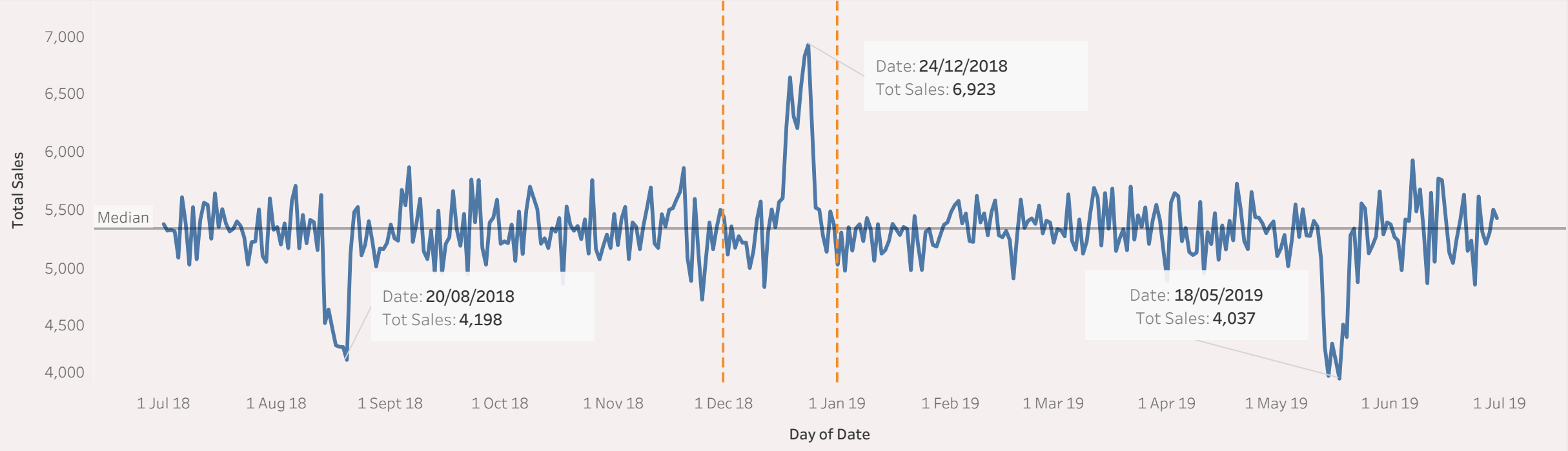


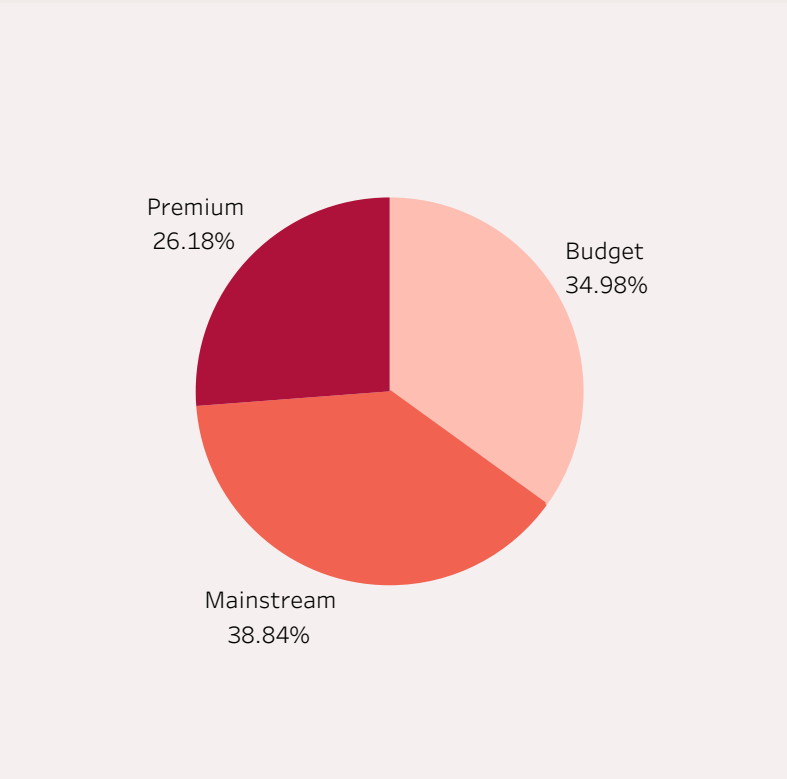
CUSTOMER PURCHASING BEHAVIOUR

We try to understand the types of customers who purchase Chips and their purchasing behaviour within the region. Here is the general summary about the transactions. The peak in total sale came in December. Around 60% of the customers are older people. Less than a third are Premium customer. 175g is the most popular Chips pack size for the customer.

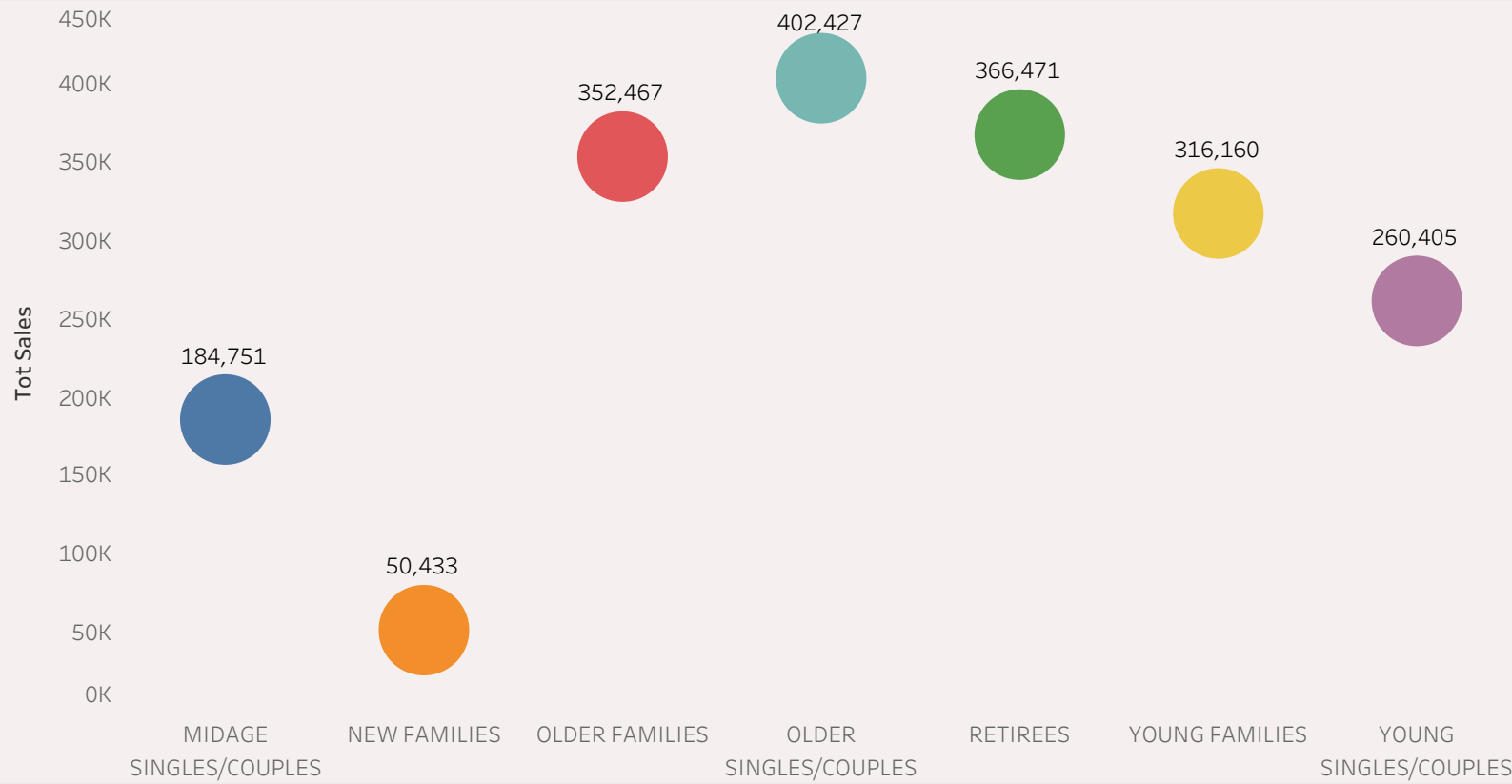
Transaction Lines



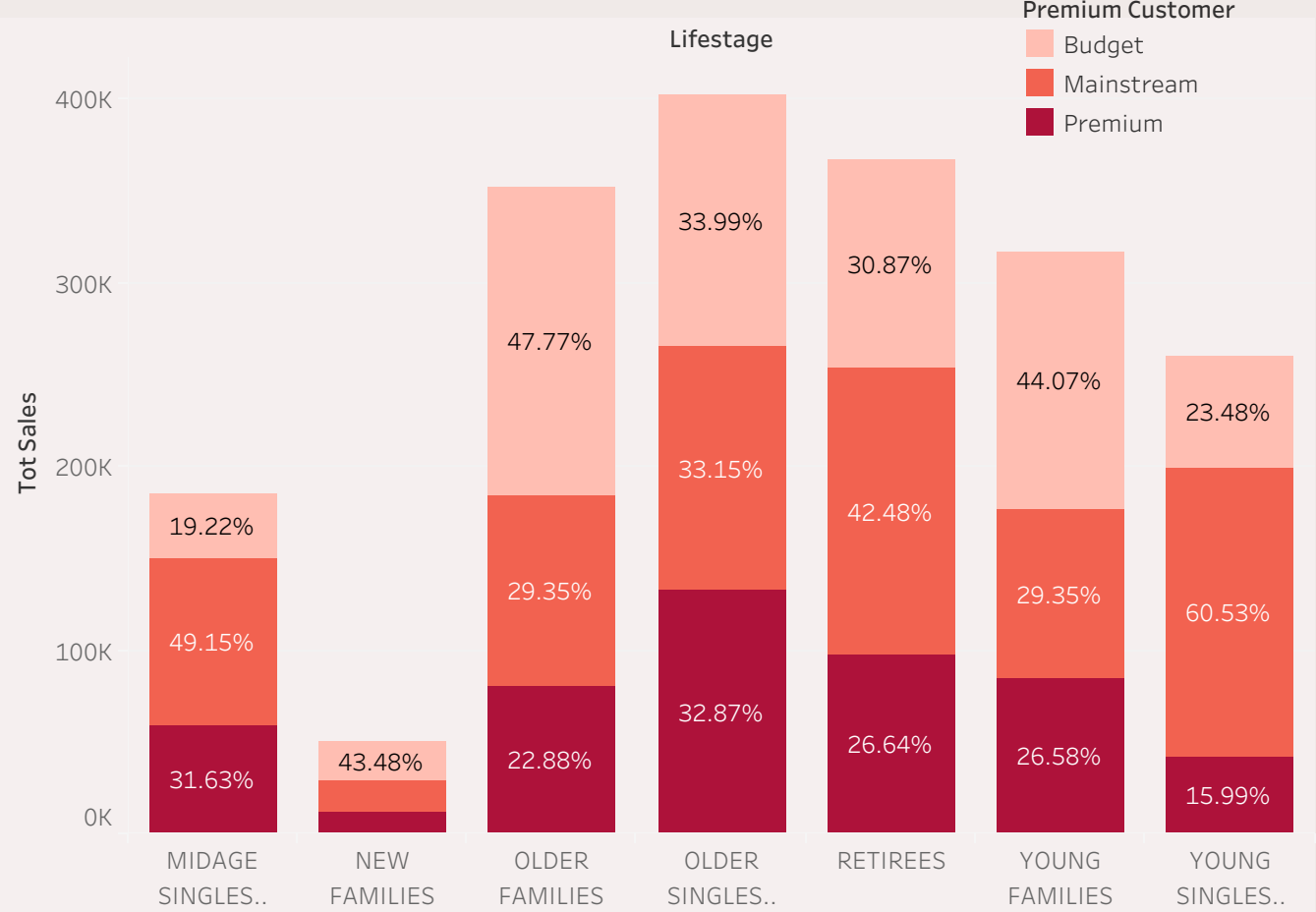
Premium Customer Level



Customer Lifestage



How many customers are in each customer segment

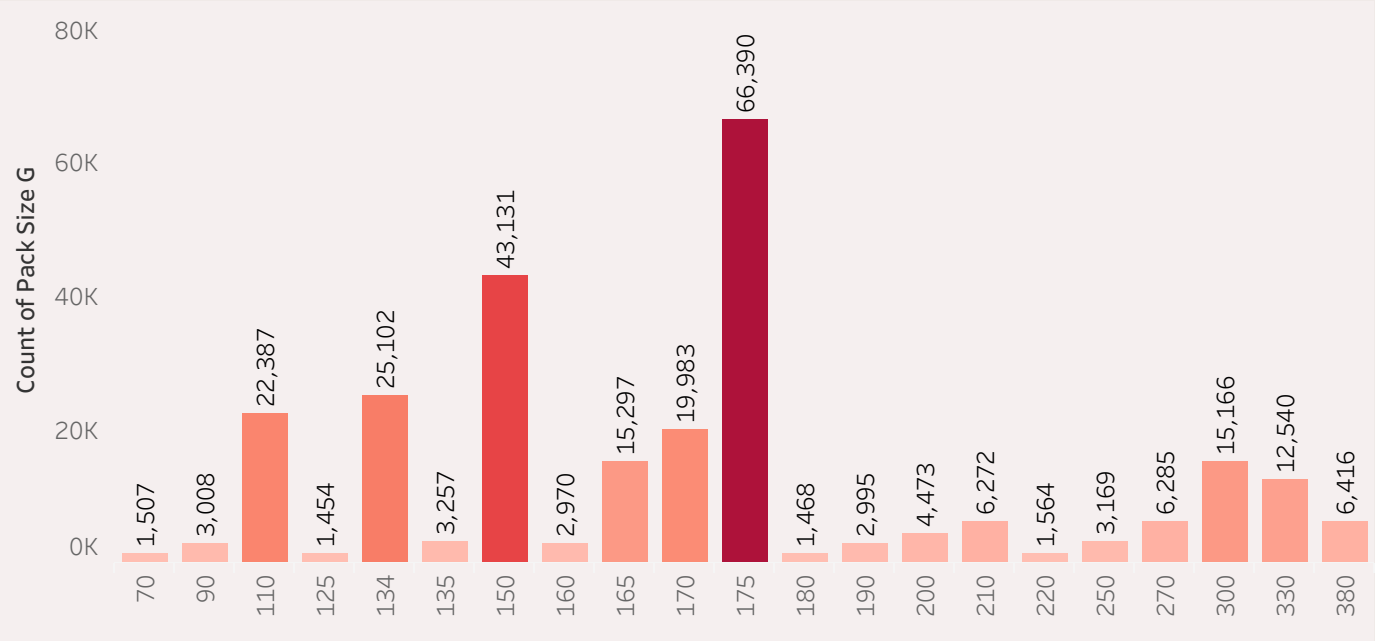


Who contributes the highest sales

Older families as Budget customers make a significant contribution to total sales. Retirees and young singles/couples as Mainstream customers have more passion for purchasing Chips.

Lifestage	Premium Customer		
	Budget	Mainstream	Premium
MIDGE SINGLES/COUPLES	1.84%	4.70%	3.02%
NEW FAMILIES	1.13%	0.88%	0.59%
OLDER FAMILIES	8.71%	5.35%	4.17%
OLDER SINGLES/COUPLES	7.08%	6.90%	6.84%
RETIREES	5.85%	8.05%	5.05%
YOUNG FAMILIES	7.21%	4.80%	4.35%
YOUNG SINGLES/COUPLES	3.16%	8.15%	2.15%

Pack Size (g)



Total Sales by Brands

