



GreenTrail Outdoors: Promotional Strategy Optimization Report

Executive Summary

This report analyzes historical promotion data from 60 GreenTrail Outdoors stores. The objective was to identify trends and patterns to optimize future in-store promotions, aligning them with GreenTrail's ethos.

Analysis

- **Urban stores:**
 - Strong response to BOGO promotions, indicated by significant increases in foot traffic and sales.
 - Special events and discounts showed varied results, with discounts being less effective compared to suburban stores.
- **Suburban stores:**
 - High responsiveness to discount promotions, leading to substantial sales and foot traffic increases.
 - Special events also positively impacted these stores, while BOGO promotions were moderately effective.

Additional data considerations

- **Customer demographics:** Age, income, shopping habits, and family size to understand customer preferences better.
- **Competitor activity:** Information about concurrent promotions or activities by competitors.
- **Seasonal trends:** Sales data across different seasons to identify patterns and peak shopping periods.
- **Product categories:** Performance of different product categories during promotions.
- **Customer feedback:** Post-promotion customer feedback to gauge satisfaction and areas for improvement.

Control group selection

- **Utilize historical sales data:** Since there are no non-participating stores available for a direct comparison, the control strategy will rely on analyzing historical sales data.
- **Timeframe selection:** Compare sales from the same period in the previous year(s) for the test stores. This comparison will serve as a baseline to assess the impact of the current promotions.
- **Account for seasonal variations:** Ensure that the historical data aligns seasonally and contextually with the current data to account for any seasonal sales patterns or annual trends.



Proposed promotional testing strategy

- **Minimum duration:** 6-8 weeks to accommodate different purchase cycles and consumer behaviors.
- **Flexibility for adjustment:** Mid-point review after 3-4 weeks to assess preliminary results and make necessary adjustments.
- **Post-promotion analysis:** Additional 4 weeks post-promotion to evaluate the sustained impact and long-term effects.

Conclusion

The analysis suggests a tailored approach to promotions, considering store size, location, and timing, can significantly enhance GreenTrail's in-store promotional effectiveness.