

Chips Data Analysis

Introduction

The Quantum retail analytics team has been approached by the category manager of Chips, who wants to better understand the types of customers who purchase Chips and their purchasing behaviour within the region.

The insights from this analysis will feed into the supermarket's strategic plan for the chip category in the next half year.

In this analysis I will:

- Explore transaction data to look for inconsistencies, missing data, find outliers, correctly identify category items and numeric data across the different tables.
- Examine customer data to check for similar issues in customer data, look for nulls and merge the transaction data and customer data to prepare for data analysis
- Analyze data and customer segments by defining the metrics and looking at total sales, driver of sales, such as where the highest sales are coming from, etc. We will find interesting insights and trends in the data.
- Deep dive into customer segments by defining recommendations for the aforementioned insights, determine which segments we should target, and if packet sizes and form and overall conclusion based on the analysis.

```
In [277]: #Import
import pandas as pd
import numpy as np

#Visualization
import seaborn as sns
import matplotlib.pyplot as plt

#Date
from datetime import datetime

#Warnings
import warnings
warnings.filterwarnings('ignore')

#Statistics
from scipy.stats import ttest_ind

#Regular Expression
import re

#Apriori
from itertools import combinations
from apriori import apriori
from mlxtend.preprocessing import TransactionEncoder
from mlxtend.frequent_patterns import association_rules

#Others
from collections import Counter

In [2]: #Import datasets
transaction_data = pd.read_csv('QVI_transaction_data.csv')
customer_data = pd.read_csv('QVI_purchase_behaviour.csv')
```

Data Cleaning

Goals:

- Change date column to datetime
- Parse brand and pack sizes
- Remove special characters in PROD_NAME
- Remove sales brands from PROD_NAME
- Find outliers
- Replace brand names for similar brands

```
In [39]: customer_data.info()

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 72437 entries, 0 to 72436
Data columns (total 3 columns):
 #   Column      Non-Null Count  Dtype
---  --
 0   LIFESTAGE   72637 non-null   int64
 1   LIFESTAGE   72637 non-null   object
 2   PREMIUM_CUSTOMER  72637 non-null   object
dtypes: int64(1), object(2)
memory usage: 1.7+ MB

In [3]: #View dataset info
transaction_data.info()

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 264835 entries, 0 to 264834
Data columns (total 8 columns):
 #   Column      Non-Null Count  Dtype
---  --
 0   DATE        264836 non-null   datetime64[ns]
 1   STORE_NBR   264836 non-null   int64
 2   LIFESTAGE   264836 non-null   int64
 3   TXN_ID      264836 non-null   int64
 4   PROD_NBR    264836 non-null   int64
 5   PROD_NAME   264836 non-null   object
 6   PROD_QTY    264836 non-null   float64
 7   TOT_SALES   264836 non-null   float64
dtypes: float64(1), int64(6), object(1)
memory usage: 16.2+ MB

In [41]: transaction_data.head()
```

Out[4]:

	DATE	STORE_NBR	LYFTY_CARD_NBR	TXN_ID	PROD_NBR	PROD_NAME	PROD_QTY	TOT_SALES
0	43390	1	1000	1	5	Natural Chip Compy SeaSalt175g	2	6.0
1	43599	1	1307	348	66	CCs Nacho Cheese 175g	3	6.3
2	43605	1	1343	383	61	Smiths Crinkle Cut Chips Chicken 170g	2	2.9
3	43329	2	2373	974	69	Smiths Chip Thiny S/Cream&Onion 175g	5	15.0
4	43330	2	2426	1038	108	Kettle Tortilla Chps&nylplno Chll 150g	3	13.8

```
In [5]: #Converting serial date to datetime
date_changes = []
for i in transaction_data["DATE"]:
```

```
dt = datetime.fromordinal(datetime(1900,1,1).toordinal() + i - 2)
date_changes.append(dt)
transaction_data["DATE"] = date_changes
```

```
In [6]: transaction_data.info()

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 264835 entries, 0 to 264834
Data columns (total 8 columns):
 #   Column      Non-Null Count  Dtype
---  --
 0   DATE        264836 non-null   datetime64[ns]
 1   STORE_NBR   264836 non-null   int64
 2   LIFESTAGE   264836 non-null   int64
 3   TXN_ID      264836 non-null   int64
 4   PROD_NBR    264836 non-null   int64
 5   PROD_NAME   264836 non-null   object
 6   PROD_QTY    264836 non-null   float64
 7   TOT_SALES   264836 non-null   float64
dtypes: datetime64[ns](1), float64(1), int64(5), object(1)
memory usage: 16.2+ MB
```

```
In [7]: #Check that we are looking at the right products
transaction_data["PROD_NAME"].unique()
```

```
Out[7]: array(['Natural Chip Compy SeaSalt175g',
       'CCs Nacho Cheese 175g',
       'Smiths Crinkle Cut Chips Chicken 170g',
       'Smiths Chip Thiny S/Cream&Onion 175g',
       'Kettle Tortilla Chps&nylplno Chll 150g',
       'Old El Paso Salsa Dip Tomato Mild 300g',
       'Smiths Crinkle Chips Salt & Vinegar 330g',
       'Grain Waves Sweet Chilli 210g',
       'Doritos Corn Chip Mexican Jalapeno 150g',
       'Grain Waves Sour Cream&Chives 210g',
       'Kettle Sensations Siracha Lime 150g',
       'Twisties Cheese 270g', 'WW Crinkle Cut Chicken 175g',
       'Thins Chips Lightn Tangy 175g', 'Cce Original 175g',
       'Burger Rings 220g', 'NCC Sour Cream & Garden Chives 175g',
       'Doritos Corn Chip Southern Chicken 150g',
       'Cheezels Cheese Bk 125g', 'Smiths Crinkle Original 330g',
       'Infins crn Cnchere Tangy Gamole 175g',
       'Kettle Sea Salt And Vinegar 175g',
       'Smiths Chip Thiny Cut Original 175g', 'Kettle Original 175g',
       'Red Rock Deli Thai ChilliLime 150g',
       'Pringles 5thn FriedChicken 134g', 'Pringles Sweet&Spicy BBQ 134g',
       'Red Rock Deli SR Salsa & Mzzrila 150g',
       'Thins Chips Original salted 175g',
       'Red Rock Deli Sp Salt & Truffle 150g',
       'Smiths Thiny Swt ChlledCream175g', 'Kettle Chilli 175g',
       'Doritos Mexicana 170g',
       'Smiths Crinkle Cut French OnionChip 150g',
       'Natural ChipCo Rony Tony Chok170g',
       'Dorito Corn Chip Supreme 380g', 'Twisties Chicken270g',
       'Smiths Thiny Cut Roast Chicken 175g',
       'Smiths Crinkle Cut Tomato Salsa 150g',
       'Kettle Mozzarella Basil & Pesto 175g',
       'Infuzions Thai SweetChilli PotatoMix 110g',
       'Kettle Sensations Caramelized 175g',
       'Smith Crinkle Cut Mac N Cheese 150g',
       'Kettle Honey Soy Chicken 175g',
       'Thins Chips SeasonedChicken 175g',
       'Smiths Crinkle Cut Salt & Vinegar 170g',
       'Infuzions BBQ Rib Prawn Crackers 110g',
       'GrnVes Plus Butroo & Chilli Jam 180g',
       'Pringles 5thn FriedChicken 134g', 'Pringles Sweet&Spicy BBQ 134g',
       'Kettle Sweet Chilli And Sour Cream 175g',
       'Doritos Salsa Medium 300g', 'Kettle 135g Swt Pot Sea Salt',
       'Pringles SourCream Onion 134g',
       'Doritos Corn Chips Original 170g',
       'Twisties Cheese Burger 250g',
       'Natural Chip Co Tmato Hrb&Spcoe 175g',
       'Smiths Crinkle Cut Chips Original 170g',
       'Coba Popd Sea Salt Chips 110g',
       'Smiths Crinkle Cut Chips Chs&Onion170g',
       'French Fries Potato Chips 175g',
       'Old El Paso Salsa Dip Tomato Med 300g',
       'Doritos Corn Chips Cheese Supreme 170g',
       'Pringles Original Crisps 134g',
       'PRD Chilli Mango Coconut 150g',
       'WW Original Corn Chips 200g',
       'Thins Potato Chips Hot & Spicy 175g',
       'Coba Popd Sour Crm Chives Chips 110g',
       'Smiths Crinkle Cut Orgnl Big Bag 380g',
       'Doritos Corn Chips Nacho Cheese 170g',
       'Kettle Sensations BBQMaple 150g',
       'WW 5thnly Chip Sea Salt 200g',
       'Pringles Chicken Salt Crisps 134g',
       'WW Original Stacked Chips 160g',
       'Smiths Chip Thiny CutSaltVinegr175g', 'Cheezels Cheese 330g',
       'Thinitos Lightly Salted 175g',
       'Thins Chips Salt & Vinegar 175g',
       'Smiths Crinkle Cut Chips Barbecue 170g', 'Cheetos Puffs 165g',
       'PRD Sweet Chilli & Sour Cream 165g',
       'WW Crinkle Cut Original 175g',
       'Twisties Splash Of Lime 175g', 'Woolworths Cheese Salsa 300g',
       'Kettle Tortilla Chps&nylplno Chll 150g',
       'CCs Tasty Cheese 175g', 'Woolworths Rings 190g',
       'Twisties Smoked Chipotle 175g', 'Pringles Barbecue 134g',
       'WW Supreme Cheese Corn Chips 200g',
       'Pringles Mystery Flavour 134g',
       'Pyrellis Bacon Ched & Chives 160g',
       'Snts Whgrn Crisps Cheddar&Mtrd 90g',
       'Cheetos Chs & Bacon Bk 180g', 'Pringles Slit Vinegar 134g',
       'Infuzions SourCream&Herbs Veg Strws 110g',
       'Kettle Tortilla Chps&nylplno 150g',
       'Pyrellis Mango Chutney Papadums 70g',
       'PRD Steak & Chimichurri 150g',
       'PRD Honey Soy Chicken 165g',
       'Bumites Whgrn Crisps Fenchel 90g',
       'PRD Salt & Vinegar 165g', 'Doritos Cheese Supreme 330g',
       'Smiths Crinkle Cut Snags&Sauce 150g',
       'WW Sour Cream &OnionStacked Chips 160g',
       'PRD Lime & Pepper 165g',
       'Natural ChipCo Sea Salt & Vinegr 175g',
       'Red Rock Deli Chkn&Garlic Aioli 150g',
       'PRD SR Slow Roast Beef 150g', 'PRD Pe Sea Salt 165g',
       'Smith Crinkle Cut Bolognese 150g', 'Doritos Salsa Mild 300g',
       ], dtype=object)
```

```
In [8]: #Removing special characters
transaction_data_words = transaction_data["PROD_NAME"].str.replace("!", "")
```

```
In [9]: pattern = r"([0-9]+(\.g))"
transaction_data_words = transaction_data["PROD_NAME"].str.replace(pattern, '')
```

```
In [10]: transaction_data_words.head()
```

```
Out[10]: 0 Natural Chip Compy SeaSalt
1 CCs Nacho Cheese
2 Smiths Crinkle Cut Chips Chicken
3 Smiths Chip Thiny S/Cream&Onion
4 Kettle Tortilla Chps&nylplno Chll
Name: PROD_NAME, dtype: object
```

```
In [11]: words = Counter()
transaction_data_words.str.split().apply(words.update)
print(words)
```

```
Counter({'chips': 49770, 'Kettle': 41288, '!': 35565, 'Smiths': 28860, 'Salt': 27976, 'Cheese': 2789
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