

One-page retail test plan & readout

Summarize the plan before launch. Record the result without overstating what it supports.

Test / decision owner

Plan version / date

EVIDENCE BASIS / Mark the intended design; update if execution changes it.

☐ Randomized

Record allocation and independent units. Causal interpretation still depends on execution and analysis.

☐ Quasi-experimental

Record the comparison and identifying assumptions. Causal claims need those assumptions supported.

☐ Directional / descriptive

Observe performance or feasibility. A before-and-after change alone does not establish causal lift.

01 PLAN BEFORE LAUNCH

Decision & business threshold

Choice to inform; benefit worth acting on; cost basis.

Scope & timing

Retailer, channel, items, units, exclusions; pre/test/follow-up periods and reporting lag.

Change, comparison & assignment

Approved treatment; comparator; assignment unit, allocation and independent-unit counts.

Primary outcome & definition

Numerator, denominator, units, period and aggregation; purposeful supporting measures in the appendix.

Design, assumptions & precision

Baseline/variability, useful effect, sizing, planned analysis; clustering, carryover or confounding as relevant.

Authorized data & quality checks

Source/grain, population/keys, freshness, missingness and restatements; reconcile before interpretation.

Execution & guardrails

Permissions, exposure/exception checks, harms to watch, thresholds, monitoring and stop authority.

Decision rule & analysis reference

How benefit, uncertainty, costs and guardrails guide action; link the sizing work and analysis plan.

02 READOUT & NEXT DECISION

Keep unresolved uncertainty visible.

Result & uncertainty

Estimate, units, interval/method - or why unavailable.

Coverage, deviations & limits

Missing data, changes to plan, assumptions and unknowns.

Guardrails & practical value

Harms, costs and unresolved operating issues.

Next action, owner & review date

What happens next; who owns it; authorization needed.

DECISION

☐ Proceed

☐ Revise

☐ Stop

☐ Gather more evidence

No fixed store count, duration or conversion total guarantees a reliable answer. This page summarizes the work; keep metric definitions, sizing assumptions and analysis in a linked appendix.