

The background of the slide is a light gray gradient. It is decorated with numerous realistic water droplets of various sizes. Some droplets are large and prominent, while others are small and subtle. They are scattered across the slide, with a higher concentration in the top-left and bottom-right corners, and a few smaller ones near the center text.

CATEGORY REVIEW: CHIPS

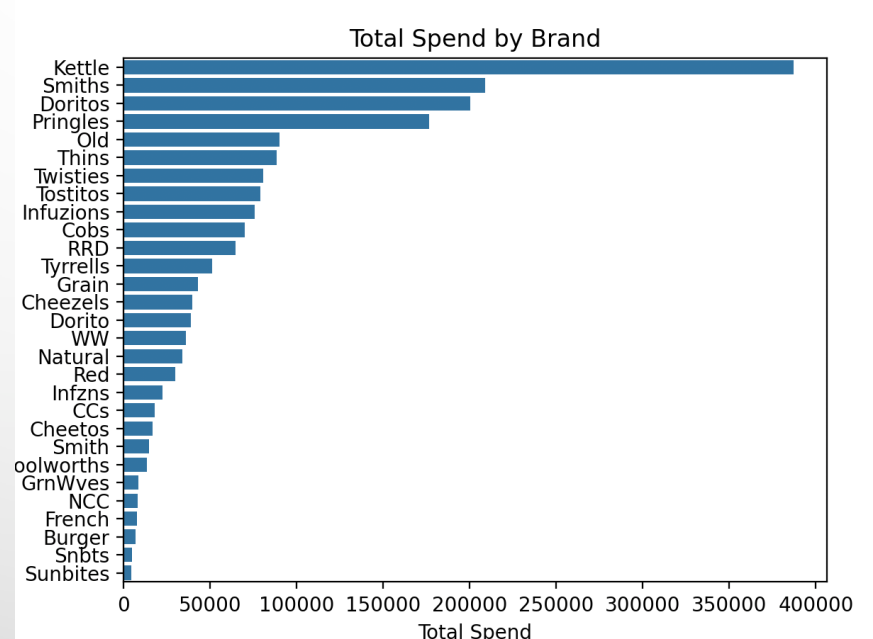
RETAIL ANALYTICS

EXECUTIVE SUMMARY

- **CONTENT:**
- **HIGH-LEVEL INSIGHTS:**
 - **STORE 77:** SALES INCREASED BY 15%, DRIVEN BY HIGHER TRANSACTION FREQUENCY AND CUSTOMER ENGAGEMENT.
 - **STORE 88:** POSITIVE UPLIFT IN TOTAL SALES AND CUSTOMER COUNT, OUTPERFORMING CONTROL STORES.
 - **STORE 86:** MINIMAL IMPROVEMENT; PERFORMANCE ALIGNS CLOSELY WITH CONTROL STORE, INDICATING AREAS FOR OPTIMIZATION.
- **KEY RECOMMENDATIONS:**
 - ROLL OUT TRIAL LAYOUTS IN STORES 77 AND 88.
 - REFINE PRICING AND PROMOTIONAL STRATEGIES FOR STORE 86.
 - MONITOR POST-ROLLOUT PERFORMANCE AND GATHER CUSTOMER FEEDBACK FOR CONTINUOUS IMPROVEMENT.

TASK 1 INSIGHTS

- **CONTENT:**
- **KEY OBSERVATIONS:**
 - TOP BRANDS (KETTLE, SMITHS, DORITOS, AND PRINGLES) CONTRIBUTE TO THE MAJORITY OF SALES.
 - HIGH CUSTOMER PREFERENCE FOR PACK SIZES 150G AND 170G.
 - SMALLER PACK SIZES (E.G., 70G) SHOW LIMITED TRACTION, SUGGESTING ROOM FOR TARGETED PROMOTIONS.
- **VISUAL:** INCLUDE THE "TOTAL SPEND BY BRAND" GRAPH.
- **CALLOUT:** FOCUS PROMOTIONAL EFFORTS AND SHELF SPACE ON HIGH-PERFORMING BRANDS AND POPULAR PACK SIZES.



TASK 2 TRIAL STORE PERFORMANCE

- **TITLE:** TRIAL STORE PERFORMANCE

CONTENT:

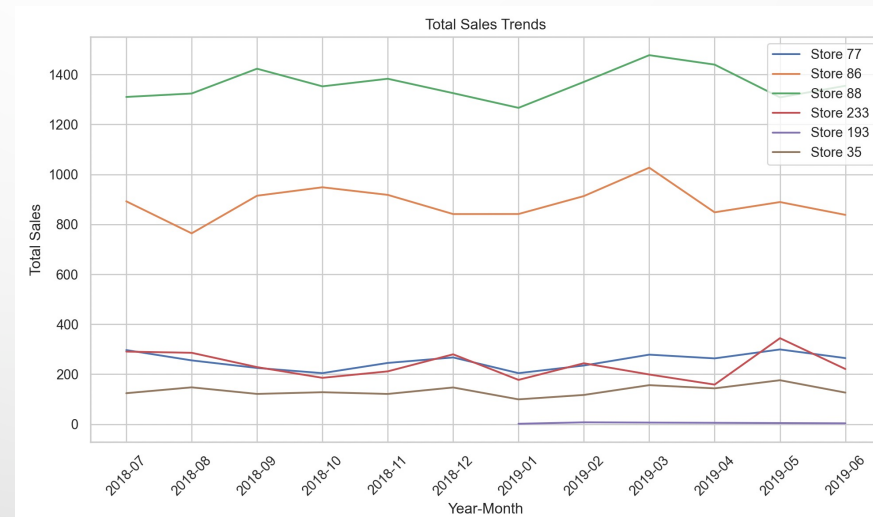
- **KEY INSIGHTS:**

- STORES 77 AND 88 SHOWED SIGNIFICANT IMPROVEMENTS COMPARED TO CONTROL STORES DURING THE TRIAL.
- STORE 86'S PERFORMANCE CLOSELY ALIGNS WITH ITS CONTROL STORE, INDICATING LIMITED IMPACT OF THE TRIAL LAYOUT.
- CONTROL STORE SELECTION BASED ON CORRELATION AND MAGNITUDE DISTANCE ENSURES VALID COMPARISONS.

- **VISUAL:** INCLUDE THE "TOTAL SALES TRENDS" GRAPH.

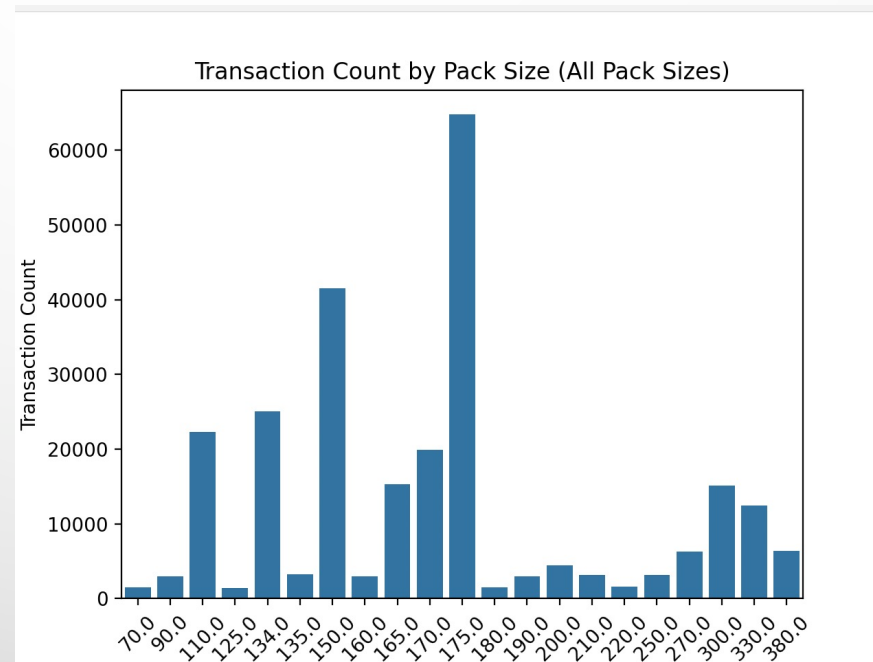
- **CALLOUT:**

- HIGHLIGHT THE CONSISTENT SALES GROWTH IN STORES 77 AND 88.
- NOTE THE FLAT PERFORMANCE OF STORE 86 AND ITS CONTROL STORE.



OVERVIEW: DETAILED FINDINGS

- **CONTENT:**
- **TRIAL STORE INSIGHTS:**
 - **STORE 77:** SIGNIFICANT SALES UPLIFT (+15%) DRIVEN BY INCREASED TRANSACTION FREQUENCY.
 - **STORE 88:** POSITIVE PERFORMANCE DRIVEN BY INCREASED CUSTOMER COUNT AND TRANSACTIONS.
 - **STORE 86:** MINIMAL IMPACT; PERFORMANCE REMAINED WITHIN THE CONTROL STORE'S RANGE.
- **DRIVERS OF CHANGE:**
 - METRICS LIKE SALES, TRANSACTIONS PER CUSTOMER, AND CUSTOMER COUNT ARE THE KEY DRIVERS.
 - PACK SIZE AND PRICING STRATEGIES PLAY A CRUCIAL ROLE IN CUSTOMER PREFERENCES.
- **VISUAL:** INCLUDE THE "TRANSACTION COUNT BY PACK SIZE" GRAPH.
- **CALLOUT:** TAILOR STOCK TO FOCUS ON 150G AND 170G PACK SIZES, AS THEY DOMINATE TRANSACTIONS.



RECOMMENDATIONS

- **CONTENT:**
- **STRATEGIC PLAN:**
 - ROLL OUT NEW LAYOUTS TO **STORES 77 AND 88**.
 - CONDUCT FURTHER TRIALS FOR **STORE 86** WITH ADJUSTMENTS TO PRICING AND PROMOTIONS.
 - FOCUS ON HIGH-PERFORMING BRANDS LIKE KETTLE AND SMITHS DURING ROLLOUT.
 - TAILOR PACK SIZE AVAILABILITY TO MATCH CUSTOMER PREFERENCES (150G AND 170G).
- **NEXT STEPS:**
 - MONITOR POST-ROLLOUT PERFORMANCE OVER THE NEXT QUARTER.
 - GATHER CUSTOMER FEEDBACK TO REFINE LAYOUTS FURTHER.
 - SCHEDULE FOLLOW-UP ANALYSIS TO ASSESS LONG-TERM IMPACT.

APPENDIX

- **CONTENT:**
- **CONTROL STORE SELECTION:**
 - CONTROL STORES WERE SELECTED USING CORRELATION AND MAGNITUDE DISTANCE METRICS.
 - ENSURES COMPARABLE BASELINE PERFORMANCE FOR RELIABLE ANALYSIS.
- **STATISTICAL TESTING:**
 - T-TESTS CONFIRMED SIGNIFICANT DIFFERENCES IN SALES FOR STORES 77 AND 88 DURING THE TRIAL.
- **VISUALS:** INCLUDE ADDITIONAL CHARTS, SUCH AS THE "DISTRIBUTION OF WAGES" GRAPH, TO SUPPORT DEEPER ANALYSIS.
- **CALLOUT:** LOW-INCOME CUSTOMERS DOMINATE THE MARKET, INDICATING THE NEED FOR PRICE SENSITIVITY IN MARKETING AND PROMOTIONAL EFFORTS.