

Category review: Chips

Retail Analytics
Dec-01-2022



Classification: Confidential



Agenda

1. **Executive Summary**
2. **Business Task**
3. **Overview and Context**
4. **Conclusion and Next Steps**

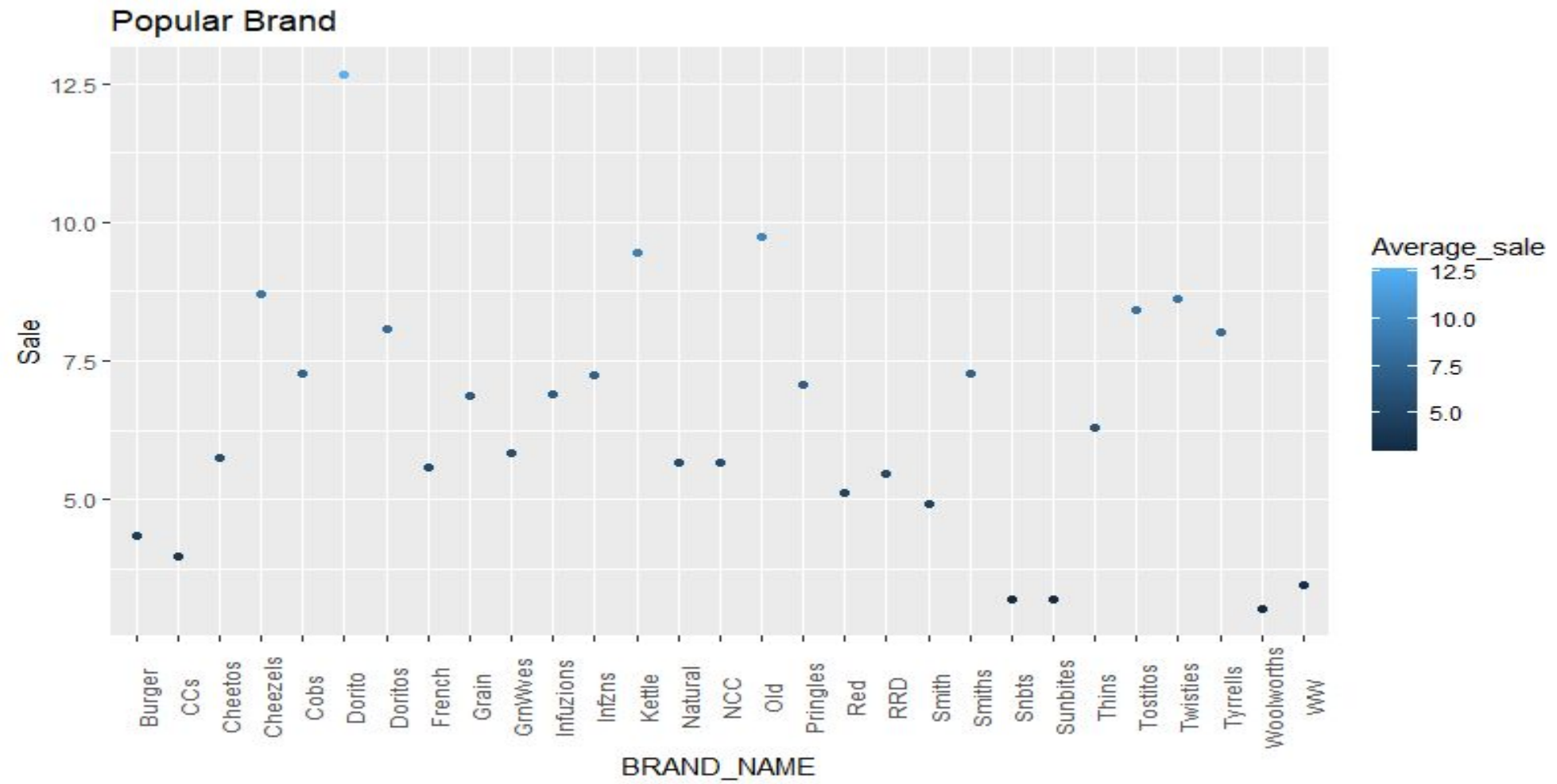
Executive summary

1. Stock up on the Doritos brand as it is more popular among customers.
2. Big package sizes have more sales, we should increase production of large packages(Family Size)
3. Mid-age singles or couples buy more chips, we should target this life stage in advertisements.
4. Most of the sale comes from the Mainstream type of customer.
5. Trial Stores 77,86,87 most of the sale is from months aug-sept 2018

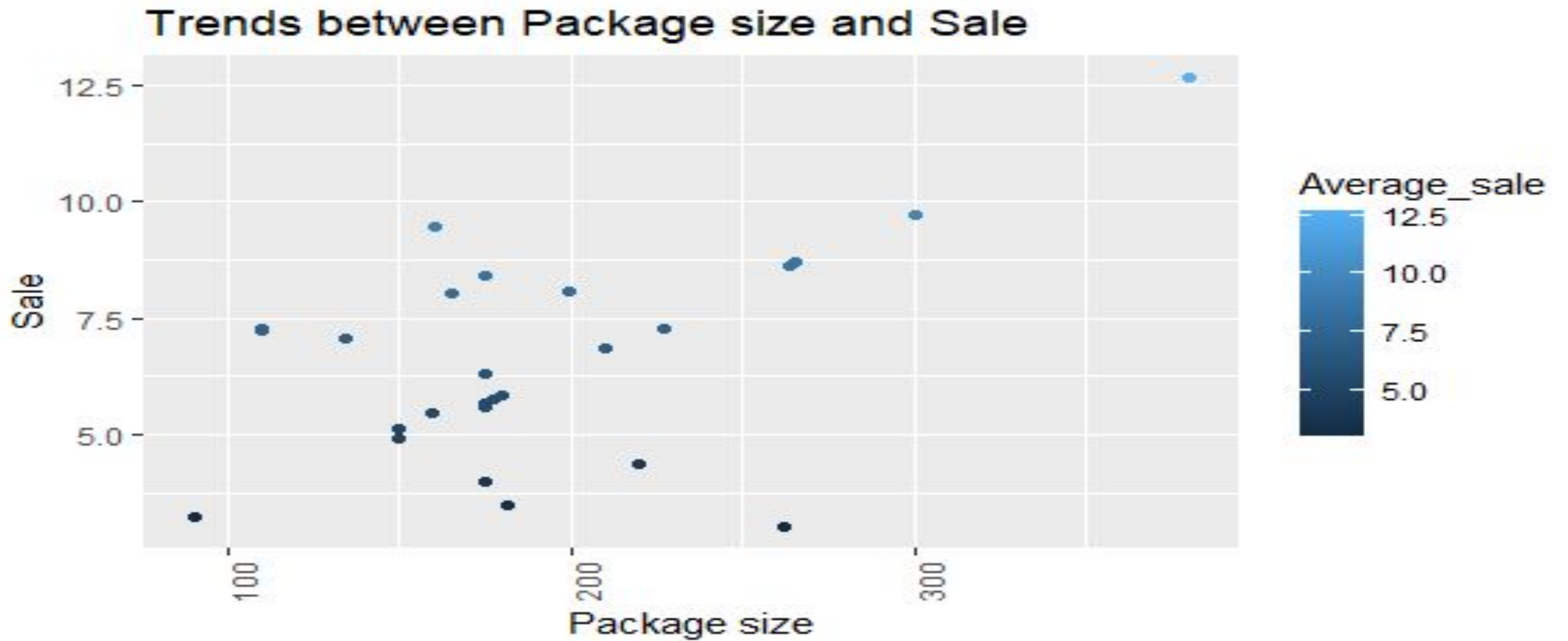
Business Task

In order to increase the sale revenue let's Understand types of customers who are frequent shoppers of chips and their purchasing behavior within the region.

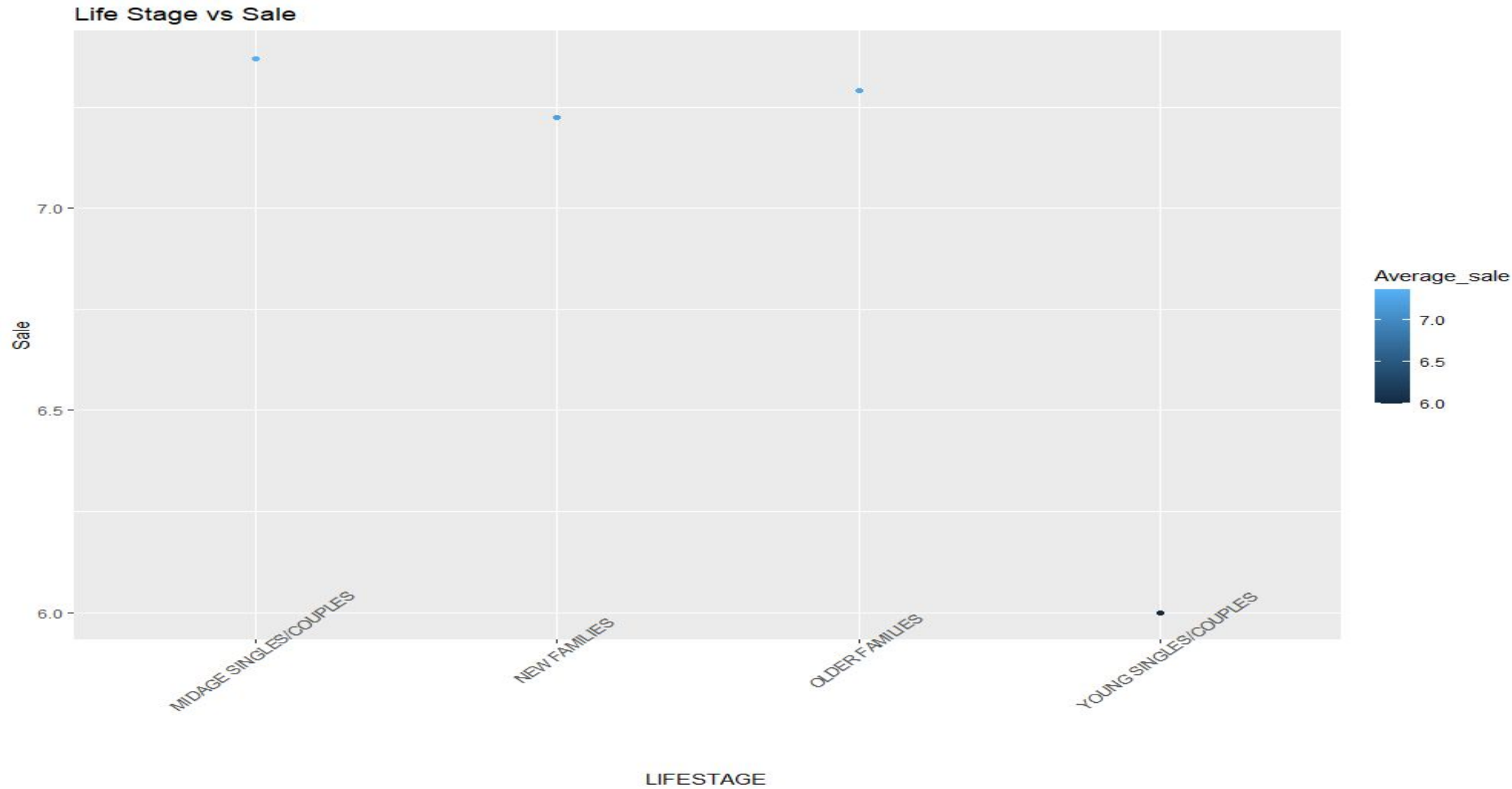
Invest more in Doritos brand it's most Popular



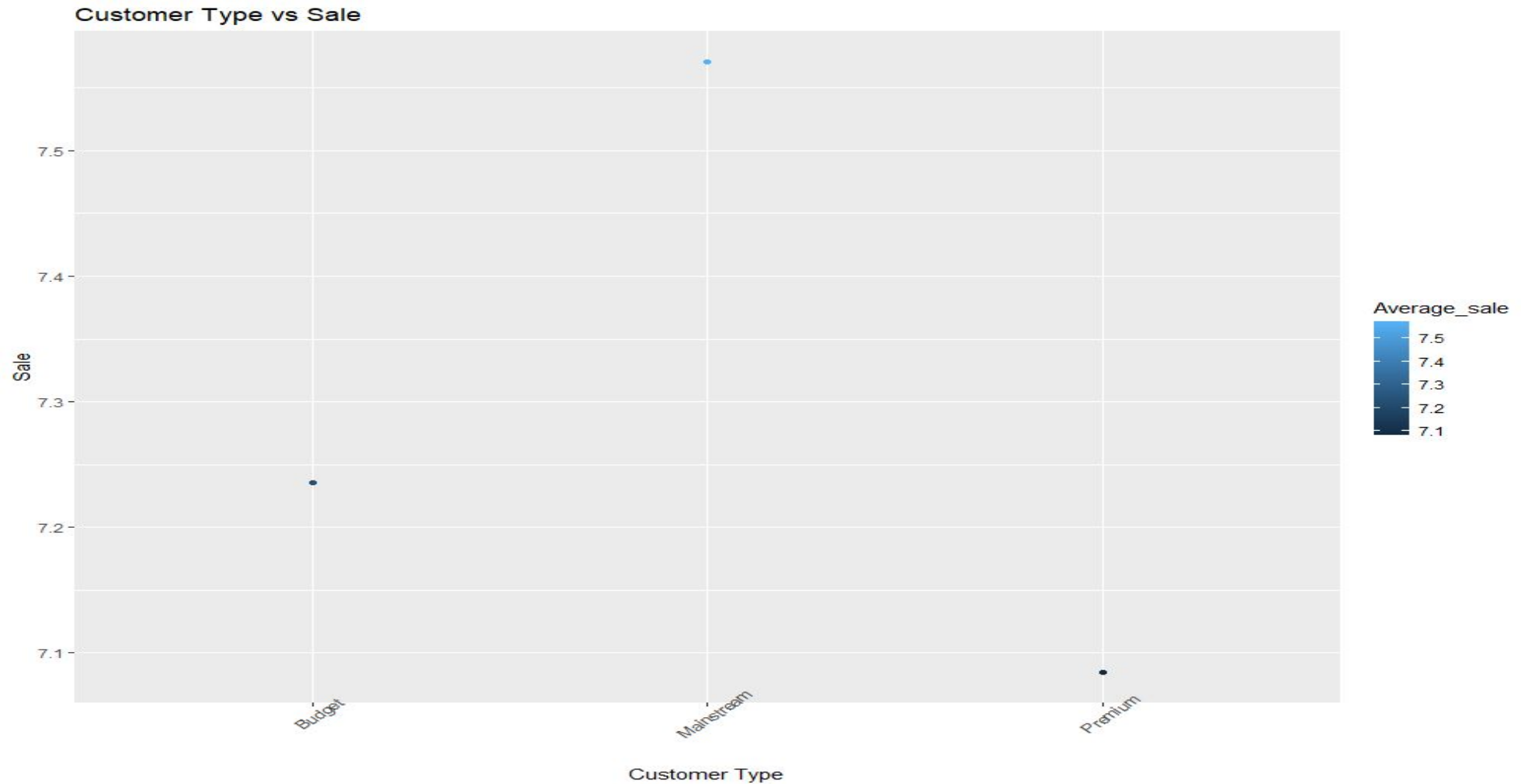
positive correlation between package size and sale,
Bigger package sizes have more sales.



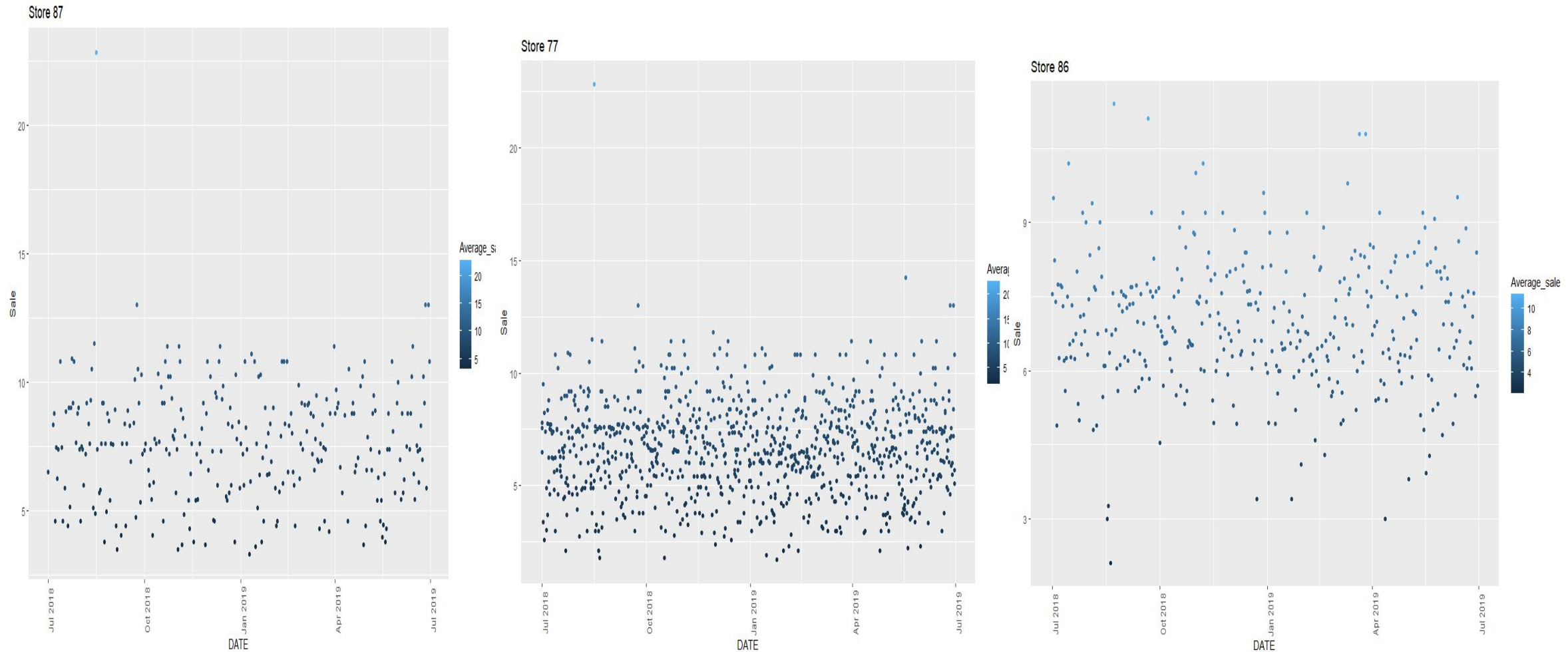
Mid Age singles/couples are frequent buyers.



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



Trail stores 77,86,87 most of sale is from aug-sep 2018



Next Steps

1. Give more focus on Doritos brand.
2. Target Mid age single/couples in advertisements.
3. To attract more users offer discounts if customer buy more quantity or large package.
4. Stock up in in August and September as these months have more sale

Thank you