To,

Julia, The Chips Category Manager.

**Subject: Data Analytics Report on Chips Category**

Hi,

This email is from the Retail Analytics Team on the Analytics Project for Chips Category.

We have successfully completed the tasks you have asked to completed.

Task 1: to understand the customer segments and who she should be targeting within her category.

Task 2: to identify benchmark stores that allow you to test the impact of the trial store layouts on customer sales.

Please find the attachment below this email and let us know if you what you think in the next meeting

Regards,

Gifty Cheruvallimalayil

Retail Analytics Team