

# QUANTIUM PROJECT REPORT

EVALUATION OF STORE TRIAL PERFORMANCE

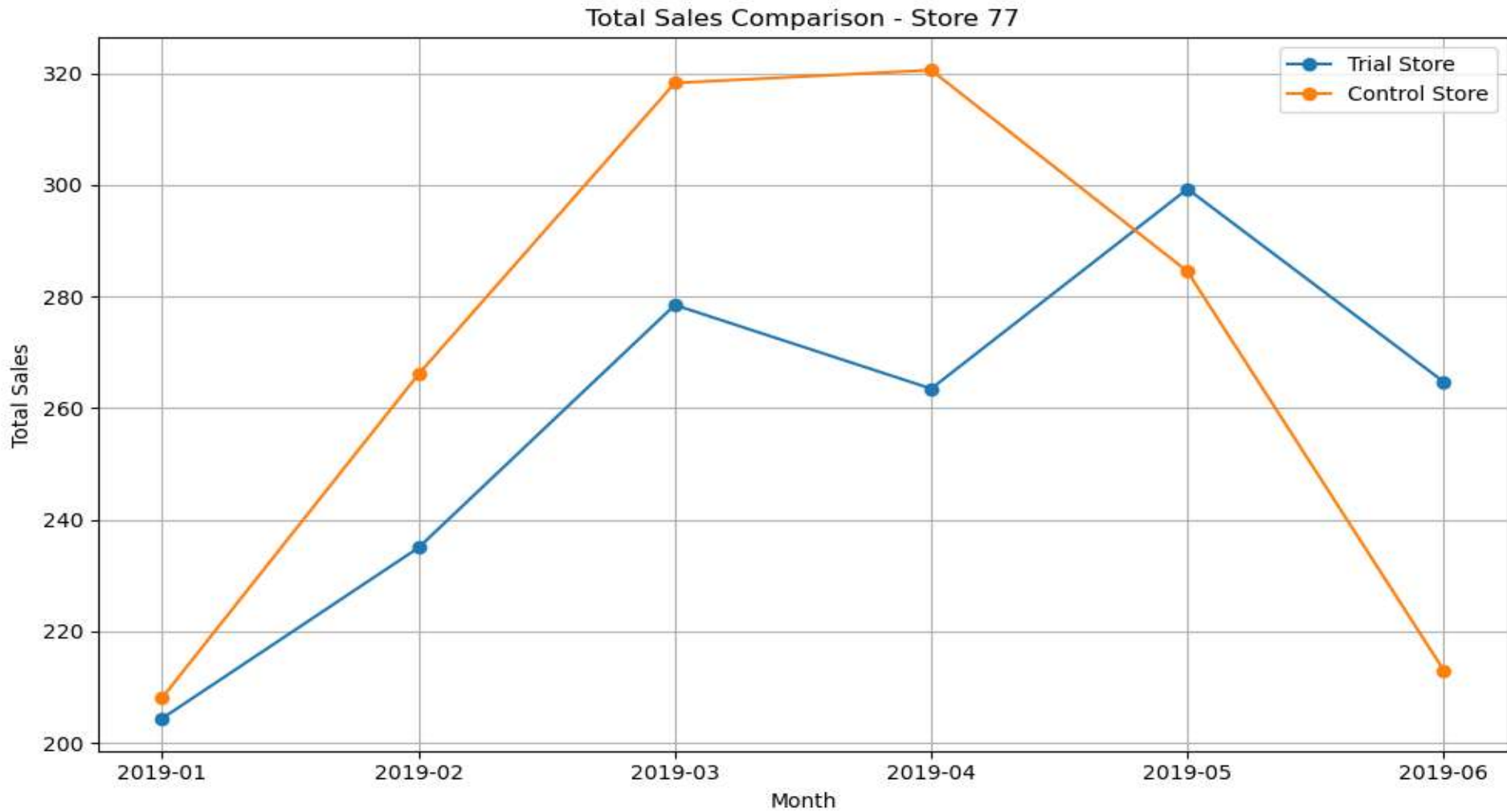


# STORE 77 ANALYSIS

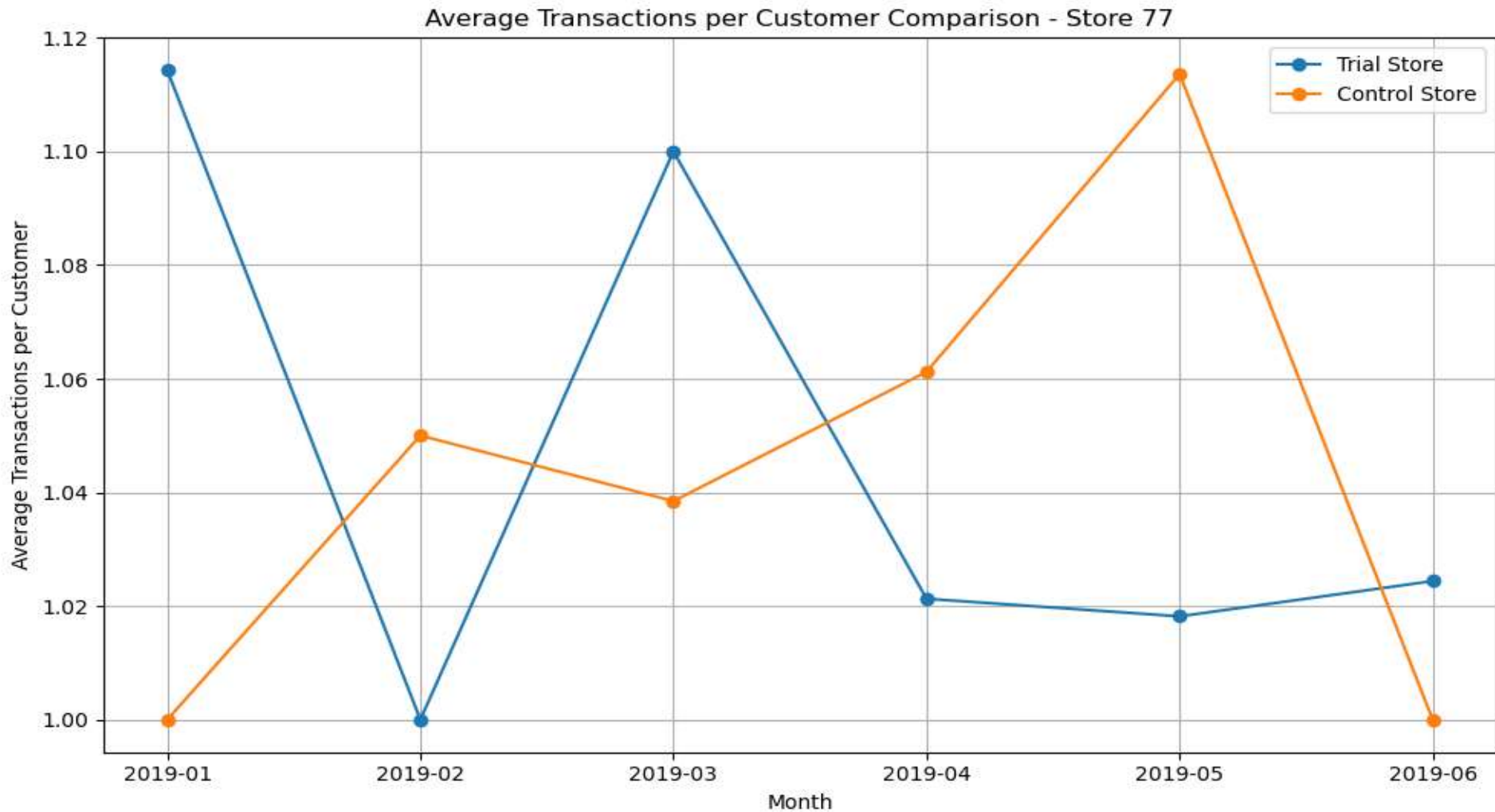
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- Total Sales, Number of Customers, and Average Transactions per Customer Comparison for Store 77

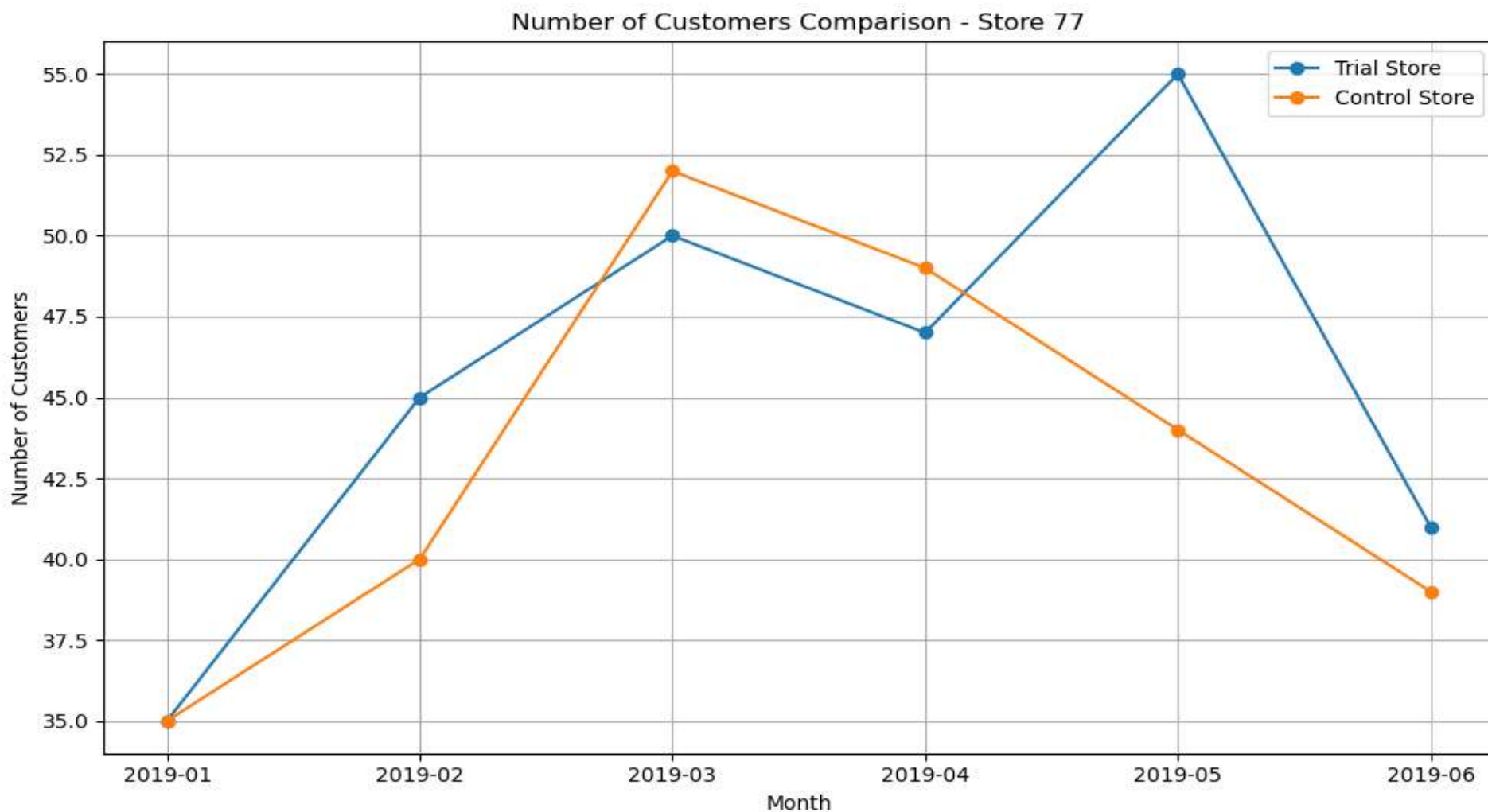
# TOTAL SALES COMPARISON – STORE 77



# AVERAGE TRANSACTIONS PER CUSTOMER COMPARISON – STORE 77



# NUMBER OF CUSTOMERS COMPARISON – STORE 77



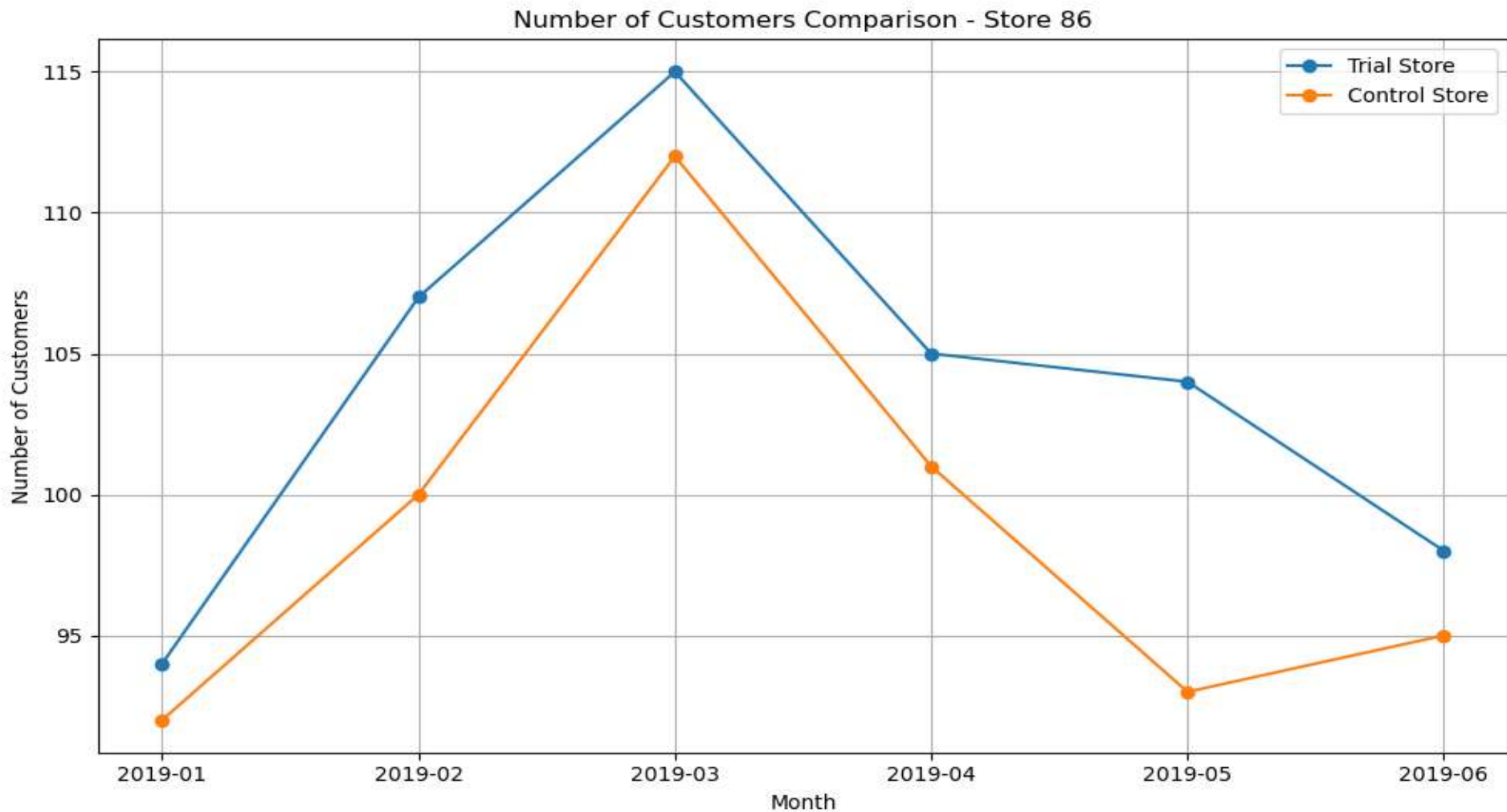
# STORE 86 ANALYSIS

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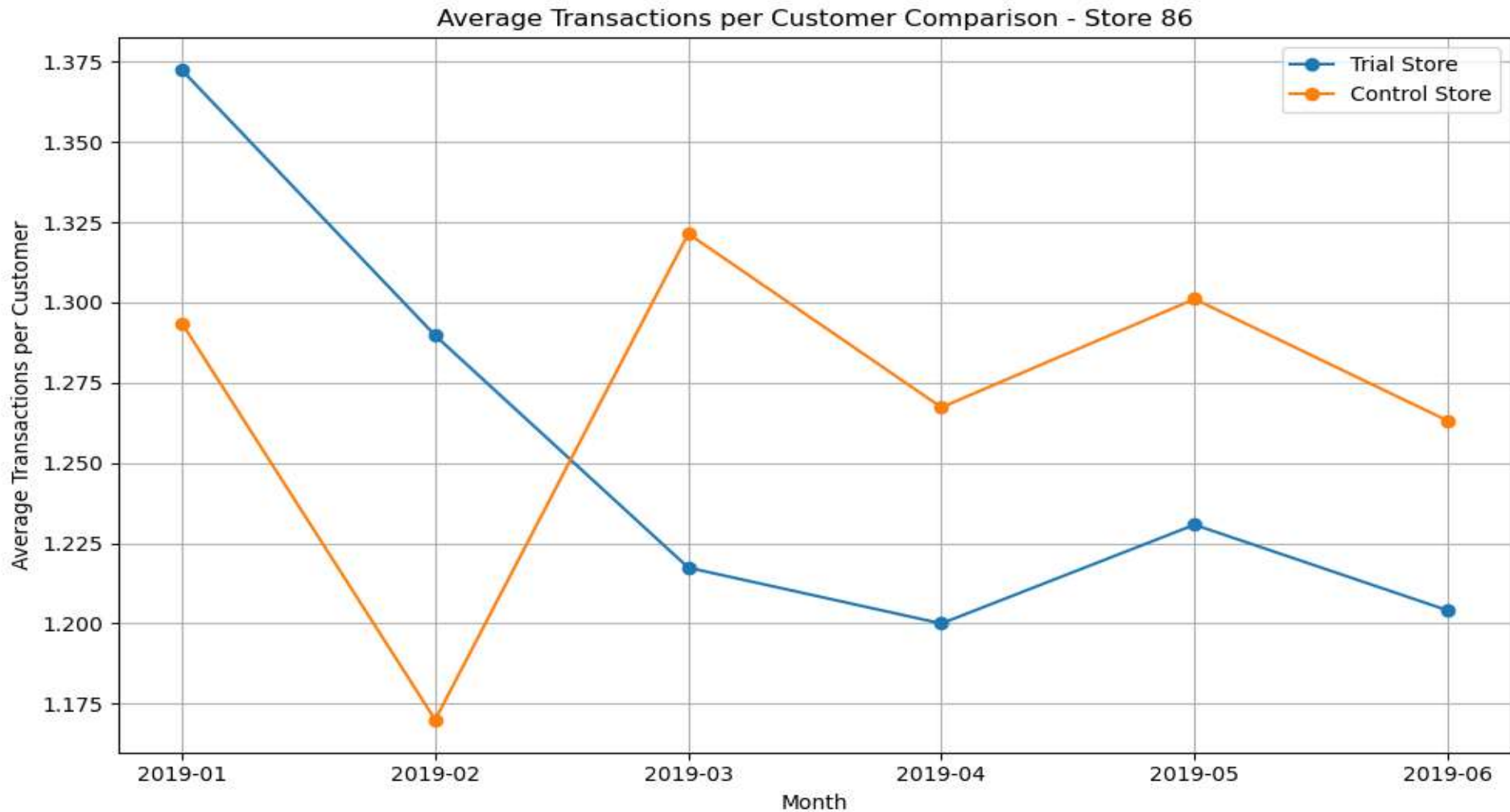
- Total Sales, Number of Customers, and Average Transactions per Customer Comparison for Store 86



# NUMBER OF CUSTOMERS COMPARISON – STORE 86

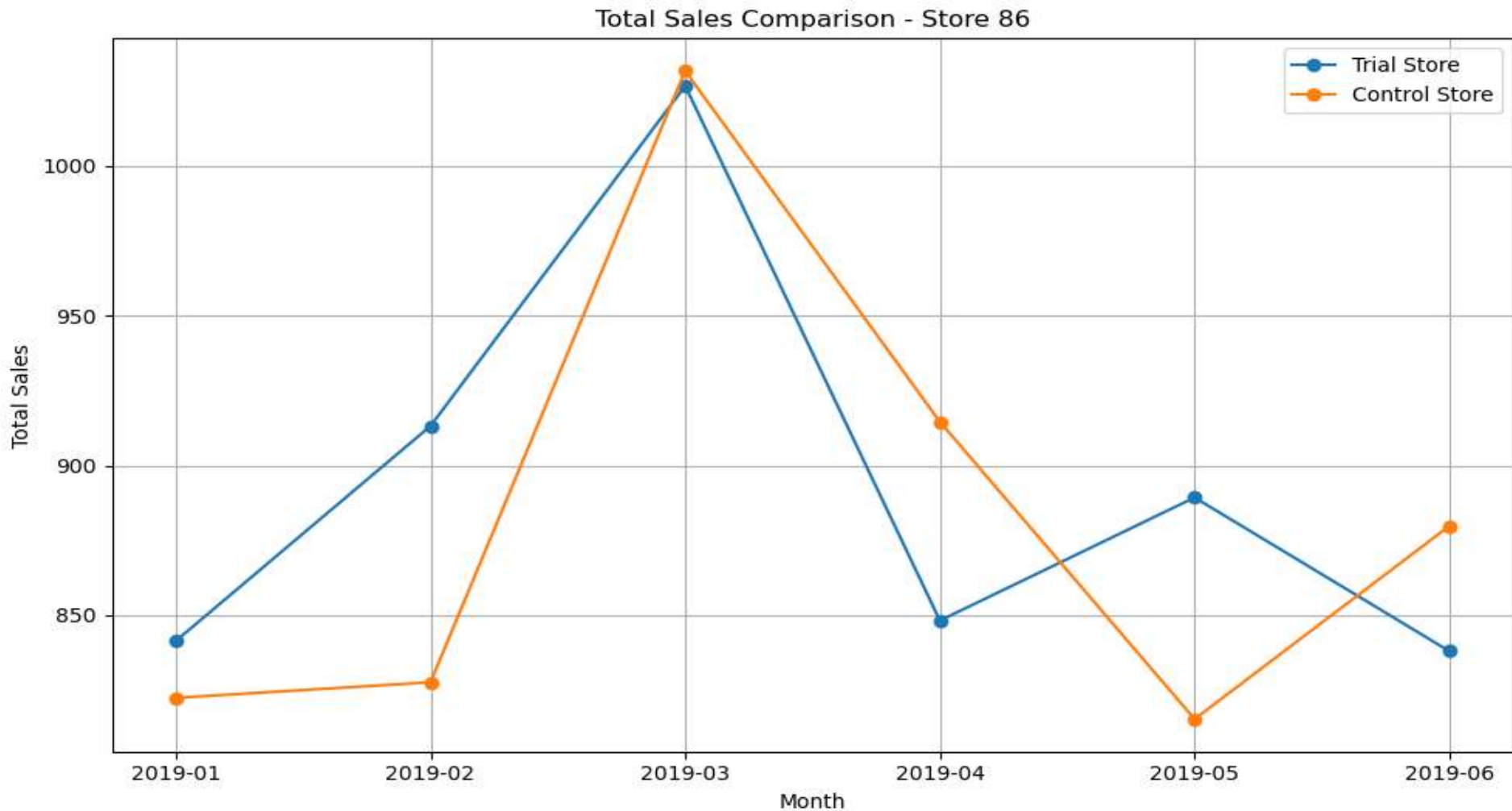


# AVERAGE TRANSACTIONS PER CUSTOMER – STORE 86





# TOTAL SALES COMPARISON – STORE 86

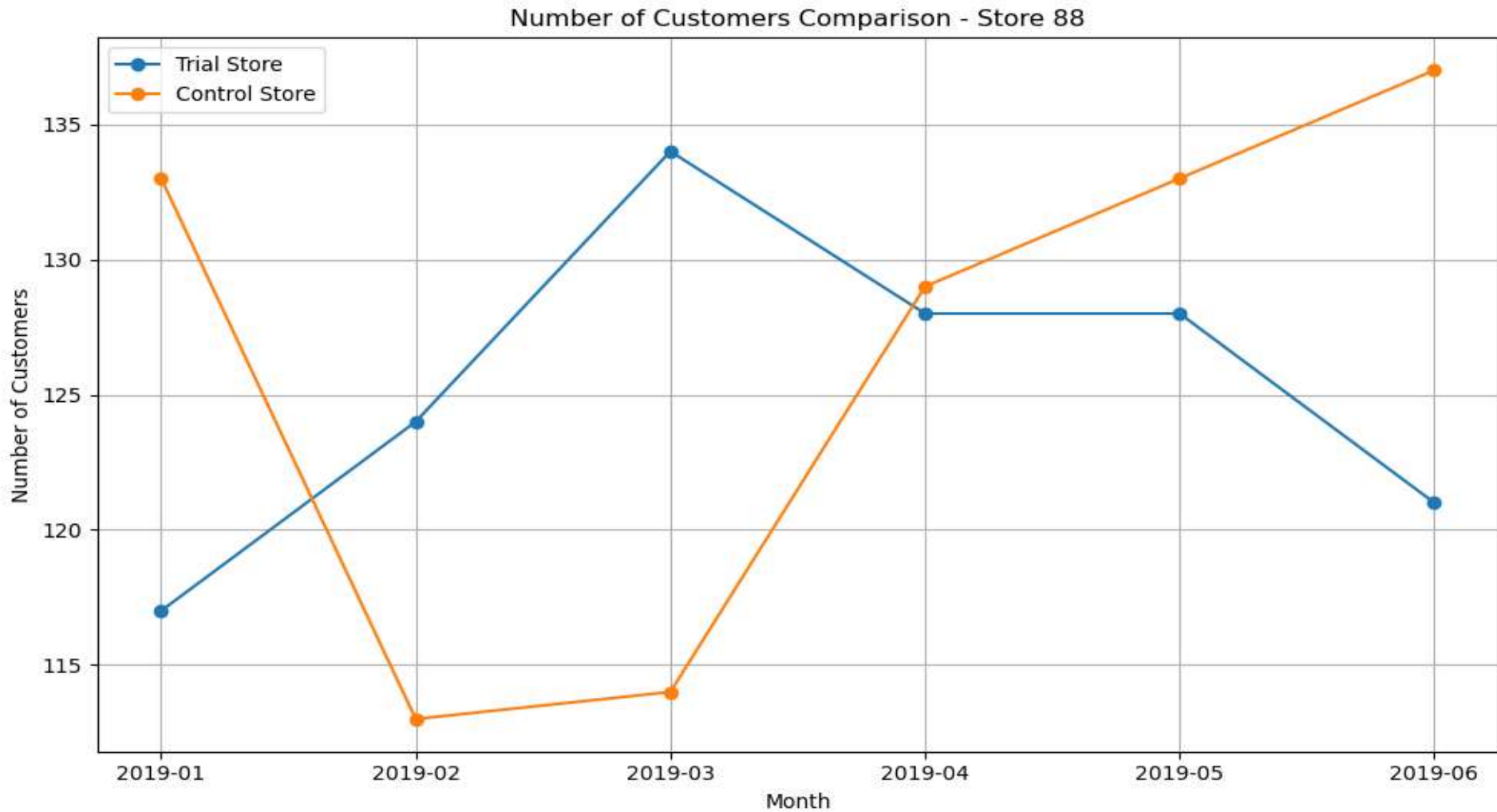


# STORE 88 ANALYSIS

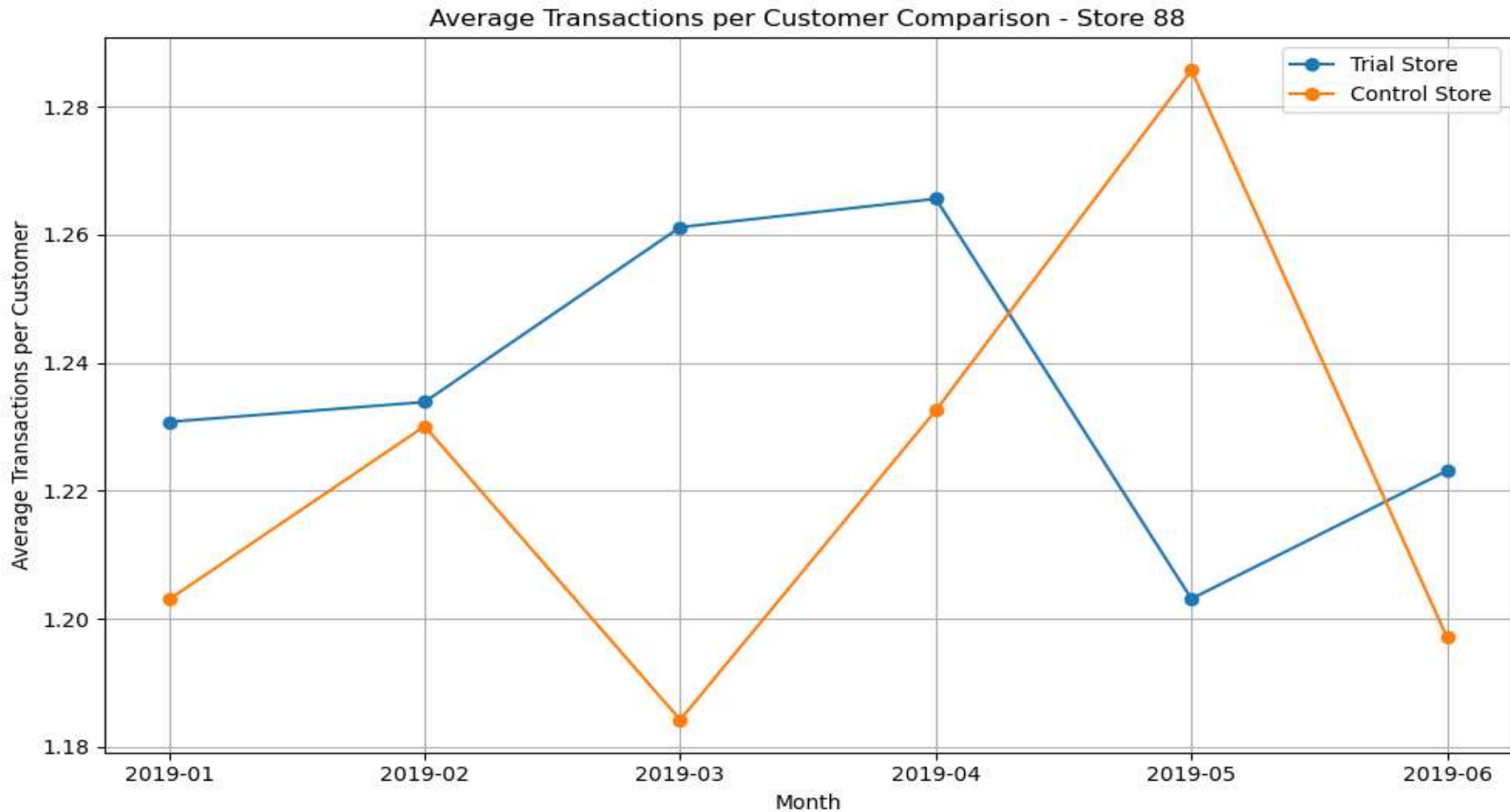
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- Total Sales, Number of Customers, and Average Transactions per Customer Comparison for Store 88

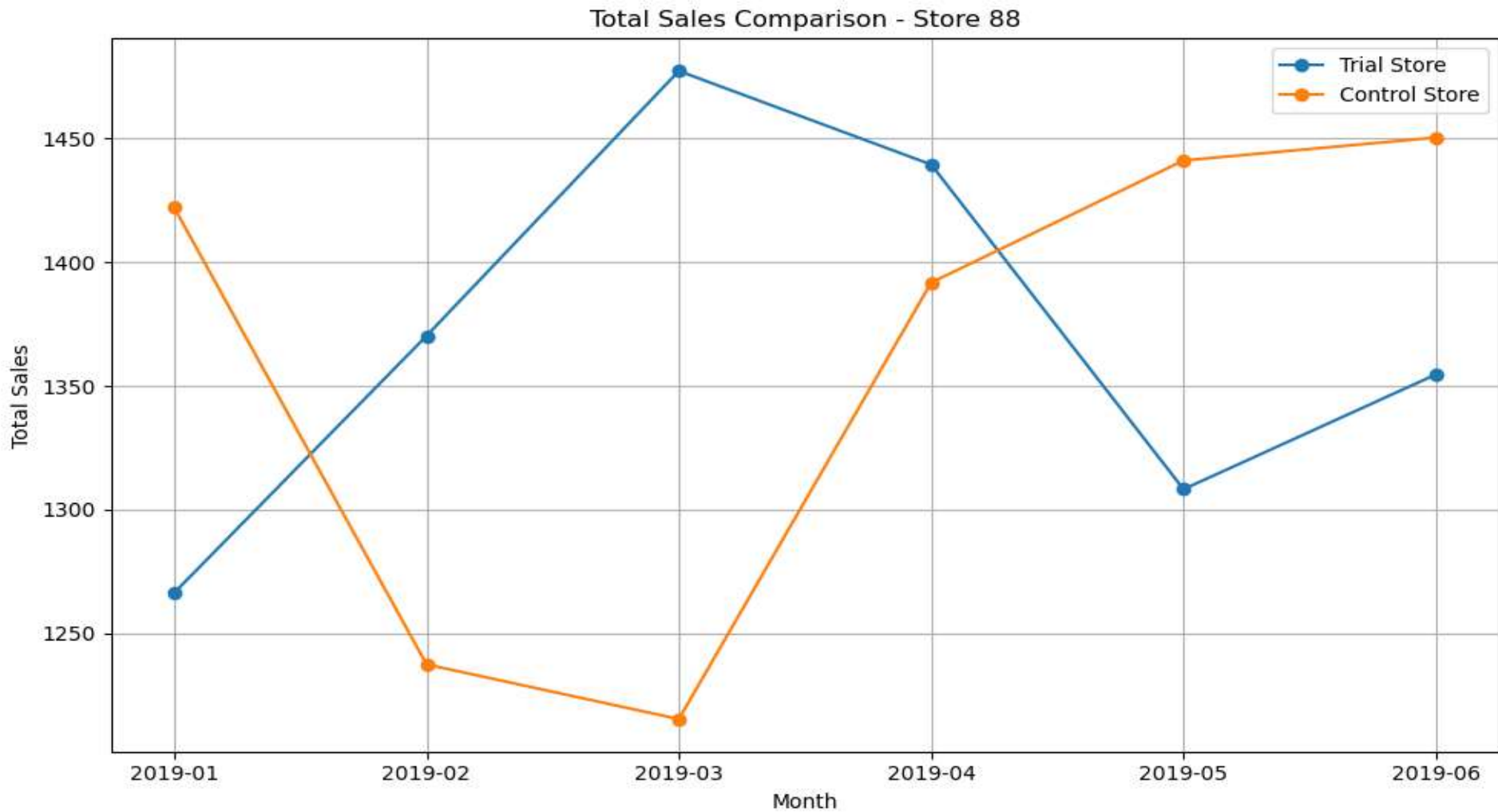
# NUMBER OF CUSTOMERS COMPARISON- STORE 88



# AVERAGE TRANSACTIONS PER CUSTOMER COMPARISON – STORE 88



# TOTAL SALES COMPARISON – STORE 88





# RECOMMENDATIONS

- 1. Reevaluate Trial Strategy: Consider revising the trial strategy, such as extending the trial period, modifying promotional tactics, or selecting different trial stores to achieve a more noticeable impact.
- 2. Further Analysis: Conduct a more detailed analysis to identify any potential trends or patterns that might not be captured by the overall sales metrics. This could include customer feedback, product-specific performance, or regional differences.
- 3. Targeted Promotions: Implement targeted promotions for high-frequency purchasers to increase loyalty and spending.
- 4. Stock Optimization: Focus on stocking the most popular pack sizes (175g, 150g) to ensure availability and meet customer demand.
- 5. Brand Partnership Opportunities: Leverage the popularity of top brands to negotiate better deals or co-promotional opportunities.
- 6. Customer Segmentation: Use the purchase behaviour data to segment customers based on their lifecycle stage and premium status. Tailor marketing campaigns to each segment.
- 7. Cross-Selling and Upselling: Introduce complementary products in the same category or related categories (e.g., dips, sodas) to increase basket size. Highlight these products during checkout or through personalized recommendations.

