

Short Summary of Findings

1. Top 3 Best-Selling Products:
- Dorito Corn Chips Supreme 380g (Highest Sales: 40,352.0)

○ Smiths Crinkle Chip Original Big Bag 380g (36,367.6)

○ Kettle Mozzarella Basil & Pesto 175g (34,457.4)
2. Most Loyal Customer Segments:
- Young Singles/Couples (Mainstream) – High purchase frequency, likely snack often or buy for social gatherings.

○ Older Families (Budget) – Bulk buyers, possibly prioritizing value-for-money products.

○ Retirees (Mainstream) – Consistent shoppers, likely prefer familiar brands and quality.
3. Popular Products by Segment:
- Young Singles/Couples (Mainstream): Dorito Corn Chips Supreme 380g

○ Older Families (Budget): Smiths Crinkle Chips Salt & Vinegar 330g

○ Retirees (Mainstream): A mix of multiple products with stable purchasing patterns.

Key Insights:

- Mainstream customers dominate sales, making them a key market.
- Budget-conscious families prefer bulk purchases for value.
- Retirees have stable, predictable shopping habits.

These findings help refine **marketing strategies** by tailoring promotions, product placements, and pricing to the most valuable customer segments. 🚀

