

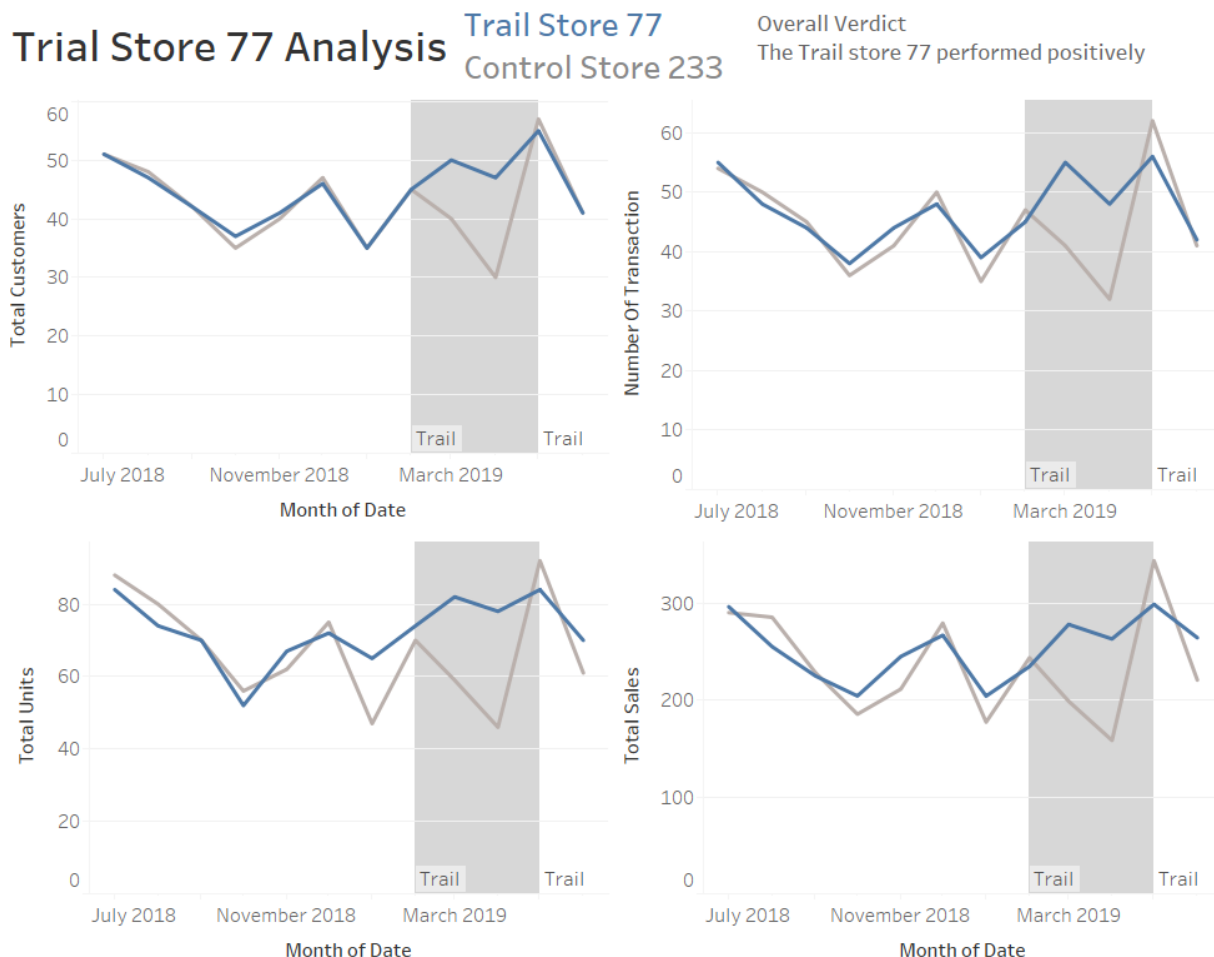
Finding the most representative control store

By analysing the different stores to find the appropriate control stores.

- I found that the Trail Store 77 can be represented by both stores 233 and 119. But by visual analysis I found Store 233 to be a better representative.
- I found that the Trail Store 86 can be represented by both stores 155 and 138. But by visual analysis I found Store 155 to be a better representative.
- I found that the Trail Store 88 can be represented by both stores 237 and 134. But by visual analysis I found Store 237 to be a better representative.

To analyse the performance of the trial and control store I made dashboards for the 3 trial stores. I choose 4 metrics

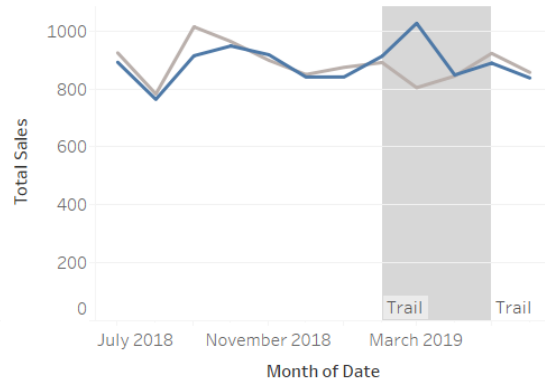
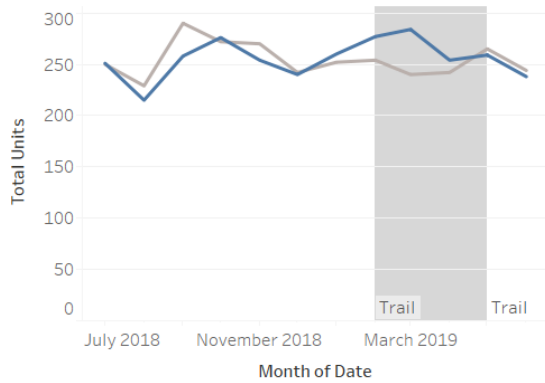
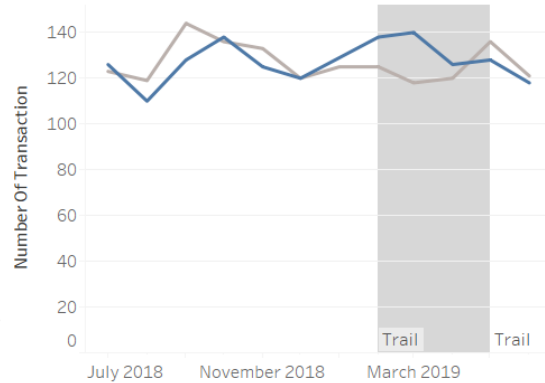
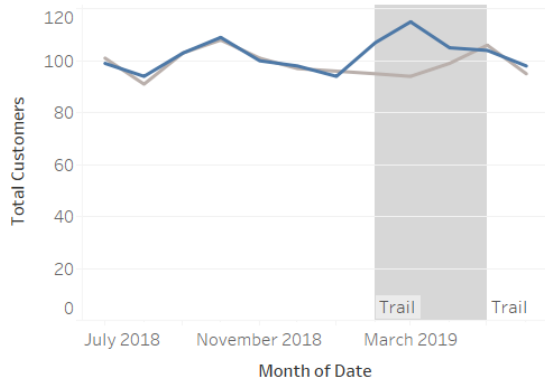
- Total number of Customers
- Number of Transactions
- Number of Units Sold
- Total Sales



Trial Store 86 Analysis

Trail Store 86
Control Store 155

Overall Verdict
The Trail store 86 performed positively



Trial Store 88 Analysis

Trail Store 88
Control Store 237

Overall Verdict
The Trail store 88 performed positively

