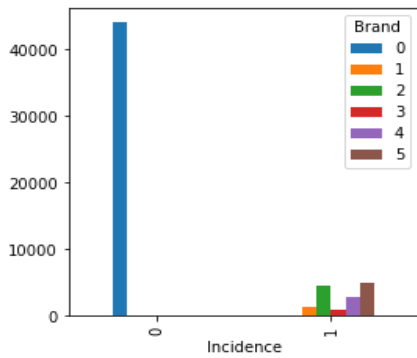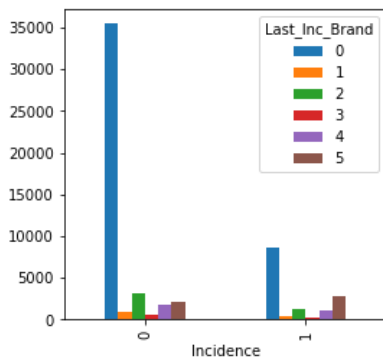# Infographics: Summary of key insights from the data that are impacting the purchases of chocolate candy bars
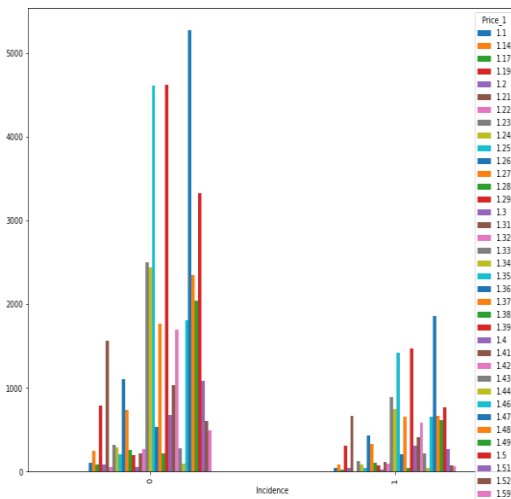

EFFECT OF BRAND ON INCIDENCE:

• Out of total incidence Brand 5 has highest effect on incidence followed by Brand 2.

• Brand 2 has highest deviation in all brands price.

• Brand 5 has high average price and Brand 1 has lowest price


LAST INC BRAND ANALYSIS:

• Here we can relate that our sales have decreased means people buying bars previously have reduces significantly

• Brand 5 is still having the highest selling margin with respect to other brands


BRAND PRICE ANALYSIS:

• As we analyze that brand has high effect on incidence

• Brand 1 purchased max price is 1.47 with quantity 1857

• Brand 2 purchased max price is 1.89 with quantity 4746

• Brand 3 purchased max price is 1.99 with quantity 2518

• Brand 4 purchased max price is 2.16 with quantity 2906

• Brand 5 purchased max price is 2.67 with quantity 2925

• Here we can see that brand 5 has max price with respect to other brands, and still brand 5 has high effect on incidence, but Brand 2 with purchase price of 1.89 gives us highest sales figure
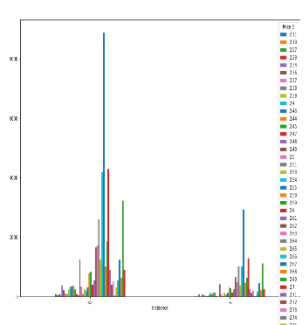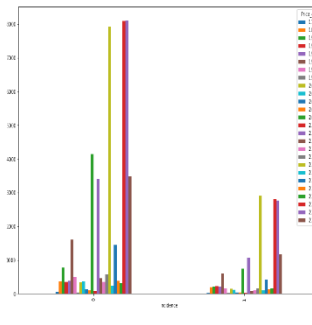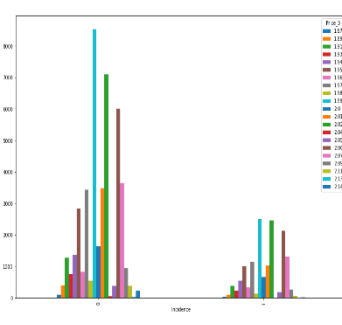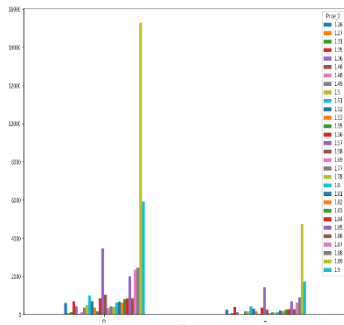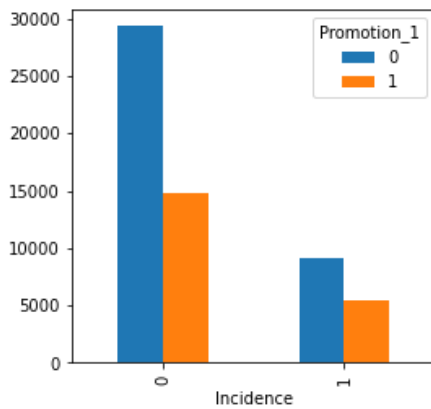
BRAND PROMOTION ANALYSIS:

- We can see effects of promotion on brand 1
- Above we saw that brand2 and 1 have great effect on incidences after brand 5 so here we can see the positive effect of promotion on brand2 and brand 1
- There is not much effect of promotion on brand5
- Acc to me brand5 has make his own stability in the market because now brand5 does not need promotion
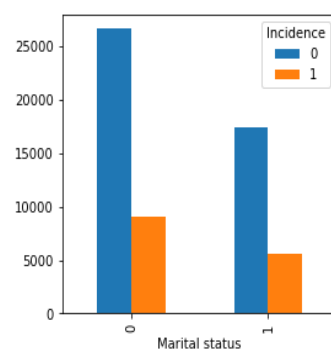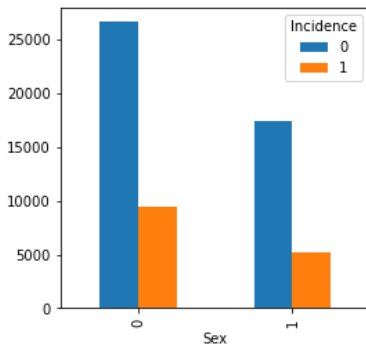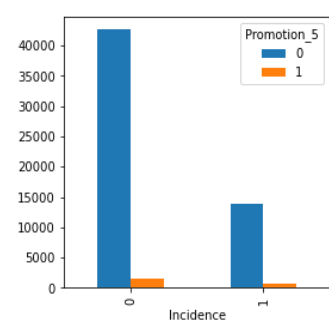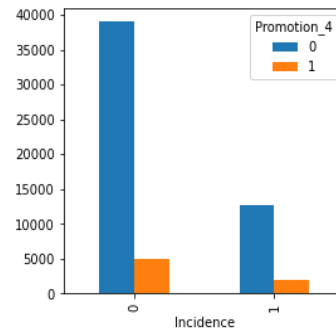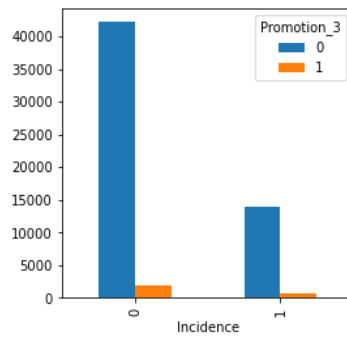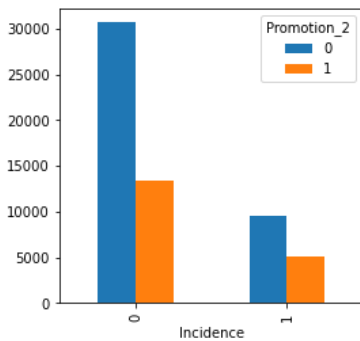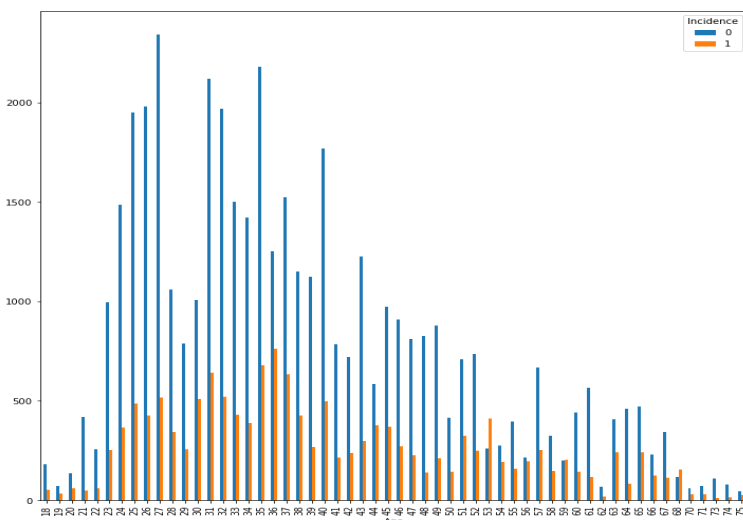

EFFECT OF GENDER:

- Chocolates purchased in the above scenario shows much higher in males than females
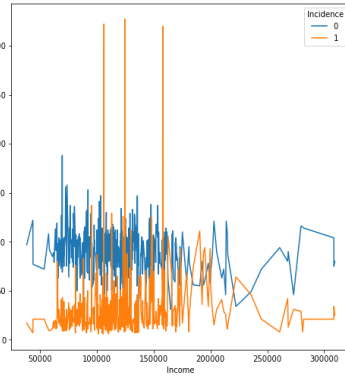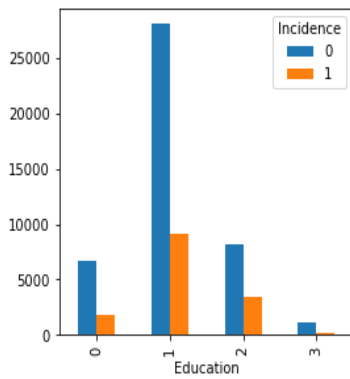
EFFECT OF MARITAL STATUS:

- Singles purchased more chocolates compare with non-single

AGE ANALYSIS:

- Purchased count of chocolates are 730 at the age of 36
- The chocolates buying average age range is (30-40)
- we can target adults age group from 23-40

EFFECT OF EDUCATION AND INCOME:

• High schools are more effective for incidences with purchased count 9144 which is showing high contribution

• We can say there will be school near by the store

• Income between 100000 and 150000 are buying more chocolates
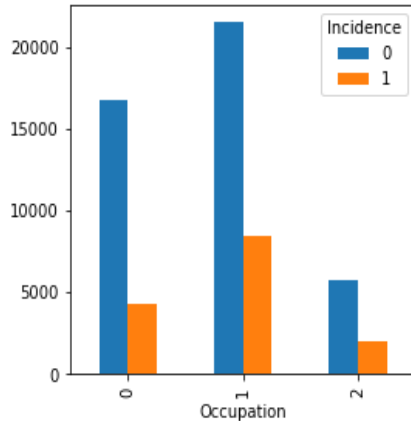
EFFECT OF OCCUPATION:

• Skilled professionals give us highest instances with salary range starting from USD 1 Lac

• We have also seen that upper class people or business/management related people are very less interested to buy chocolate bars and we should decrease promotion for such class of people
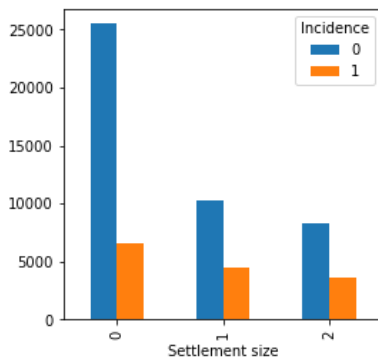
EFFECT OF SETTLEMENT SIZE:

• Chocolates are most bought in small cities so we can increase our promotion in small cities

WHAT WE CAN FOLLOW:

• We must follow brand2 price scenario because on that particular price brand 2 purchased more candy bars

• Follow Brand 1 promotion strategy after targeting adults and small cities because during promotion Brand1 sold maximum chocolates

• We should target male adults or age range (20-35) in small cities because in this age maximum person will be single and skilled.