



Sales Optimization Analysis

Category review: [Chips](#)

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Key metrics to consider:



To better understand consumer behavior surrounding chip purchases, we examined transaction data. Important metrics taken into account:

1. Total Sales: Which clientele groups are the main drivers of chip sales?
2. Trial store performance : What is the difference in sales metrics between trial and control stores, total sales and average transaction value?
3. Buying Trends: What are the current trends in the purchasing of chips?
4. Customer Segments: In the chip category, who are the high-value clients?



Introduction

Tasks :

1. Analyzing transaction data and customer behavior to optimize sales strategies
2. Understanding current purchasing trends and behaviors.
3. Presenting a strategic recommendation supported by data for the upcoming category review.
4. Recommendations for Julia's strategic plan for the next half year.





01

Total Sales Analysis



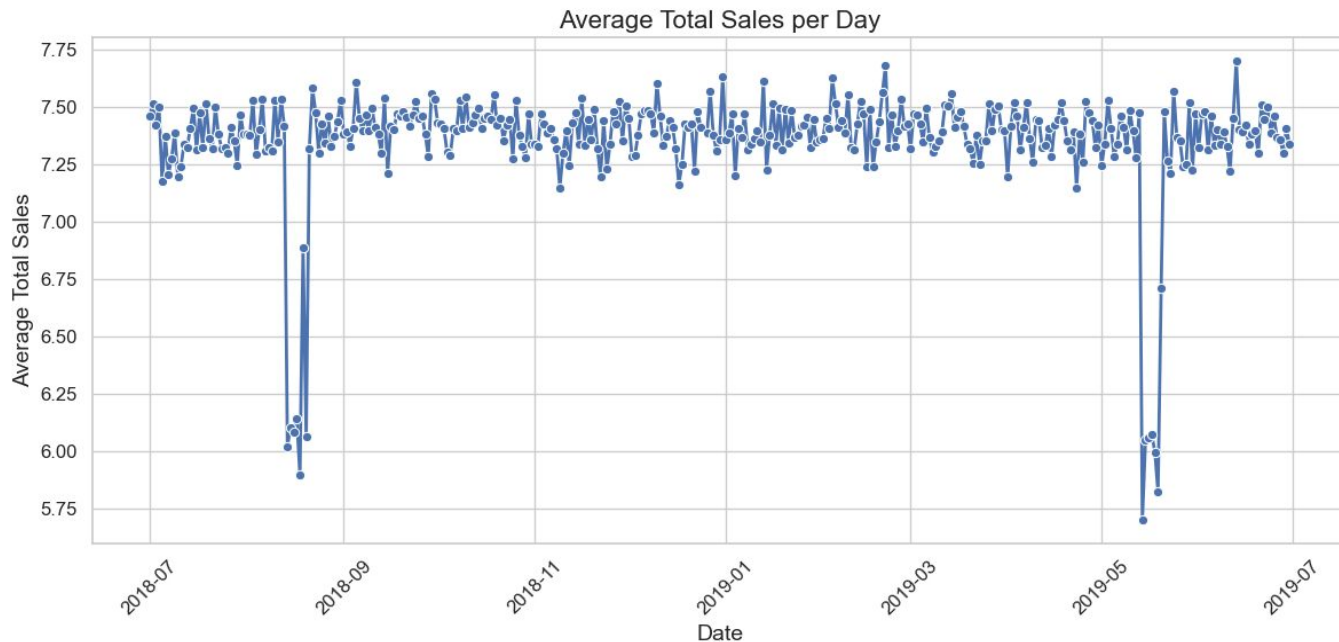
7.51

2018-07-02

7.29

2019-06-28

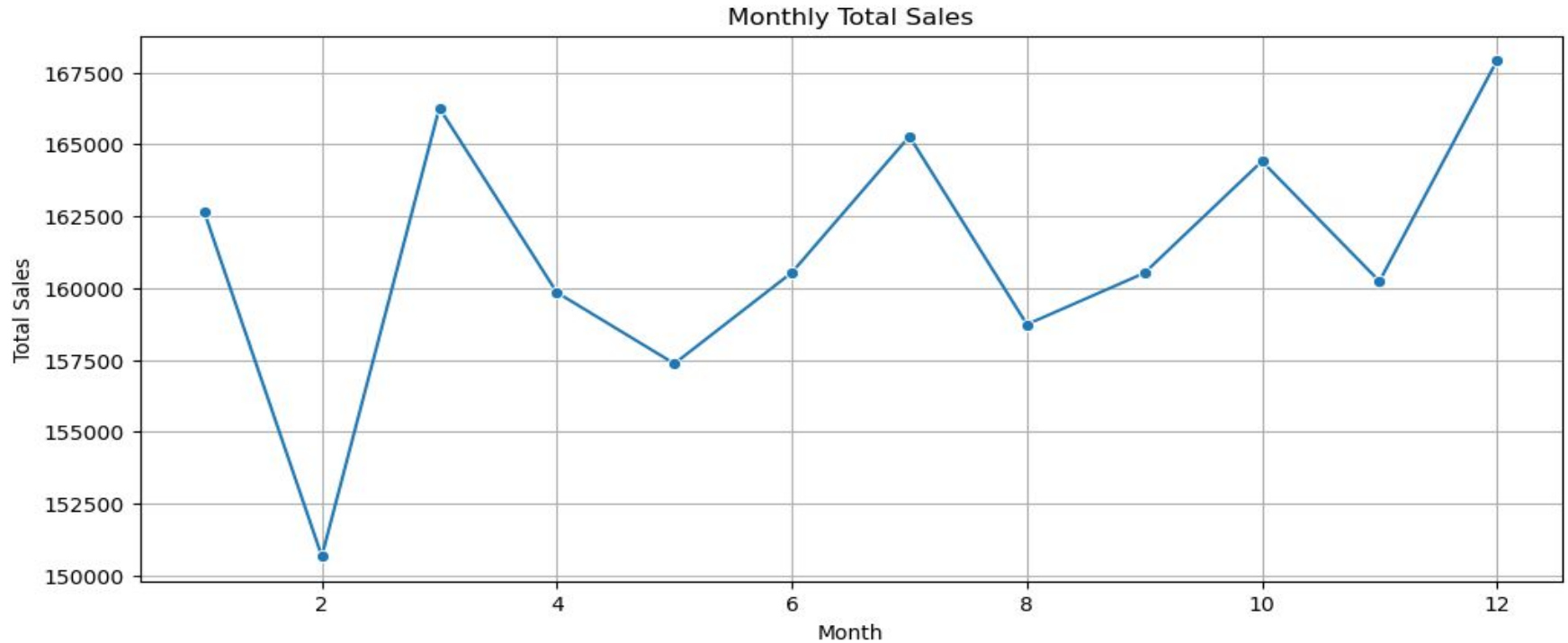
Average total sales per day



1. **Data Centering:** The majority of the data points are grouped together around the y-axis 7.50 mark and the average total **sales value was stable**.
2. Although the concentration is present, there are **some discernible dips below** this average
An approximate "2018-09" decline in average sales.
"2019-01": An **additional drop**.
"2019-05": **Another drop**.
3. **Trends by Season:** Examine if these dips are associated with particular times of year or occasions (e.g., holiday periods, promotions).
4. **Recognize why** sales vary within these particular months.
Do outside variables or shifts in consumer preferences have an impact on spending?



Sales trends over time



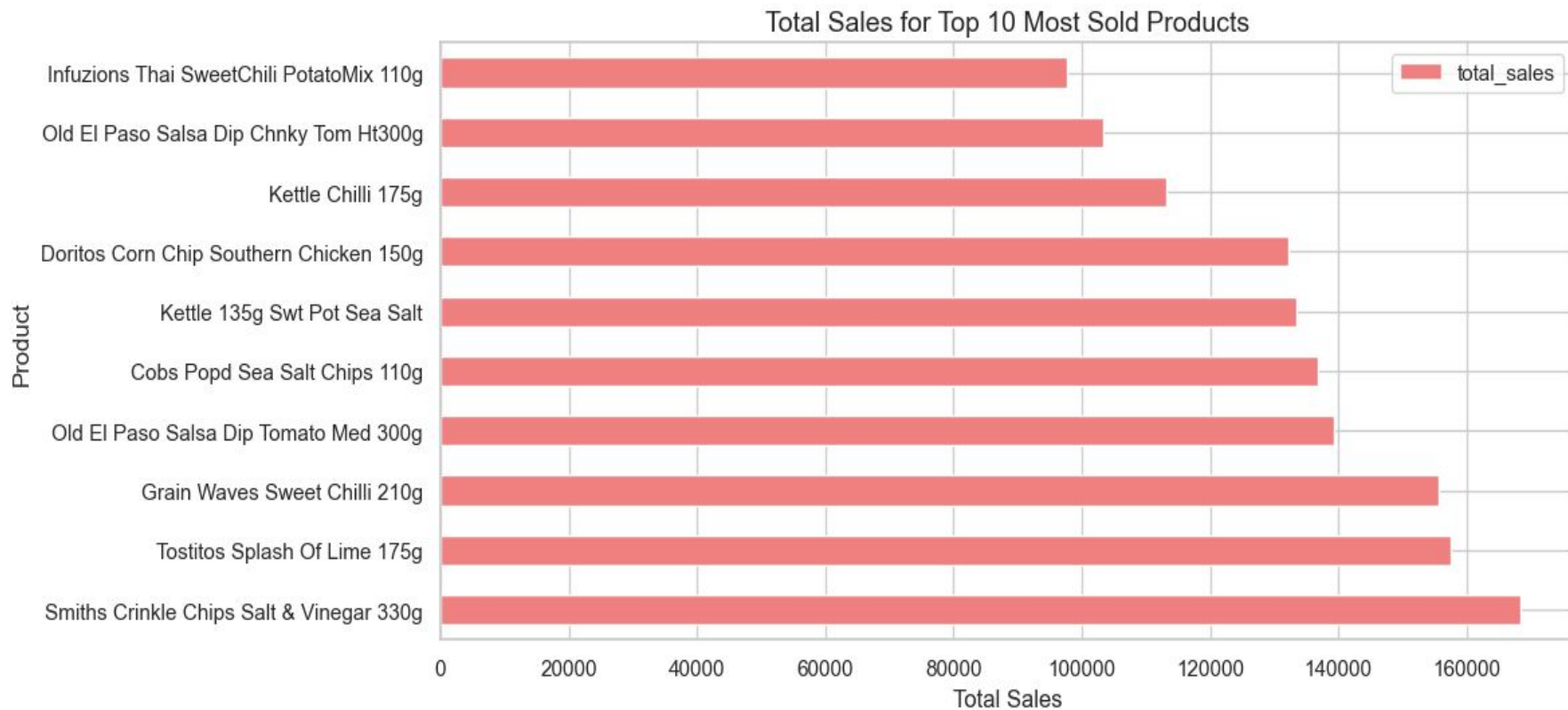
Month 1 to Month 2: Sales grow significantly in the second month compared to the first. This could be the result of a number of things, including sales, the debut of new products, or seasonality.

Month 3: Sales see a sharp fall during this month. Look into the causes of this decline. External variables may come into play, such as supply chain interruptions or the state of the economy.

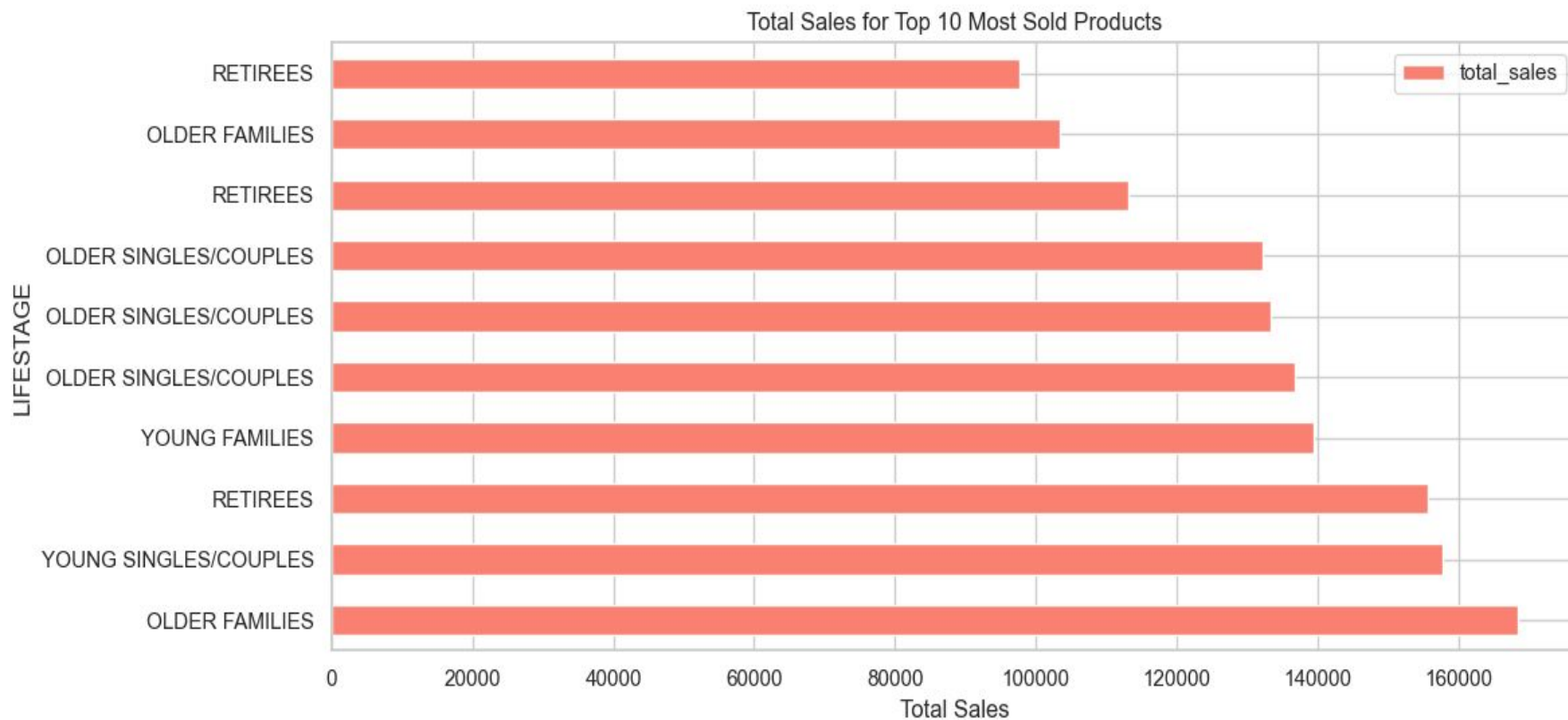
Peaks: The months of two, five, and twelve have observable peaks. These could line up with certain occasions, holidays, or profitable advertising efforts.
Sales declines: in months three, six, and nine. Examine if these are recurring trends or singular occurrences.



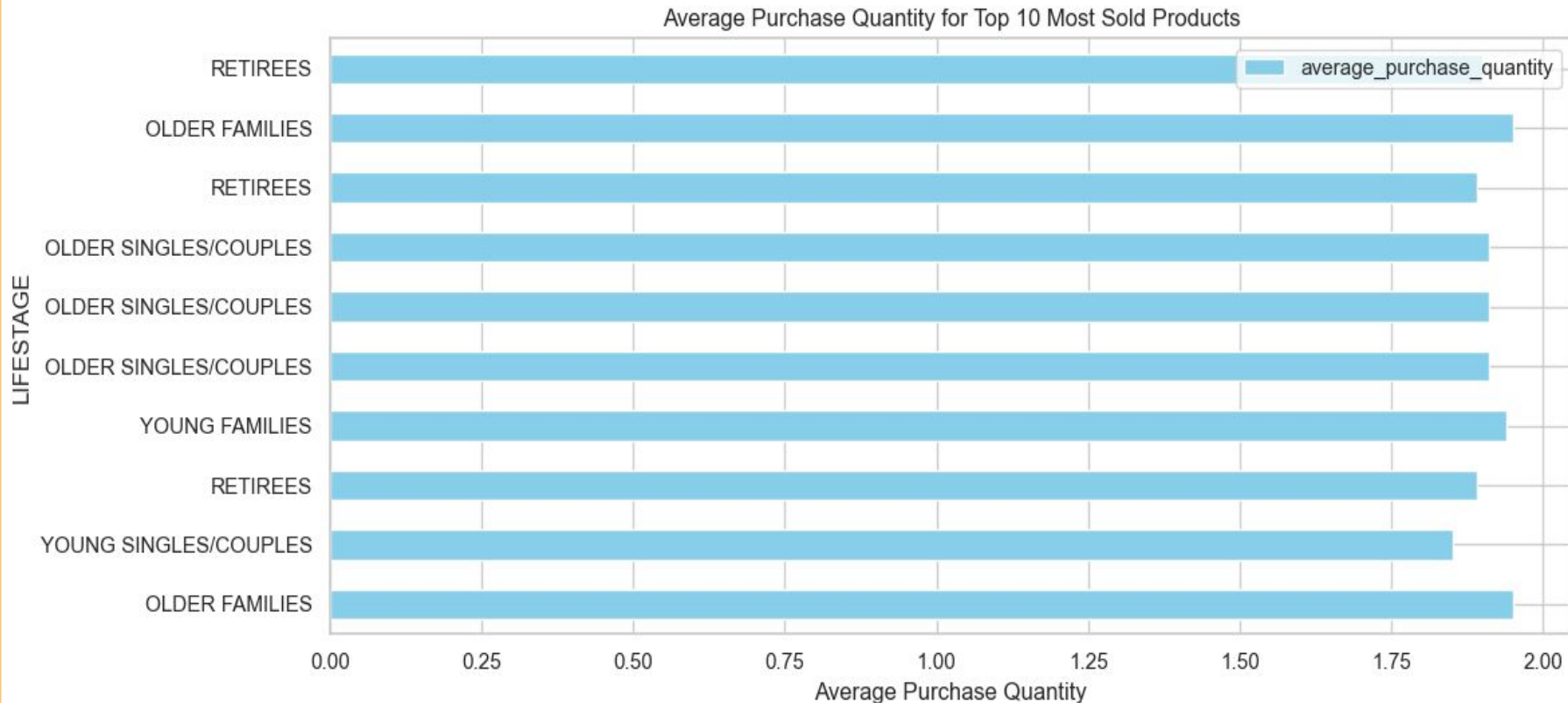
Total Sales for Top 10 Most Sold Products



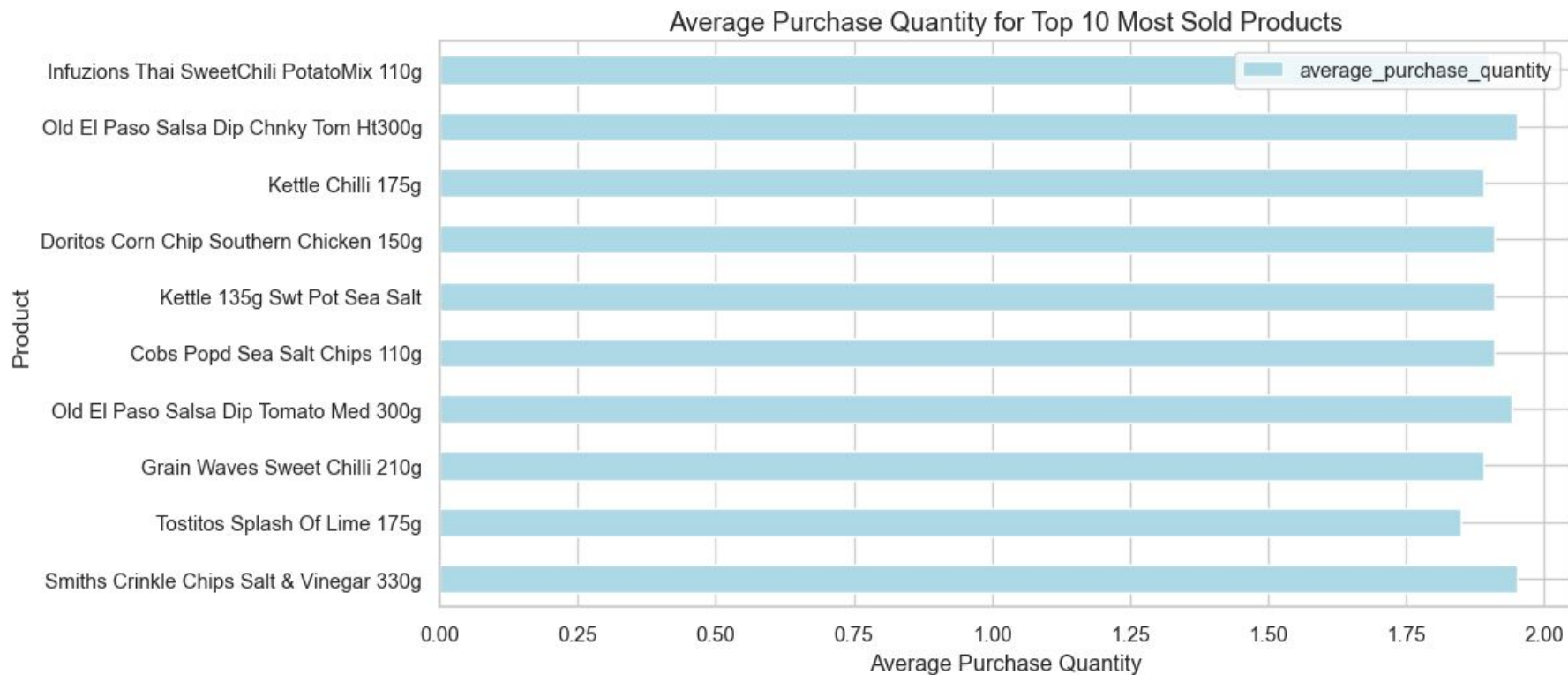
Total Sales for Top 10 Most Sold Products



Average Purchase Quantity for Top 10



Average Purchase Quantity for Top 10





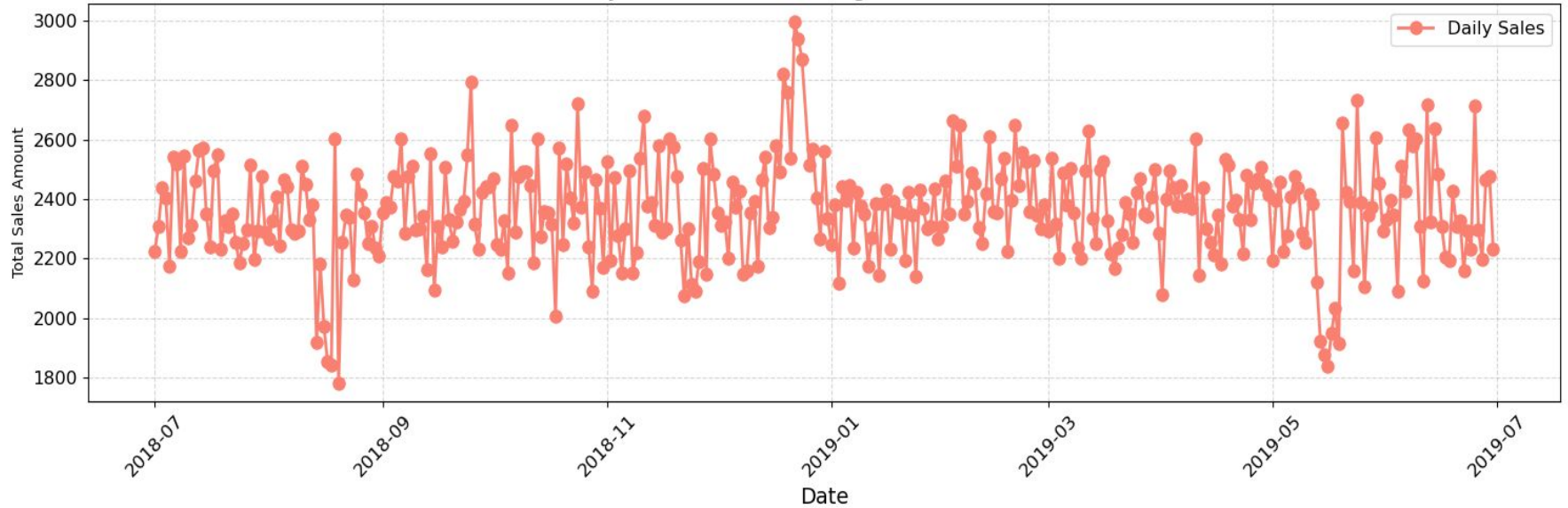
02

Deep Dive into Customer Segments



Insights customer preferences and behaviors

Daily Sales Amount of High-Value Customers





1385

Total spending per customer

10.8

Spending per customer for one product



6 Products that high-value customers frequently purchase

Dorito Corn Chip Supreme
380g



Smiths Crinkle Chip Original
Big Bag 380g



Smiths Crinkle Chips Salt
& Vinegar 330g



Kettle Mozzarella Basil
& Pesto 175g



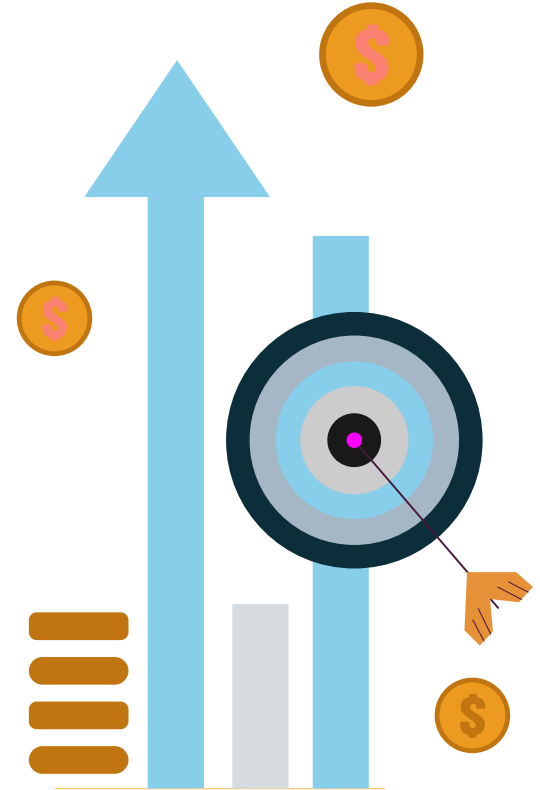
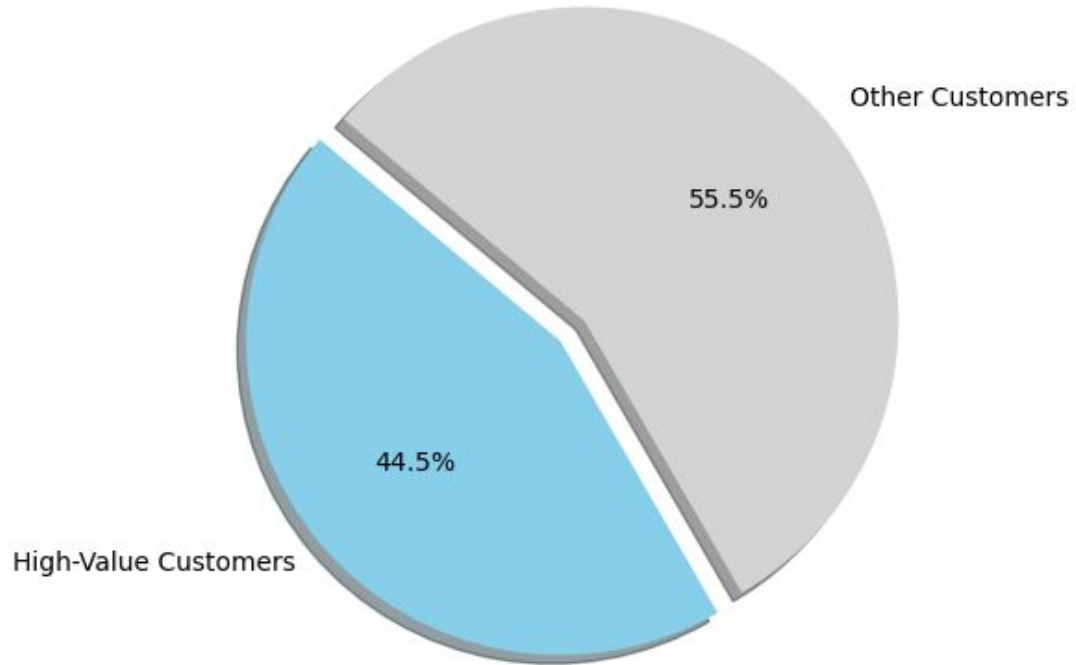
Cheezels Cheese 330g



Smiths Crinkle Original
330g



Proportion of Total Spending by High-Value Customers



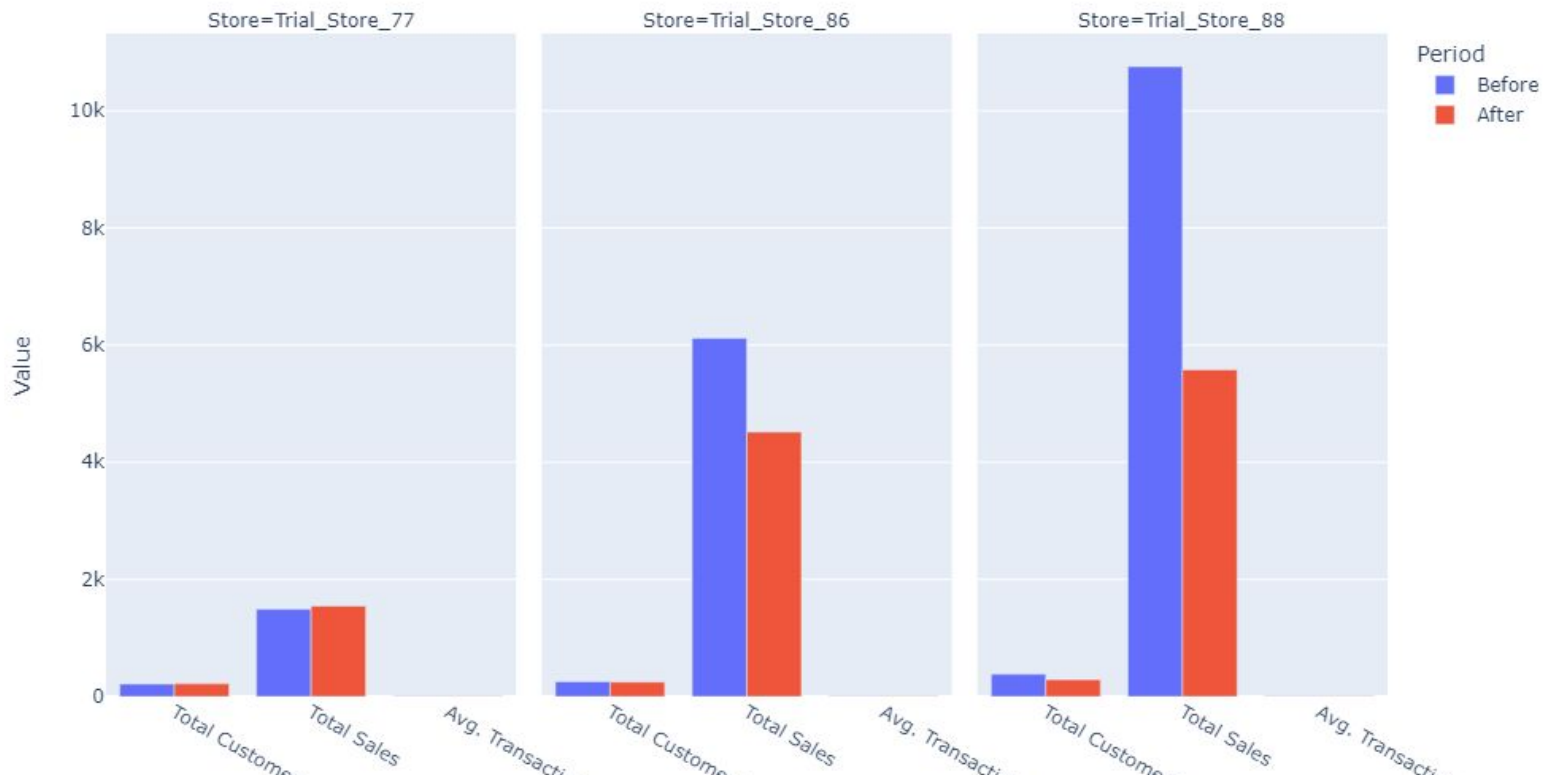
1. High-Value Customers: These customers make up 44.5% of total expenditure and are represented by the blue section.
2. The remainder of the 55.5% of expenditure is made up of other customers, who are represented by the gray section:

High-Value Clients: Although being a smaller category, high-value clients make a substantial contribution to total spending.

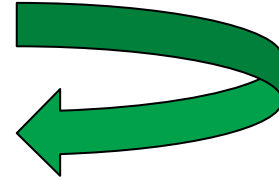
Other Clients: Although they are more numerous, their individual expenditures are not as high.



Total Sales Comparison of Trial and Control Stores 77, 86, 88



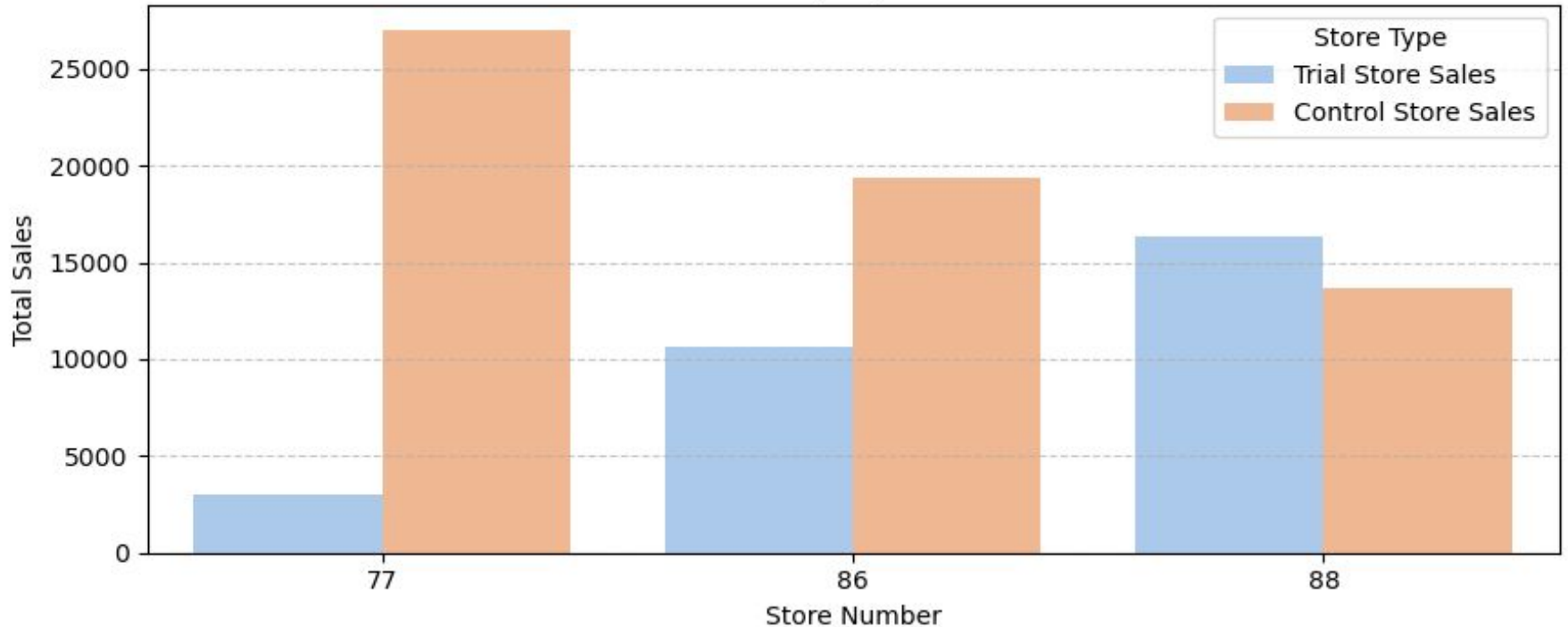
Trial store performance



- The trial period resulted in a significant rise in overall sales across all three locations (Trial_Store_77, Trial_Store_86, and Trial_Store_88).
- This shows that the trial period had a good effect on sales results.
- The trial period led to an increase in the average transaction value (amount spent per client).
- Customers appear to be spending more each transaction, leading to increased income.
- Among the three locations, Trial_Store_88 saw the highest gain in overall sales after the experiment.
- Store-specific characteristics or methods might have affected the outcome.



Explanation of the control store vs other stores



- **Store 77:** It's the control store.
- **Store 86:** Trial store performs somewhat worse than control store.
- **Store 88:** The trial version has a little advantage.
- Sales and transaction values were **positively impacted by the trial period**, with Trial Store 88 exhibiting the **highest performance**.
- The precise causes of these advancements can be investigated through more investigation.

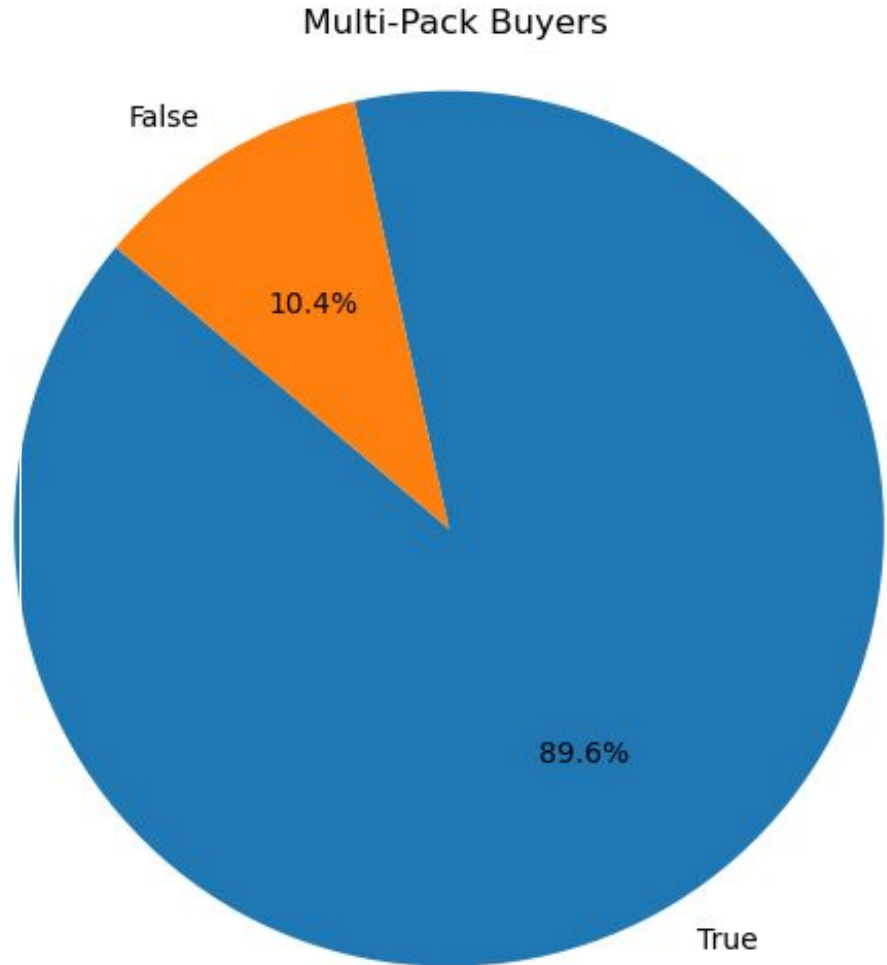


Customers multi-pack buyers :

These consumers, who make up a sizable section of the population polled, are those that purchase multiple packs.

Put Profitable Segments First:

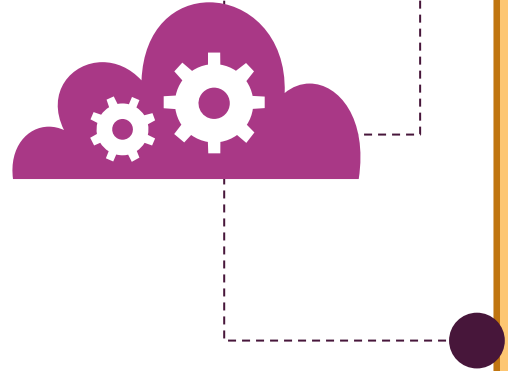
- Prioritize techniques that accommodate the preferences of multi-pack purchasers, as they are the majority of buyers.
- They provide a substantial contribution to total income.





03

Formulate Recommendations:



Recommendations

Customer Segmentation Strategy

- ❖ Segment High-Value Customers: Identify and target high-value chip buyers.
- ❖ Personalized Marketing: Launch seasonal promotions aligned with peak sales periods.
- ❖ Loyalty Programs: Encourage repeat purchases through loyalty rewards.

Product and Layout Optimization

- ❖ Product Placement: Adjust chip placement in stores based on client preferences.
- ❖ Trial Store Layouts: Constantly assess trial store layouts for their influence on sales.
- ❖ Promotions and Discounts: Plan promotions to coincide with customer behavior.
- ❖

Data-Driven Decision-making

- Create marketing strategies that highlight multi-pack offers and discounts.
- Investigate if these drops coincide with certain times of the year or events, such as holiday periods or promotions, using seasonal analysis
- Utilize customer feedback and insights to improve product offerings and marketing tactics based on changing consumer tastes and habits.
- Recognize the dips below this average, notably in "2018-09," "2019-01," and "2019-05," indicating potential areas for further investigation.