

Year

2018

2019

PREMIUM_CUSTOMER

Budget

Mainstream

Premium

LIFESTAGE

MIDAGE SINGLES/COUPLES

NEW FAMILIES

OLDER FAMILIES

OLDER SINGLES/COUPLES

RETIREEES

YOUNG FAMILIES

YOUNG SINGLES/COUPLES

QVI Customer Segmentation & Sales Insights

Total Sales Amount

\$2M

Sales Amount by Year

956K!

Goal: 976K (-2.05%)
2019

Customers by Year

58K!

Goal: 58K (-0.65%)
2019

Transaction by Year

130K!

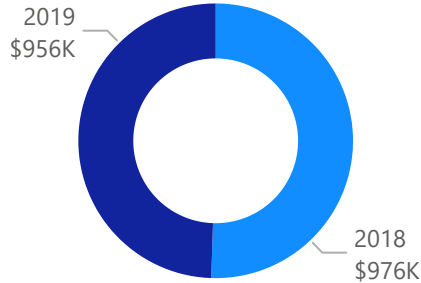
Goal: 133K (-1.92%)
2019

Sales Quantity by Year

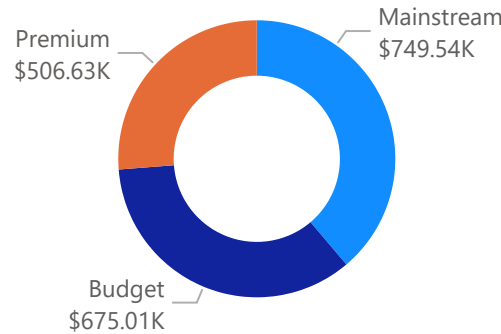
250K!

Goal: 255K (-1.97%)
2019

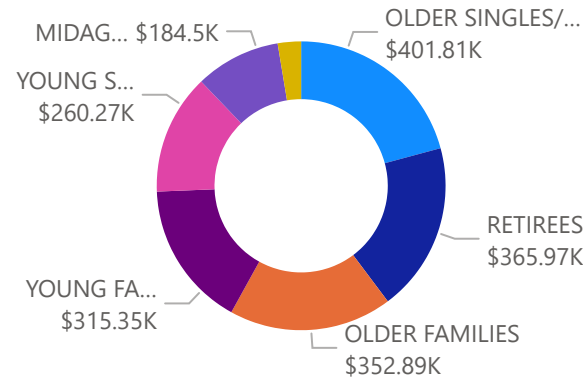
Sales Amount by Year



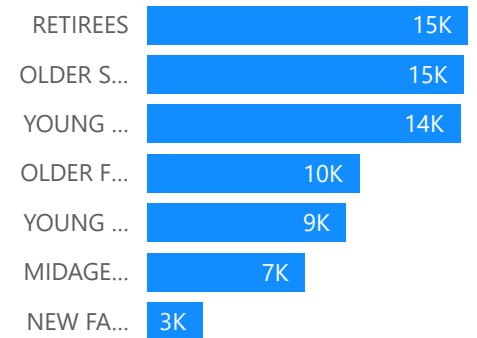
Sales Amount by Lifestyle



Sales Amount by Life Stage

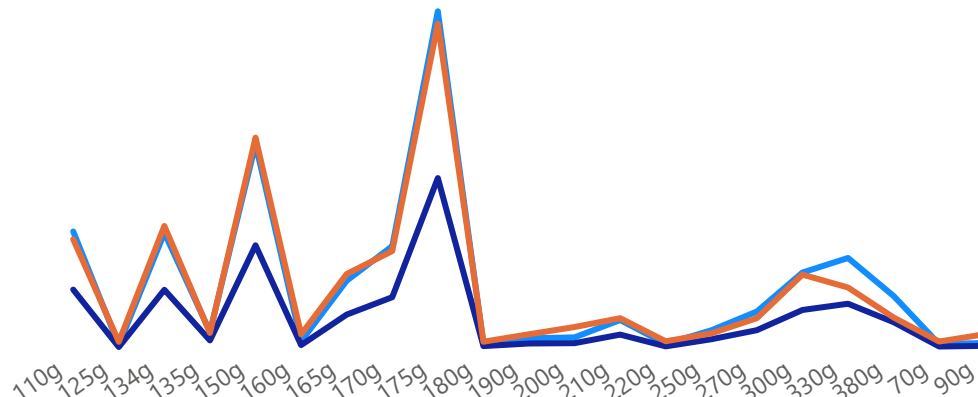


customers by LIFESTAGE

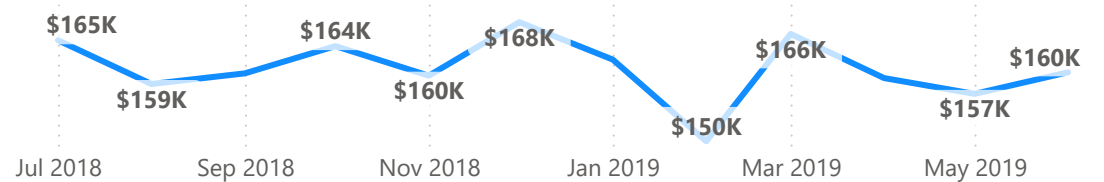


SALES_AMOUNT and DATE by PROD_PKG_SIZE

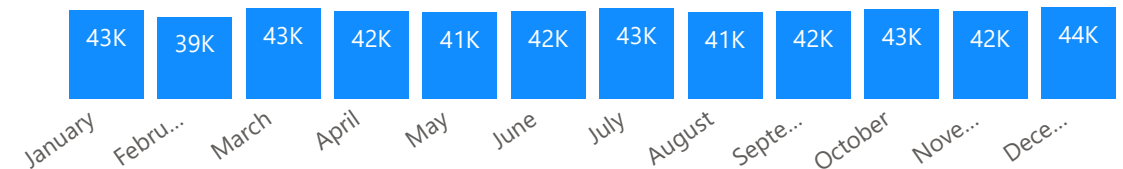
● Sales Amount ● Sales Amount LY ● Count of PRODUCT



Sales Amount by Year



Sales_Quantity by Year and Month



Year	Month	Transaction	Sum of SALES_AMOUNT	LYLTY_CARD_NBR	PRODUCT	PROD_PKG_SIZE	Count of SALES_QUANTITY	PREMIUM_CUSTOMER
2019	January	1	\$3	1019	GrnWves Plus Btroot & Chilli Jam	180g	1	Premium
2019	January	1	\$5	1048	Infuzions Mango Chutny Papadums	70g	1	Mainstream
2019	January	1	\$2	1068	Sunbites Whlegrn Crisps Frch/Onin	90g	1	Premium
2019	January	1	\$5	1071	Kettle Tortilla ChpsFeta&Garlic	150g	1	Mainstream
2019	January	1	\$3	1074	Smiths Crinkle Cut French OnionDip	150g	1	Budget
2019	January	1	\$3	1095	Smiths Chip Thinly CutSalt/Vinegr	175g	1	Mainstream
2019	January	1	\$11	1097	Kettle Mozzarella Basil & Pesto	175g	1	Budget
2019	January	1	\$3	1134	Smiths Chip Thinly CutSalt/Vinegr	175g	1	Mainstream
2019	January	1	\$4	1164	Infuzions Thai SweetChili PotatoMix	110g	1	Mainstream
2019	January	1	\$3	1169	Cheetos Puffs	165g	1	Budget
2019	January	1	\$5	1202	Kettle Sea Salt And Vinegar	175g	1	Premium
2019	January	1	\$4	1205	Infuzions BBQ Rib Prawn Crackers	110g	1	Premium
2019	January	1	\$6	1206	Cheezels Cheese	330g	1	Mainstream
2019	January	1	\$4	1211	Doritos Corn Chips Cheese Supreme	170g	1	Premium
2019	January	1	\$5	1212	Old El Paso Salsa Dip Chnky Tom Ht	300g	1	Mainstream
2019	January	1	\$2	1212	WW Crinkle Cut Original	175g	1	Mainstream
2019	January	1	\$9	1233	Doritos Mexicana	170g	1	Mainstream
2019	January	1	\$4	1240	Infzns Crn Crnchers Tangy Gcamole	110g	1	Premium
2019	January	1	\$3	1247	RRD SR Slow Rst Pork Belly	150g	1	Premium
2019	January	1	\$4	1262	Tyrrells Crisps Ched & Chives	165g	1	Premium
2019	January	1	\$4	1266	Infuzions BBQ Rib Prawn Crackers	110g	1	Mainstream
2019	January	1	\$6	1285	Smiths Crnkle Chip Orgnl Big Bag	380g	1	Mainstream
2019	January	1	\$6	1298	Smiths Crinkle Cut Chips Original	170g	1	Mainstream
2019	January	1	\$7	1303	Thins Chips Originl saltd	175g	1	Mainstream
2019	January	1	\$3	1339	Red Rock Deli Thai Chilli&Lime	150g	1	Premium
2019	January	1	\$4	1357	Pringles Sweet&Spcy BBQ	134g	1	Budget
2019	January	1	\$5	1365	Twisties Chicken	270g	1	Mainstream
2019	January	1	\$4	1409	Twisties Cheese Burger	250g	1	Mainstream
2019	January	1	\$3	1443	Smiths Thinly Cut Roast Chicken	175g	1	Budget
2019	January	1	\$4	1448	Grain Waves Sour Cream&Chives	210g	1	Budget
2019	January	1	\$6	1452	Smiths Crinkle Original	330g	1	Budget
2019	January	1	\$3	1470	Smiths Chip Thinly CutSalt/Vinegr	175g	1	Mainstream
Total		2,63,127	\$19,31,178				264836	