

# ***Customer & Sales Insights Report – Chips Category***

Prepared for Julia | Category Manager – Chips

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# Agenda

## 1. Project Overview & Objectives

→ What the analysis aimed to achieve

## 2. Customer Insights (Task 1)

→ Buying patterns by customer type, life stage, and pack size

## 3. Experimentation & Uplift Testing (Task 2)

→ Key results from the marketing trials and control store comparisons

## 4. Key Findings & Strategic Recommendations

→ Final insights and business actions to consider

## 5. Next Steps

→ What's recommended moving forward

# Project Overview & Objectives

## Overview

Quantum conducted an end-to-end customer and sales analysis for the chips category, focusing on transaction and customer behavior data. The goal was to extract actionable insights that support strategic planning for the next half year.

## Objectives

- Understand chip buying patterns across customer segments.
- Evaluate the effectiveness of marketing trials.
- Recommend data-driven strategies to improve sales and engagement.

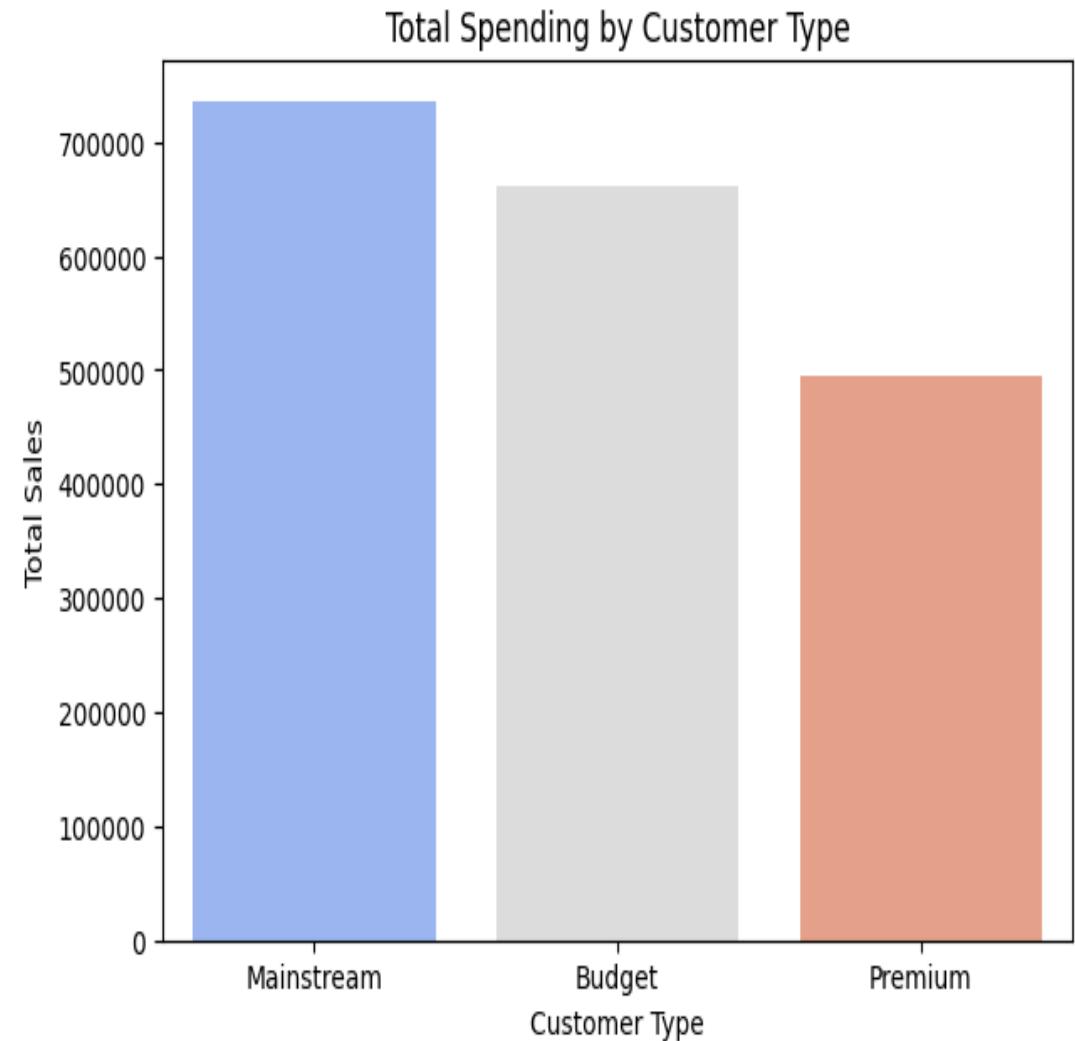
# Customer Insights – Task 1 Summary

## A. Brand Preferences by Customer Type

- **Mainstream customers:** Highest total sales.
- **Budget customers:** Strong but slightly lower than mainstream.
- **Premium customers:** Lowest contribution (niche audience).

### Recommendation:

Prioritize mainstream and budget segments. Promote premium brands through exclusive offers to increase engagement.



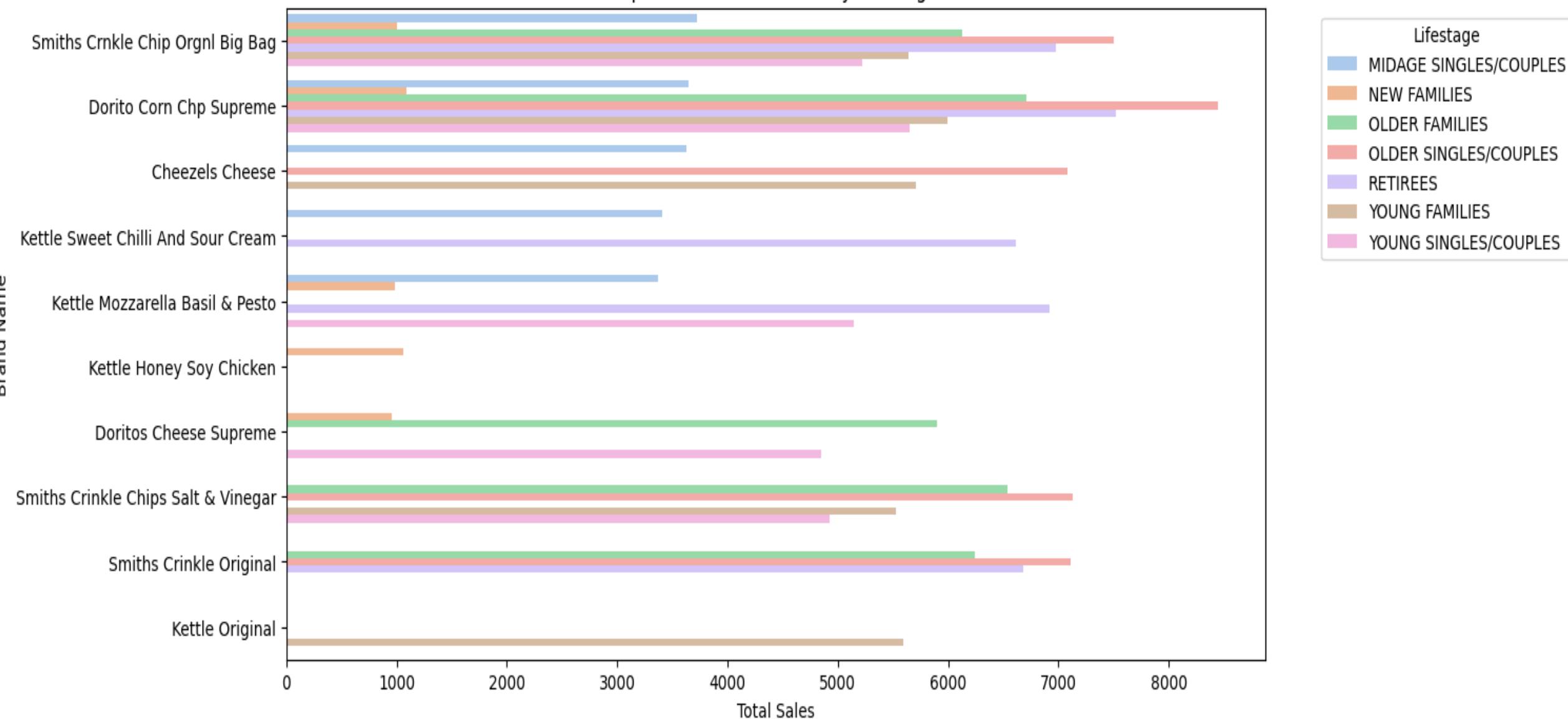
## B. Brand Preferences by Life stage

- Top contributors: Young Singles/Couples and Older Families
- Moderate buyers: Retirees and New Families
- Low buyers: Mid age/Older Singles & Couples

### Recommendation:

Target dominant life stages with personalized marketing. Encourage mid age customers through loyalty incentives.

### Top 5 Brand Preferences by Lifestage

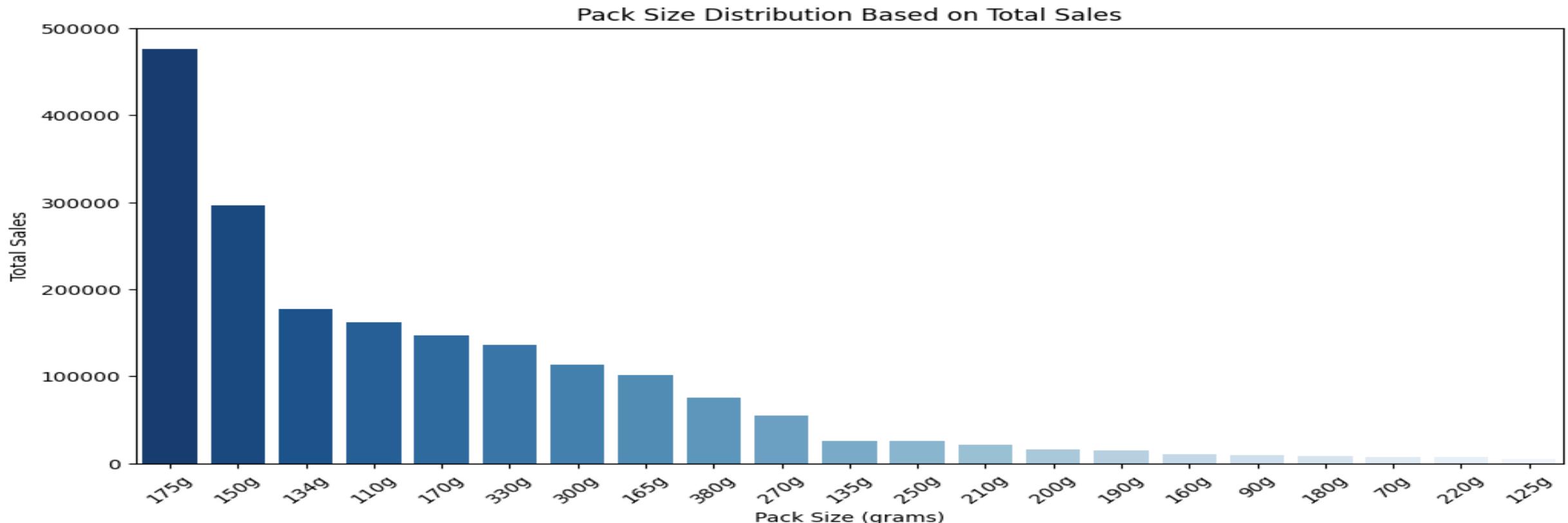


## C. Pack Size Preferences

- 175g and 150g packs = Top-selling
- Mid-size (110–170g) packs = Perform well
- Small (<100g) and large (>300g) = Lower sales

### Recommendation:

Keep high stock of top-selling pack sizes. Run promotions for smaller and larger packs to boost sales.



## Experimentation Insights – Task 2 Summary

### A. Trial Store 77 vs Control Store 46

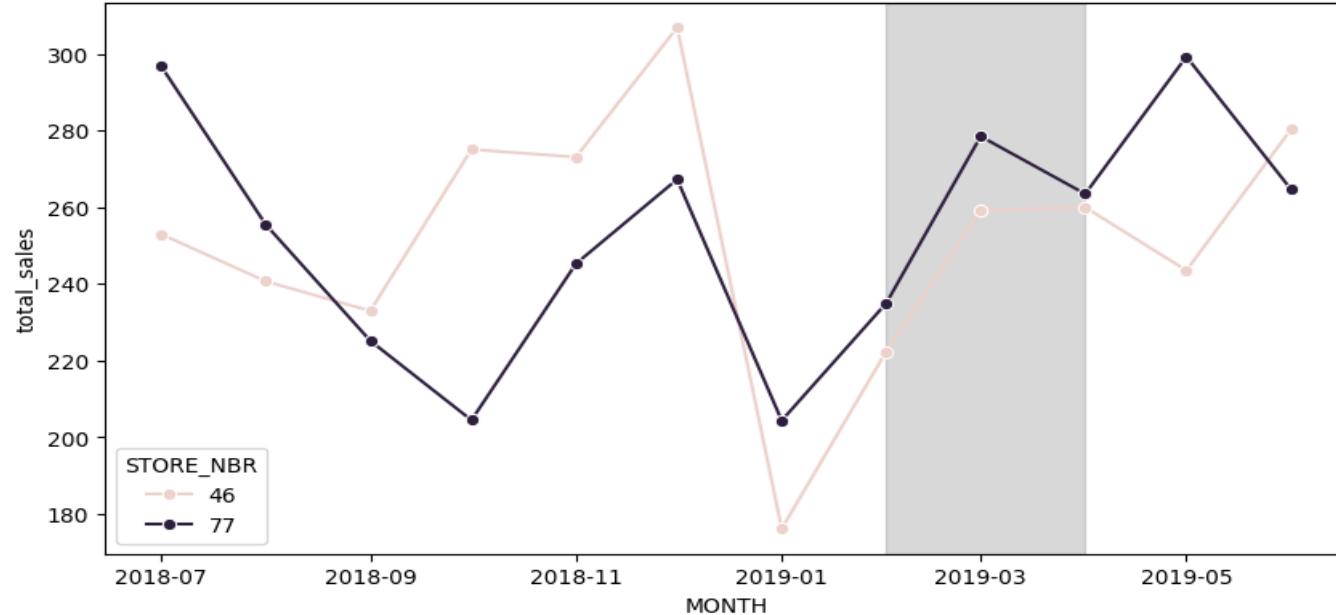
| Metric                    | Trial Store Avg | Control Store Avg | Uplift (%) |
|---------------------------|-----------------|-------------------|------------|
| Total Sales               | 259.00          | 247.20            | 4.77       |
| Number of Customers       | 47.33           | 42.00             | 12.70      |
| Avg Transactions/Customer | 1.04            | 1.01              | 2.59       |

- **Total Sales:** +4.77% uplift
  - **Customers:** +12.70% uplift
  - **Avg Transactions/Customer:** +2.59%
- ✓ *Moderate uplift driven by increased footfall.*

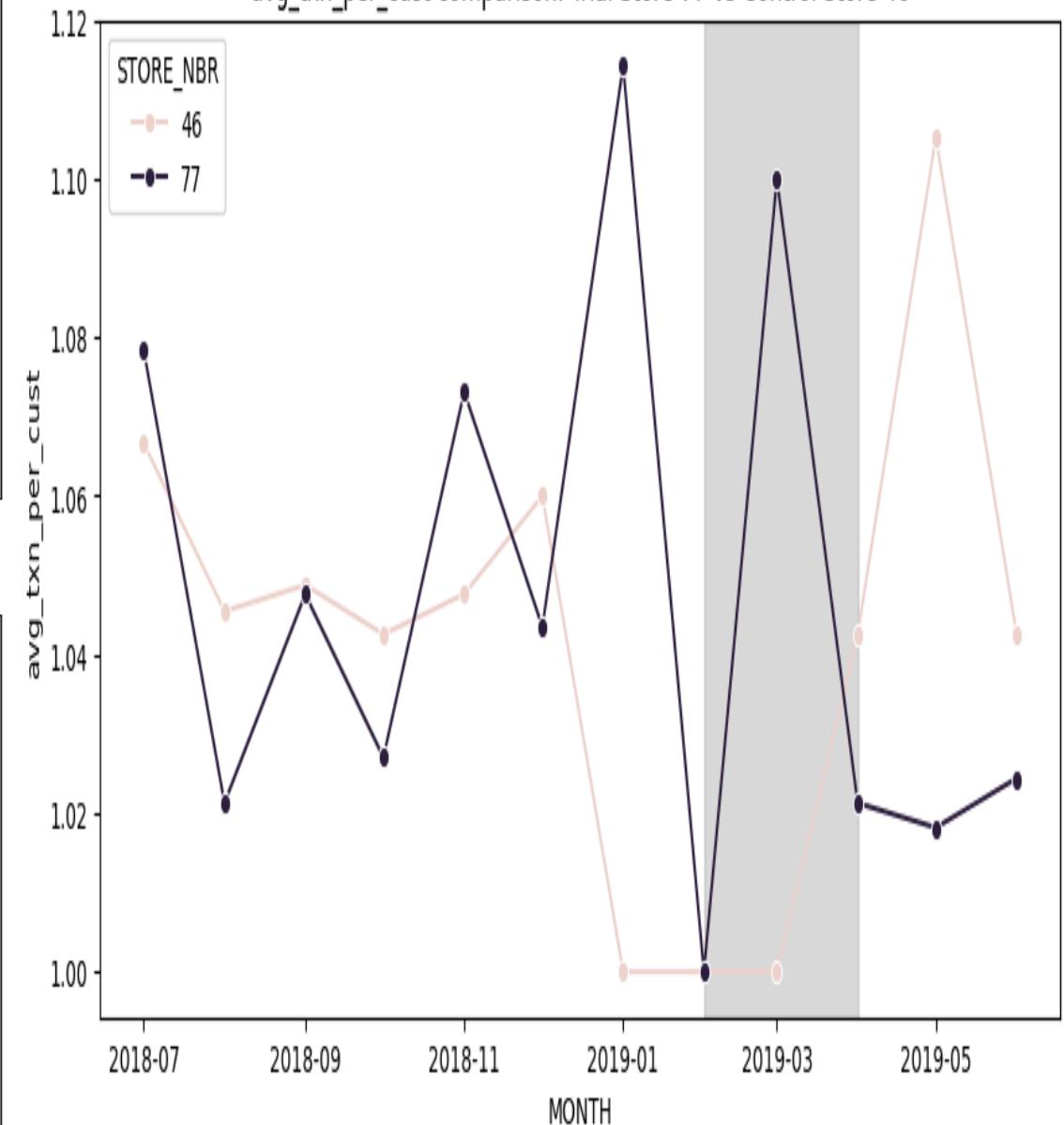
#### Recommendation:

Expand traffic-focused strategies to similar stores. Fine-tune customer experience enhancements.

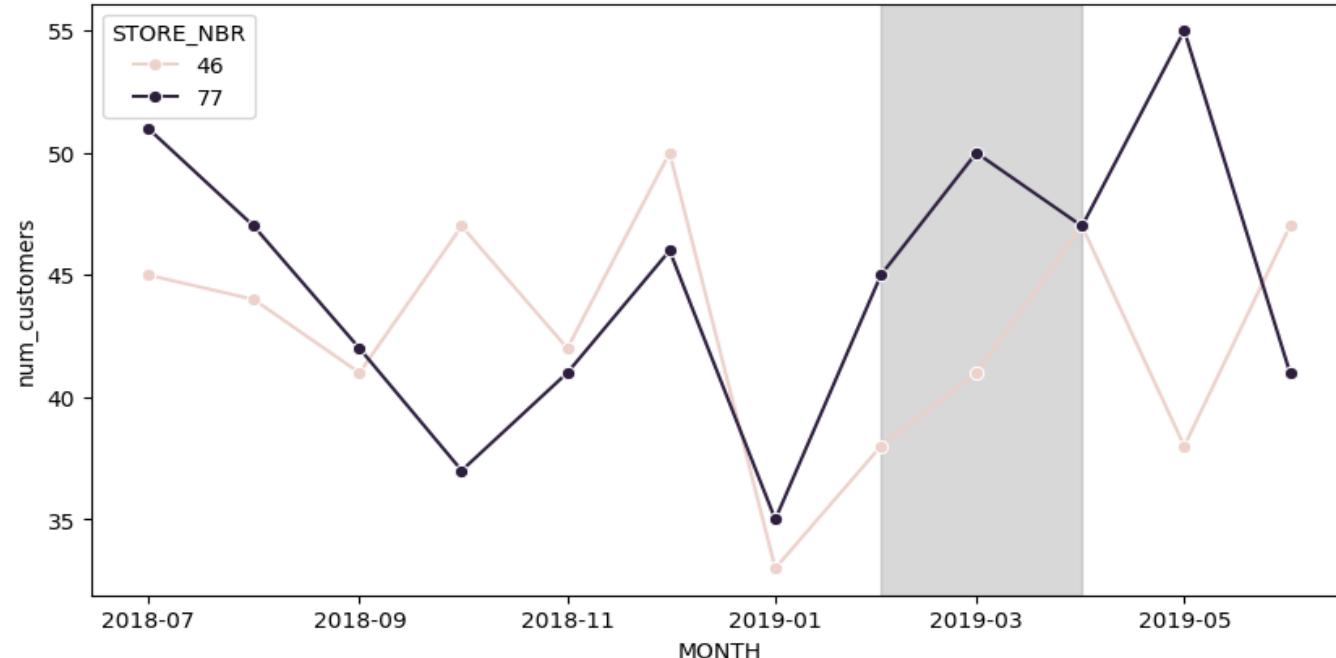
total\_sales comparison: Trial Store 77 vs Control Store 46



avg\_txn\_per\_cust comparison: Trial Store 77 vs Control Store 46



num\_customers comparison: Trial Store 77 vs Control Store 46



## B. Trial Store 86 vs Control Store 229

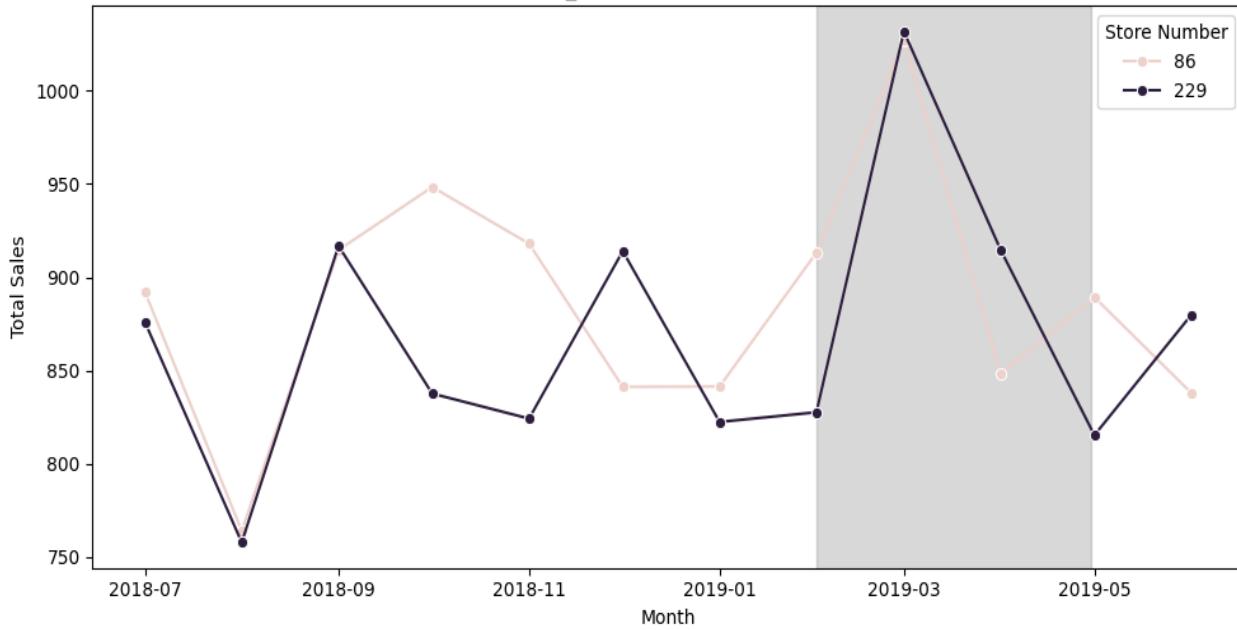
| Metric                    | Trial Store Avg | Avg    | Uplift (%) |
|---------------------------|-----------------|--------|------------|
| Total Sales               | 257.24          | 255.94 | 0.51       |
| Number of Customers       | 44.88           | 42.94  | 4.47       |
| Avg Transactions/Customer | 1.03            | 1.04   | -1.37      |

- **Total Sales:** +0.51% uplift
  - **Customers:** +4.47% uplift
  - **Avg Transactions/Customer:** -1.37%
- Minimal impact, with dip in engagement.

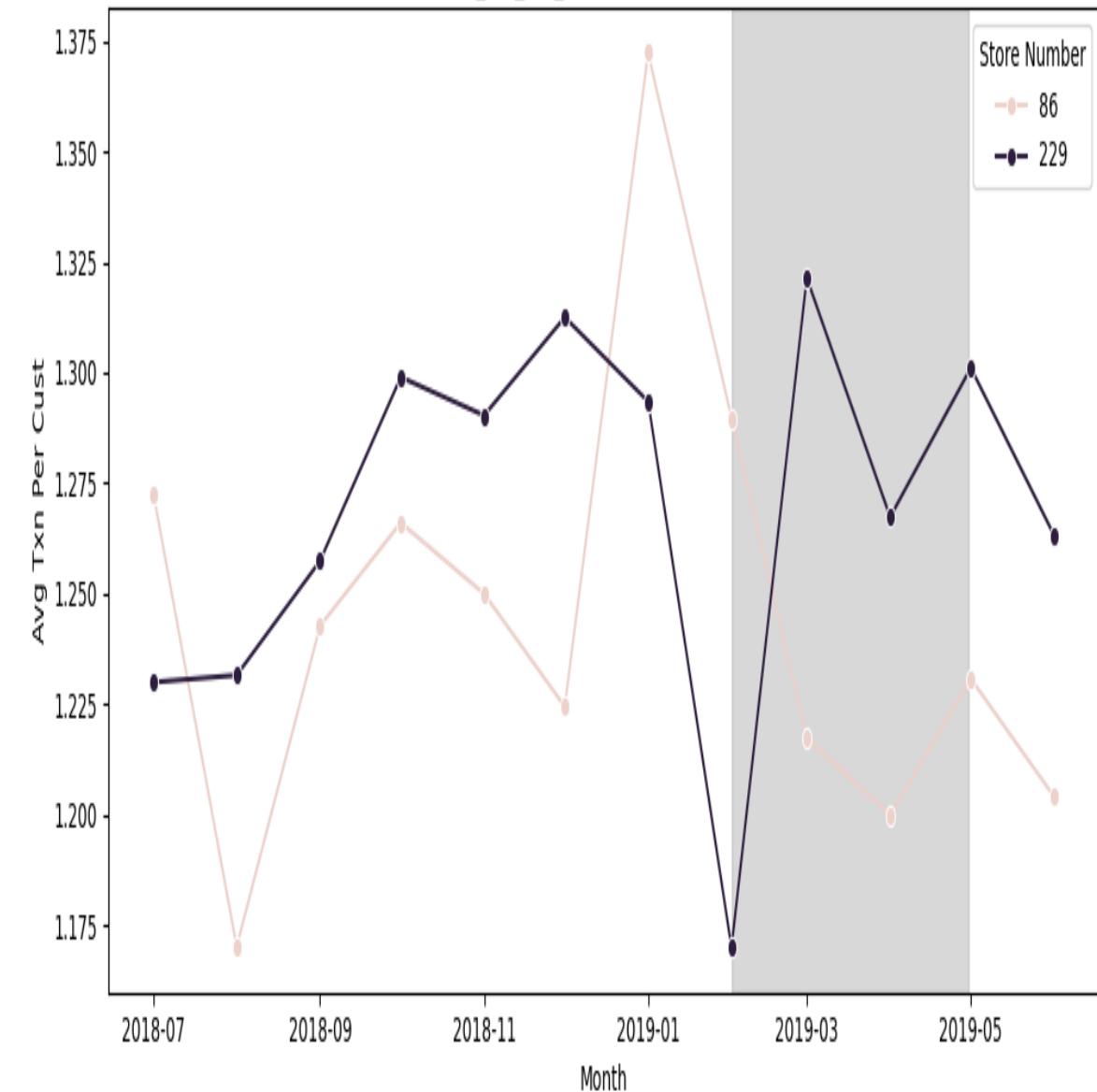
### Recommendation:

Reassess marketing approach before wider rollout. Test new promotions/layouts.

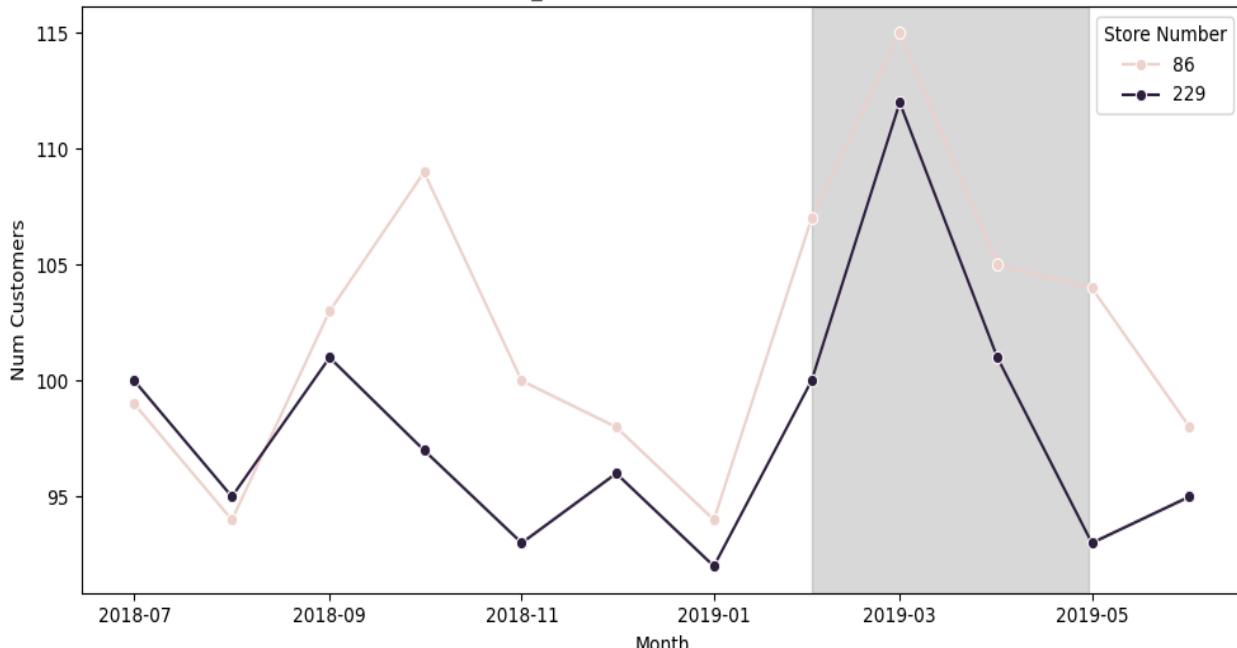
total\_sales - Store 86 vs 229



avg\_txn\_per\_cust - Store 86 vs 229



num\_customers - Store 86 vs 229



### C. Trial Store 88 vs Control Store 40

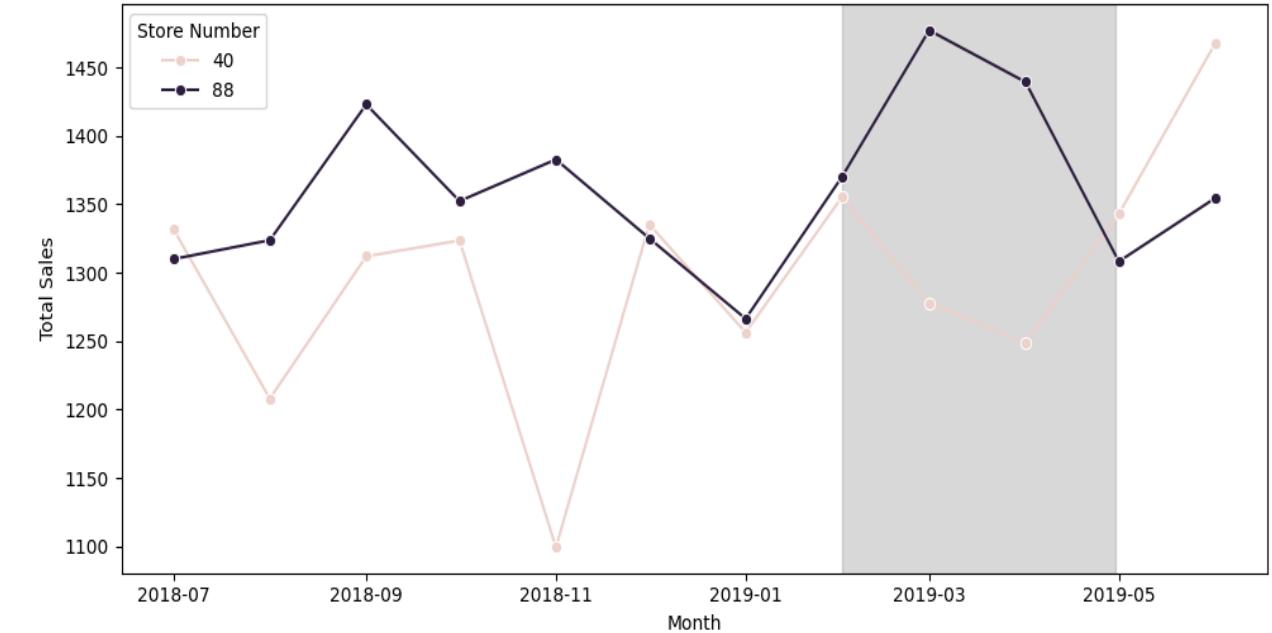
| Metric                    | Trial Store Avg | Control Store Avg | Uplift (%) |
|---------------------------|-----------------|-------------------|------------|
| Total Sales               | 267.20          | 241.96            | 10.43      |
| Number of Customers       | 49.73           | 46.64             | 6.63       |
| Avg Transactions/Customer | 1.06            | 1.00              | 5.54       |

- **Total Sales:** +10.43% uplift
  - **Customers:** +6.63% uplift
  - **Avg Transactions/Customer:** +5.54%
- ✓ Best performance across all metrics.

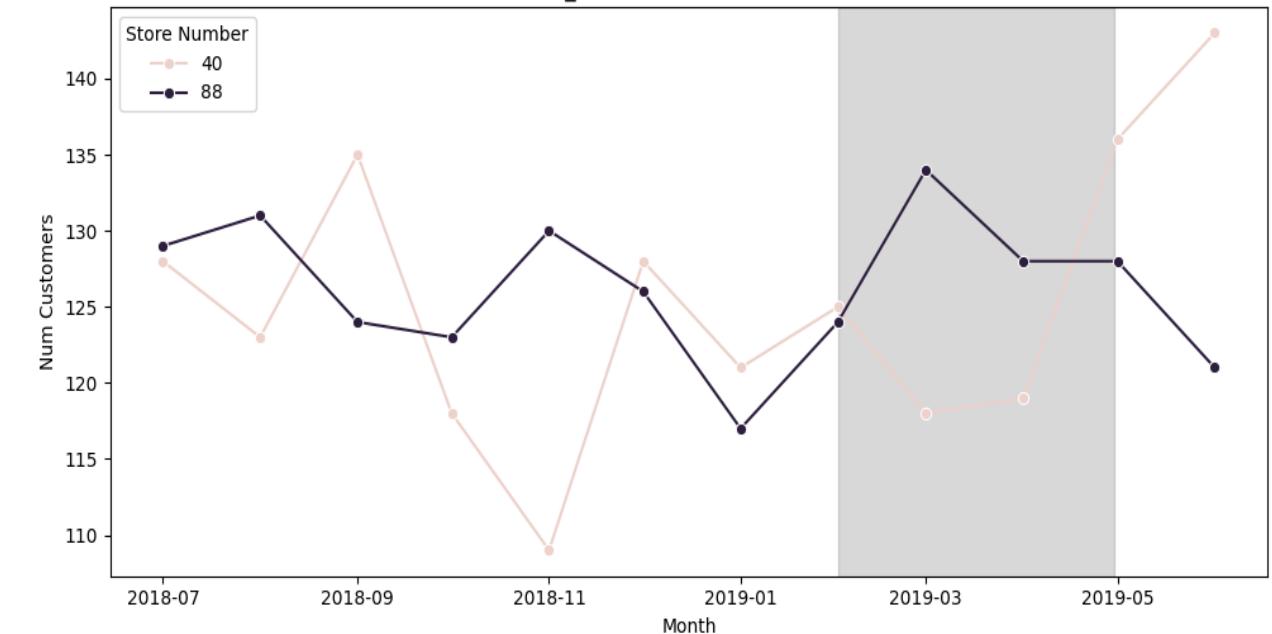
#### Recommendation:

Roll out successful strategies to similar high-potential stores. Use as benchmark for future trials.

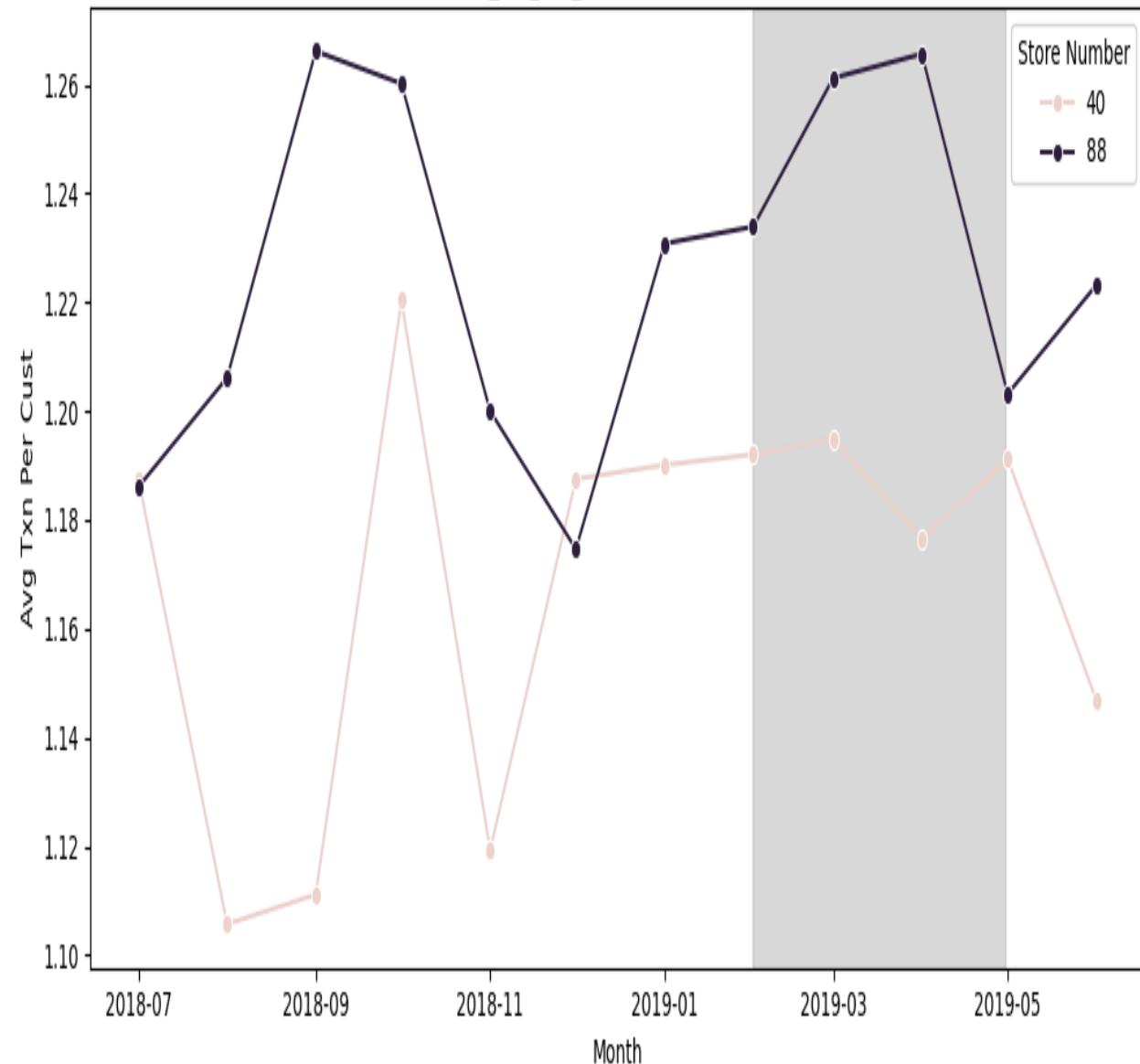
total\_sales - Store 88 vs 40



num\_customers - Store 88 vs 40



avg\_txn\_per\_cust - Store 88 vs 40



# Overall Strategic Recommendations

## ⌚ 1. Marketing Strategy

- ✓ Focus efforts on **mainstream and budget** customers based on sales dominance.
- ✓ Use **targeted promotions** for premium customers to boost engagement.
- ✓ Expand campaigns that improved **customer traffic** (e.g., Store 77).

## 📦 2. Product & Inventory Strategy

- ✓ Prioritize top-selling pack sizes (175g, 150g).
- ✓ Introduce new flavors or combos for high-performing segments.
- ✓ Promote smaller/larger packs to increase underperforming category sales.



### 3. Store Rollout & Experimentation

- ✓ Roll out Store 88 strategy to similar high-potential stores.
- ✓ Expand traffic-based enhancements (like Store 77) to drive footfall.
- ✓ Refine trial strategies for stores like 86 before scaling.



### 4. Continuous Testing & Monitoring

- ✓ Implement A/B testing for different promotional strategies.
- ✓ Use performance tracking dashboards for real-time campaign monitoring.
- ✓ Schedule periodic data reviews to adjust plans based on outcomes.

## Conclusion & Next Steps

### Conclusion:

- The analysis revealed **clear customer segments** (mainstream and budget) driving chip sales.
- Trial campaigns demonstrated **positive uplift**, especially in Store 88.
- Pack sizes 175g and 150g lead sales; optimizing inventory around these sizes is strategic.

### **Next Steps:**

- Scale successful strategies from Store 88 to similar high-potential stores.
- Enhance marketing efforts for mainstream & budget customers.
- Refine store layout/promo strategies for underperforming stores like Store 86.
- Continue monitoring KPIs and conduct further A/B testing for campaign optimization.