DATA ANALYSIS PROJECT

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19/04/24

# Outline:

➢ Executive summary

➢ Introduction

➢ Plans used by Customers

➢ Dashboard for explain number of customers, sales and average revenue

➢ Result

➢ Conclusion

Executive Summary:

❖ The objective of the project is to determine a strategical plan for sales in chip product for next half years .

❖ Using the first set of data I had analyzed what type of customers are which type of premium plans.

❖ Using the next set of data I had analyzed Number of customers, Average Revenue, Total Sales.

Task 1:

count	plans			
LIFE STYLE	Budget	Mainstream	Premium	Grand Total
MIDAGE SINGLES/COUPLES	1504	3340	2431	7275
NEW FAMILIES	1112	849	588	2549
OLDER FAMILIES	4675	2831	2274	9780
OLDER SINGLES/COUPLES	4929	4930	4750	14609
RETIREES	4454	6479	3872	14805
YOUNG FAMILIES	4017	2728	2433	9178
YOUNG SINGLES/COUPLES	3779	8088	2574	14441
Grand Total	24470	29245	18922	72637
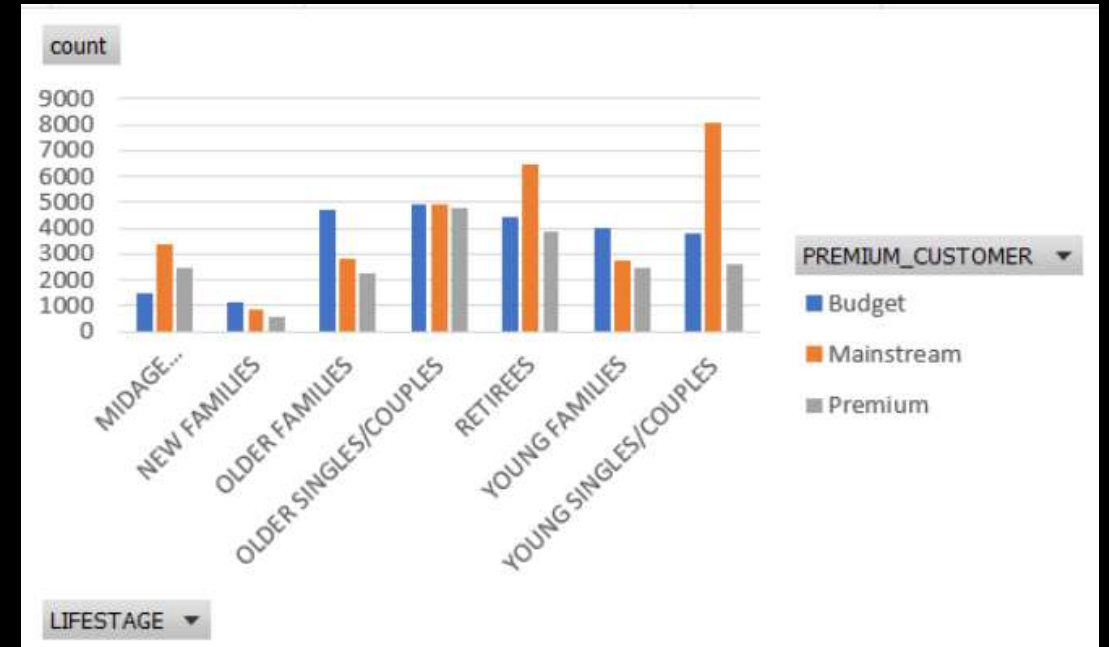
Result of Task 1:

1) From the above table and chart we can conclude how customer had purchased the plans.

2) The Budget plan was equally used by the Lifestyle of the customers. The mainstream plan was mostly used by customers young couples/singles. The Premium plan was mostly used by older age peoples.

3) Consider the lifestyle, The new families are buying the chips are very less. The older a person the more they are willing to buy the chips.

Task 2:
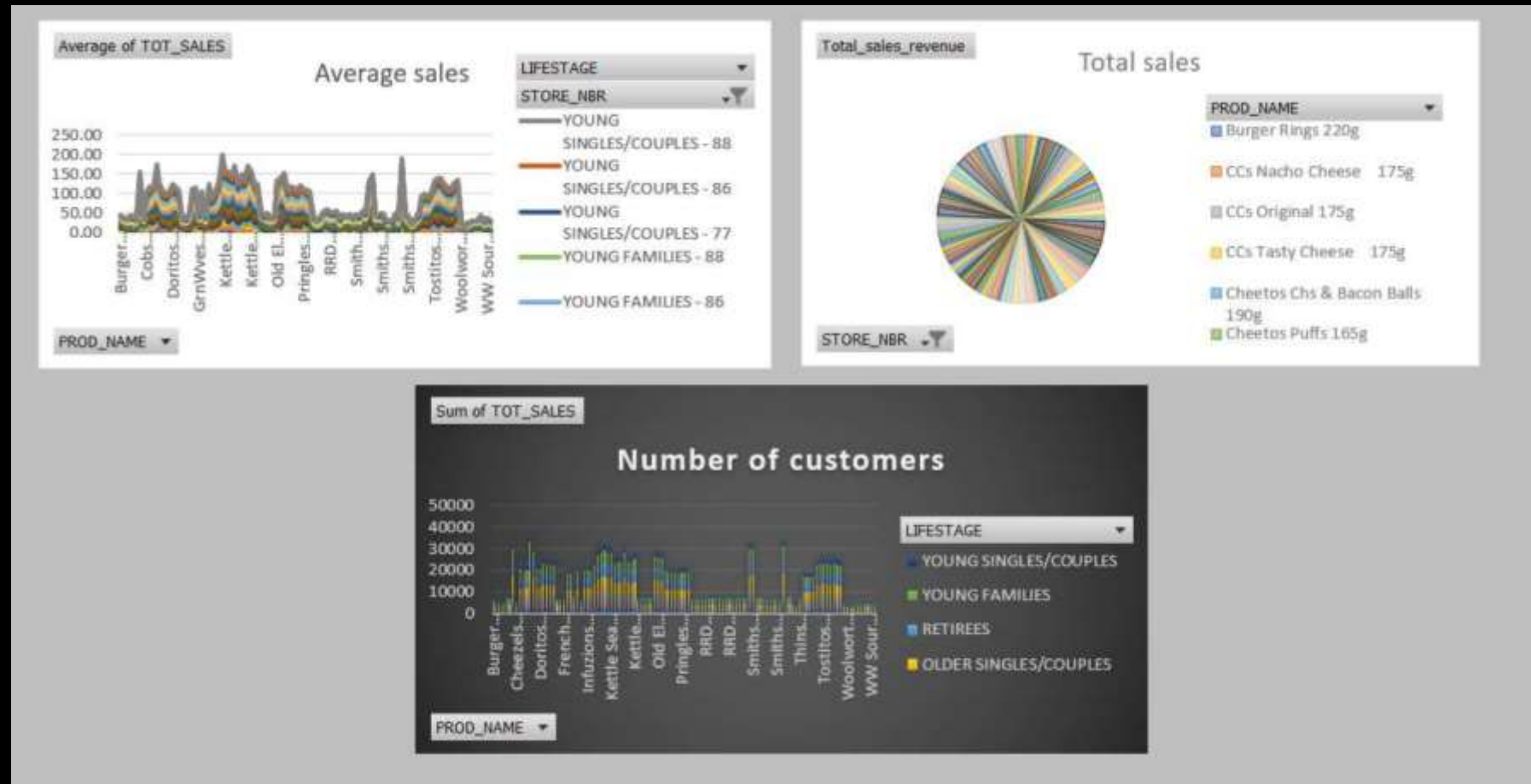
Result of Task 2:

1) From the above Dashboard, we can conclude that mid age person mostly bought cheezels, Doritos, Infuzions, kettle, smiths chips most.

2) The new families brought chips more than mid age persons. They mostly brought brand such as kettle, Doritos.

3) The Old families brought Doritos, kettle, Infuzions.

4) Retired also brought the brand similar to Old families.

5) The young families brought cheezels, Doritos, Infuzions, kettle.

6) Even thought smiths brand had failed to provide a result, the Smiths Crinkles Chip Original Big Bag 380g had given a excellent result.

Conclusion:

I. From the analysis we can conclude the brands other than bought cheezels, Doritos, Infuzions, kettle, smiths chips had not brought by the customers.

II. The New singles/couples and Old single/couples are managed to buy the chips the most.

III. The families are not willing to the buy the chips.

IV. The customer are willing to buy the chips based on the flavor rather than the brand

V. The customer are buying the chips with specific flavor in a brand.