

End Cap Item – chocolate cookies

1. Can you identify the promotional periods that cause the extreme spikes in the data?
2. a) Zero or near zero dollar volume reflect out of stock periods. Excluding those periods, what is the trend for dollar volume generated by this item?

b) How might more frequent promotional periods impact the trend for dollar volume generated by this item?
3. The primary purpose of an end cap item is to promote store sales. When a customer purchases an end cap item, he or she usually puts at least two more items in the shopping cart. Based on this scenario, discuss the impact of this item on sales in the dry goods department. Be specific and consider rates of change in dollar volume for the department and for these cookies.