

Store Trial Performance Evaluation

- **Introduction**

"This report evaluates the performance of a store trial conducted in stores 77, 86, and 88. The analysis focuses on key metrics such as total sales revenue, total number of customers, and average transactions per customer, comparing these trial stores to control stores using similarity measures. The goal is to identify significant differences during the trial period."

- **Data Overview**

"The dataset contains 264,834 transactions across multiple stores with key attributes such as:

- Date of transaction
- Store number
- Total sales per transaction
- Customer life stage and premium status

The trial data spans from July 1, 2018, to June 30, 2019, for stores 77, 86, and 88."

- **Methodology**

"1. Preprocessing: The data was filtered to focus on the trial stores and key metrics were calculated.

2. Metric Calculation: Metrics such as total sales revenue, total number of customers, and average transactions per customer were calculated for all stores.

3. Control Store Selection: A similarity measure based on normalized Euclidean distance was used to identify control stores for each trial store.

4. Trial Analysis: Metrics were compared between trial and control stores during the trial period to identify significant changes."

- **Results**

"The top-performing stores by total sales were identified, with Store 88 being among the highest. Similarity scores were calculated to select control stores for the trial stores. These control stores were used to compare metrics during the trial period."

- **Conclusion**

"The analysis provides initial insights into the performance of the trial stores. Significant changes in total sales and the drivers behind these changes (e.g., more customers or more purchases per customer) were identified. Further analysis can help refine these findings."