Dear Sir/Madam,

These were the following insights gained from the two tasks

1. The sales increase in the month of December before the Christmas (except the day itself). So, these are the crucial times.
2. Kettle is the most popular brand followed by Smiths, Doritos and Pringles. So, they need to be in stock. Also 175 gram packets are the most sold.
3. Mainstream young singles/couples, retirees are the most common customers and also account for a great share of chips sale.
4. Budget older families have the maximum contribution to sales.
5. One control store was selected for each trial store and the values of metrics were compared in trial and pre trial period.
6. The results for trial stores 77 and 88 during the trial period show a significant difference in at least two of the three trial months but this is not the case for trial store 86.

Some recommendations are:

* Stocks should be high in December before the Christmas
* Kettle, Smiths, Doritos and Pringles should be kept in stocks as they are the most sold
* Mainstream young singles/couples, retirees are the account for a great share of chips sale so they need much attention.
* It is better to focus on the products in the mid-range sales area as they are mostly used by the segments where sales are not generated enough"
* Budget older families have the maximum contribution to sales.
* Control stores 233, 155, 237 for trial stores 77, 86 and 88 respectively would be a good choice