Maps: Store performance by location

- KPI cards: Total/average uplift, best-performing stores

1. Analysis of Current Promotion Data

A. Trends and Patterns

- **Sales Uplift:**

  - All stores experienced a notable increase in weekly sales during promotions, with average uplift ranging from ~$8,000 to ~$15,000 per store.

  - **Discount promotions** consistently delivered the highest average sales uplift (e.g., Detroit: $14,000; New York: $20,000).

  - **BOGO** and **Special Events** also drove positive results, though with more variability.

- **Visit Uplift:**

  - Average daily visits increased during all promotion types.

  - **Special Events** led to the largest spikes in visits (e.g., Chicago: +150 visits/day).

- **Post-Promotion Retention:**

  - In several cases, sales and visits dropped below pre-promotion levels after the campaign, indicating a lack of sustained impact.

- **Store Segmentation:**

  - **Urban stores** generally saw higher uplifts than suburban stores, both in sales and visits.

  - Larger stores (by sq ft) tended to benefit more from promotions.

B. Anomalies

- Some suburban stores (e.g., Los Angeles, Austin) saw post-promotion sales fall below pre-promotion levels, suggesting possible customer fatigue or over-reliance on deals.

- A few stores (e.g., El Paso, Fort Worth) had relatively low uplift, possibly due to local factors or ineffective promotion execution.

2. Additional Data to Enrich Analysis

- **Customer Demographics:**
  To segment impact by age, gender, loyalty status, and tailor promotions accordingly.

- **Product-Level Sales:**
  To identify which categories benefit most from each promotion type.

- **Promotion Costs:**
  To calculate ROI and determine which promotions are most cost-effective.

- **Marketing Channel Data:**
  To analyze which communication methods (email, social, in-store) drive the best engagement.

- **Regional Economic Data:**
  Local unemployment, income, or economic activity might explain store-level performance differences.

- **Weather and Local Events:**
  Rain, snow, or major local events (e.g., festivals, marathons) could impact store traffic and promotion success.

- **Competitor Activity:**
  Overlapping competitor promotions could dilute GreenTrail's impact.

3. Control Strategy

A. Control Group Selection

- **Matched Control Stores:**
  For each test store, select a control store of similar size, type (urban/suburban), and baseline sales/visits that did NOT run a promotion during the same period.

- **Alternative:**
  Use pre-promotion data from the same store as a "self-control" baseline, but be aware of seasonality and external factors.

B. Rationale

- Ensures fair, apples-to-apples comparison.

- Controls for local trends, store size, and customer base.

- Allows for more accurate measurement of true promotion impact.

4. Test Duration Recommendation

- **Recommended Duration: 2–3 weeks** for each new promotional strategy.

- **Justification:**

  - The data shows most past promotions ran for 14–15 days and captured clear uplift.

  - This window is long enough to measure impact, but short enough to avoid customer fatigue or operational disruption.

  - Include a **2–4 week pre- and post-promotion observation period** to measure baseline and sustained effects.

5. Strategic Recommendations (Aligned with Sustainability Values)

- **Eco-Incentive Promotions:**
  Reward customers for sustainable behaviors (e.g., reusable bags, recycling old gear).

- **Community Events:**
  Host workshops or local clean-ups, tying promotions to event participation.

- **Green Bundles:**
  Bundle eco-friendly products at a promotional price, highlighting environmental benefits.

- **Digital-First Campaigns:**
  Use digital coupons to reduce paper waste and target eco-conscious shoppers.

- **Sustainability Scorecards:**
  Show customers the environmental impact of their purchases during promotions.

6. Summary Table

Area	Recommendation
Additional Data	Demographics, product-level sales, promotion costs, marketing channel, regional data, weather, competitor activity
Control Group	Matched stores by size, type, sales, visits; or pre-promotion data as baseline
Test Duration	2–3 weeks, with pre- and post-periods for baseline and sustained effect
Strategy Ideas	Eco-incentives, community events, green bundles, digital campaigns, sustainability scorecards

7. Conclusion

GreenTrail's promotions have driven significant short-term sales and visit uplifts, especially in urban and larger stores. However, the lack of post-promotion retention and the variability across stores highlight the need for more targeted, data-driven, and sustainability-aligned strategies. By enriching the dataset, using robust control groups, and piloting innovative campaigns, GreenTrail can maximize both business impact and its sustainability mission.