QUANTIUM – VIRTUAL INTERNSHIP

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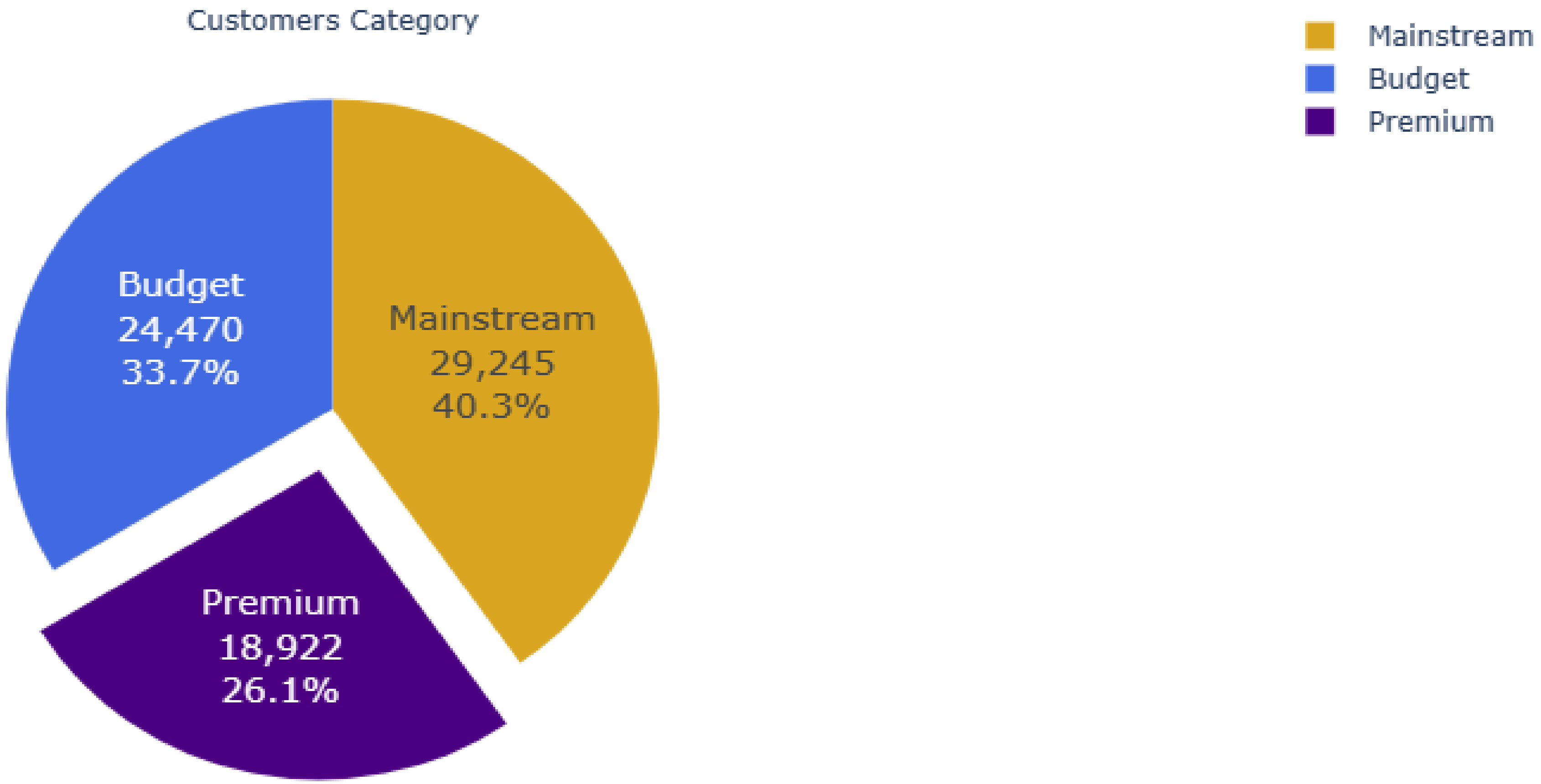
QUANTIUM - TASK 1: RETAIL ANALYTICS

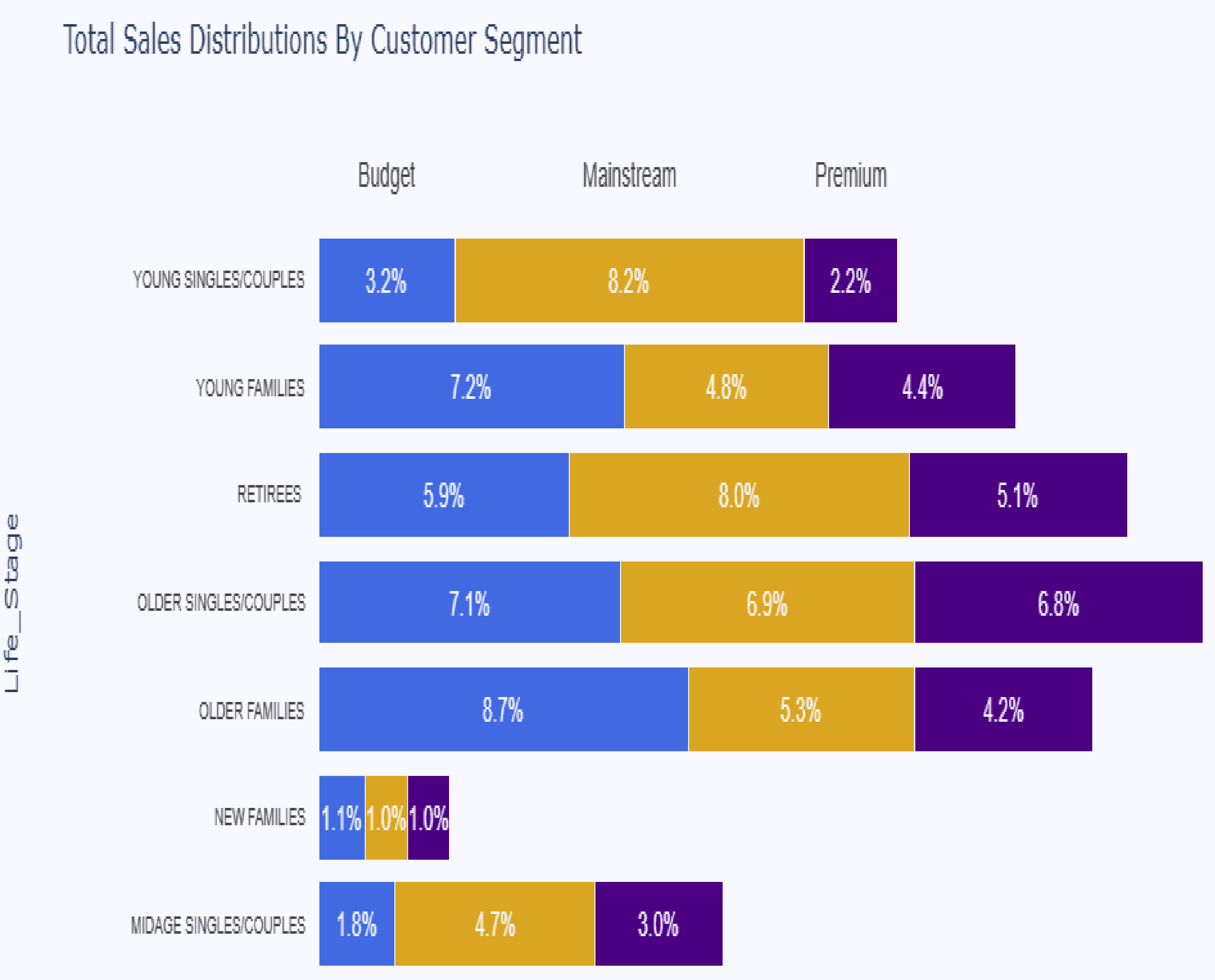
PROBLEM STATEMENT:

Analysis of customer data in question in other to get a better understanding of the types of customers who purchase Chips and their purchasing behavior within each customer segments

CUSTOMER DISTRIBUTION BASE ON CUSTOMER CATEGORY



SALES DISTRIBUTION BY CUSTOMER SEGMENT



The top five(5) sets of customers who spends on chips more are;

1. The Older families on the Budget customer category segment accounting for 8.7% of chip purchases.

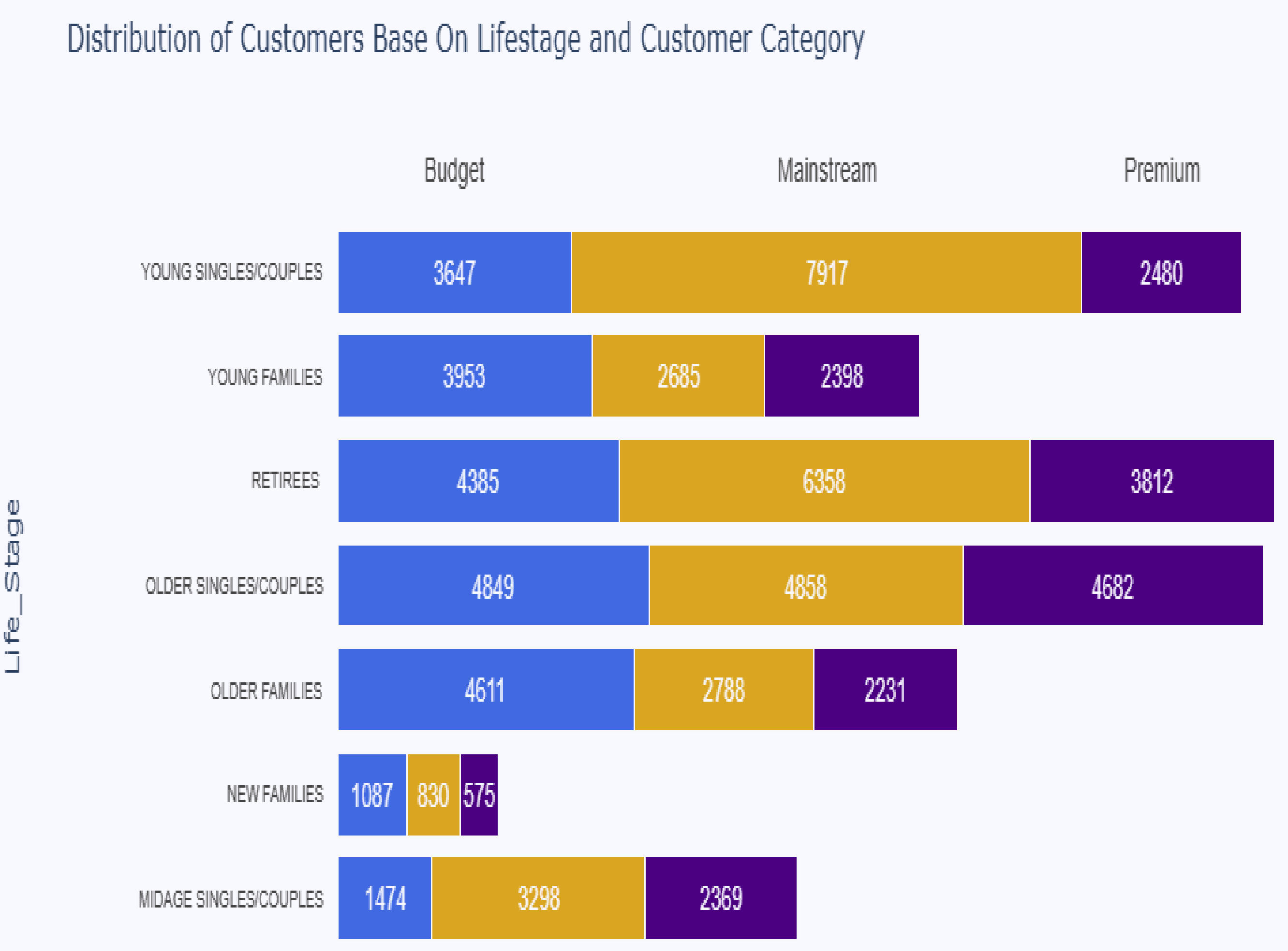
2. Second is the Young Singles/Couples on the Mainstream customer category segment accounting for 8.2% of chip purchases.

3. Third is the Retirees on the Mainstream customer category segment accounting for 8.0% of chip purchases.

4. While fourth and fifth is the Young Families and Older Singles/Couples both on the Budget customer category segment accounting for 7.2% and 7.1% of chip purchases.

The least chip purchasers are the New Families in the three customer segment category accounting only for 1.1% to 1.0%

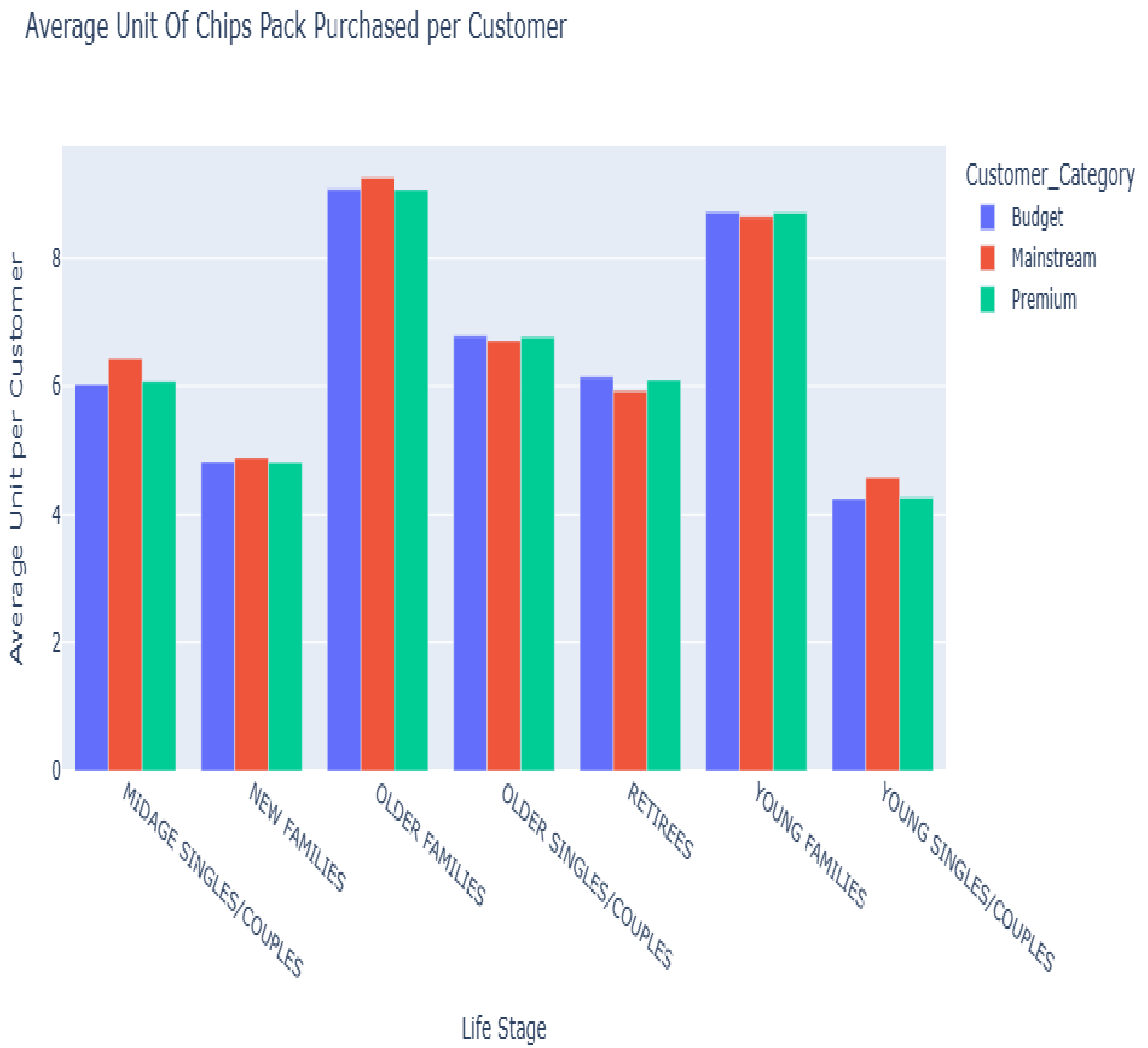
CUSTOMER DISTRIBUTION BASE ON LIFE STAGE AND CUSTOMER CATEGORY



Majority of customers are from the Young singles/couples and Retirees mostly located at the Mainstream customer category segment followed slightly by customers from different life stages all located at the Budget customer category segment.

From Comparison the purchasing power of these segments with high customers to Older Families with slight customers is low. Chip purchases from Older Families are higher.

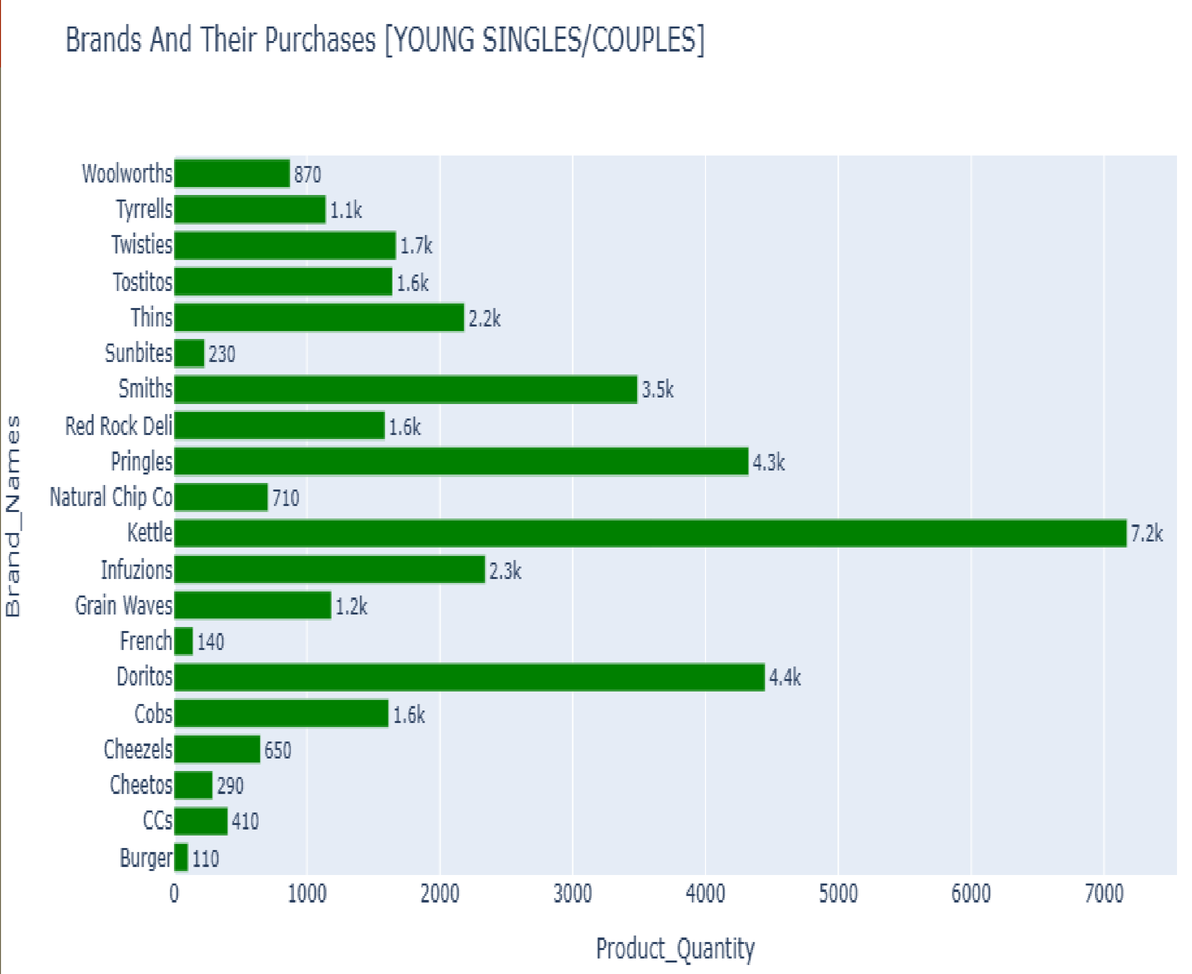
AVERAGE UNIT OF CHIPS PURCHASED PER CUSTOMER FROM EACH SEGMENT

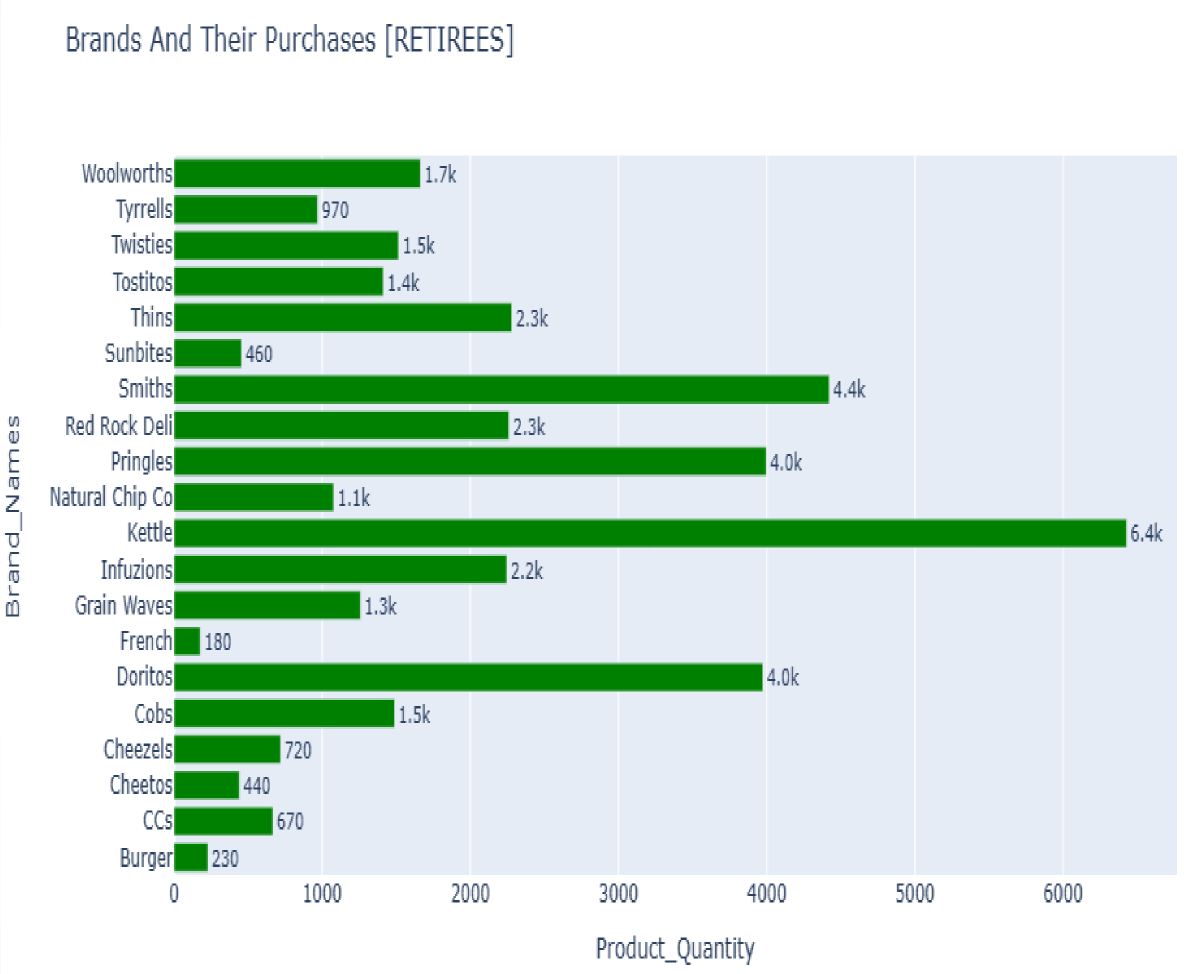


Mainstream midage and young singles and couples are more willing to pay more per packet of chips compared to their budget and premium counterparts. This may be due to premium shoppers being more likely to buy healthy snacks and when they buy chips, this is mainly for entertainment purposes rather than their own consumption.

This is also supported by there being fewer premium midage and young singles and couples buying chips compared to their mainstream counterparts. Older families and young families in general buy more chips per customer

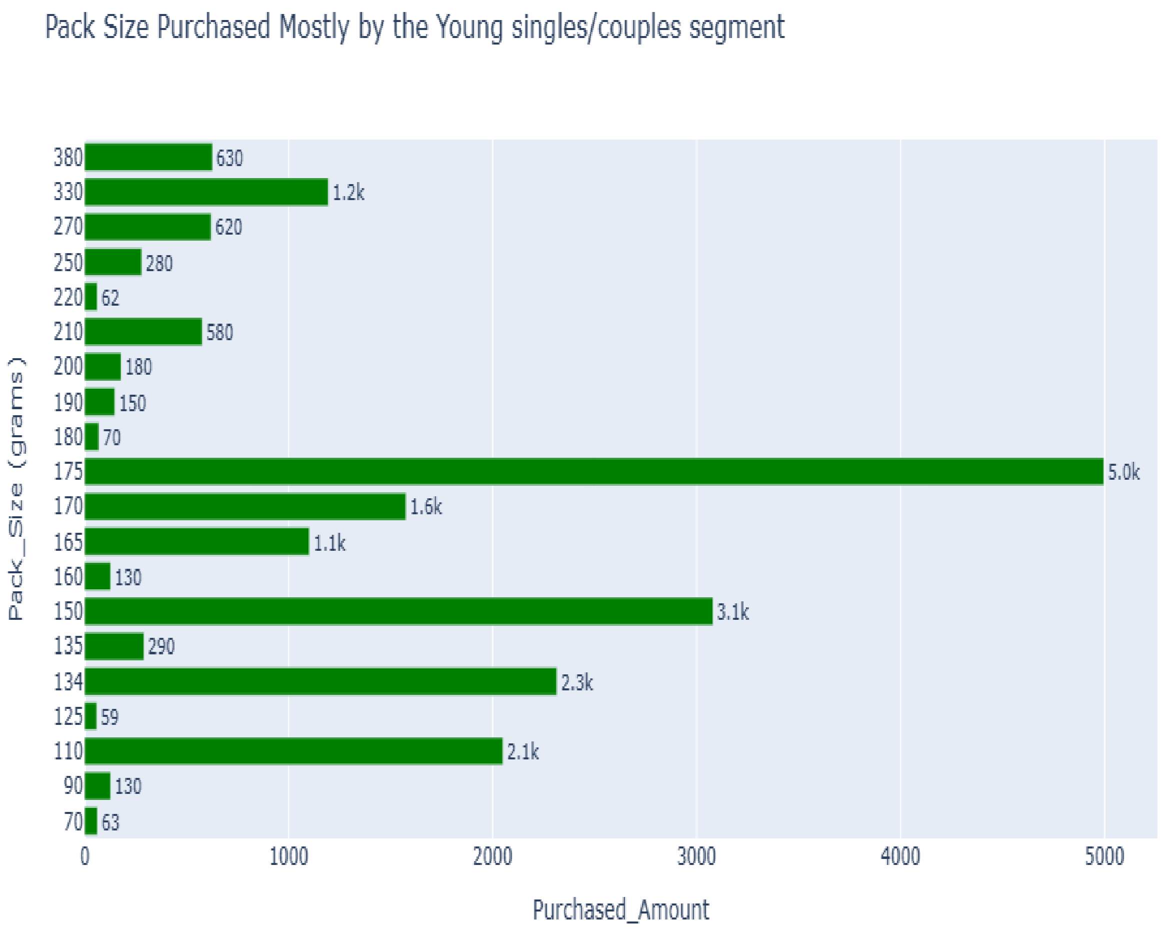
BRANDS PURCHASED MOSTLY BY TARGETED CUSTOMERS (YOUNG SINGLES/COUPLES AND RETIREE) MAINSTREAM SEGMENT

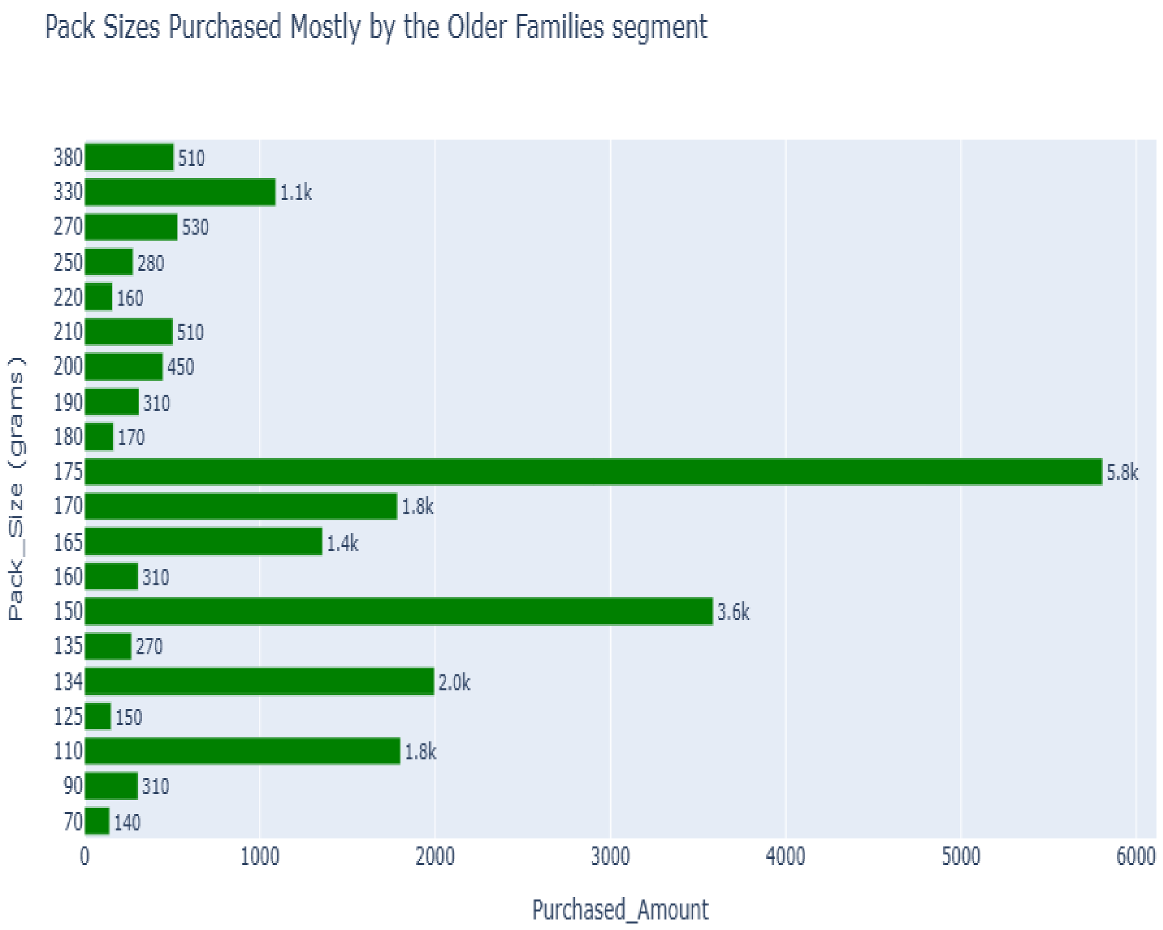




The top 3 of most famous brands are kettle, smiths and doritos and the lowest brands are French, Burger and Sunbites base on the number of sales.

CHIPS PACK SIZES PURCHASED MOSTLY BY TARGETED CUSTOMERS (YOUNG SINGLES/COUPLES AND OLDER FAMILIES) MAINSTREAM AND BUDGET SEGMENTS





From the graphs, both young singles/couples and older families of the mainstream and Budget customer category purchases the similar packet sizes of 175g,150g and 134g at higher rates compare to the 70g.

INSIGHTS SUMMARY

1. The top five(5) segments that contributes to highest sales are,
 - Older Families from the Budget customer category segment.
 - Young singles/couples from the Mainstream customer category segment.
 - Retirees also from the mainstream segment.
 - Young Families from the budget segment.
 - Older Singles/Couples from the budget segment.

2. Majority of customers are from the Young singles/couples and Retirees all from the Mainstream customer category, hence high sales are due to their large customers.

3. Customers from the Mainstream customer category tends to buy more chips, closely followed by the Budget segment. The Premium segments buys less chips.

4. Both young singles/couples and older families of the mainstream and Budget customer category purchases the similar chips packet sizes of 175g,150g and 134g at higher rates compare to the 70g.

5. Brands of target by customers from the Older families and Young singles/couples, which are also the highest purchasers of chips are;
 - Kettle.
 - Smiths.
 - Doritos.
 - Pringles.

6. Most likely brands of chips to be purchase by the Older families base on the affinity index is Red Rock Deli chips, while for Young singles/couples is Tyrrels chips.

RECOMMENDATIONS

1. If targeted customers are the older families and young singles/couples then kettle, smiths, doritos and pringles chips of sizes and their appropriate packet sizes gotten from the analysis should be placed besides Red Rock Deli chips and Tyrrels chips base on their association rule.

2. The Buger brand of packet size 220g was purchased in low quantity, hence the packet size should be readjusted to a more desirable size.

3. Market survey and Rebranding should be carried out for brands with low sales mostly with segments with high customers.

4. Customers located at the mainstream and budget segments should be of priority to the business.

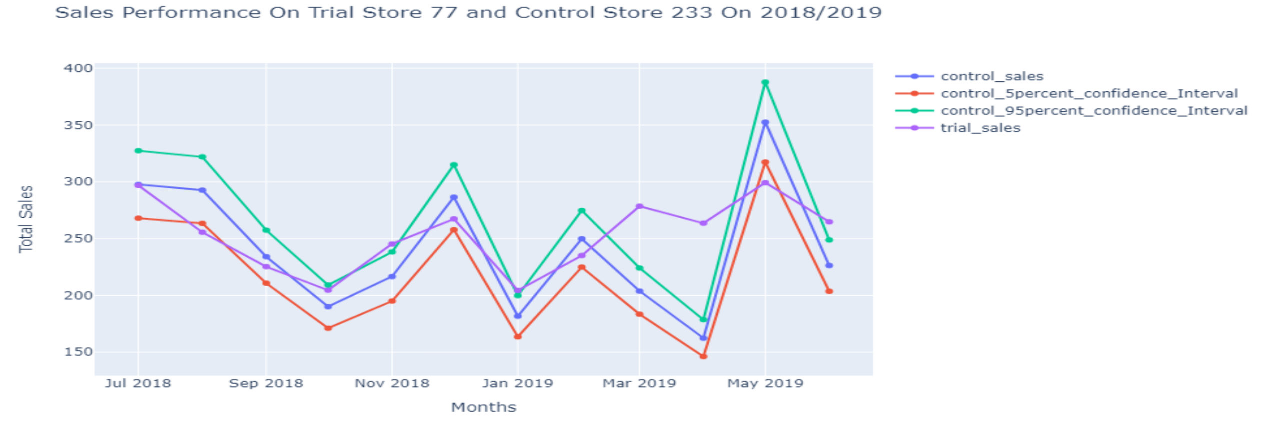
5. Provide more promotional contents of rebranded chips to customers at the premium segments.

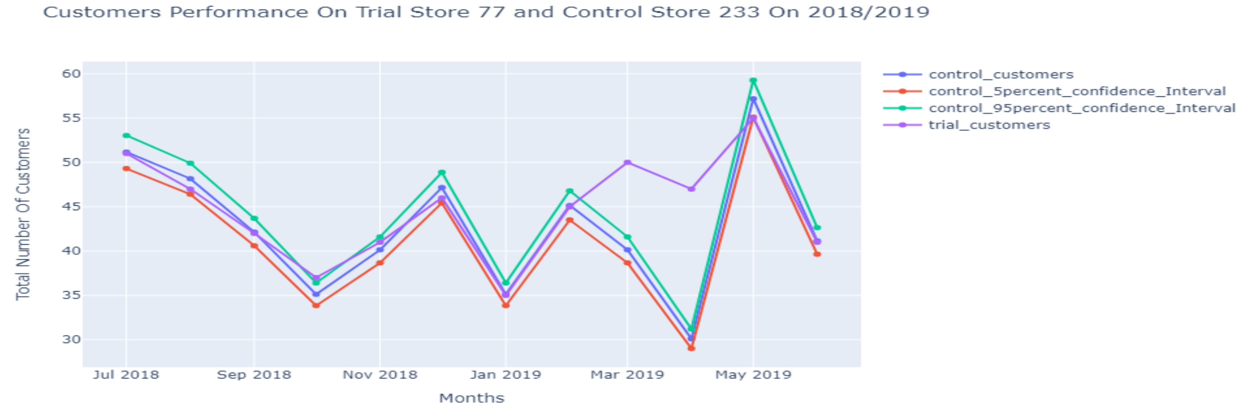
QUANTIUM - TASK 2: EXPERIMENTATION AND UPLIFT TESTING

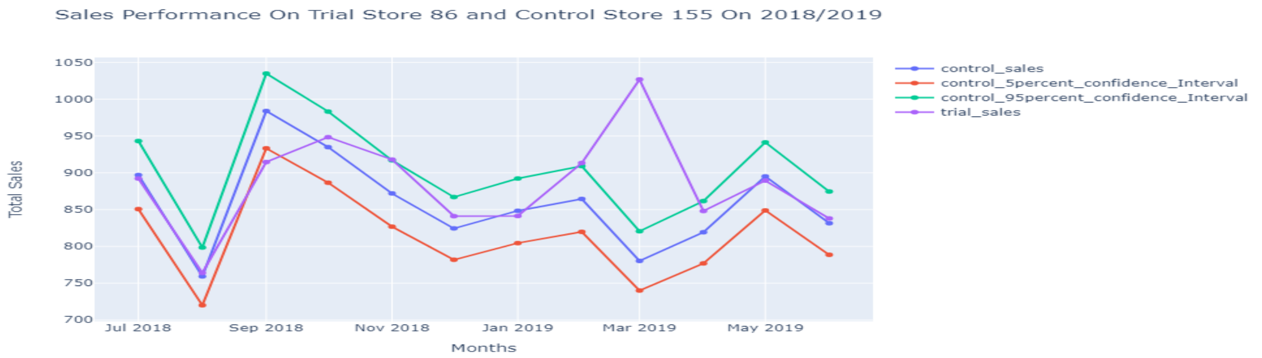
PROBLEM STATEMENT:

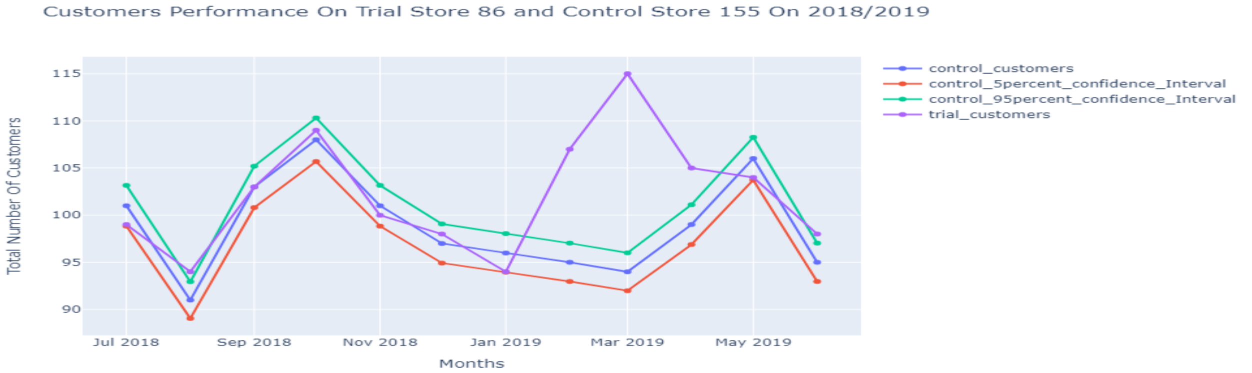
Analysis of customer data in question test the impact of the new trial layouts with a data driven recommendation to whether or not the trial layout should be rolled out to all their stores.

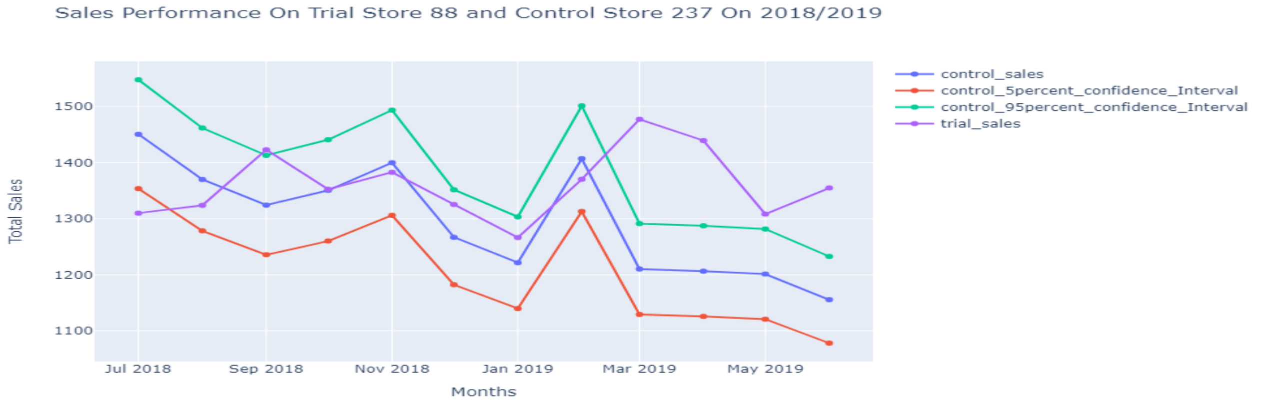
PERFORMANCE OF TRIAL STORE 77, 86, 88 AND CONTROL STORES 233, 155 AND 237 CHARTS

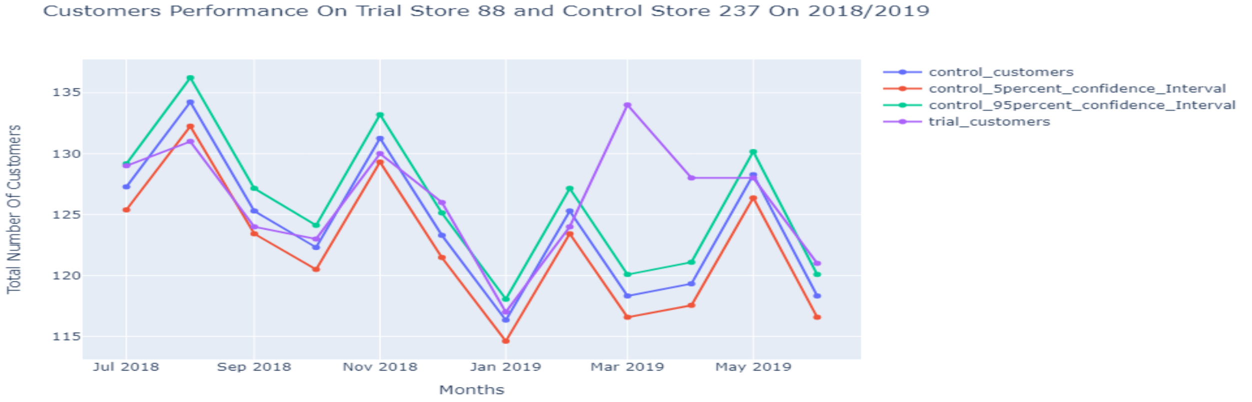












FINDINGS

We've found control stores 233, 155, 237 for trial stores 77, 86 and 88 respectively. 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. We can check with the client if the implementation of the trial was different in trial store 86 but overall, the trial shows a significant increase in sales.