

June 2020

Store Trial Performance Evaluation

Insights & Recommendations for
Strategic Planning



Classification: Confidential



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- Objective:**

Evaluate the performance of store trials conducted in stores 77, 86, and 88.

- Scope:**

- Analyze key metrics: total sales, number of customers, transactions per customer.
- Compare trial stores to control stores.

- Purpose:**

Provide actionable insights to inform the next half-year's strategic plan.

Overview: **Overview of Trial Performance**

- **Trial Stores:** 77, 86, and 88
- **Trial Period:** July 1, 2018 – June 30, 2019
- **Key Metrics Analyzed:**
 - Total Sales Revenue
 - Total Number of Customers
 - Average Transactions per Customer

Control Store Selection

- Methodology:**

- Normalized Euclidean distance used to select control stores based on similarity in sales, customers, and transactions.

- Selected Control Stores:**

- Store 77 → [Control Store]
- Store 86 → [Control Store]
- Store 88 → [Control Store]

Key Insights

- **Insight 1:** Significant sales increase observed in Store 88 during the trial period.
- **Insight 2:** Increase driven by more purchasing customers rather than frequency of purchases.
- **Insight 3:** Stores 77 and 86 showed stable performance, comparable to control stores.

Recommendations

1. Replicate Success Factors from Store 88

1. Identify specific promotional or operational strategies implemented.

2. Focus on Customer Acquisition Strategies

1. Trial stores with more customers saw better results.

3. Improve Transaction Frequency

1. Develop loyalty programs to increase repeat purchases.

Conclusion

- Summary of findings and recommendations.
- Importance of data-driven decision-making for future success.
- Call to action for aligning strategies with insights.