

Category Review: Chips

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Executive Summary

Customer Trends & Target Segment, Jul '18 - Jun '19

- Highest daily chips sales: week before Christmas
- Best-sellers: Kettle, Smith's, Pringles, Doritos. Christmas uptick: Thins, Twisties
- Recommended promos on 200g+ pack sizes
- Target segment: Young singles/couples (mainstream affluence). Recommend off-locate their preferred products

Trial Store Layout Analysis, Feb-Mar 2019

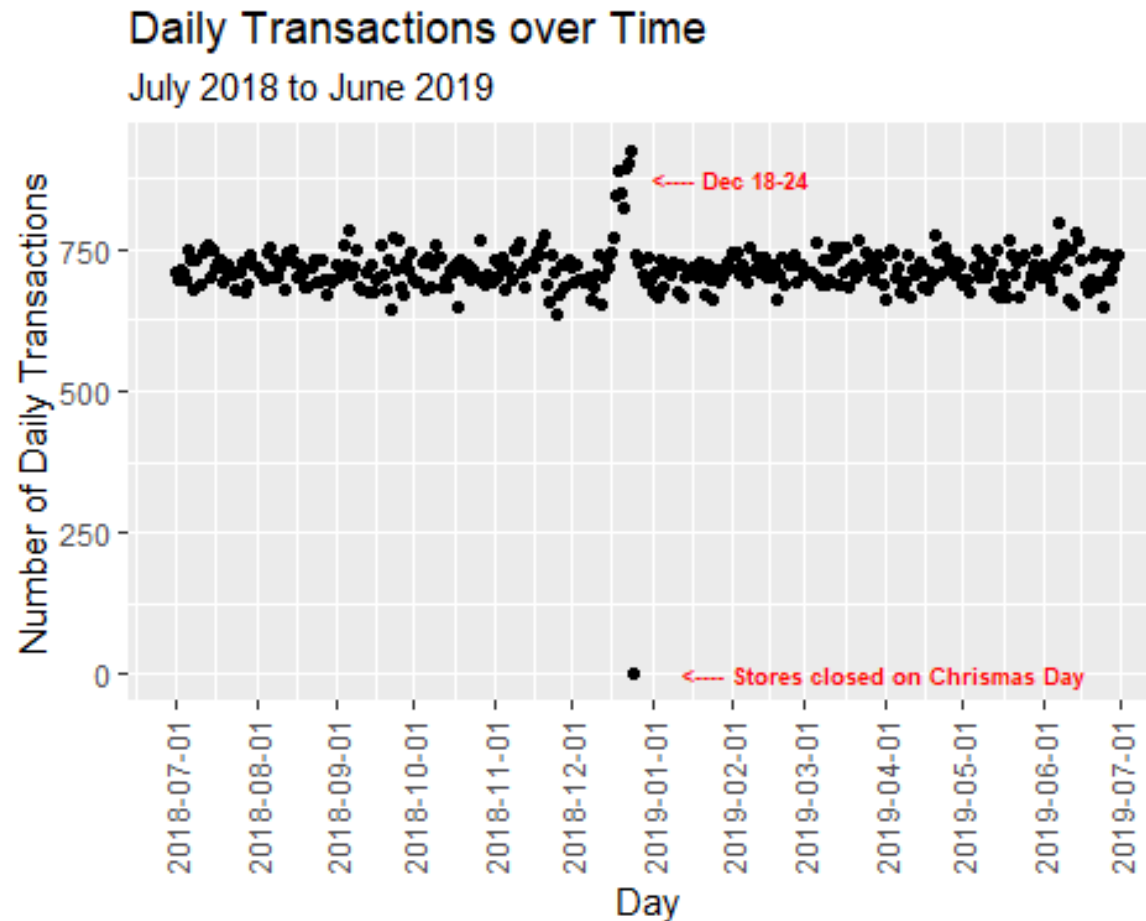
- Store 77: Significant increase in sales and # of customers, especially March, April
- Store 86: Significant increase in # of customers, but sales not significantly higher
- Store 88: Significant increase in sales, but # of customers not significantly higher

Customer Trends & Target Segment, Jul '18 - Jun '19

Christmas sales peak (Dec 18 - 24, 2018)

- A strong focus should be allotted to the Christmas season in terms of stock quantity of specific brands and pack sizes.

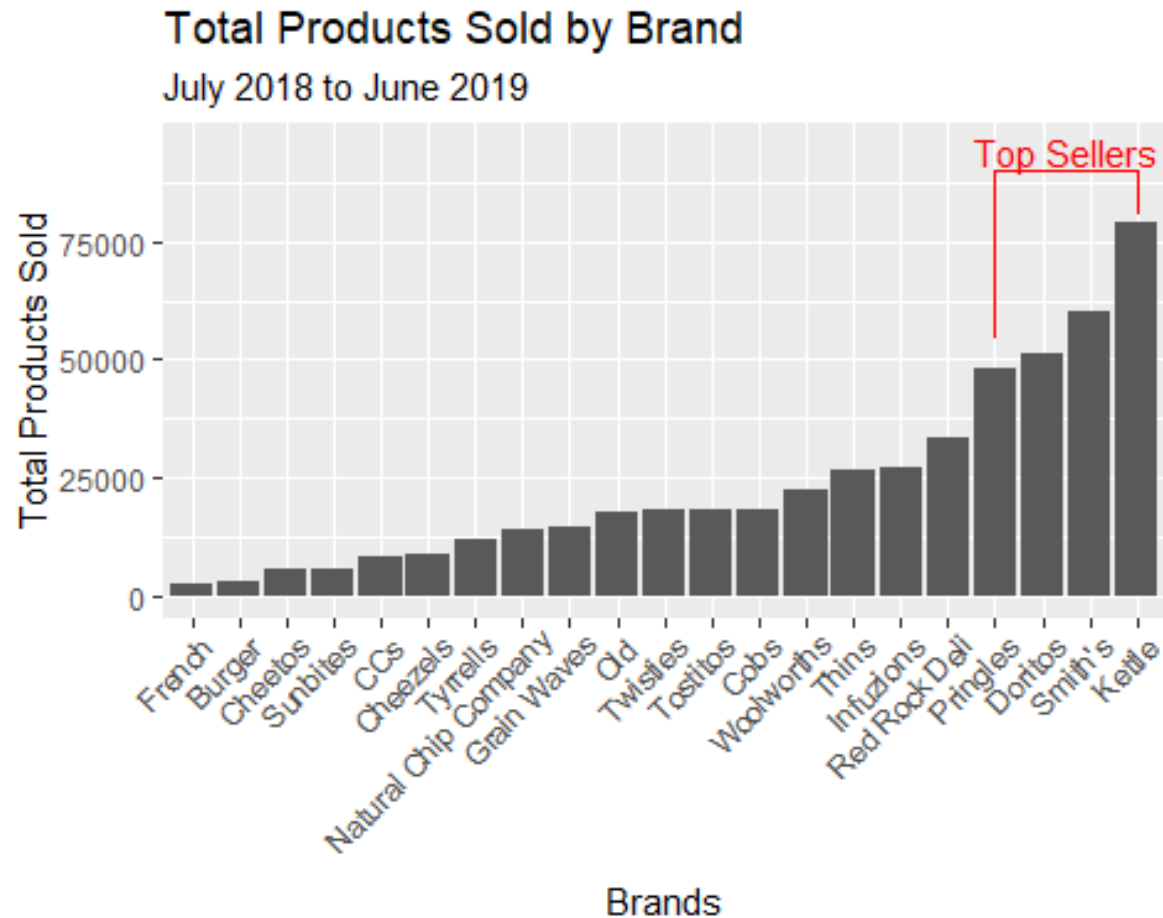
Daily chip transactions increased 22% during Christmas



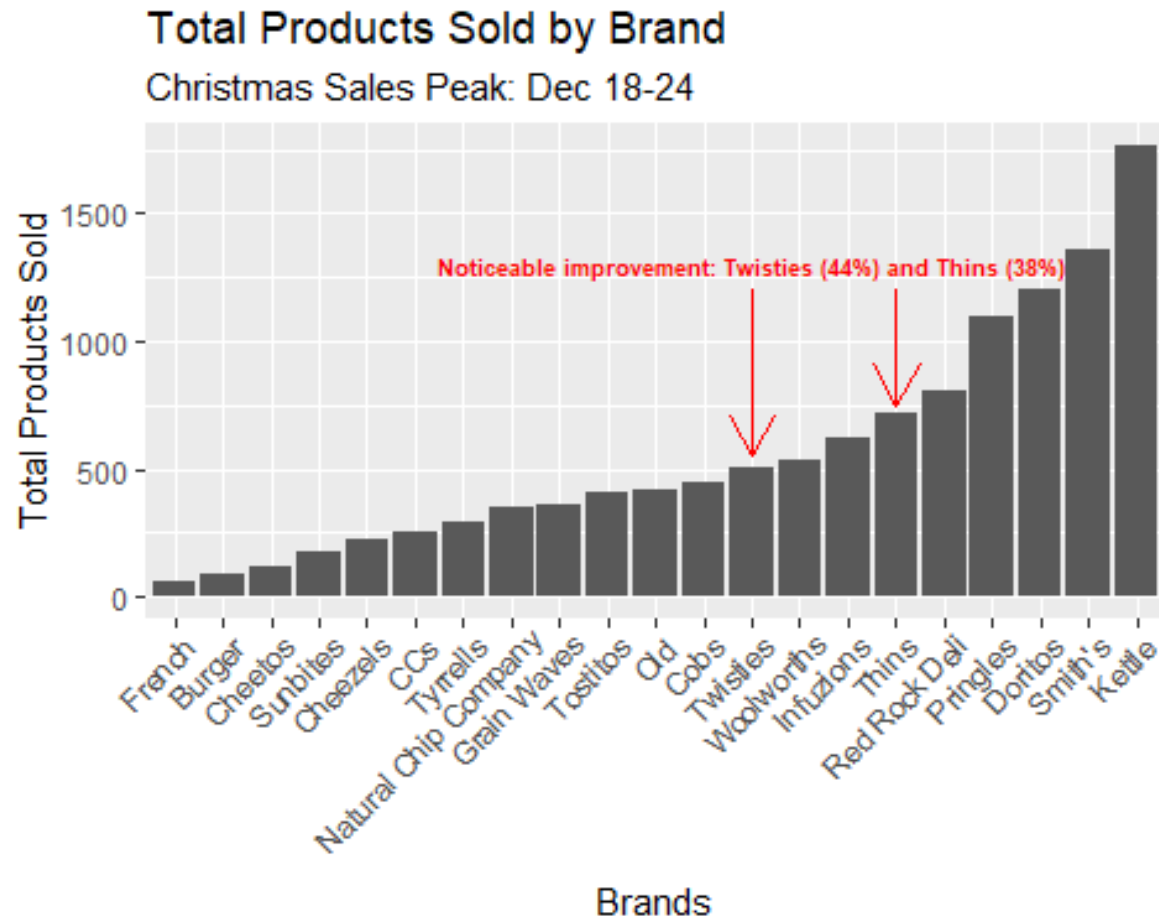
Sales by brand and Christmas brand recommendation

- Kettle products sell the most, followed by Smith's, Pringles, and Doritos.
- Christmas uptick: Thins and Twisties showed noticeable improvement and should be strategically located to boost sales.

Best-sellers: Kettle (80k), Smith's (60k), Pringles (50k), Doritos (50k)



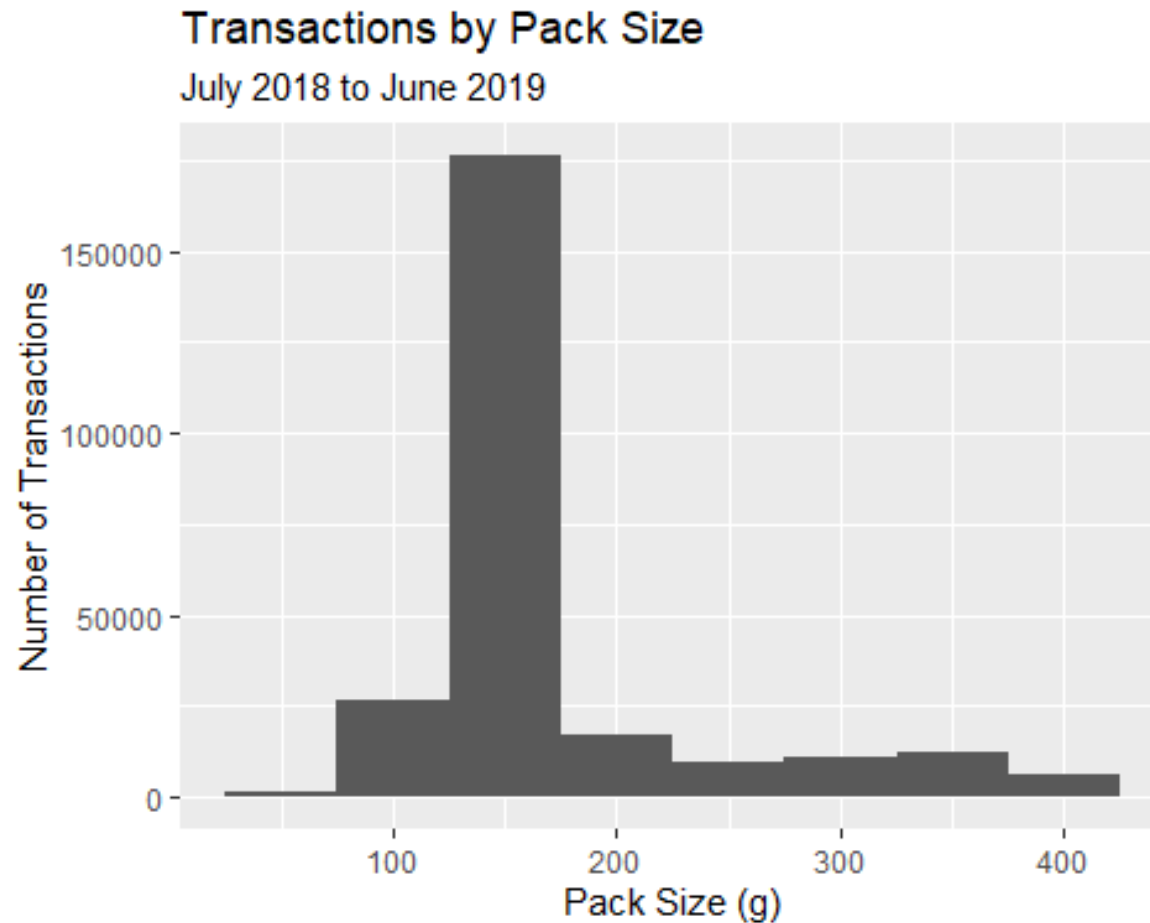
Year-long best-sellers top the Christmas list



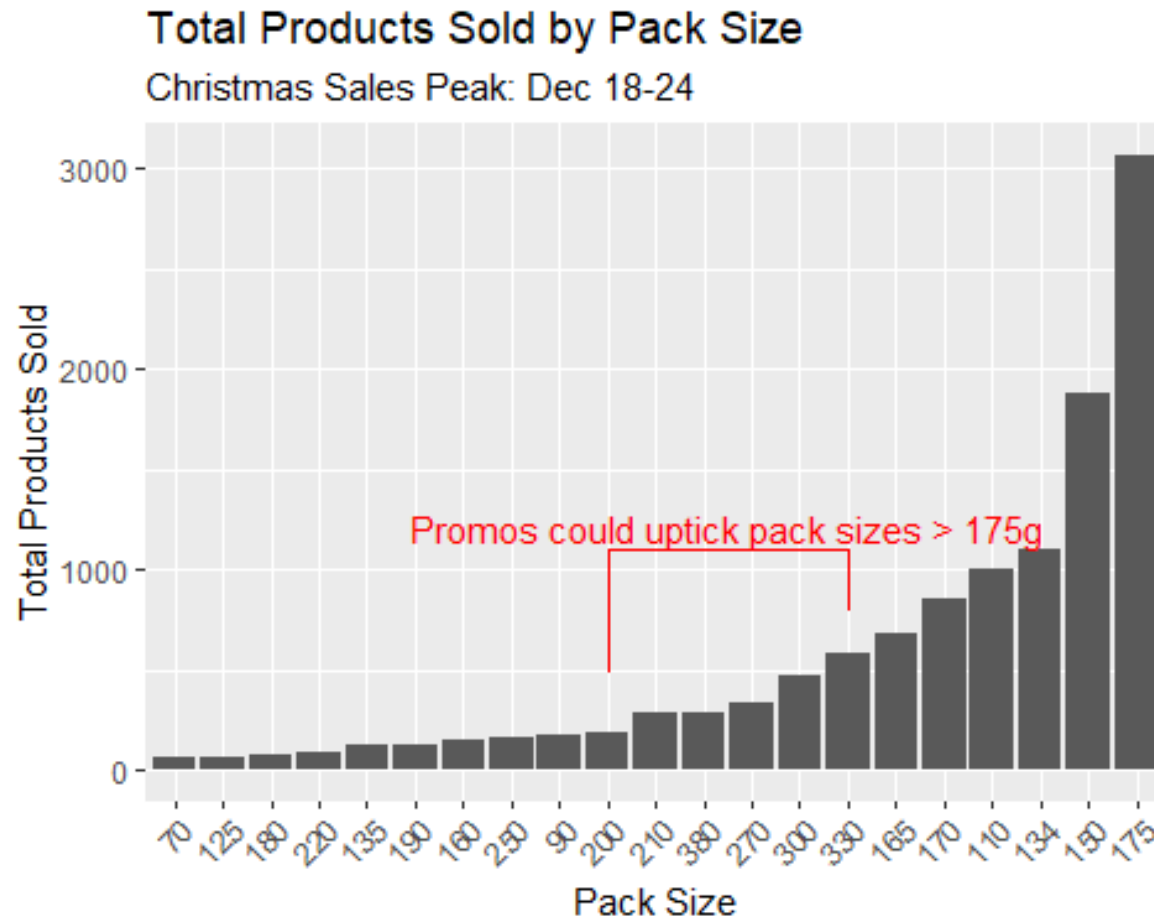
Christmas pack size stock recommendation

- Most popular pack sizes (year-round + Christmas): 150-200g
- Christmas customers prefer 175g pack sizes, followed by 150g.
- Christmas customers did not prefer 200g+ pack sizes, but promos could increase Christmas sales.

Most popular pack sizes: 150-200g



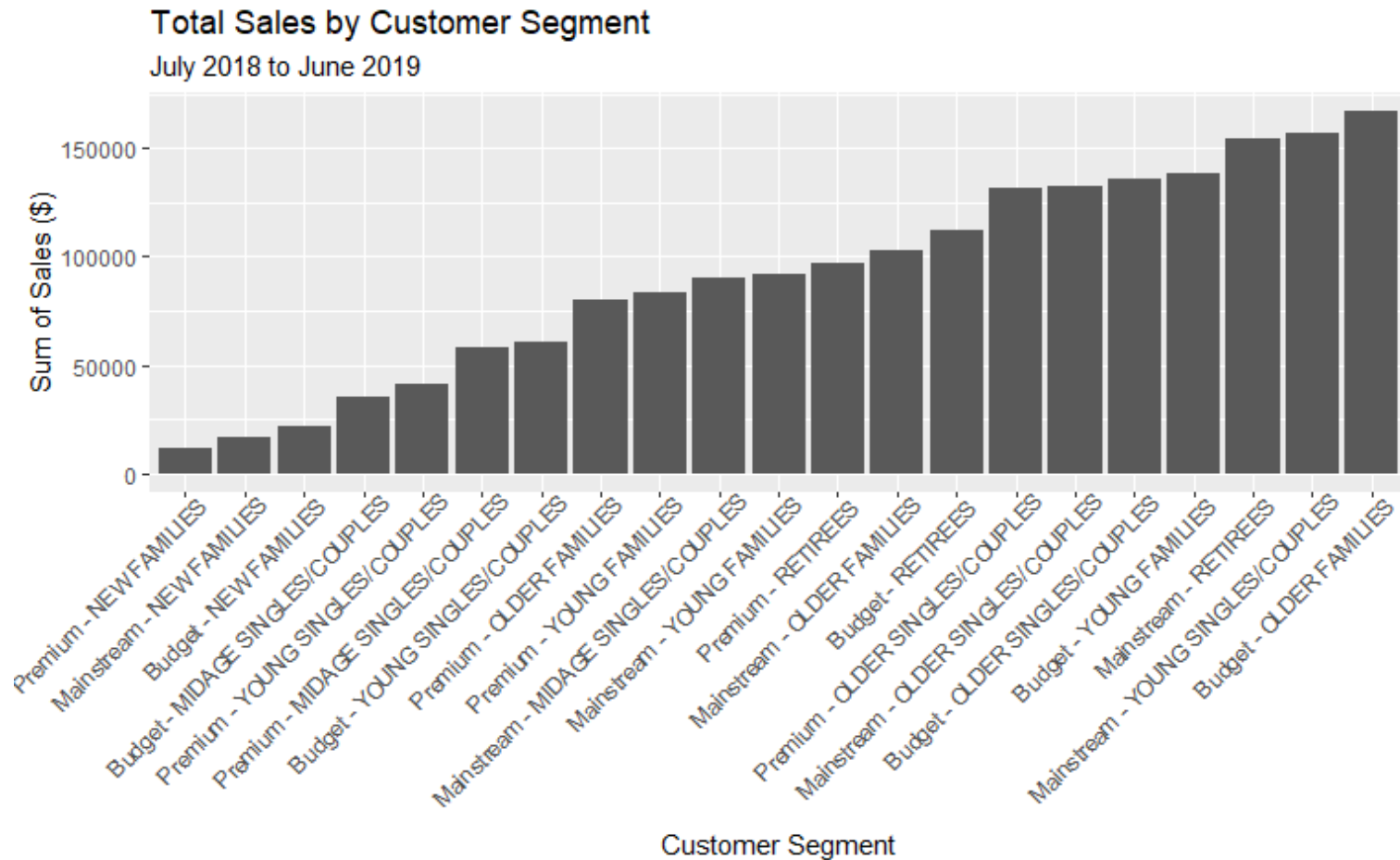
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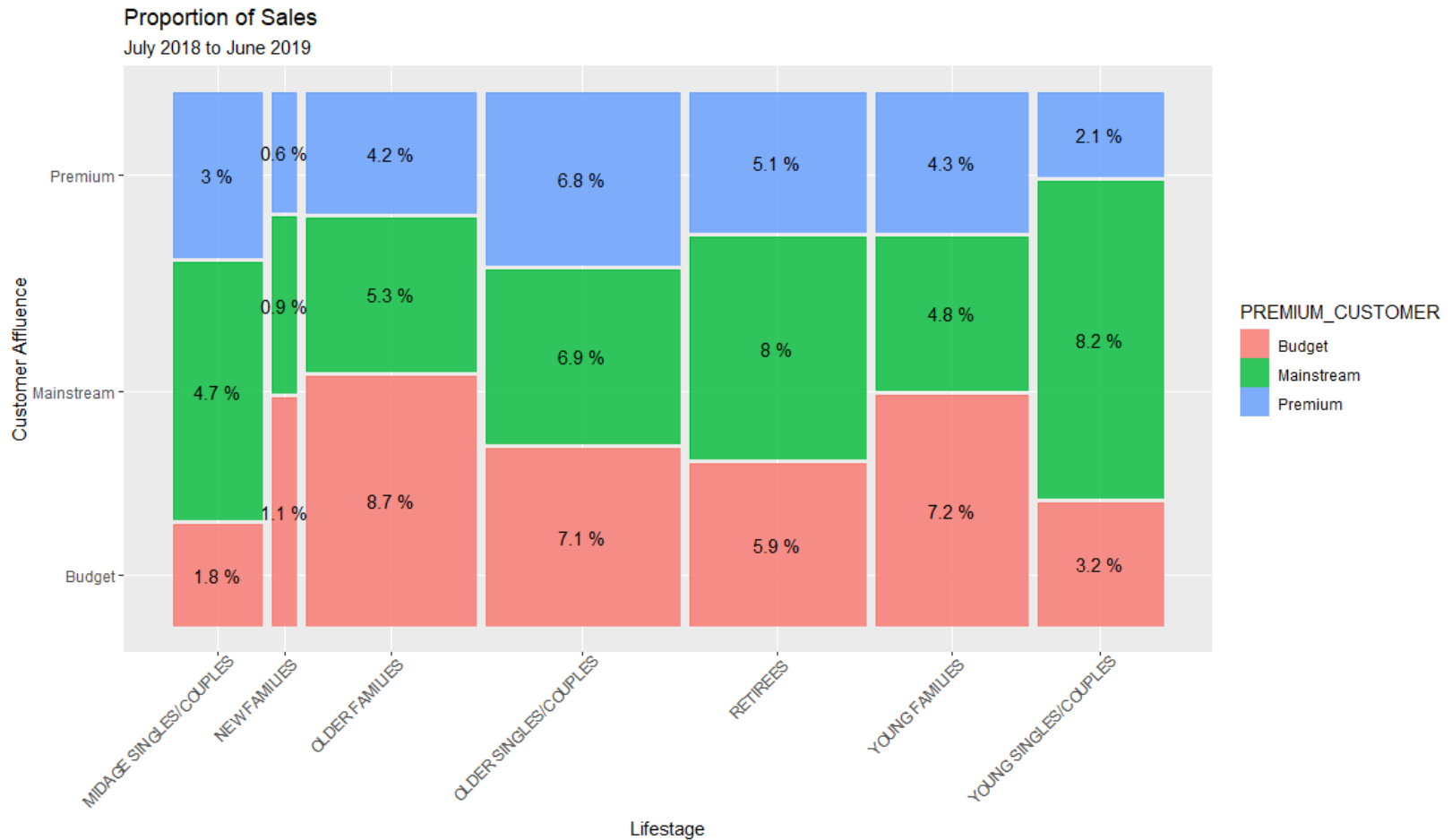
Summary of Customer Segments

- Top sales: Older Families (Budget), **Young Singles/Couples** & Retirees (**Mainstream**)
- Top # of customers: **Young Singles/Couples** & Retirees (**Mainstream**)
- Top units per customer: Older Families, Young Families
- Highest average unit price: **Young** & Midage **Singles/Couples** (**Mainstream**)

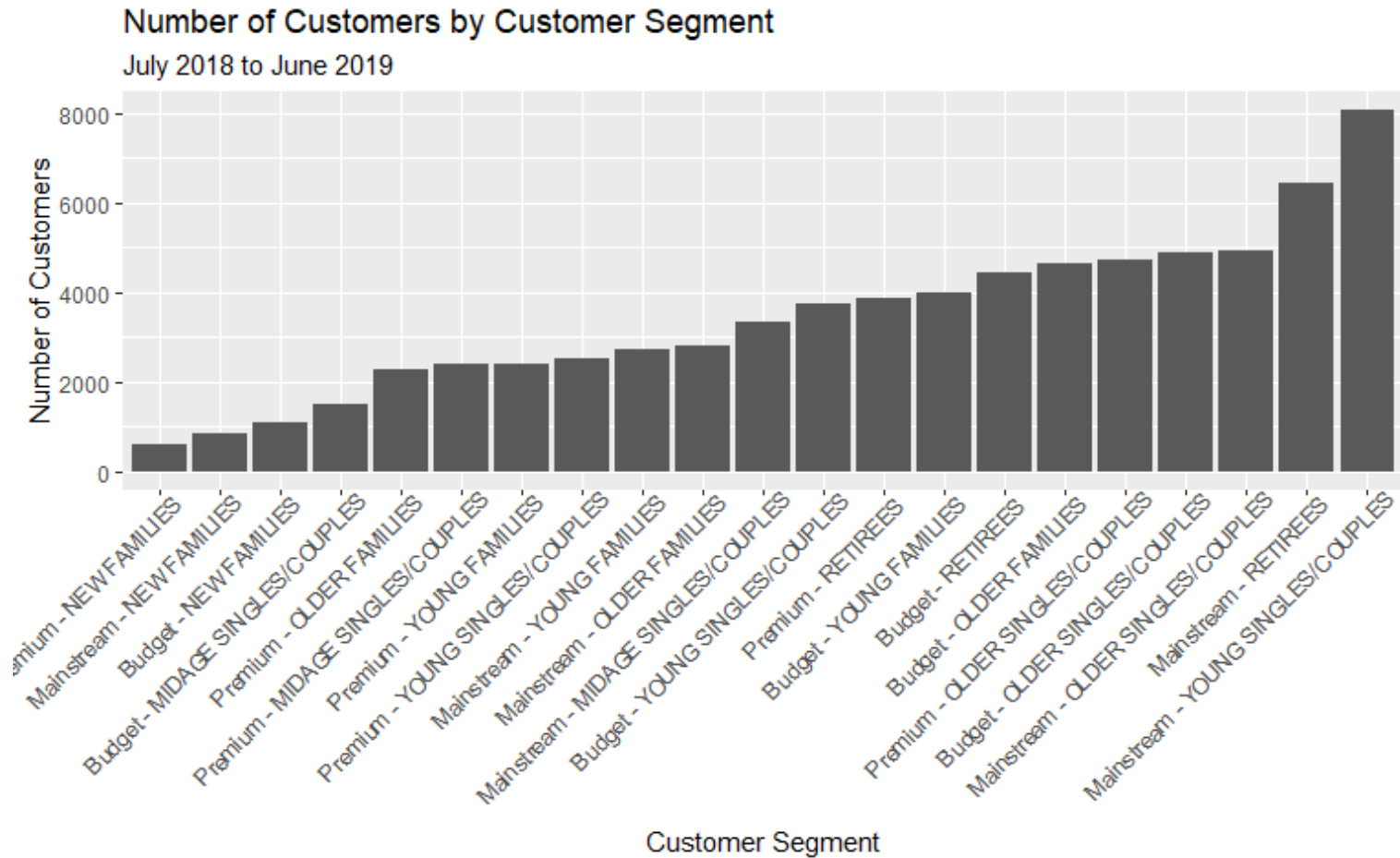
Top sales: Older Families (Budget), Young Singles/Couples & Retirees (Mainstream)



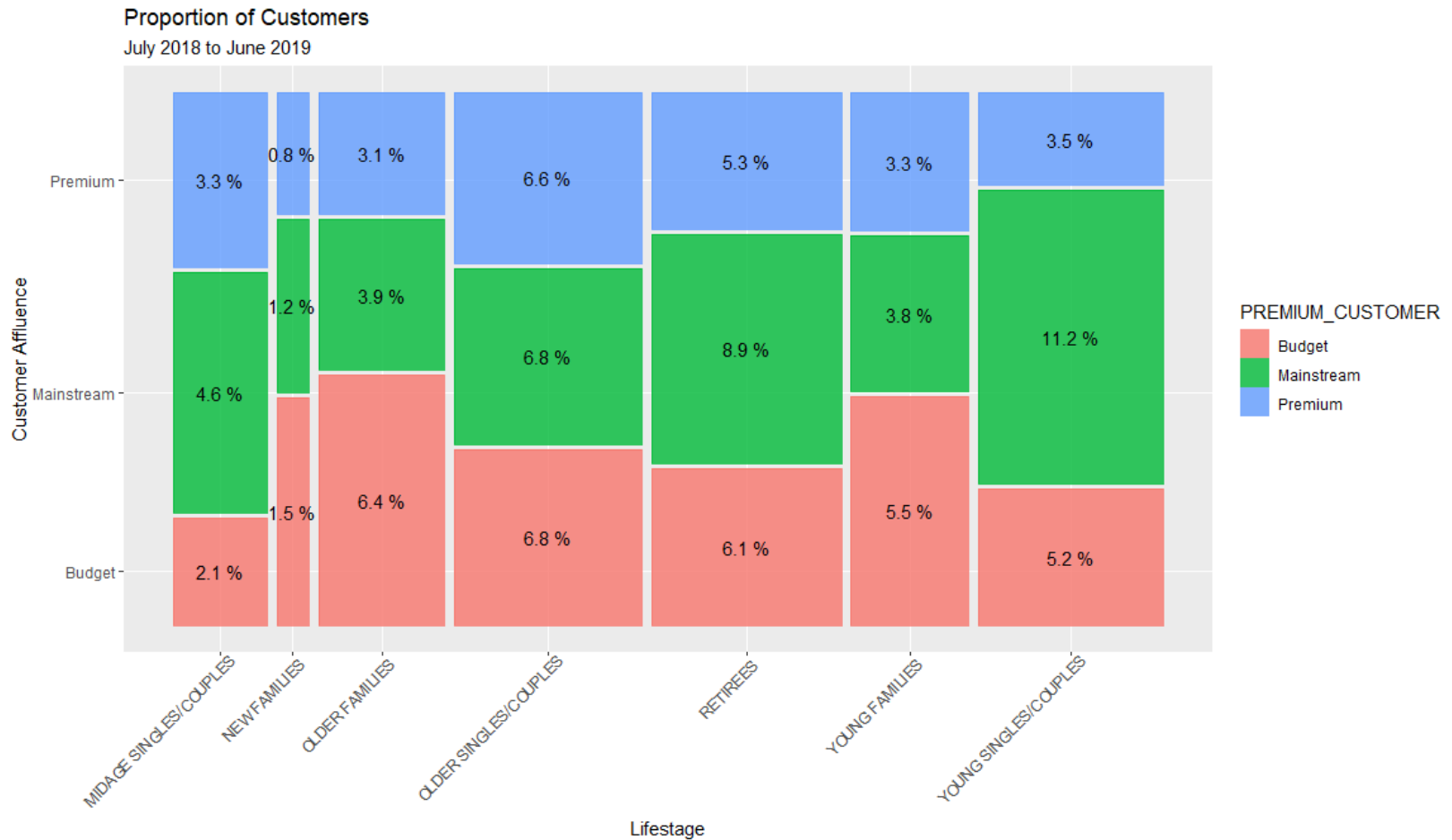
Young Singles/Couples (Mainstream): 8.2% of all sales



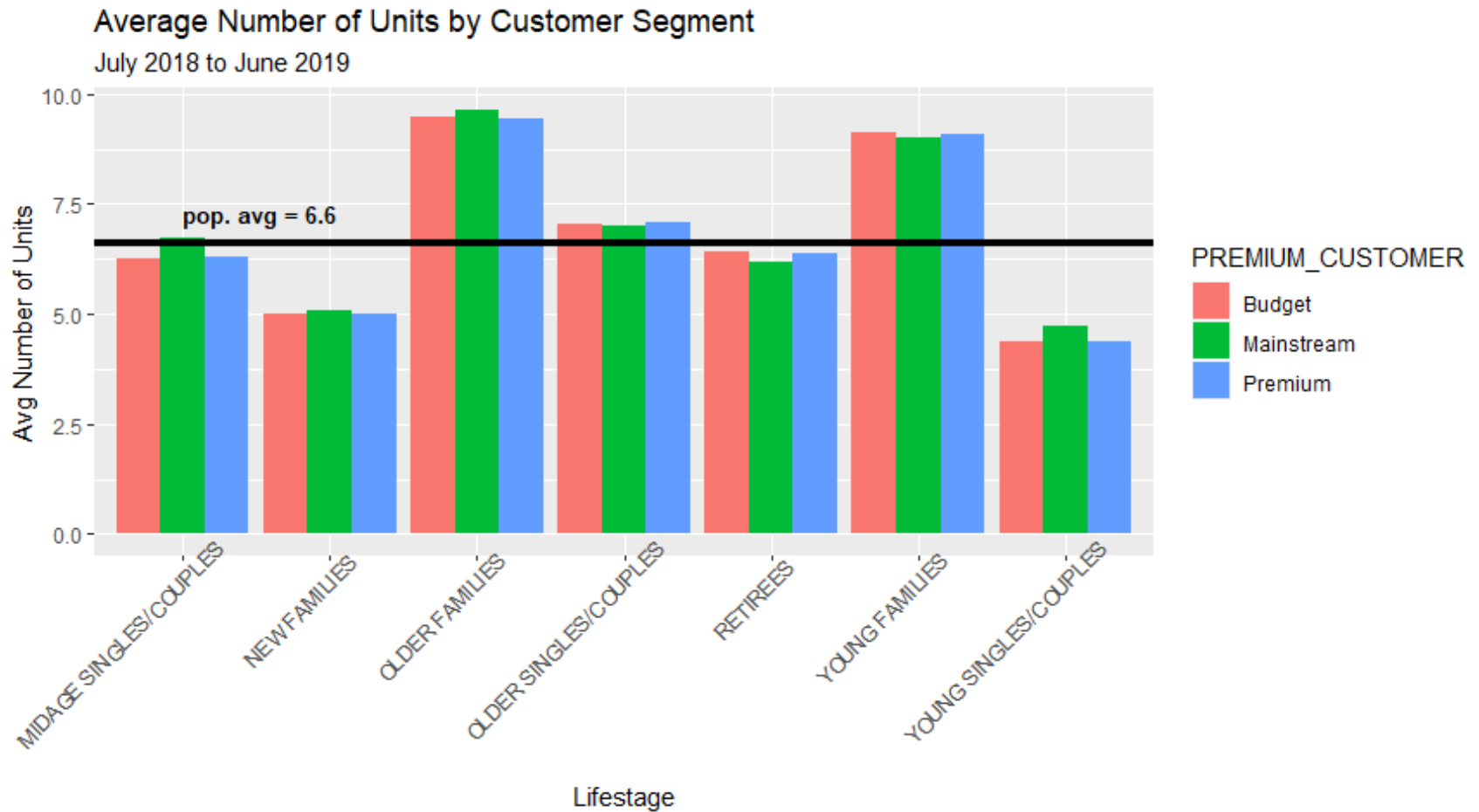
Top number of customers: Young Singles/Couples & Retirees (Mainstream)



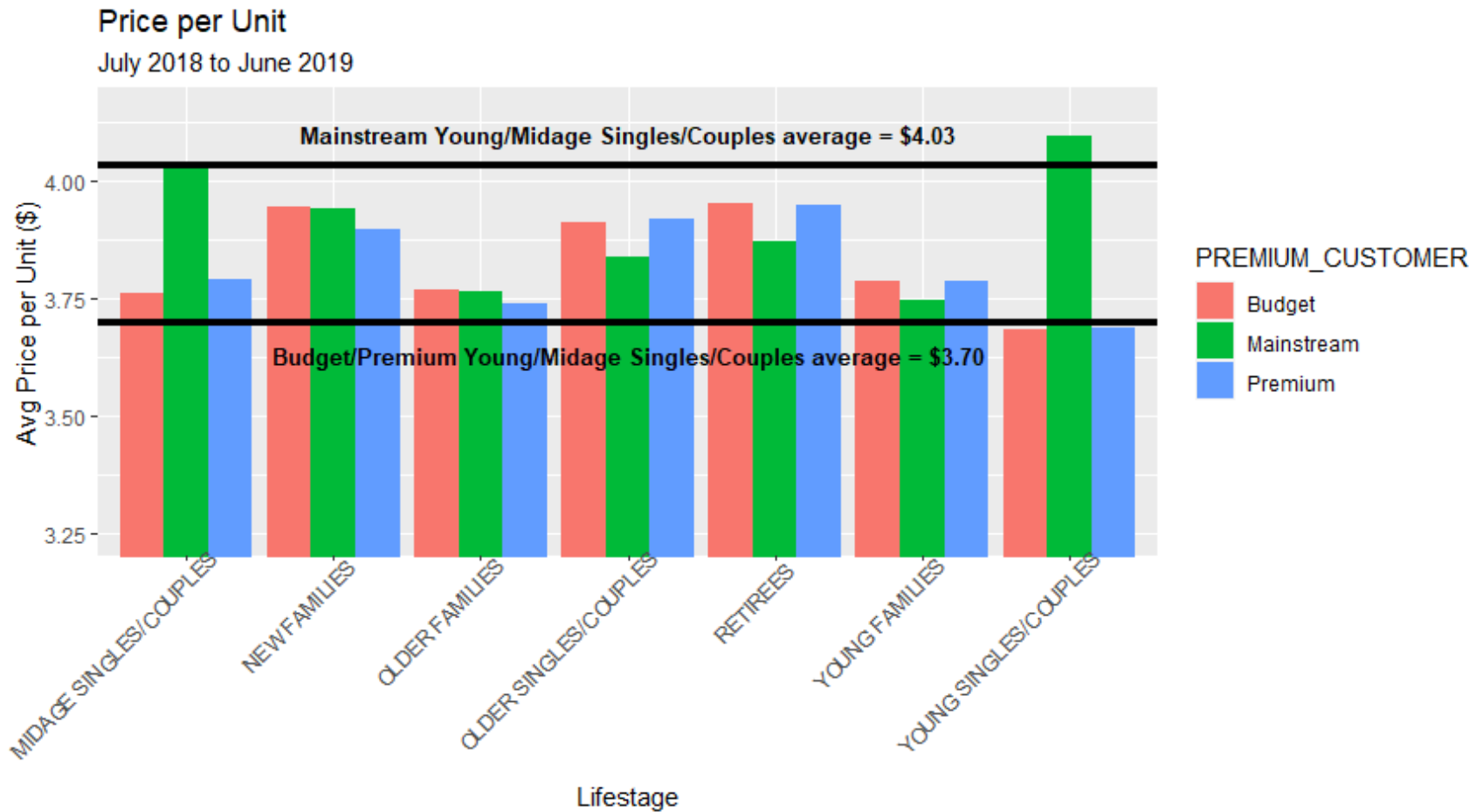
Young Singles/Couples: 11.2% of all customers



Top units per customer: Older Families, Young Families



Highest average unit price: Young & Midage Singles/Couples (Mainstream)

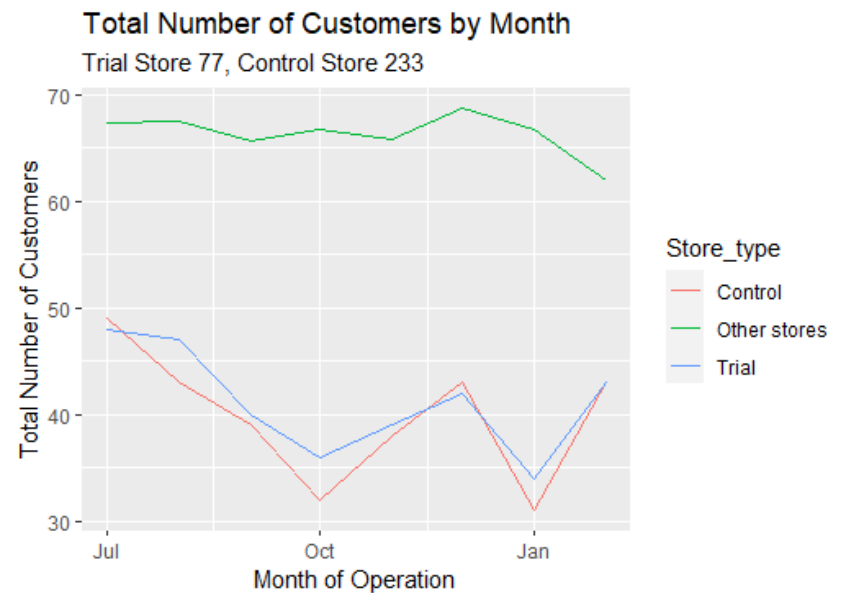
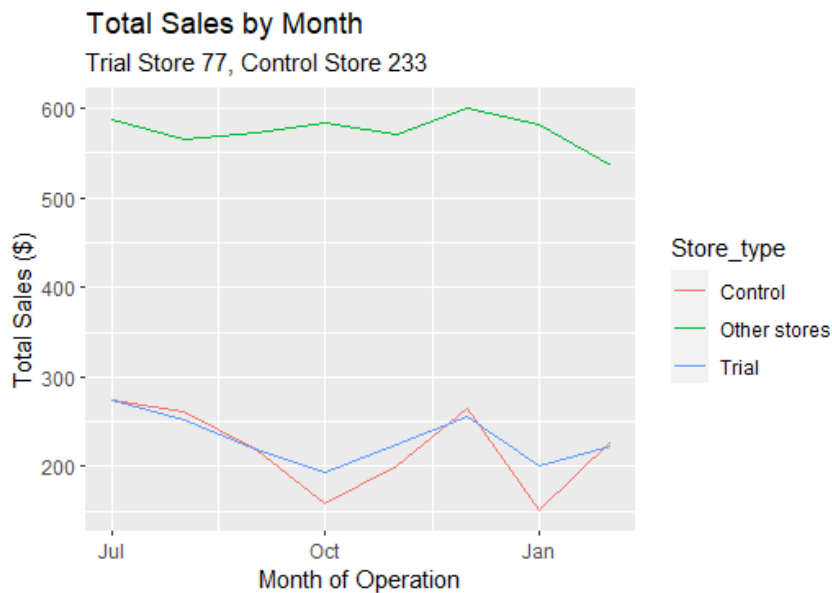


Young Singles/Couples (Mainstream):

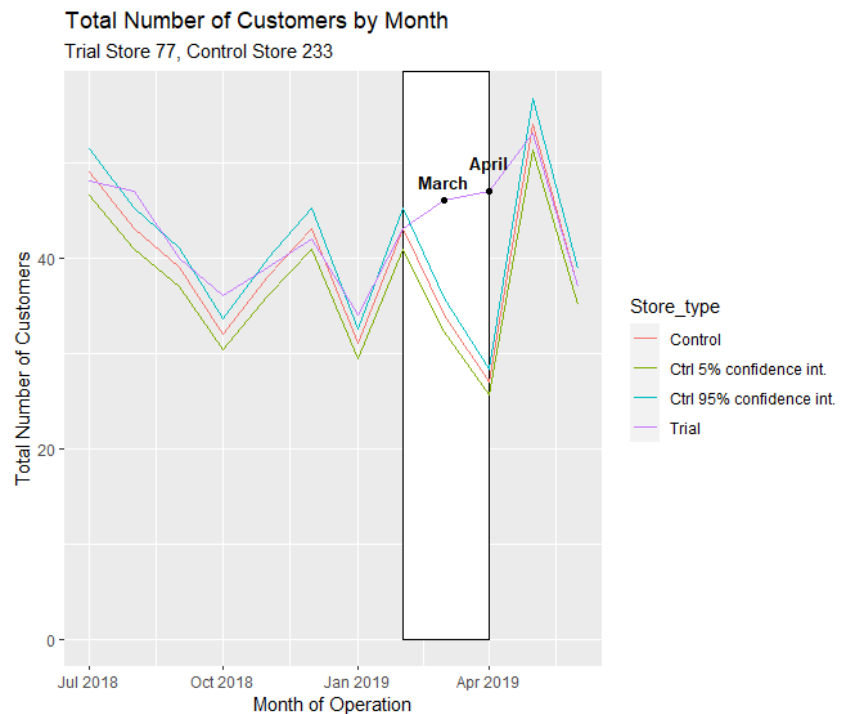
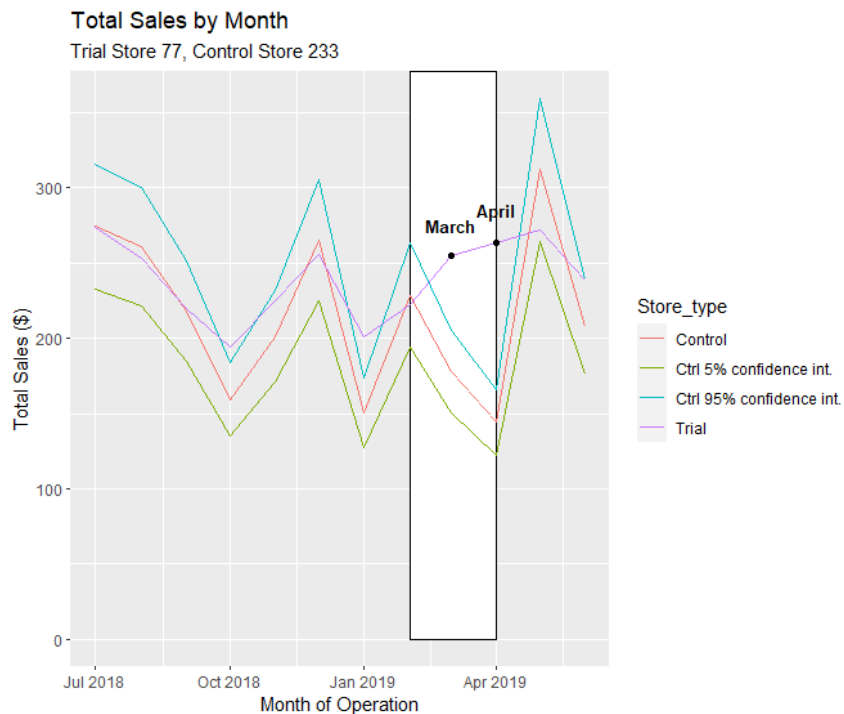
- 23% more likely to buy Tyrrells, 22% for Twisties
- 56% less likely to buy Burger Rings chips
- 27% more likely to buy 270g packs of chips (only Twisties has these)
- Tyrells and Twisties can be off-located to other popular store parts that this segment shops in
- 270g Twisties could be marketed to this segment during Christmas

Trial Store Layout Analysis, Feb- March 2019

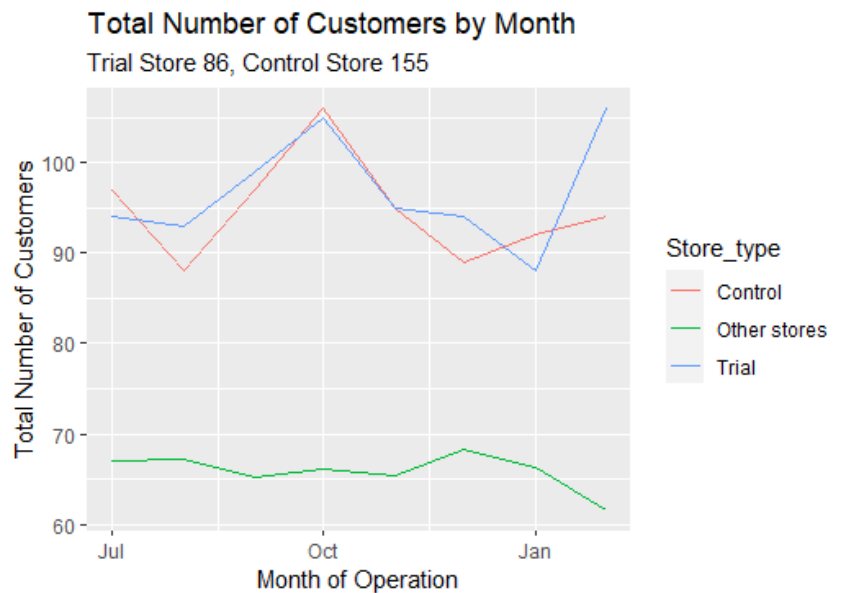
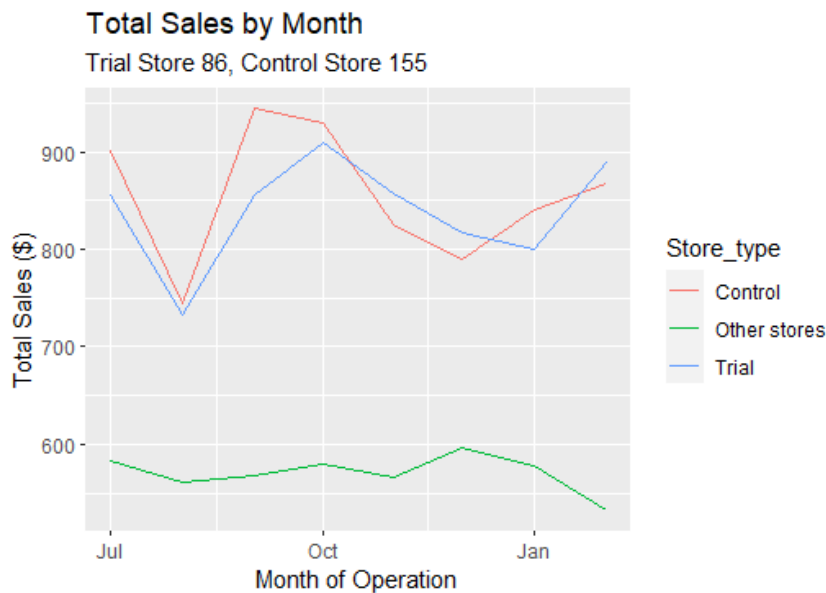
Best match: trial store 77 closely matches store 233 in sales and number of customers during pre-trial period



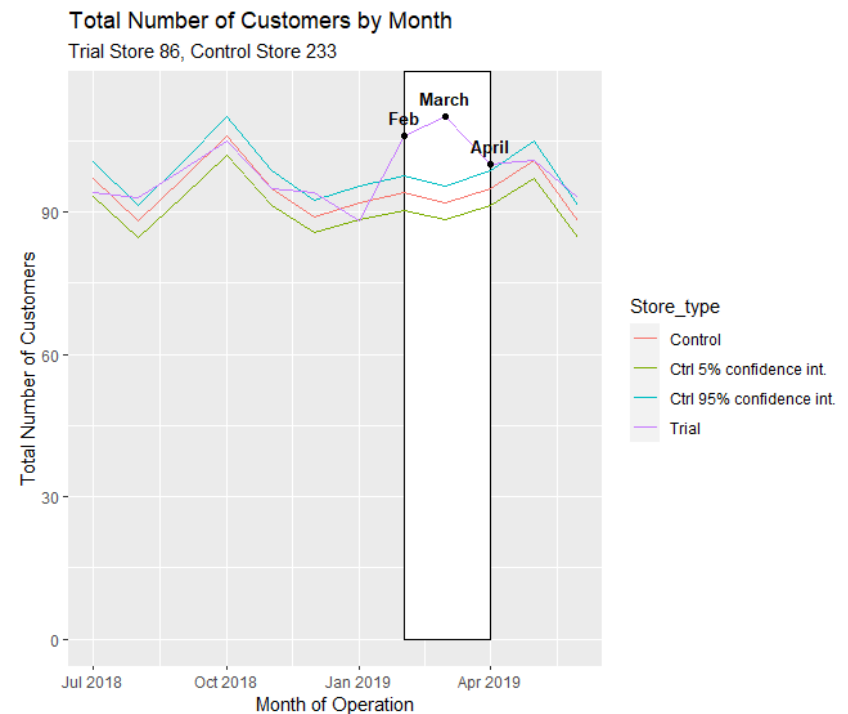
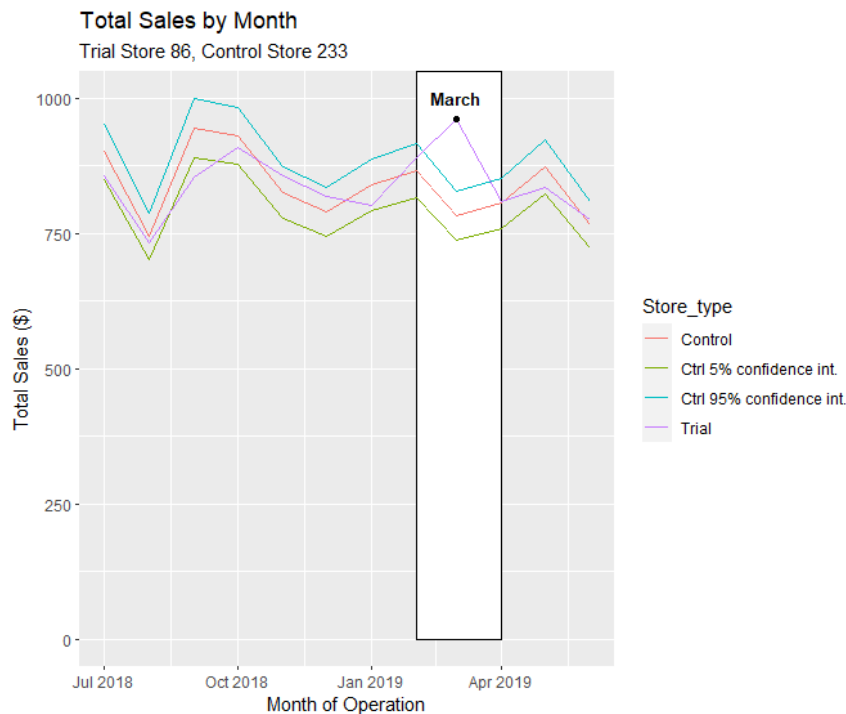
Store 77: Significant increase in sales and number of customers, especially March, April



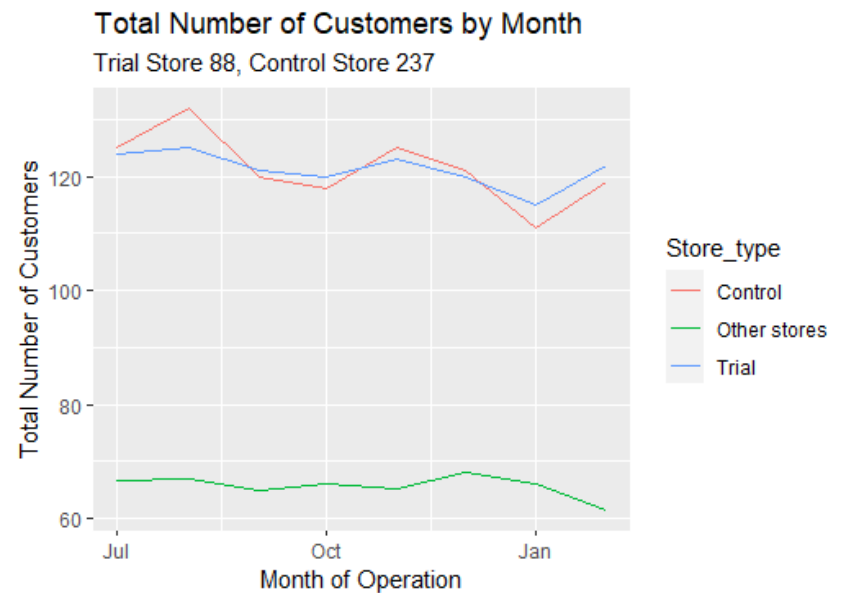
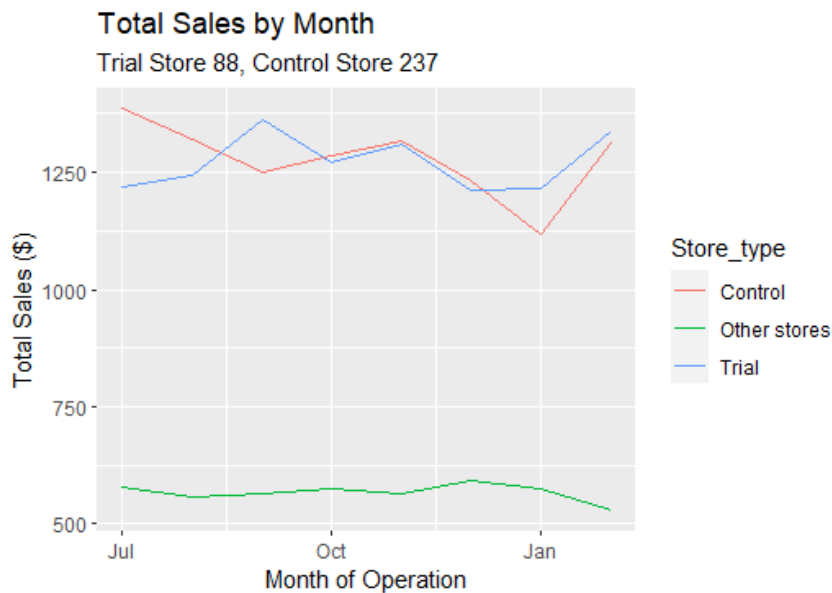
Best match: trial store 86 closely matches store 155 in sales and number of customers during pre-trial period



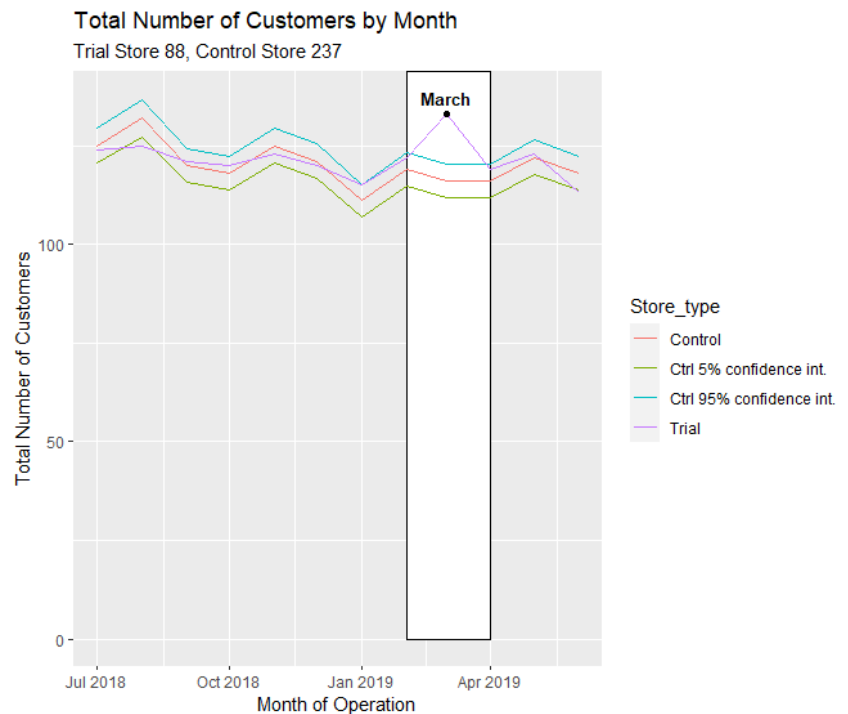
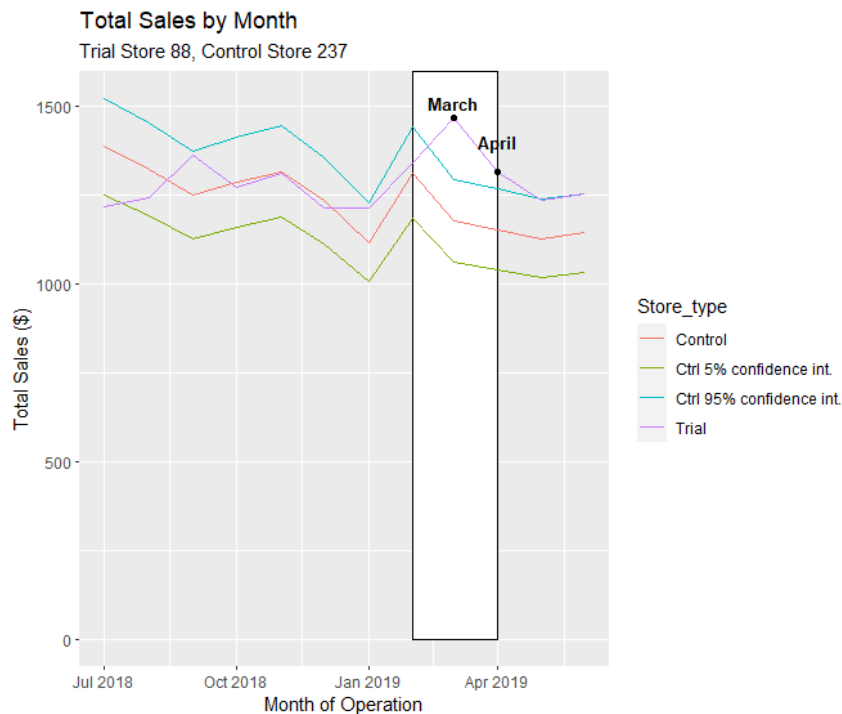
Store 86: Significant increase in number of customers all 3 months, but sales not significantly higher



Best match: trial store 88 closely matches store 237 in sales and number of customers during pre-trial period



Store 88: Significant increase in March & April sales, but number of customers not significantly higher



Final Insights

- Christmas is an ideal time to increase stock and promotion for Twisties, Thins, and 200g+ pack sizes, and to maintain stock of best-selling brands
- Young singles/couples with mainstream affluence are an ideal target demographic, preferring Tyrells and Twisties more than other demographics.
- The trial layout was successful in store 77, but only partially successful in store 86, 88. If the implementation of the trial layout was different in 86, 88, then that could explain the discrepancy.
- All trial stores saw improvements to sales and number of customers in March. It's possible that this is due to customer trends outside of the trial store layout changes.