

Chip Data Analysis

Business Task : Understanding types of customers who purchase chips and their purchasing behavior within the region.

Stakeholders : category manager for chips , manager Zilinka, analytics team

Goals :

- Increase revenue.
- Better understand customer behavior.
- Which category of customers buy more chips?

Tools used : Excel , RStudio

Prepare data for Analysis:

Check for inconsistencies in data.

1. Transaction Data :

- a. Date column is changed from Number to Date format.
- b. Number formatting.
- c. Added a new column WEIGHT_GRAMS separated from the PROD_NAME column.

Excel Formula to separate text new PROD_NAME :

=LEFT(F2,MIN(IFERROR(FIND({0,1,2,3,4,5,6,7,8,9},F2),""))-1)

Excel Formula to separate WEIGHT_GRAMS :

=MID(F2,MIN(IFERROR(FIND({0,1,2,3,4,5,6,7,8,9},F2),"")),3)

VLOOKUP to merge purchase_behavior data into transaction_data

LIFESTAGE column :

=VLOOKUP(C2,[purchase_behaviour.xlsx]QVI_purchase_behaviour!A2:C72638,2,FALSE)

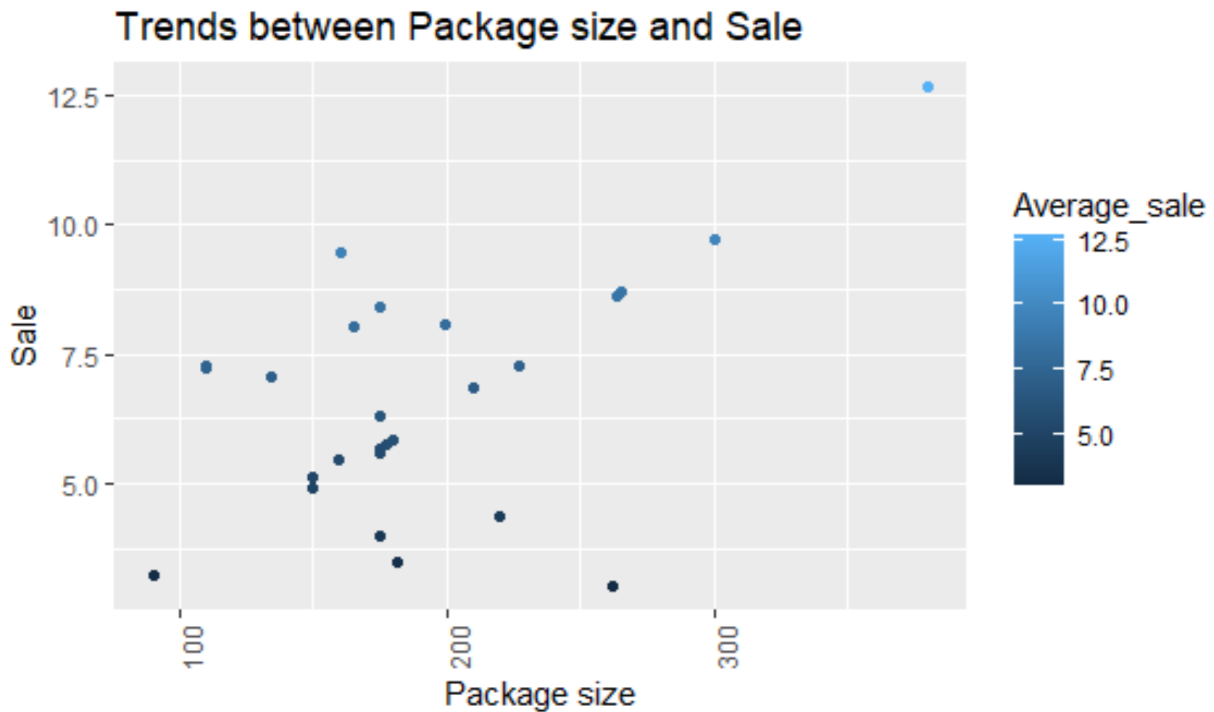
PREMIUM CUSTOMER:

=VLOOKUP(C2,[purchase_behaviour.xlsx]QVI_purchase_behaviour!A2:C72638,3,FALSE)

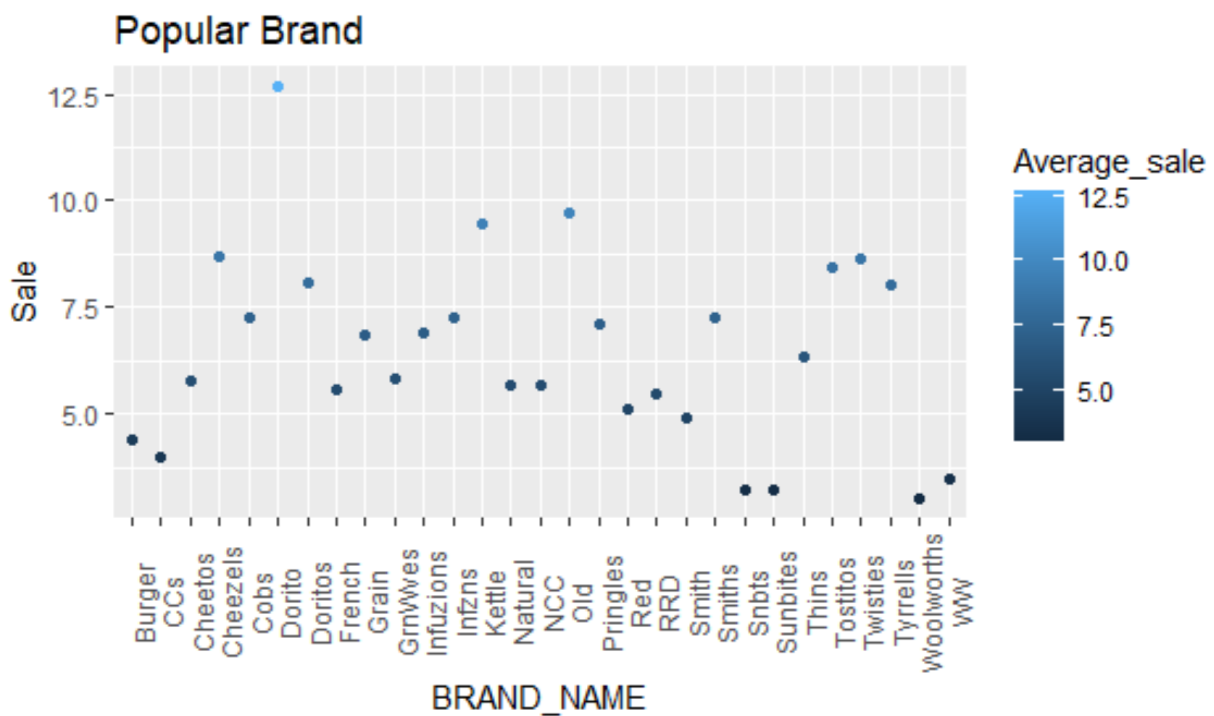
Importing Excel dataset into RStudio :

Visualizations :

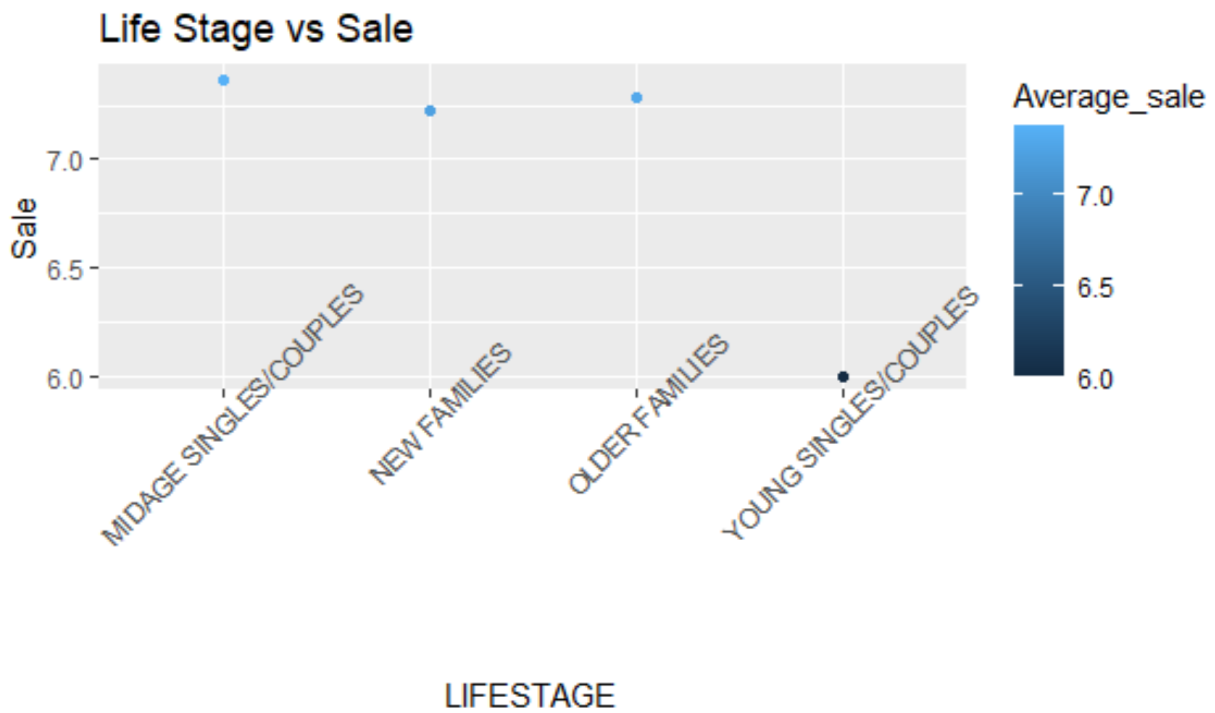
1. Found positive correlation between package size and sale. Bigger package sizes have more sales.



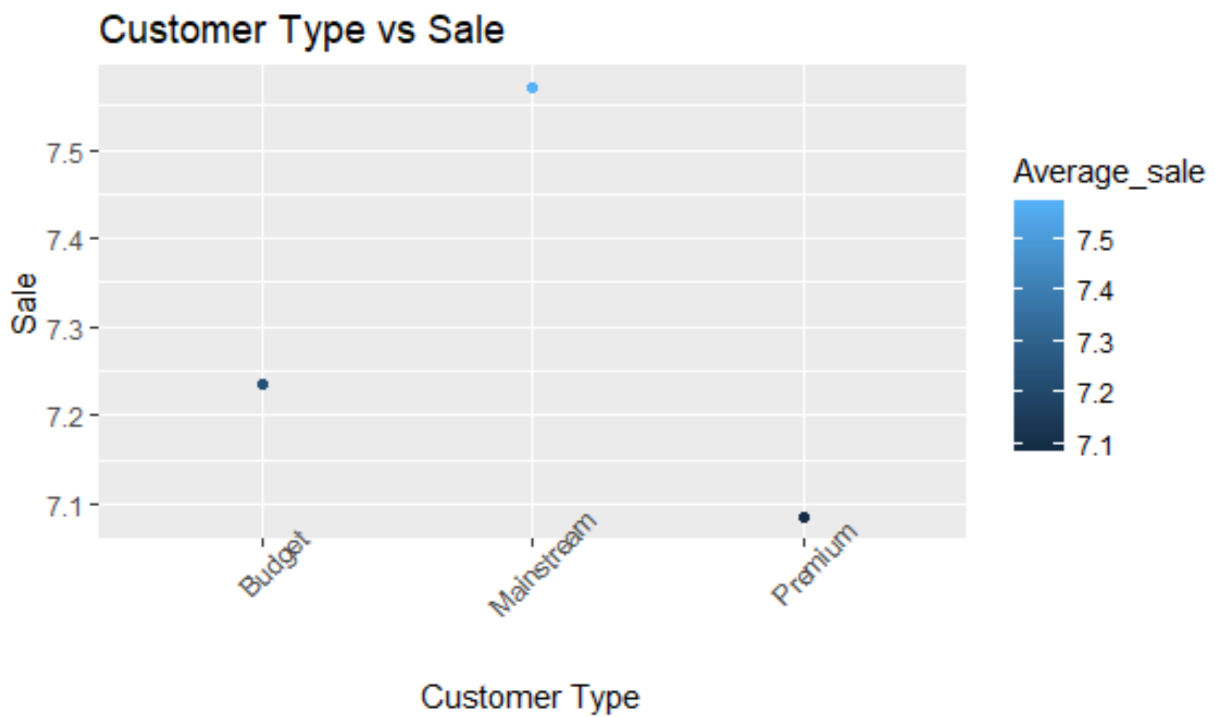
2. Dorito is the most popular brand of chips.



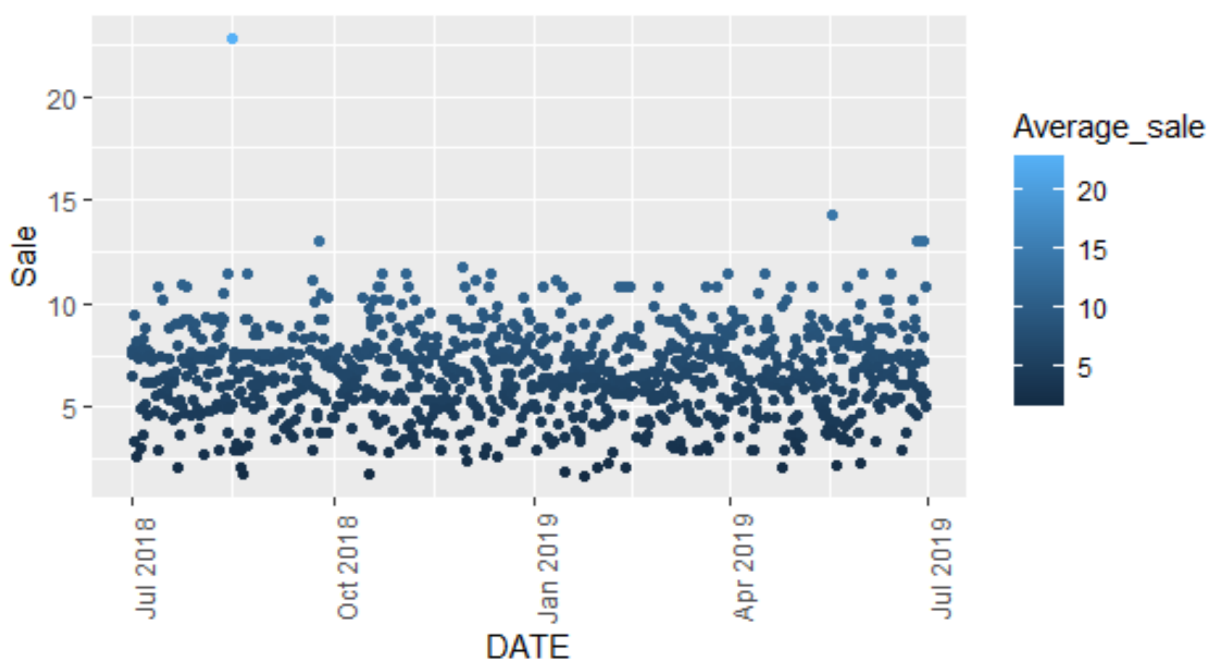
3. Mid Age singles/couples buy more chips.



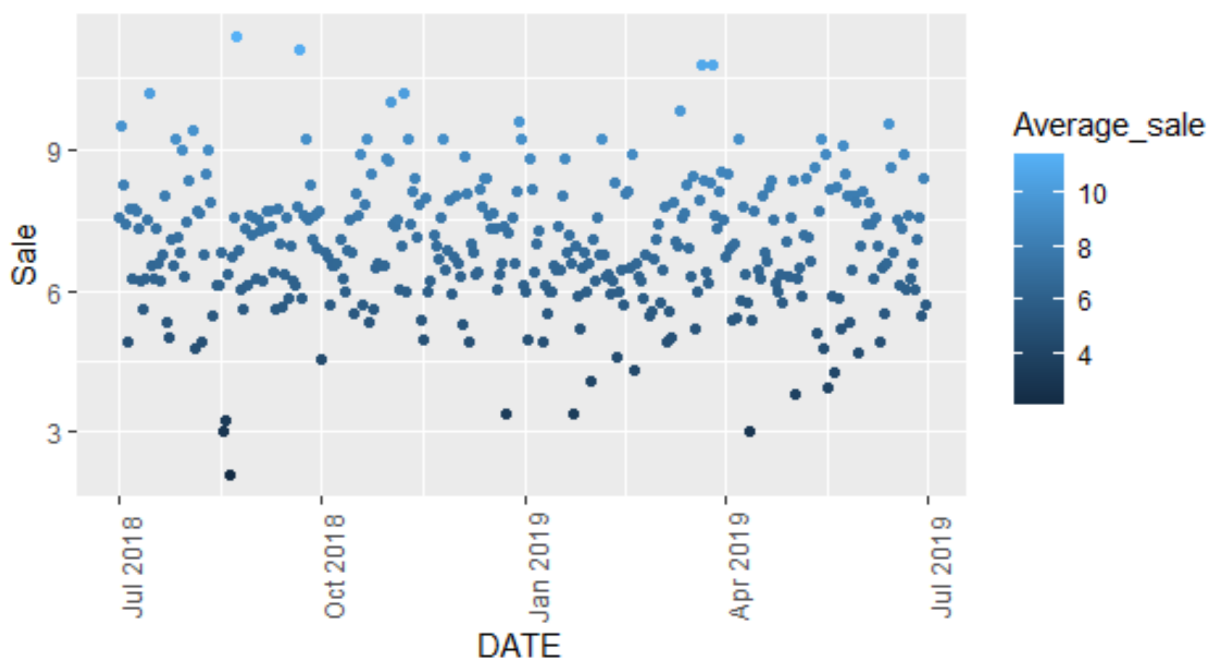
4. Most of the sale comes from the Mainstream type of customer.

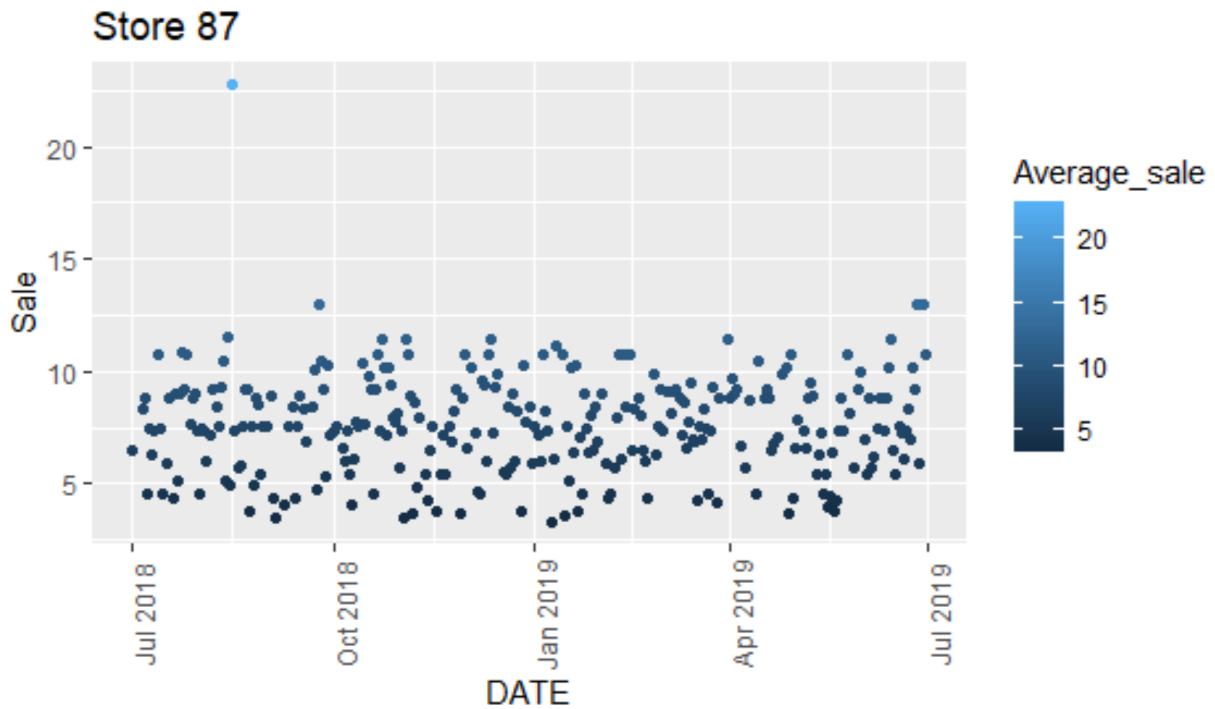


Store 77



Store 86





From store 77,86,87 most of sale is from aug-sep 2018

Conclusion :

1. Stock up on the Doritos brand as it is more popular.
2. Big package sizes have more sales, we should increase production of bigger packages.
3. Mid-age singles or couples buy more chips, we should target this life stage in advertisements.