**Market Analysis Summary**

**Product and Customer Analysis**

**Top 3 Best-Selling Products: -**

1. Dorito Corn Chip Supreme 380g ($40,352)

2. Smiths Crinkle Chip Original Big Bag 380g ($36,368)

3. Smiths Crinkle Chips Salt & Vinegar 330g ($34,804)

**Quick Insight:-**  Larger pack sizes (380g) and premium flavors dominate sales, with customers showing strong preference for well-known brands like Dorito and Smiths.

**Top 3 Customer Segments by Sales**

1. Older Families (Budget) - $168,363

2. Young Singles/Couples (Mainstream) - $157,622

3. Retirees (Mainstream) - $155,677

**Quick Insight:-** Budget and mainstream categories outperform premium segments, with older demographics showing highest total spending.

**Key Customer Patterns**

**Lifestage Impact:-**

Older demographics and established households drive higher sales volumes, while new families show lower engagement across all premium levels.

**Premium vs Budget:-**

Budget category performs exceptionally well in family segments, while mainstream category shows consistent performance across all lifestages.

**Sales Distribution:**

Larger households tend to make bulk purchases, while younger segments show steady, moderate purchase patterns.

**Recommendations**

**Product Focus:-**

Prioritize large pack sizes (380g) and family-value packs, maintaining a mix of traditional and premium flavors.

**Target Marketing:-**

Direct primary marketing efforts toward budget-conscious families and mainstream young singles/couples, with secondary focus on retirees.

**Growth Strategy:-**

Develop specific programs for new families segment and create bulk-buying incentives for high-volume customers.