

**Subject:** Store Trial Performance Analysis Report

Hi Julia,

I hope this email finds you well.

I have completed the analysis of the store trial performance for stores 77, 86, and 88 as requested. Please find attached the detailed report which includes our key findings, data visualizations, and strategic recommendations based on the results.

**Key Findings:**

- **Total Sales:** There were no statistically significant differences in total sales between the trial stores and their respective control stores during the trial period.
- **Customer Numbers:** Variations in the number of customers were observed, but these were not significant enough to indicate a clear impact of the trial.
- **Transactions per Customer:** The average number of transactions per customer showed minor differences but did not significantly impact overall sales.

**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 more detailed analyses to identify potential trends or patterns that might not be captured by 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 purchase behavior 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.

I look forward to discussing these findings and recommendations with you and exploring the next steps for our strategic plan.

Best regards,

Reuel

Data Analyst

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