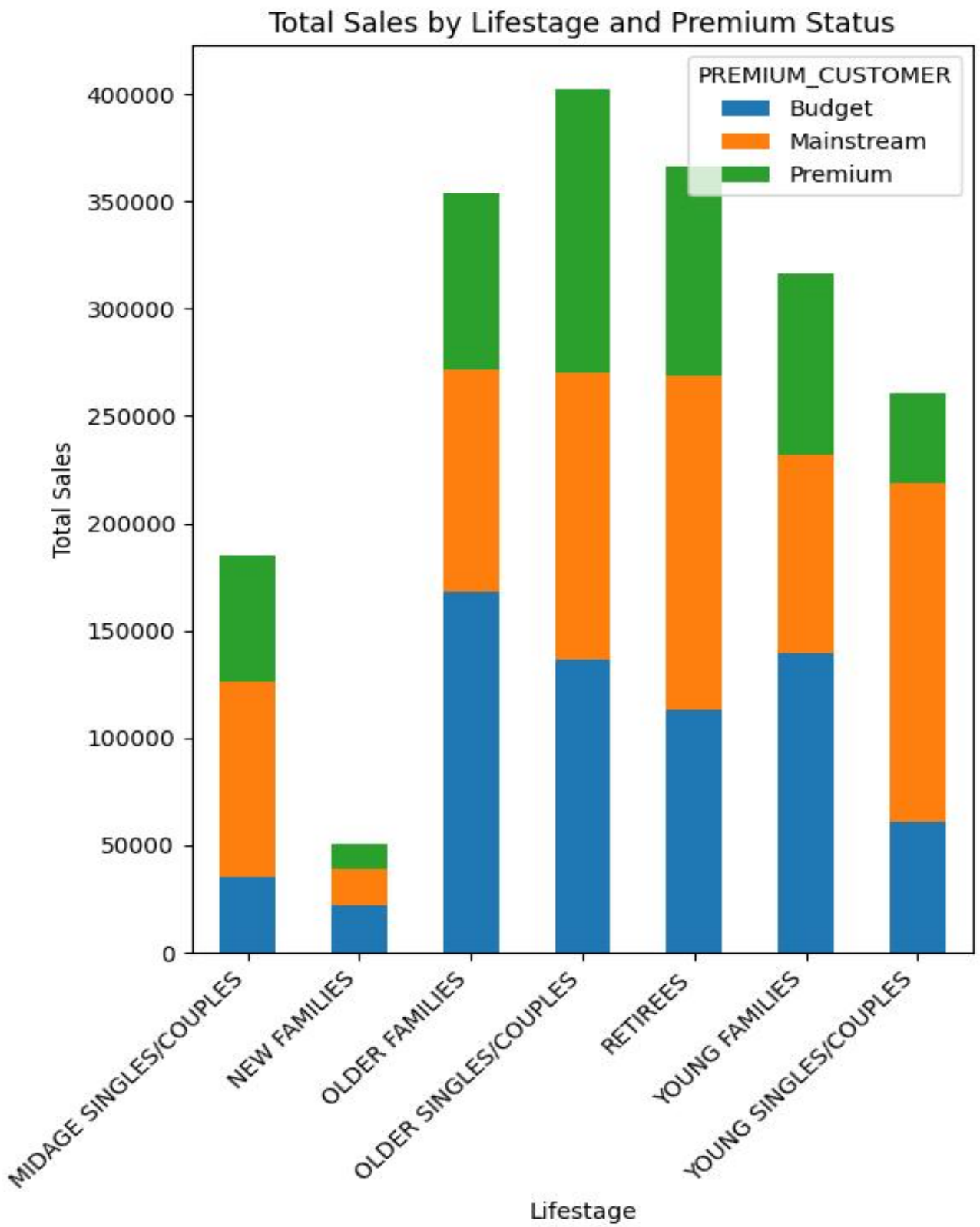
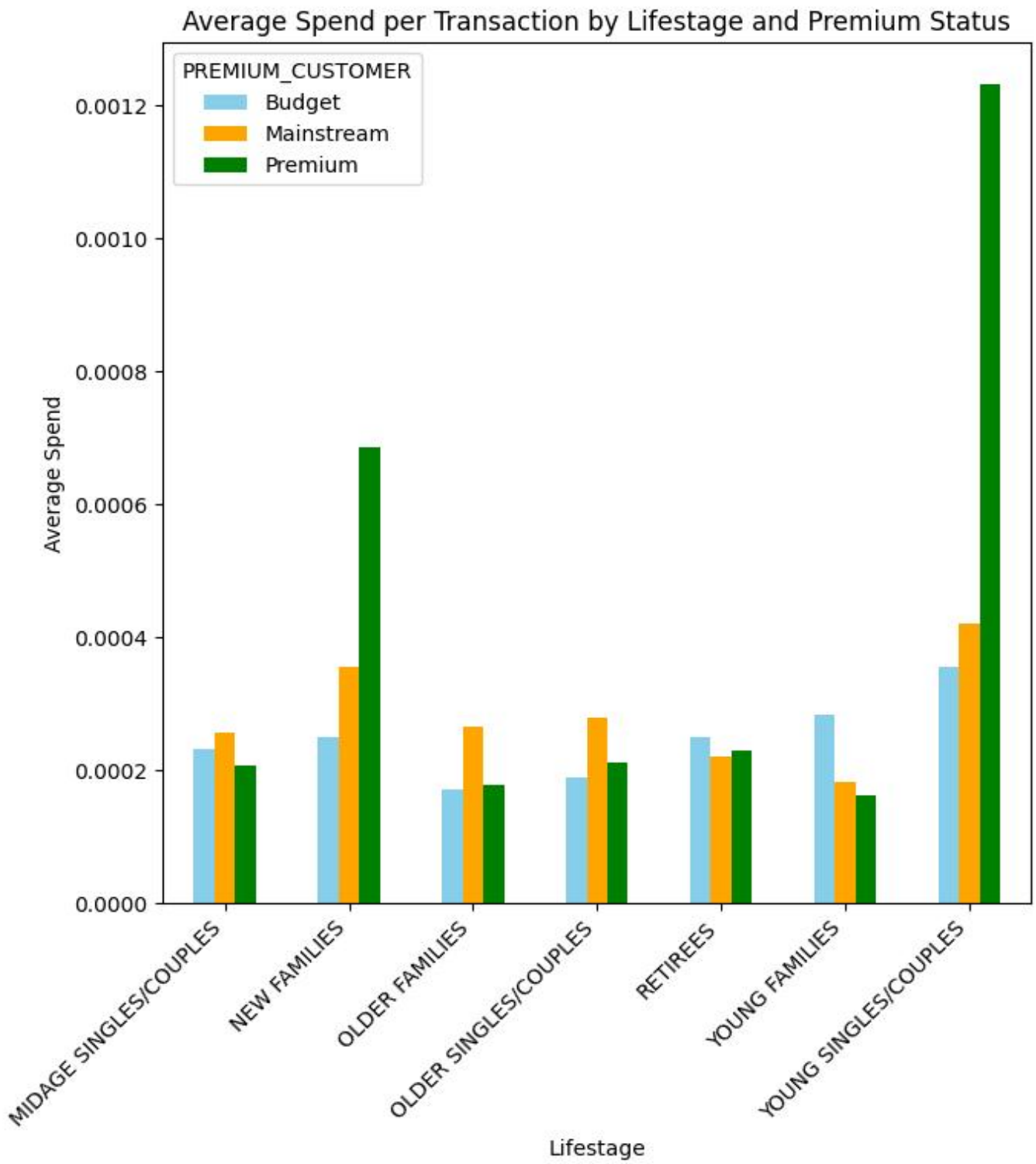
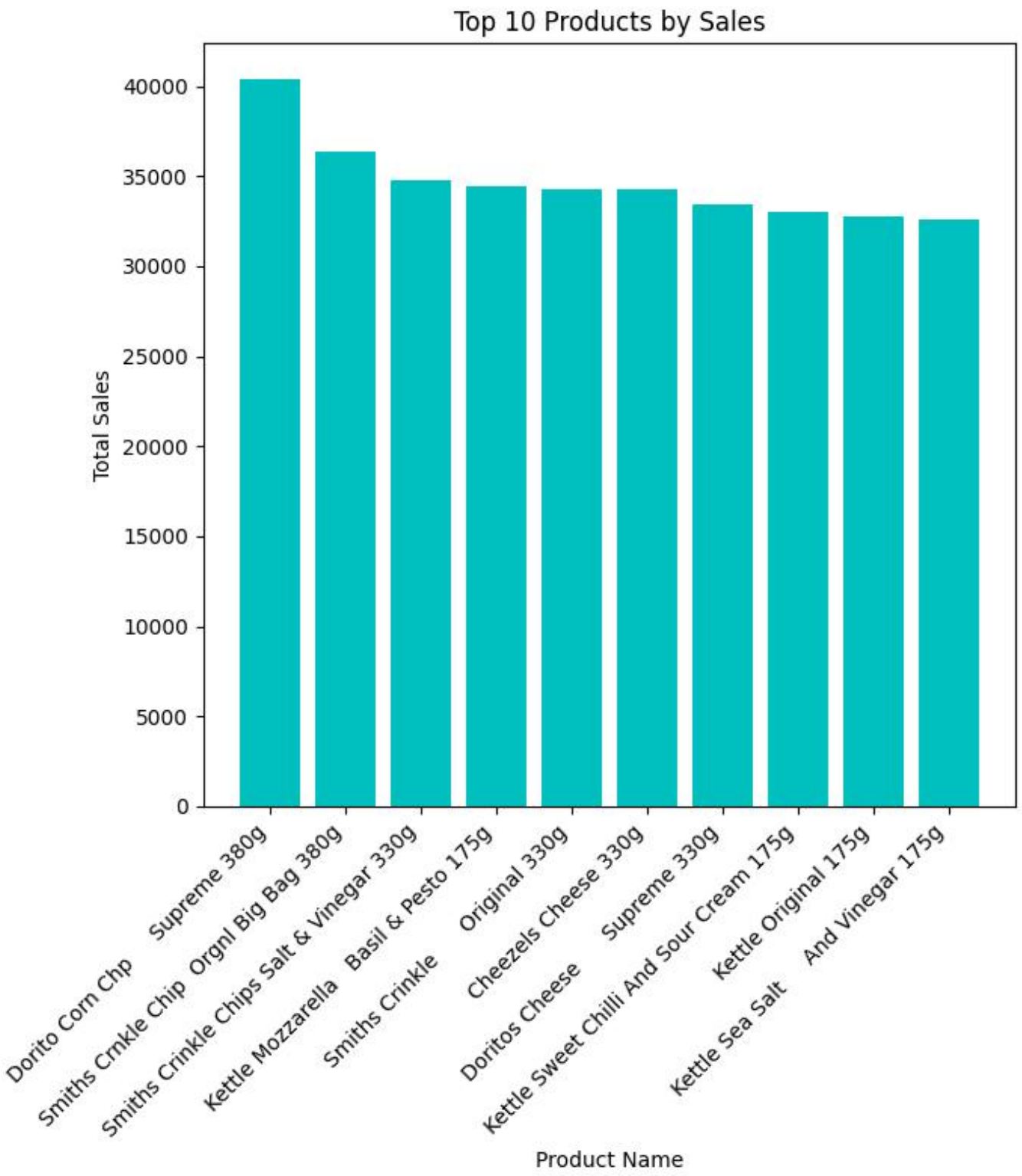
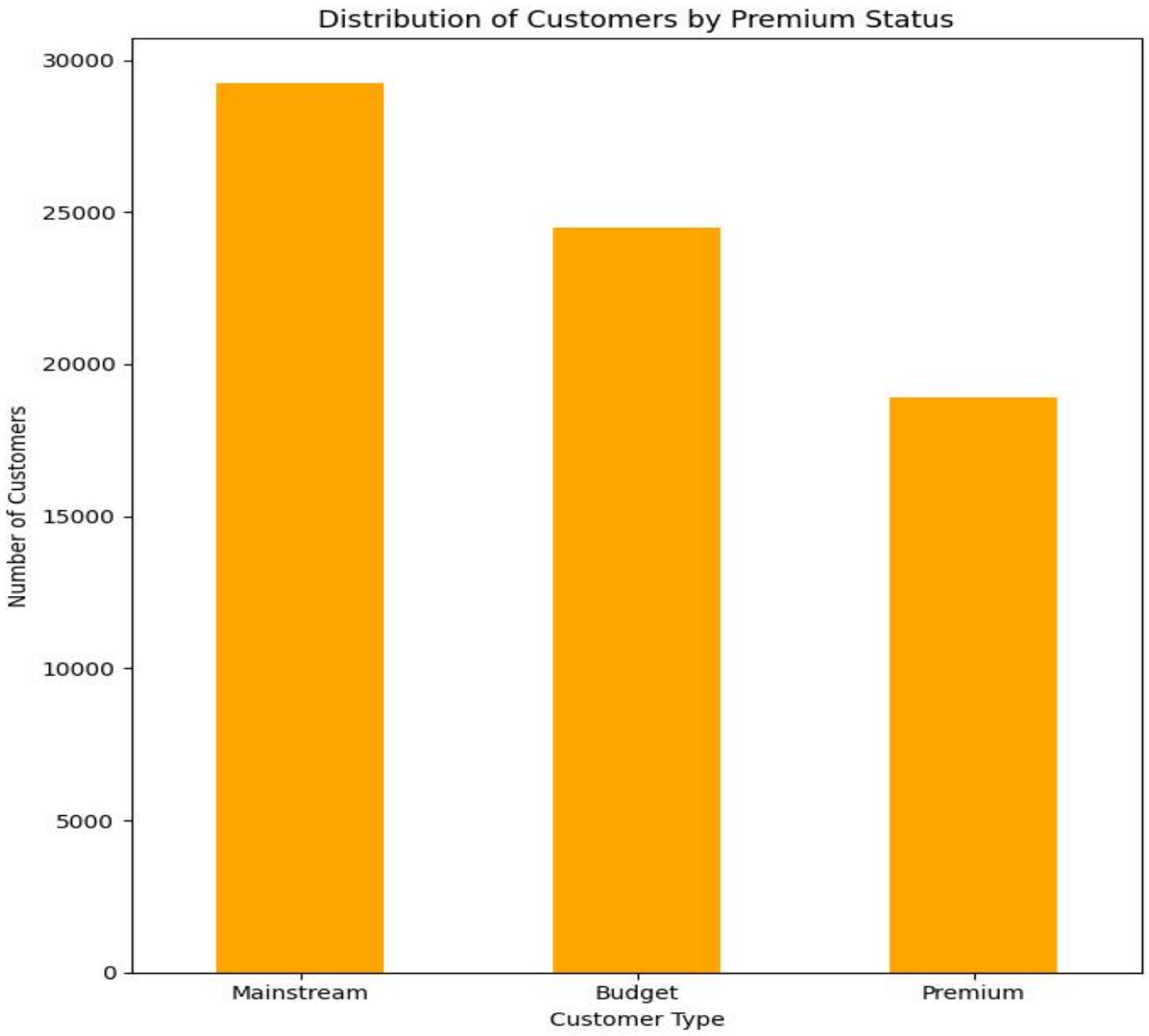
https://github.com/Ironsoldier353/QVI_analysis.git

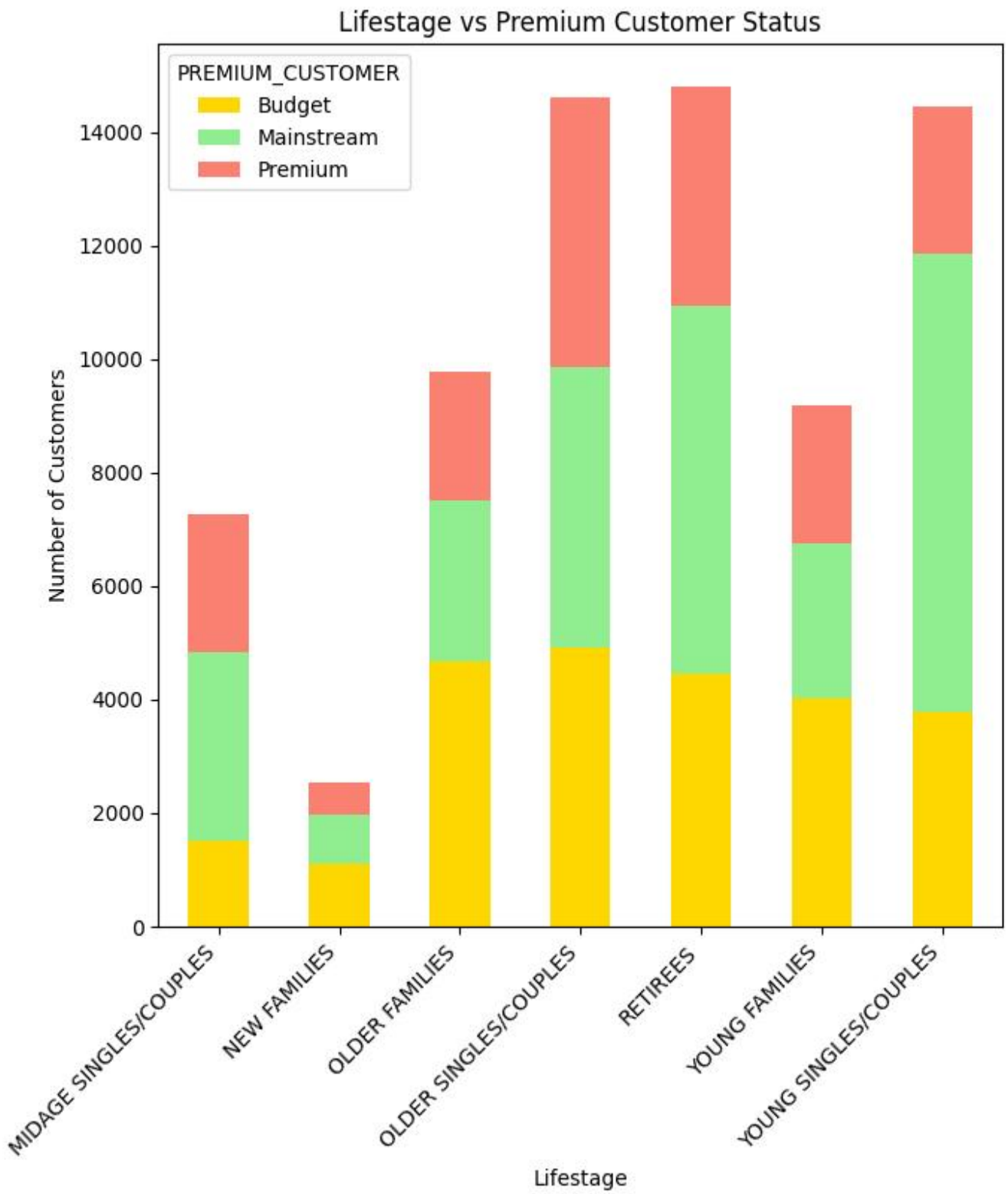



Average Spend per Transaction by Lifestage and Premium Status
PREMIUM_CUSTOMER
Budget
Mainstream
Premium
0.0012
0.0010
0.0008
0.0006
0.0004
0.0002
0.0000
Average Spend
MIDAGE SINGLES/COUPLES
NEW FAMILIES
OLDER FAMILIES
OLDER SINGLES/COUPLES
RETIREES
YOUNG FAMILIES
YOUNG SINGLES/COUPLES
Lifestage


Top 10 Products by Sales
Total Sales
0
5000
10000
15000
20000
25000
30000
35000
40000
Dorito Corn Chp Supreme 380g
Smiths Crnkle Chip Orgnl Big Bag 380g
Smiths Crinkle Chips Salt & Vinegar 330g
Kettle Mozzarella Basil & Pesto 175g
Smiths Crinkle Original 330g
Cheezels Cheese 330g
Doritos Cheese Supreme 330g
Kettle Sweet Chilli And Sour Cream 175g
Kettle Sea Salt And Vinegar 175g
Kettle Original 175g
Product Name



LIFESTAGE	Budget	Mainstream	Premium
MIDAGE SINGLES/COUPLES	1504	3340	2431
NEW FAMILIES	1112	849	588
OLDER FAMILIES	4675	2831	2274
OLDER SINGLES/COUPLES	4929	4930	4750
RETIREES	4454	6479	3872
YOUNG FAMILIES	4017	2728	2433
YOUNG SINGLES/COUPLES	3779	8088	2574


Lifestage vs Premium Customer Status
PREMIUM_CUSTOMER
Budget
Mainstream
Premium
Number of Customers
0
2000
4000
6000
8000
10000
12000
14000
MIDAGE SINGLES/COUPLES
NEW FAMILIES
OLDER FAMILIES
OLDER SINGLES/COUPLES
RETIREES
YOUNG FAMILIES
YOUNG SINGLES/COUPLES
Lifestage

Comprehensive Analysis:

Comprehensive Analysis Report

1. Introduction

This report provides a detailed analysis of customer purchasing behavior and strategic recommendations.

2. Data Summaries

Customer Data Summary:

- Number of entries: 72,637

LIFESTAGE categories include:

- Young Families: Families with young children.
- Older Families: Families with older children.
- Other segments as described in the analysis.

PREMIUM CUSTOMER categories include:

- Premium: High spending customers.
- Mainstream: Average spending customers.
- Budget: Low spending customers.

3. Strategic Recommendations:

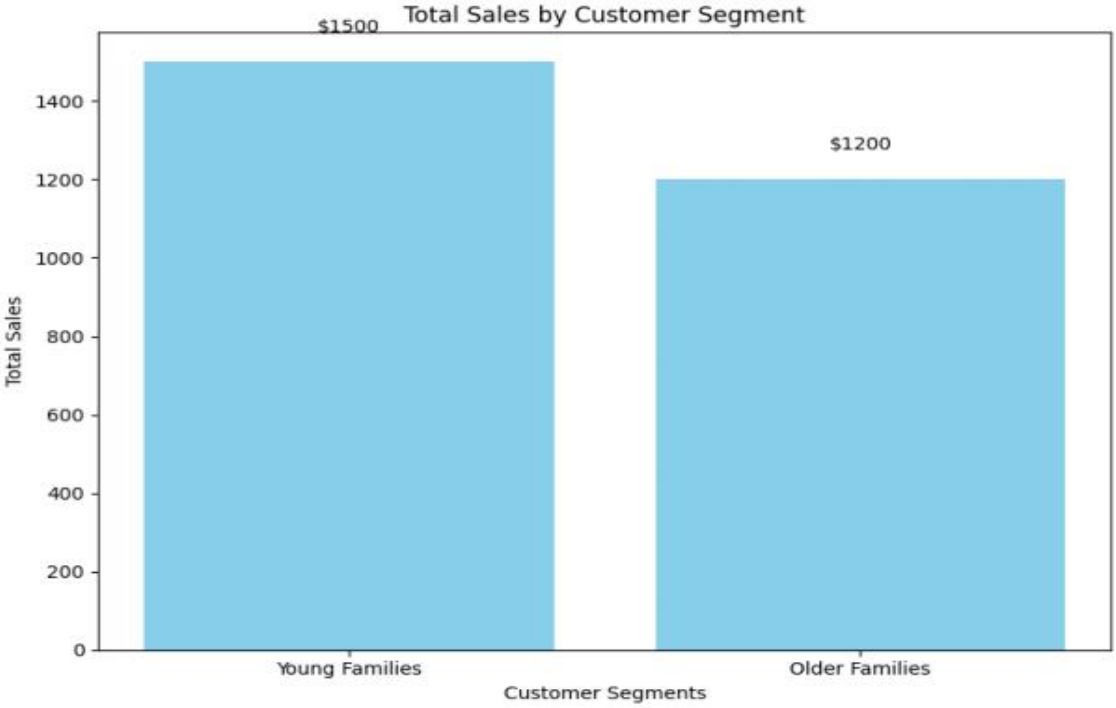
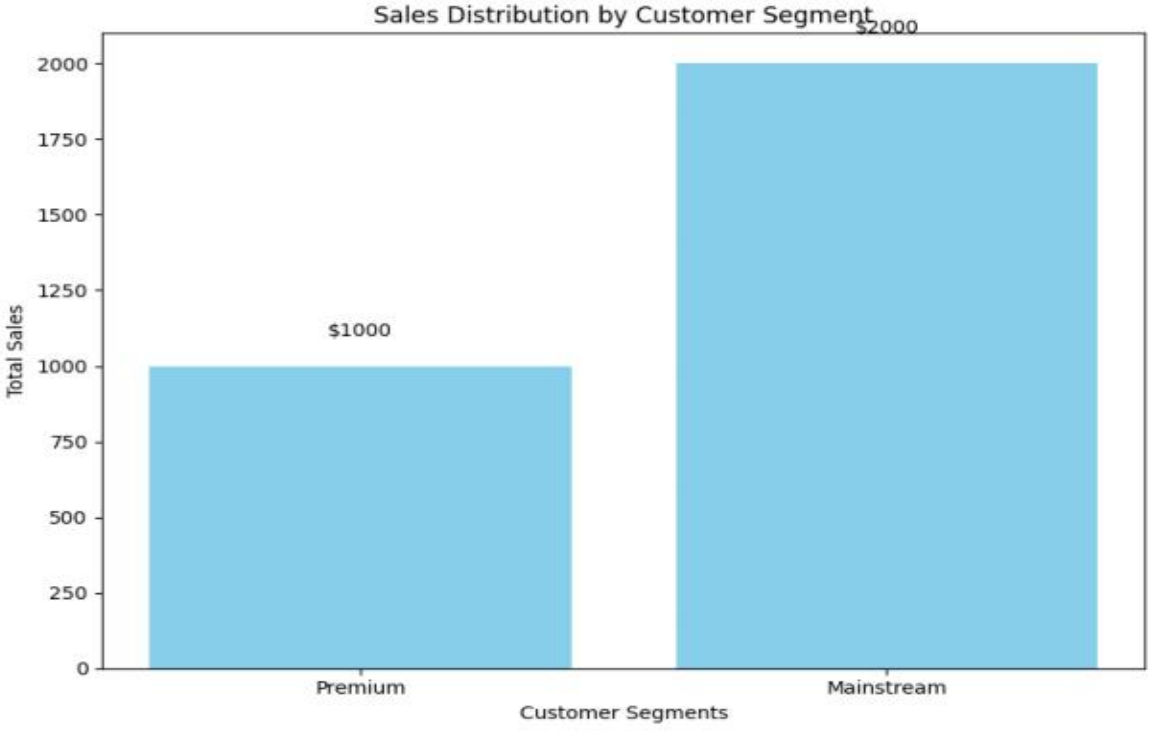
- **Targeted Promotions**: Focus on high-value customer segments that currently have lower spending. For example, the 'Young Families' segment shows high potential for increased chip purchases.

- **Product Bundling**: Offer discounts on bulk purchases or bundles of popular chip brands. This can increase the average transaction value and drive more sales.

- **Seasonal Campaigns**: Implement seasonal promotions around holidays or events that see higher sales volumes. Tailor these campaigns to different customer segments.

- **Loyalty Programs**: Enhance loyalty programs to reward frequent buyers with exclusive offers or points. This can help retain customers and encourage repeat purchases.

Total Sales by Customer Segment



Sales Distribution by Customer Segment