

Store B (Mid Volume)

Browsing Data

Overall Use

- Date Range: Jun 02 - Aug 02 (62 Days)
- Total User Engagements: 2,927
- Average Users Daily: 48
- 2% viewed the catalogue vs 98% placing an object.

Top 3 days of highest user engagement

1. 07/13/2017 – 526 engagements
2. 07/14/2017 – 418 engagements
3. 07/03/2017 – 309 engagements

Of those that placed an object

- 1,476 Total Objects Placed
- For an Average of 24.5 Products Per Day

Of those that viewed the catalogue (top categories)

1. Flower: Viewed 200 times (36.4%)
2. Concentrates: 114 times (20.8%)
3. Edibles: 112 times (20.4%)
4. More: 92 times (16.8%)
5. Prerolls: 31 times (5.6%)

Sales Data

Case Study with Two Brands

The brands we featured saw an overall 51.34% increase in sales (we did not account for flower because there was no previous record of the strains).

Sales

Lunchbox Alchemy: 253.3% increase

Medicine Farm: 43.51% increase

Cash

LunchBox Alchemy: \$18,316.98 increase

Medicine Farm = \$1,600.68 increase

For a total of \$18,689.16 net increase during the beta for products we featured.

The brands that we featured had made up 6.3% of total sales before being featured. After being featured, those same brands made up 9.2% of total sales.

Conclusion

When people are exposed to more options, they are likely to buy and try new things. For example:

The products that were viewed most on our table correlate directly with increases in sales. Typically, Flower had been the most purchased category before our beta. During our beta, Flower was still the most purchased, but we noticed an increase in concentrate and edible sales.

The breakdown:

- 20.5% of people browsed concentrates on our table. We saw a 1.21% increase in concentrate sales during our beta.
- Similarly, 19.3% of people viewed edibles, and we saw a 2.25% increase overall in edibles sales.
- The number of flower sales dropped in sales by 5.98% which suggests that our table is influential in giving people more options that they might be interested in trying new things.

Squibs brand products were placed on the table 1264 times. Totaling 86.0% of objects placed over the duration of the beta. This correlates directly with the 253% increase in sales.