

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

8. Next Steps

1. **Data Requests:** Work with Emily to obtain additional data (demographics, product-level, marketing channels, sustainability metrics).
2. **Pilot Design:** Select test and control stores using matching criteria.
3. **Strategy Rollout:** Pilot one or more new strategies in a subset of stores, monitoring both sales/visits and sustainability engagement.
4. **Measurement:** Use Power BI dashboards and DAX measures to track results and iterate.

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