

72.64K

Total customers

114

No. of Products

1.93M

Total Revenue

PREMIUM\_CUSTOMER

Budget

Mainstream

Premium

LIFESTAGE

MIDAGE SINGLES/COUPLES

NEW FAMILIES

OLDER FAMILIES

Sum of Total Revenue by Premium Customers

507.46K (26.23%)

750.74K (38.81%)

676.21K (34.96%)

PREMIUM\_CUSTOMER

Mainstream

Budget

Premium

Sum of PROD\_QTY by PREMIUM\_CUSTOMER

133K (26.38%)

194K (38.4%)

178K (35.22%)

PREMIUM\_CUSTOM...

Mainstream

Budget

Premium

Sum of PROD\_QTY by LIFESTAGE

OLDER SINGLES/COUPLES

104K

OLDER FAMILIES

95K

RETIREES

94K

YOUNG SINGLES/COU...

67K

YOUNG FAMILIES

85K

MIDAGE SINGL...

48K

1...

PROD\_NBR

Sum of TOT\_SALES

1	8,125.80
2	22,944.40
3	28,308.40
4	40,352.00
5	8,331.00
6	8,379.00
7	34,302.60
8	8,001.10
9	27,770.20
10	7,778.70
11	8,106.00
12	8,934.00
13	7,589.70
Total	1,934,415.00

PROD\_NAME

Sum of

Burger Rings 220g	
CCs Nacho Cheese 175g	
CCs Original 175g	
CCs Tasty Cheese 175g	
Cheetos Chs & Bacon Balls 190g	
Cheetos Puffs 165g	
Cheezels Cheese 330g	
Cheezels Cheese Box 125g	
Cobs Popd Sea Salt Chips 110g	
Cobs Popd Sour Crm &Chives Chips 110g	
Cobs Popd Swt/Chlli &Sr/Cream Chips 110g	
Dorito Corn Chp Supreme 380g	
Doritos Cheese Supreme 330g	
Doritos Corn Chip Mexican Jalapeno 150g	
Doritos Corn Chip Southern Chicken 150g	
Doritos Corn Chips Cheese Supreme 170g	
Total	1,