

# Fast Food Marketing Campaign A\B Test

IBM Watson Analytics Marketing Campaign



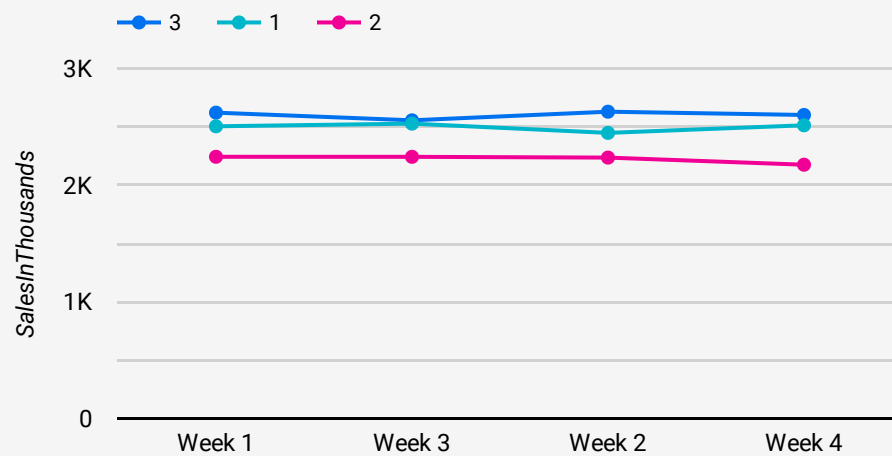
SalesInThousands  
**29,299.48**  
⬆ 2,038.6%

week ▼

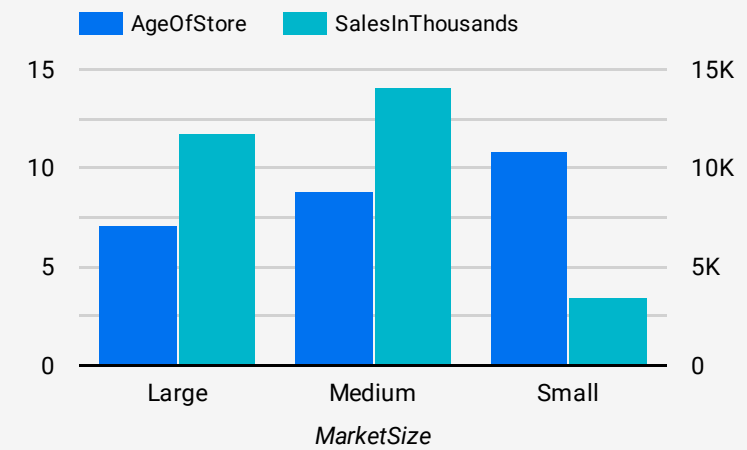
Promotion ▼

⬆ ⬆ ⬆

## Sales by Week: Promotion Effects



## Average Age vs. Sales by Market Size



## Sales Performance by Market Size

