

CUSTOMERS ANALYTICS

Total Sales

\$1.93M

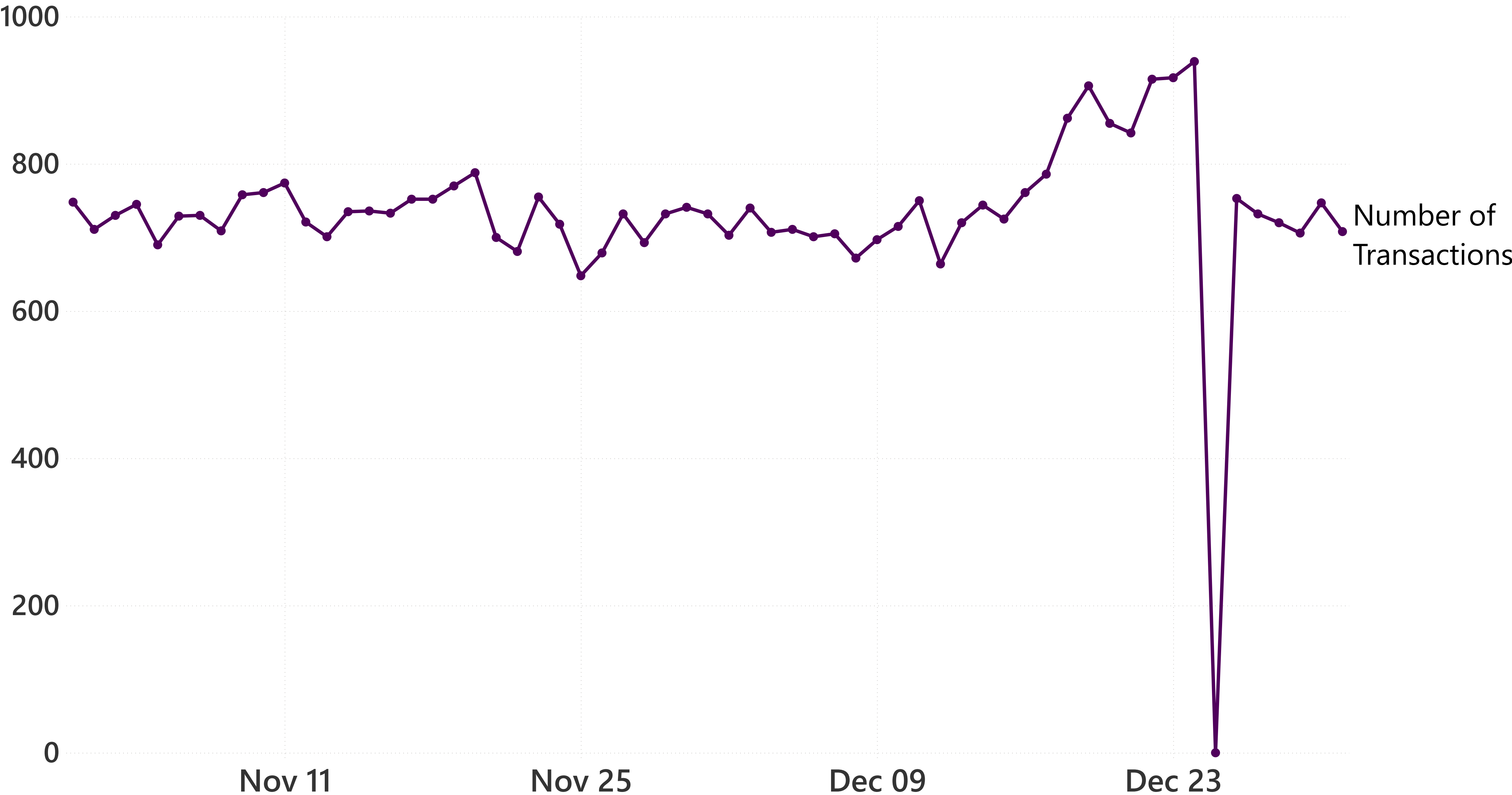
Avg Price Per Unit

\$3.82

Most Purchased Brand

KETTLE

Monthly Transactions Over Time



About Quantum

Quantum has had a data partnership with a supermarket brand for the last few years that provide transactional and customer data. The Supermarket regularly changes its store layouts, product selections, prices, and promotions, this is to satisfy its customer's changing needs and preferences, keep up with the increasing competition in the market or capitalize on new opportunities. The Quantum Retail and Analytics Project aims to leverage transactional and customer data to evaluate and analyze the performance of made-in-store layouts and recommend whether it has been successful.

Premium Customers

All

LifeStage

All

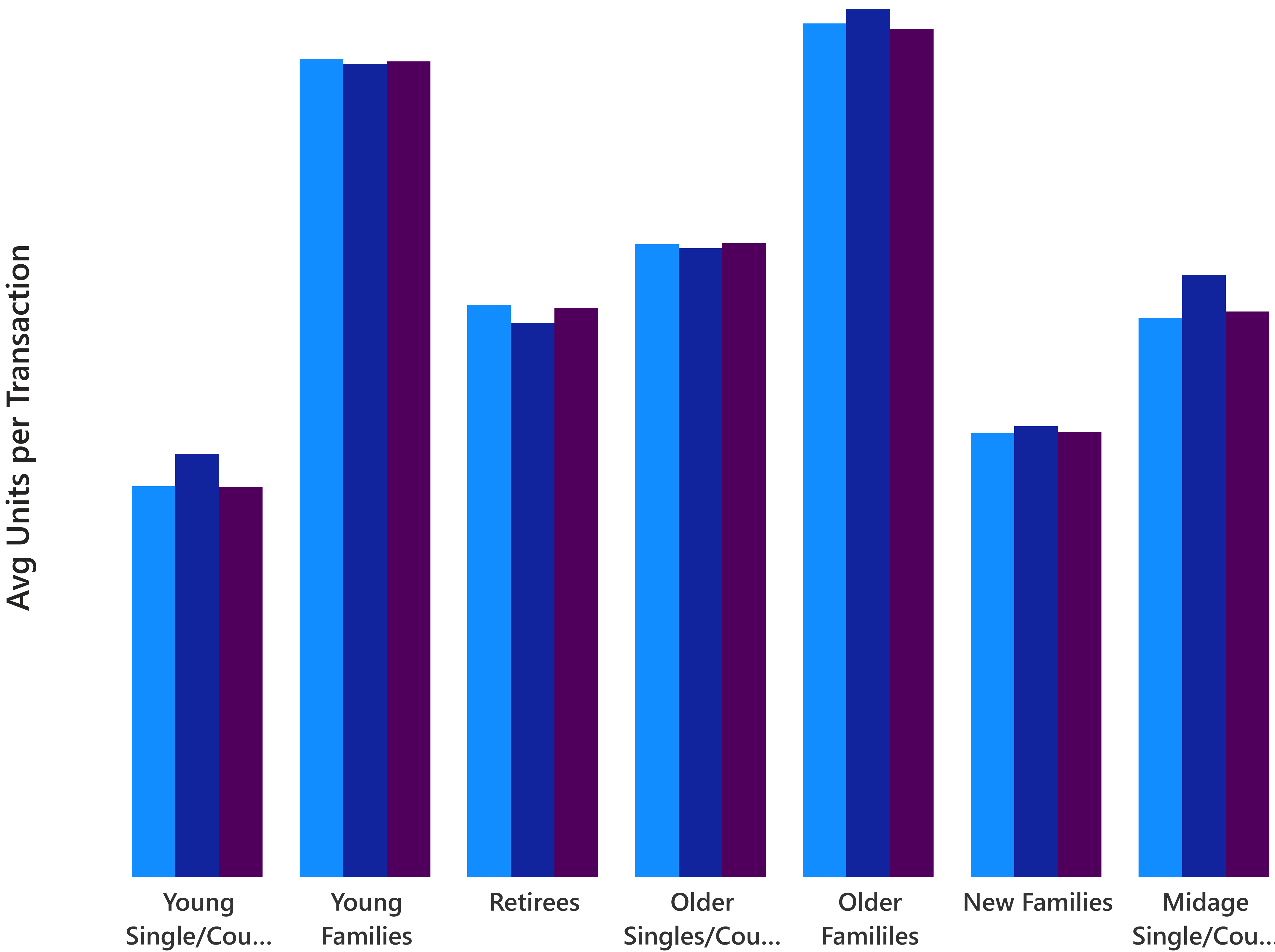
How many chips are bought per customer by segment

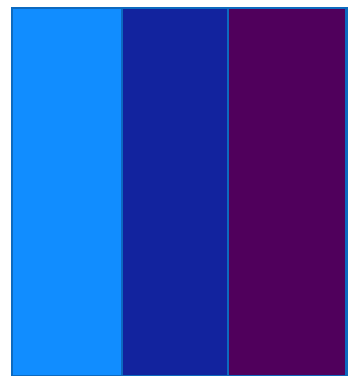
Sales typically increase in the weeks leading up to Christmas, then drops to zero on Christmas Day itself. This is due to shops being closed on Christmas Day.

Older families and **Young families** in general buy more chips per customers.

Average Number of Units Per Customer

Budget Mainstream Premium

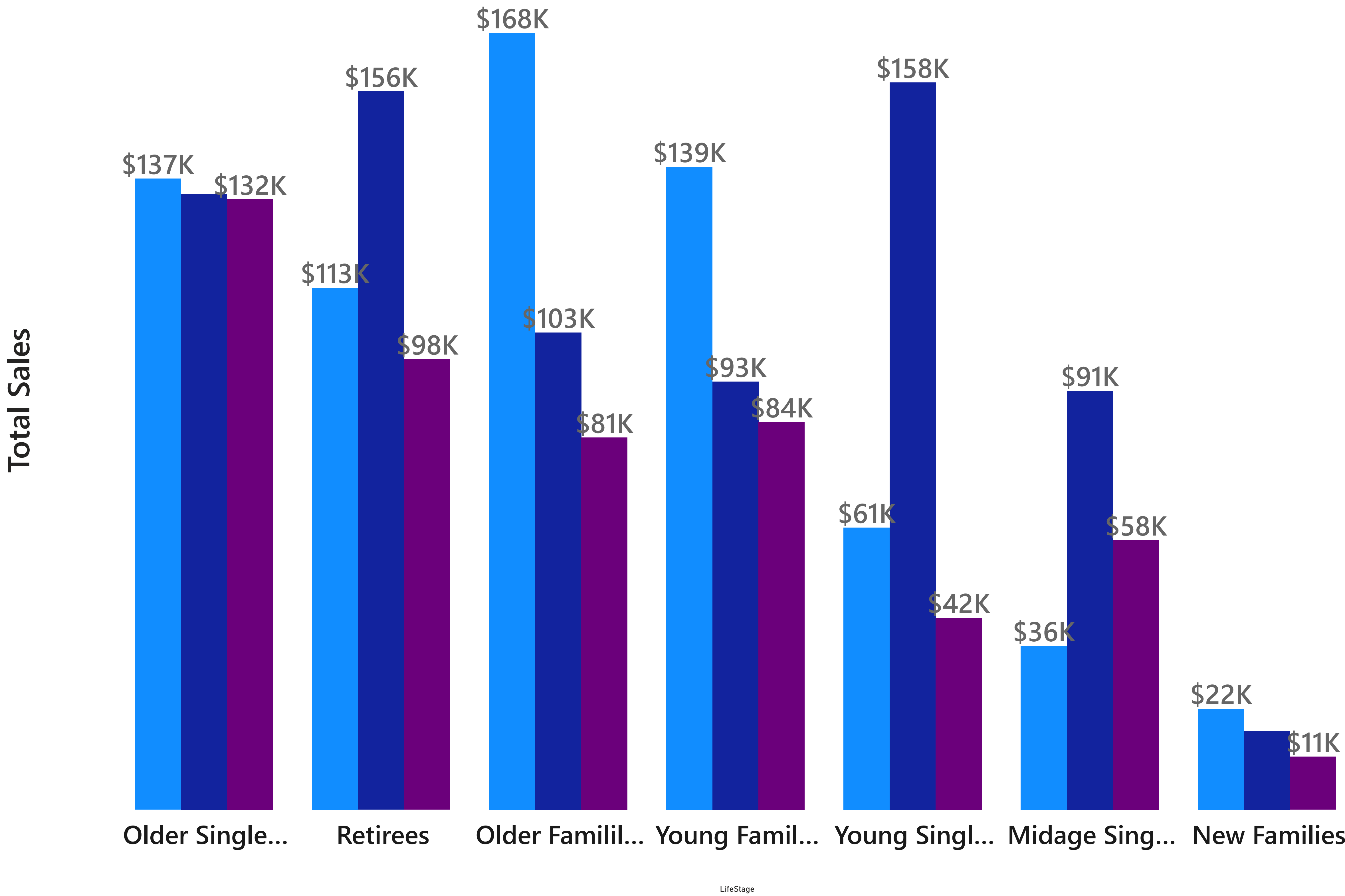




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Total Sales by Customers Segement

● Budget ● Mainstream ● Premium



Who spends the most on chips (Total Sales)

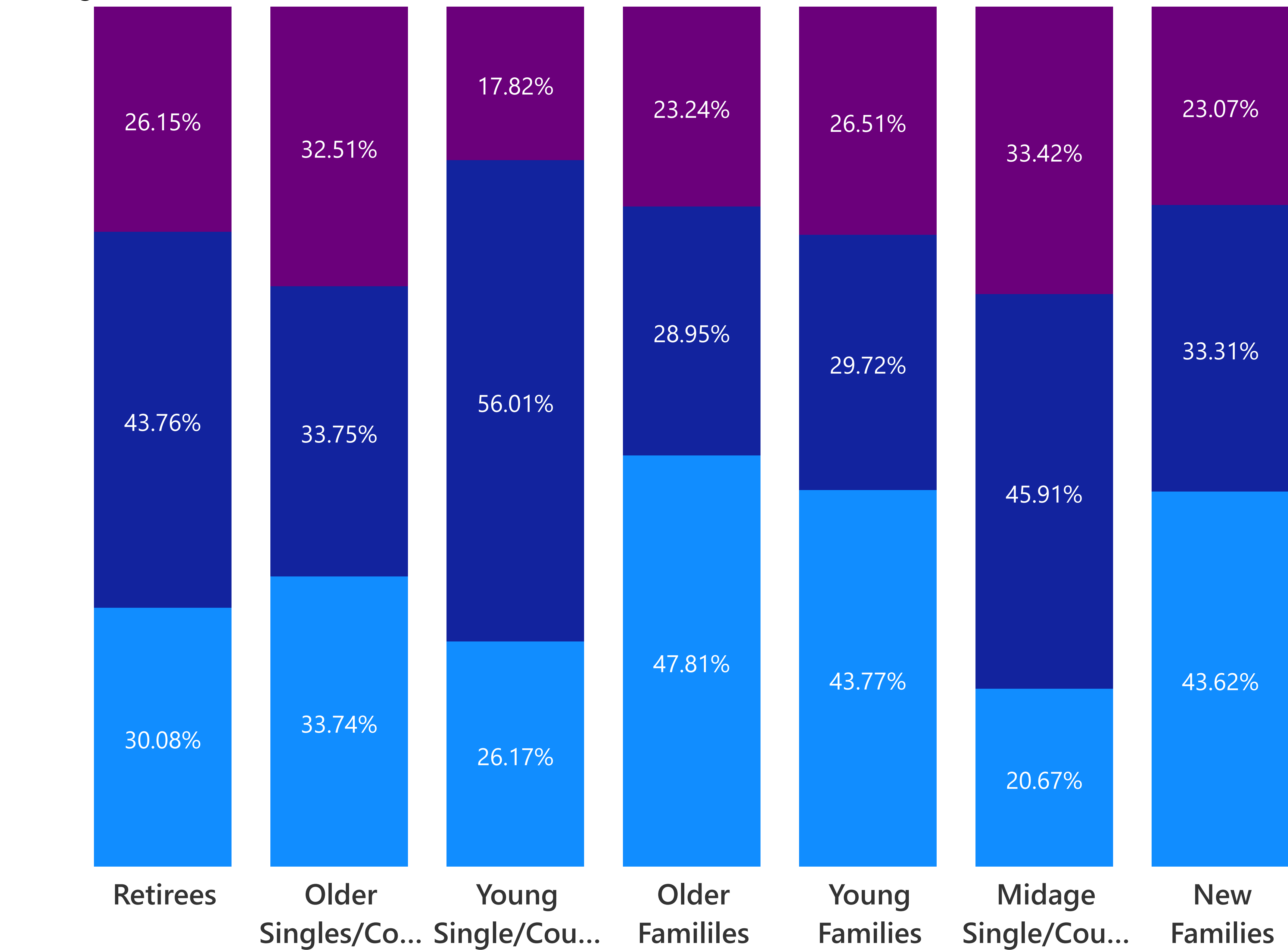
Sales are coming mainly from **Budget - older families, Mainstream - young singles/couples**, and **Mainstream - retirees**.

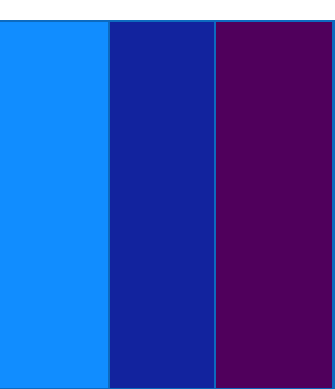
How many customers are in each segment

There are more **Mainstream — young singles/couples** and **Mainstream — retirees** who buy chips. This contributes to there being more sales to these customer segments, but this is not a major driver for the **Budget — Older families'** segment.

Proportion of Customers by Affluence and Lifestage Profile

● Budget ● Mainstream ● Premium

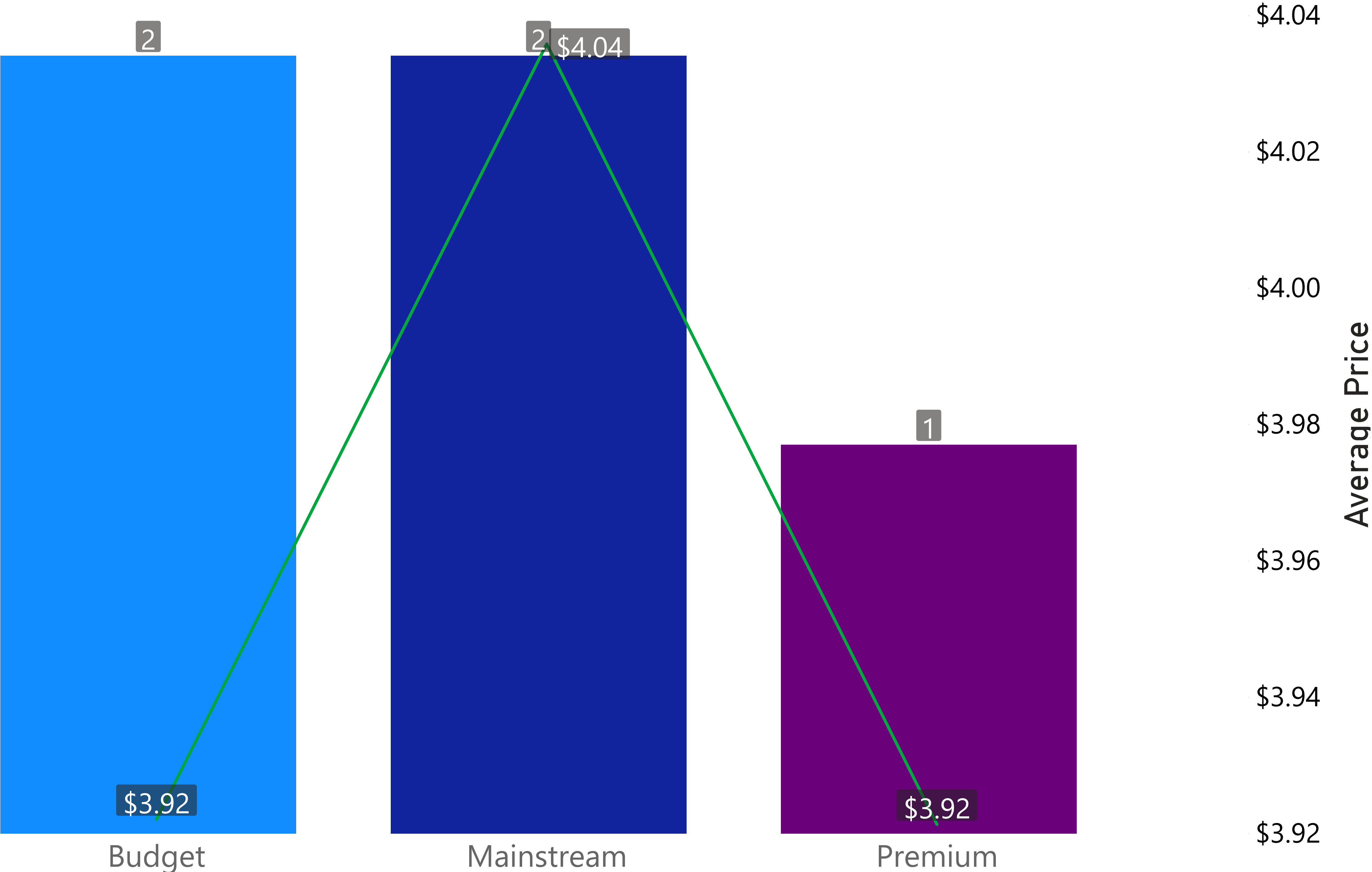




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Average Price Per Unit for Each Customer Segment

● Count of LifeStage ● Average Price



What's the average chip price by customer segment

The **Mainstream -young singles/couples** and **Midage single/couples** are more willing to pay more per packet of chips compared to their budget and Premium counterparts. This may be due to Premium shoppers being more likely to buy healthy snacks and when they buy chips, this is mainly for entertainment purposes rather than their own consumption. This is also supported by there being fewer **Premium - midage single/couples** and **young singles/couples** buying chips compared to their Mainstream counterparts.

Deep dive into specific customer segments for insights

We can see that :
Mainstream - young singles/couples are **23%** more likely to purchase ***Tyrrells*** chips compared to the rest of the population.
Mainstream - young singles/couples are **56%** less likely to purchase ***Burger*** Rings compared to the rest of the population.

Brand Name	TargetSegment	OtherSegment	AffinityToBrand
TYRRELLS	1143	6777	0.1687
TWISTIES	1673	9997	0.1674
KETTLE	7172	43896	0.1634
TOSTITOS	1645	10107	0.1628
OLD	1607	9877	0.1627
PRINGLES	4326	26647	0.1623
COBS	1617	10133	0.1596
DORITOS	4747	29768	0.1595
INFUZIONS	2343	15130	0.1549
THINS	2187	15064	0.1452
GRNWVES	1185	8188	0.1447
CHEEZELS	651	4982	0.1307
SMITHS	3609	34306	0.1052
FRENCH	143	1504	0.0951
CHEETOS	291	3099	0.0939
RRD	1753	19315	0.0908
NATURAL	710	8159	0.0870
CCS	405	4861	0.0833
SUNBITES	230	3324	0.0692
WOOLWORTHS	1089	15900	0.0685
BURGER	106	1723	0.0615