Report Category: Chip

Retail Analytics

Executive Summary

Task1

- Highest chip purchaser customer from Budget category
- Most Multiple chip product customer from Budget category
- Highest revenue generator stores are 237,226,88 and165
- Lowest seller stores are 11,211 and 206

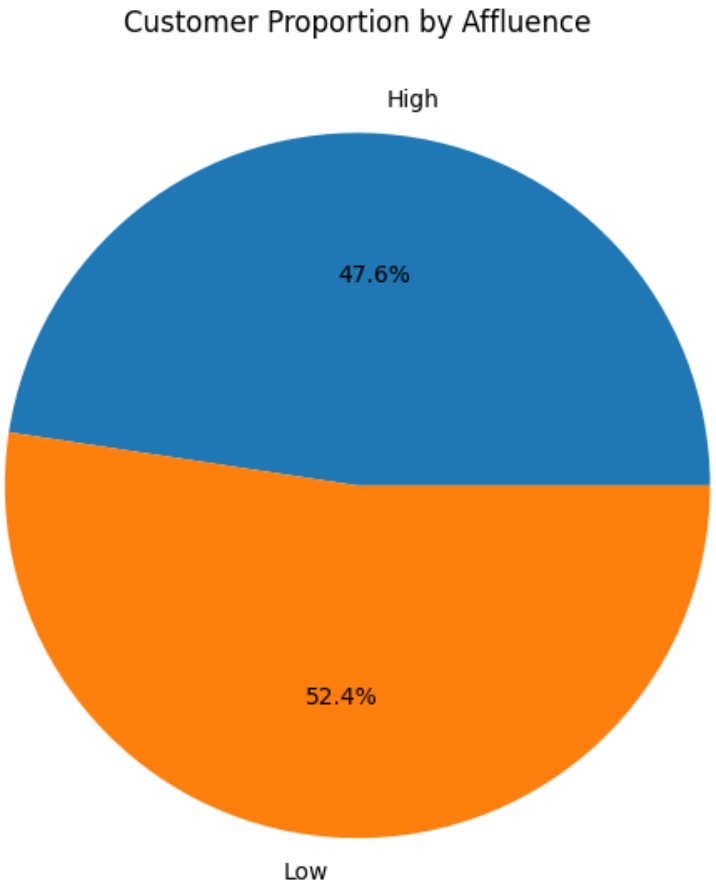
Task2

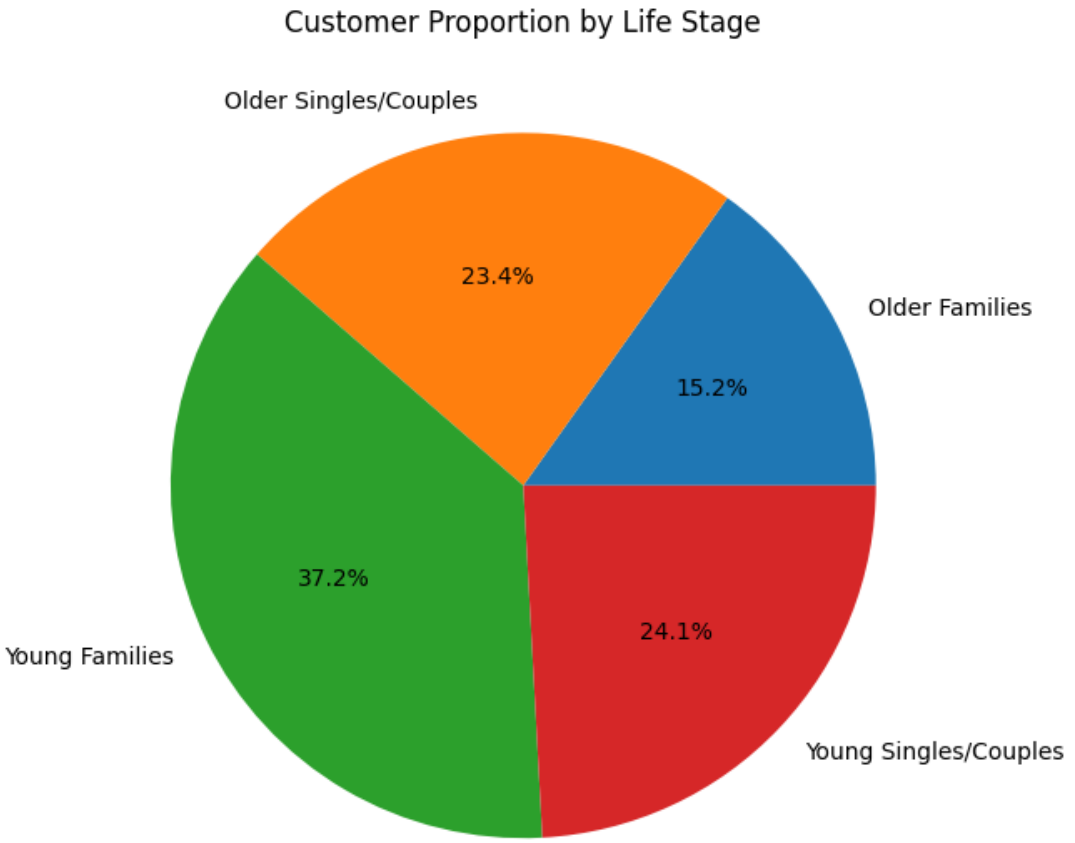
- Highest Seller in trail stores are 88 and 86
- Best purchaser customer in trail stores are category Budget and Mainstream
- Best purchasing life stage is Mid-age and New families

Chip Brand Preference by Affluence Level

- Premium customers favor Natural Chip Company, showing a taste for high-end brands.
- Red Rock Deli enjoys broad appeal, with consistent spending across all income levels.
- Grain Waves has growth potential, especially among premium customers.
- These findings enable targeted marketing and product development strategies.

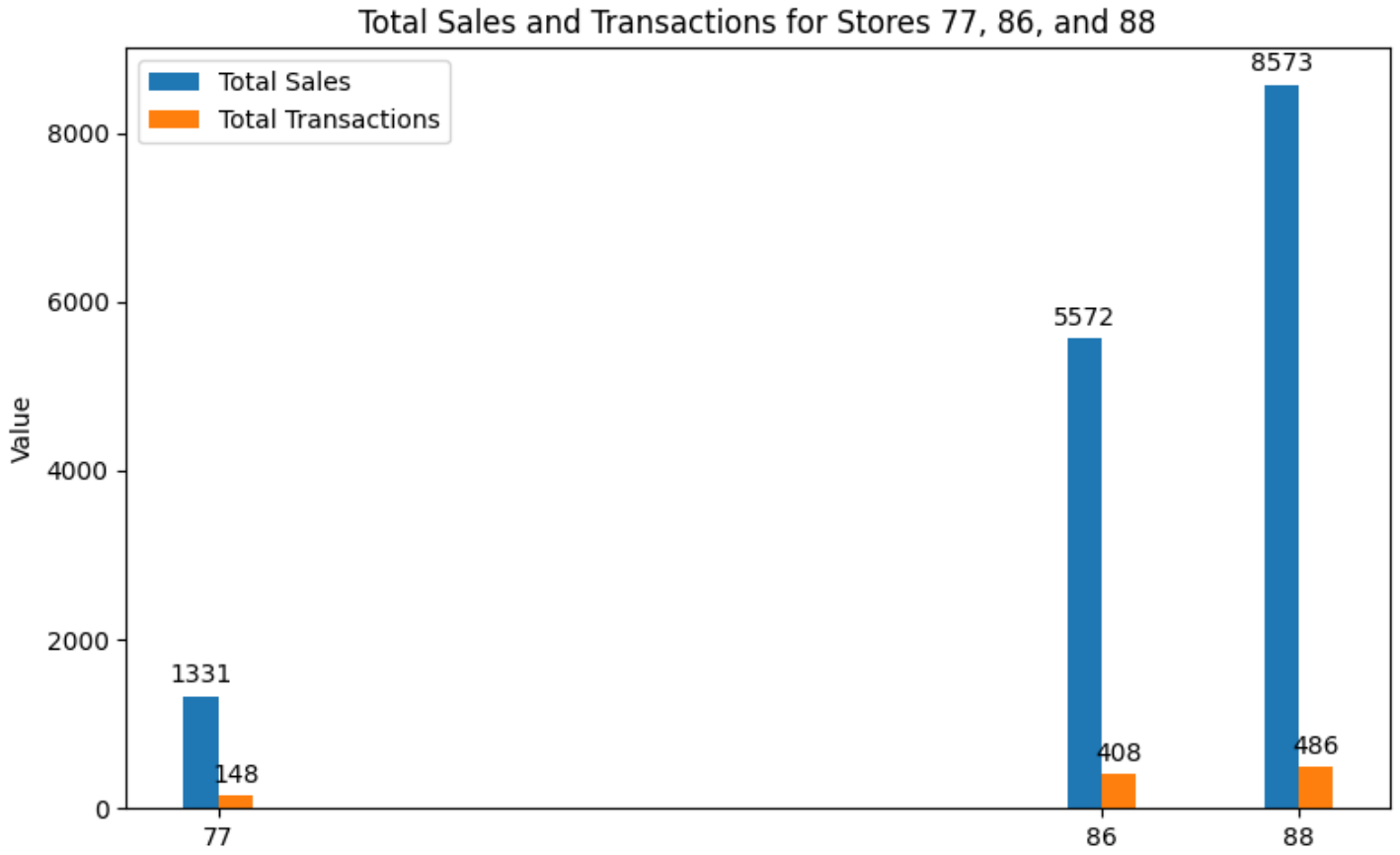
Proportion of Customer by life stage and affluence





Performance of Trail stores

- Trial stores 86 and 88 significantly outperformed in terms of both total sales and total transactions. Store 88 demonstrated the highest overall performance, followed by store 86. While store 77 had considerably lower sales and transactions .77 store is opportunity to take steps to grow sale.

Trial Store Performance: Success Assessment

Trial stores 86 and 88 demonstrated strong performance, exceeding expectations and indicating a successful trial. While Store 77 underperforming compared to the others, presents valuable learning opportunities.