

# Store A (High Volume)

## Browsing Data

### Overall Use

- Date Range: May 28 - Oct 05 (130 Days)
- Total User Engagements: 12,103
- Average Users Daily: 93
- 4% launched the catalogue vs 96% placing an object

### Top 3 days of highest user engagement

1. 06/14/2017: 770 engagements
2. 09/28/2017: 752 engagements
3. 07/03/2017: 691 user engagements

### Of those that placed an object

- 9807 total objects placed
- For an average of 75.63 products in a day

### Of those that viewed the catalogue

1. Flowers: Viewed 796 times (28.5%)
2. Edibles: Viewed 688 times (24.6%)
3. Concentrates: Viewed 528 times (18.9%)
4. Cartridges: Viewed 462 times (16.5%)
5. Pre-Rolls: Viewed 322 times (11.5%)

### Most popular tabs

1. Attributes: Viewed 208 times (27.4%)
2. Flavor: Viewed 166 times (21.9%)
3. Highlights: Viewed 154 times (20.3%)
4. Brand Info: Viewed 111 times (14.6%)
5. Reviews: Viewed 95 times (12.5%)
6. Similar items: Viewed 24 times (3.2%)

## Sales Data

The featured brands saw an overall increase of 56% increase in Sales during beta period as compared to the period before beta. Total units increase for all featured products of 1964 could be seen.

### Top Selling Products

- a) Golden Goat
  - % increase in units sold = 153%
  - units increase = 890
  - number of times physically placed = 3912
  
- b) Mary's Medicinals - CBD Remedy Oil Tincture (500mg)
  - % increase in units sold = 131%
  - units increase = 38
  - number of times physically placed = 1563
  
- c) Riple-THC-100mg
  - % increase in units sold = 104%
  - units increase = 99
  - number of times physically placed = 3311

## Conclusion

The Products that were featured on our table saw an overall increase in Sales. With the visibility of the products, the direct impact can be seen in sales during our beta period.

The featured products were placed 9807 times on the table. This correlates directly with the 56% increase in sales.

Our table was used by customers to add in cart for purchase directly which relates to the ease of use of our product.

Breakdown:

- Top product placed in cart with a high increase in sales
  - o Americanna - Indica Sweet Gummies - 100mg Each was placed in cart to be checked out 9.4% of times out of other products and saw an increase of 264% of sales during beta.

- Golden Goat is the featured product with high overall sales during beta period with 1472 units sold and 153% increase in sales as compared to before being displayed on the product.
  - Golden Goat was placed 3522 times on the top placed days and 126 units of the product were sold during these days (accounting for 8.5% of total units sold)
- Ripple- thc 10 mg was placed 3125 times on the top placed days and 16 units of the product were sold during these days (accounting for 7% of total units sold)
- Craft 710 - Blueberry Shatter 1g \$50.00 Each • Wax/Budder was viewed in catalog 73.2% of times and the product sales increased by 17%