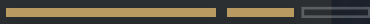


# TEST AND CONTROL ANALYSIS FOR A FOOD MAJOR



# THE CLIENT PROBLEM

Our client, a fast growing casual restaurant chain, observed a decline in the incidence of beverages purchased with their combo meals. They wanted to run multiple campaigns across their outlets to arrest this decline. The client wanted us to help design the campaigns and identify the right stores for rollout.

## THE AQ SOLUTION



### DESIGN CAMPAIGNS & ASSIGN TEST STORES

Multiple test campaigns were designed to measure the impact of one or more changes or a combination of changes (e.g.: change in prices, product variety offering and serve sizes etc.).

Test stores were assigned to each campaign such that they were representative of all client stores.

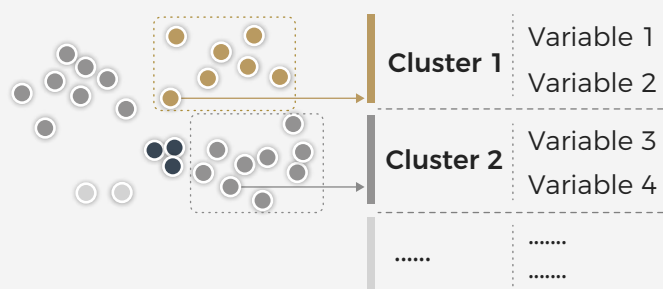


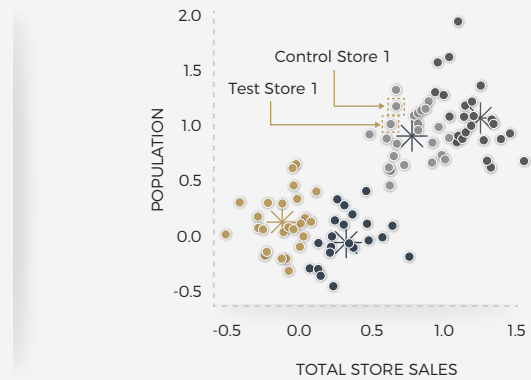
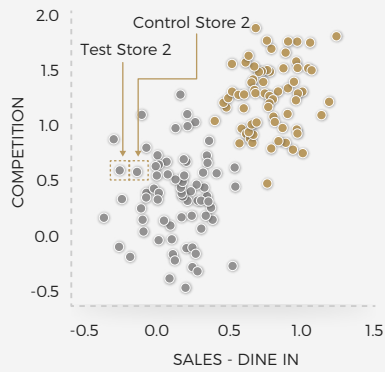
### SELECTION OF BEST FIT CONTROL STORES

We grouped/clustered the stores based on their similarities.

We shortlisted variables relevant to each cluster.

We matched control stores with test stores based on shortlisted variables.





Based on these clusters, test stores were selected and the closest neighbor to the test stores were marked as the control store (as shown in the cluster plot).

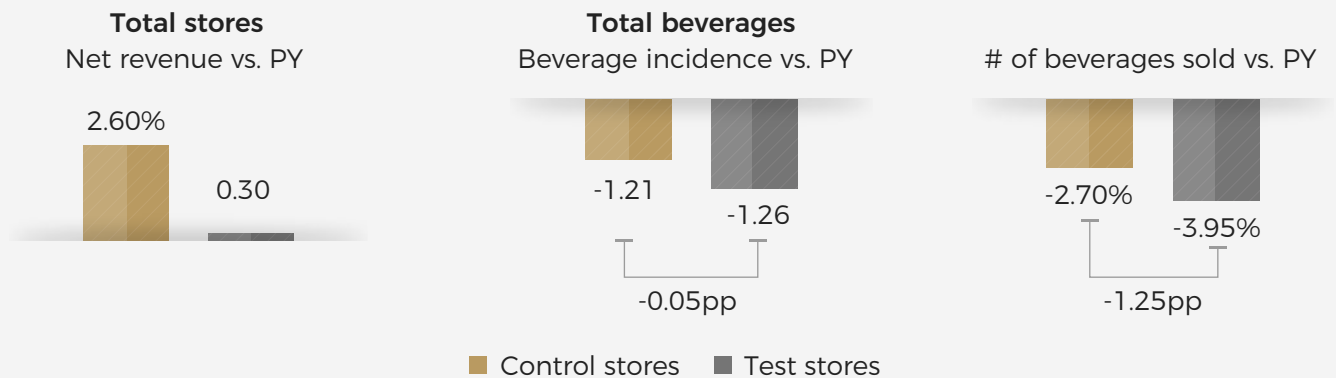


### COMPARE & ANALYZE TEST RESULTS

We executed the campaigns in the test and control stores.

We analysed results of the comparison between the test and control stores using statistical techniques.

Based on the campaign results, AQ recommended the right roll out strategy to the client.



## THE CLIENT BENEFIT

We identified the right stores to ensure that all segments were covered and the final roll out of the campaigns were effective.

We provided analysis to show a significant incremental sales benefit for running particular campaigns leading to an increase in profits and customer satisfaction.

We streamlined a process for continuous campaign evaluation.

We evaluated the performance of campaigns and calculated their return on investment.

Our analysis helped marketing managers gain insights about their campaigns, identify the right benchmarks for future promotions and design future campaigns to increase sales volumes across stores.



**Thank You**

For any queries, get in touch with us.

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