

Store C (Low Volume)

Browsing Data

Overall Use

- Date Range: May 24 - July 19 (57 Days)
- Total User Engagements: 896
- Average User engagement: 15.2
- 26.8% launched the catalogue vs 73.2% placing an object
- Time-period of maximum user engagement: 11:00 AM to 4:00 PM

Top 3 days of higher user engagement

1. 05/27/2017: 55 engagements
2. 05/26/2017: 42 engagements
3. 05/30/2017: 39 user engagements

Of those that placed an object

- 369 total objects placed
- For an average of 6.7 products in a day

Of those that viewed the catalogue

1. Flowers: Viewed 258 times (30.2%)
2. Concentrates: Viewed 256 times (30%)
3. Edibles: Viewed 217 times (25.4%)
4. Other: Viewed 123 times (14.4%)

Most popular tabs

1. Brand Info: Viewed 71 times (21.7%)
2. Flavor: Viewed 70 times (21.4%)
3. Similar: Viewed 67 times (20.5%)
4. Highlights: Viewed 45 times (13.8%)
5. Reviews: Viewed 42 times (12.8%)
6. Ingredients: Viewed 32 times (9.8%)

Sales Data

The featured brands saw an overall increase of 57.63% increase in Sales during beta period as compared to the period before beta. Total cash increase of \$2805.6 could be seen.

Average order value = \$27.5 per transaction during beta vs \$25.9 per transaction before beta.

Average Cart Size increase of \$1.60 per transaction.

Top Selling Products

- a) Olive Oil - Extra Virgin 100mg
% increase in sales = 1129.43%
Cash increase = \$331.6

- b) Honey - Yampa Valley 100mg
% increase in sales = 154.19%
Cash increase = \$251.27

- c) Coffee & Doughnuts 100mg
% increase in sales = 94.45%
Cash increase = \$1094.33

- d) Wana - Sativa Assorted Gummies 100mg
% increase in sales = 32.08%
Cash increase = \$1128.4

Conclusion

The Products that were featured on our table see 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 127 times on the table. Totaling 34.4% of total products placed on the table. This correlates with the 57.63% increase in sales.

- Wana - Sativa Assorted Gummies 100mg is the featured product with the highest overall sales during beta period with \$4645.71 and a 32.08% increase in sales as compared to before being displayed on the product.