Daily sales data has been provided for 2 groups of customers that were targeted with a specific deal within a specific category.

Targeted 5k customers in both groups (Group A & B) & withheld 5k control groups for both groups.

Weeks 44 - 52 shows sales in the targeted category before the campaign period

Weeks 1 - 9 shows sales in the targeted category DURING the campaign period

Sales in Weeks 1 - 9 have also been split between customers that redeemed the specific offer vs customers that didn't.

**In presentation format to present back:**

1 - How did each of these groups perform against their control groups?

2 - What recommendations, if any, would you make when approached to run the same campaign again?

**What is being evaluated:**

1 – Approach

2 – Thought pattern