

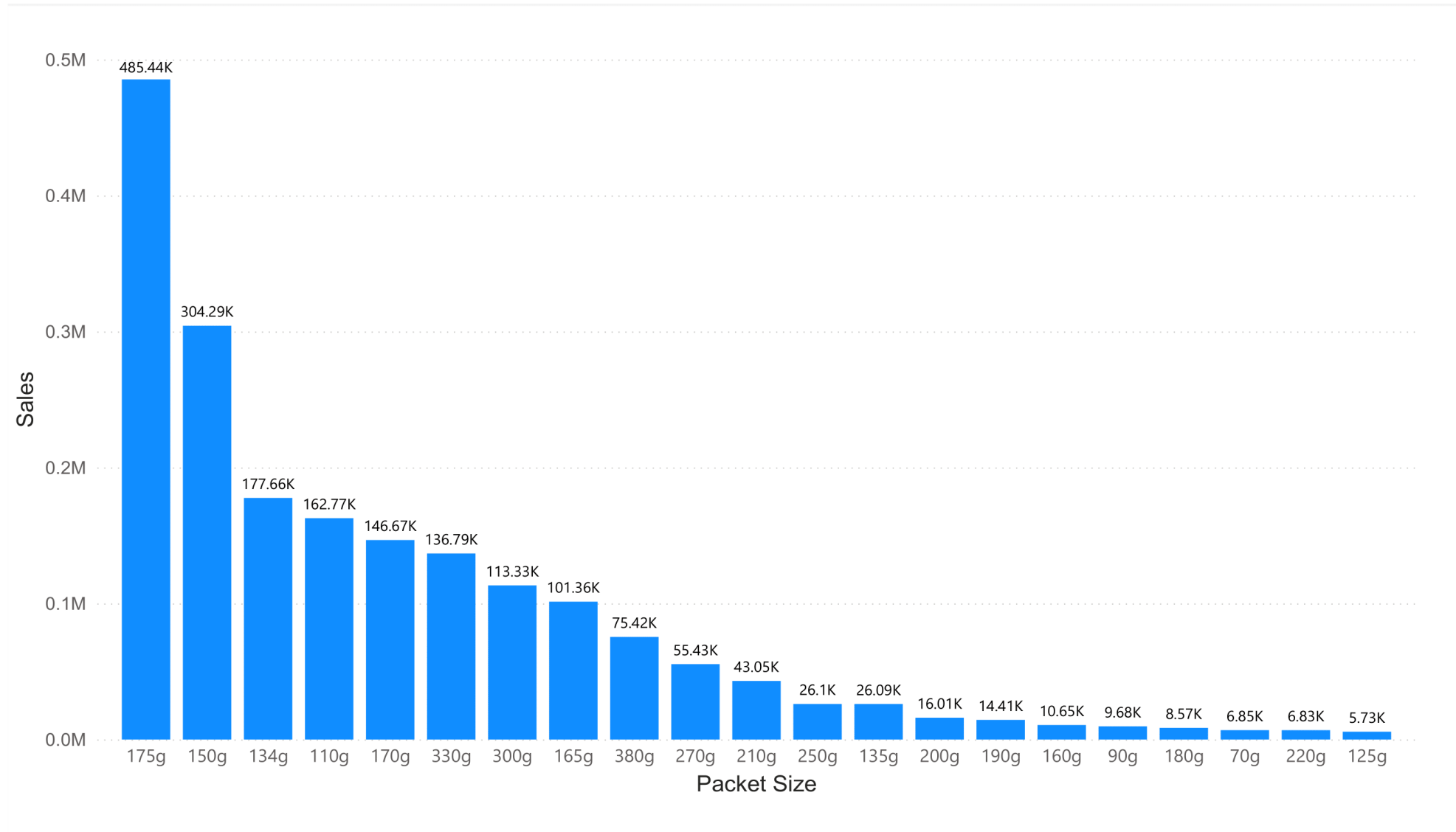
CUSTOMER SALES REPORT

BY MUHAMMAD ZAIN

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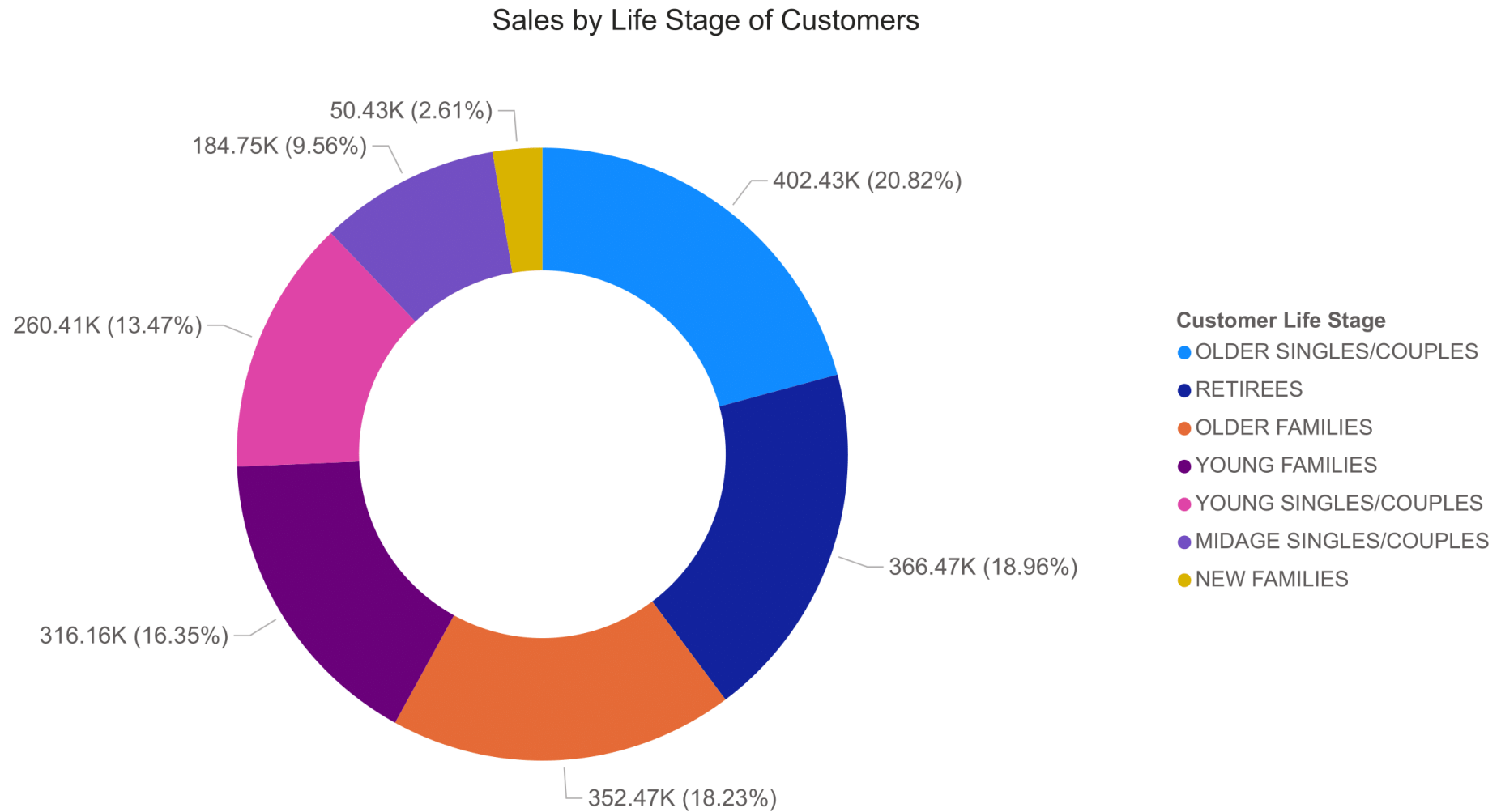
EFFECT OF PACKET SIZE IN CUSTOMER PURCHASES AND IN SALES:-



In Previous Chart:

- The Chart is Showing that the Sales According to Packet Size.
- The Highest Selling Chips According to Packet Size (in grams) is 175g
- Customers are most likely to buy, Big Packet Compared to Smalls Packet size chips
- Here are some Top Sold Chips according to Packet Size (175g, 150g, 134g. 110g, 170g, 330g, 300g)
- Here are some least sold chips according to Packet size are (125g, 220g, 70g, 180g, 90g, 160g)

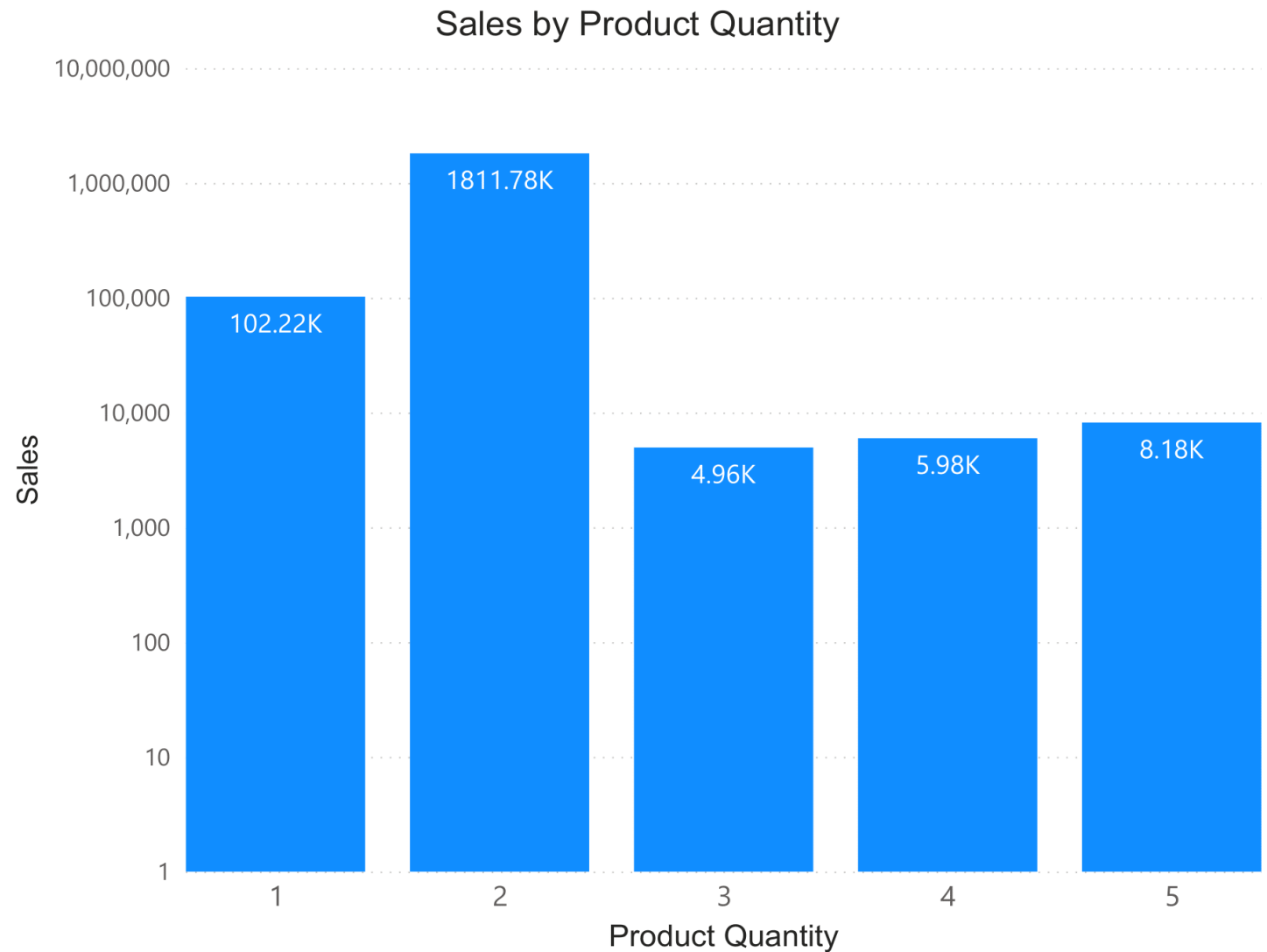
SALES DONE BY CUSTOMERS BELONGS TO DIFFERENT LIFE STAGE:-



In Previous Chart:

- The Chart is Showing About behavior of Customers in Different Life Stages.
- According to This chart Our Customers is Mostly belong to high age group or senior citizen
- Most buying customer group is Older Singles/Couples, Retirees, and Older Families
- This Chart also Shows that the Younger Peoples includes (Children, and Adults) May have consume different category of food other than chips like fast foods.
- According to This Graph. We should take a decision to grab attension of younger ones, by doing to different packaging , or by marketing campaign etc.

CUSTOMERS BUYING RATE AT A SINGLE TIME:

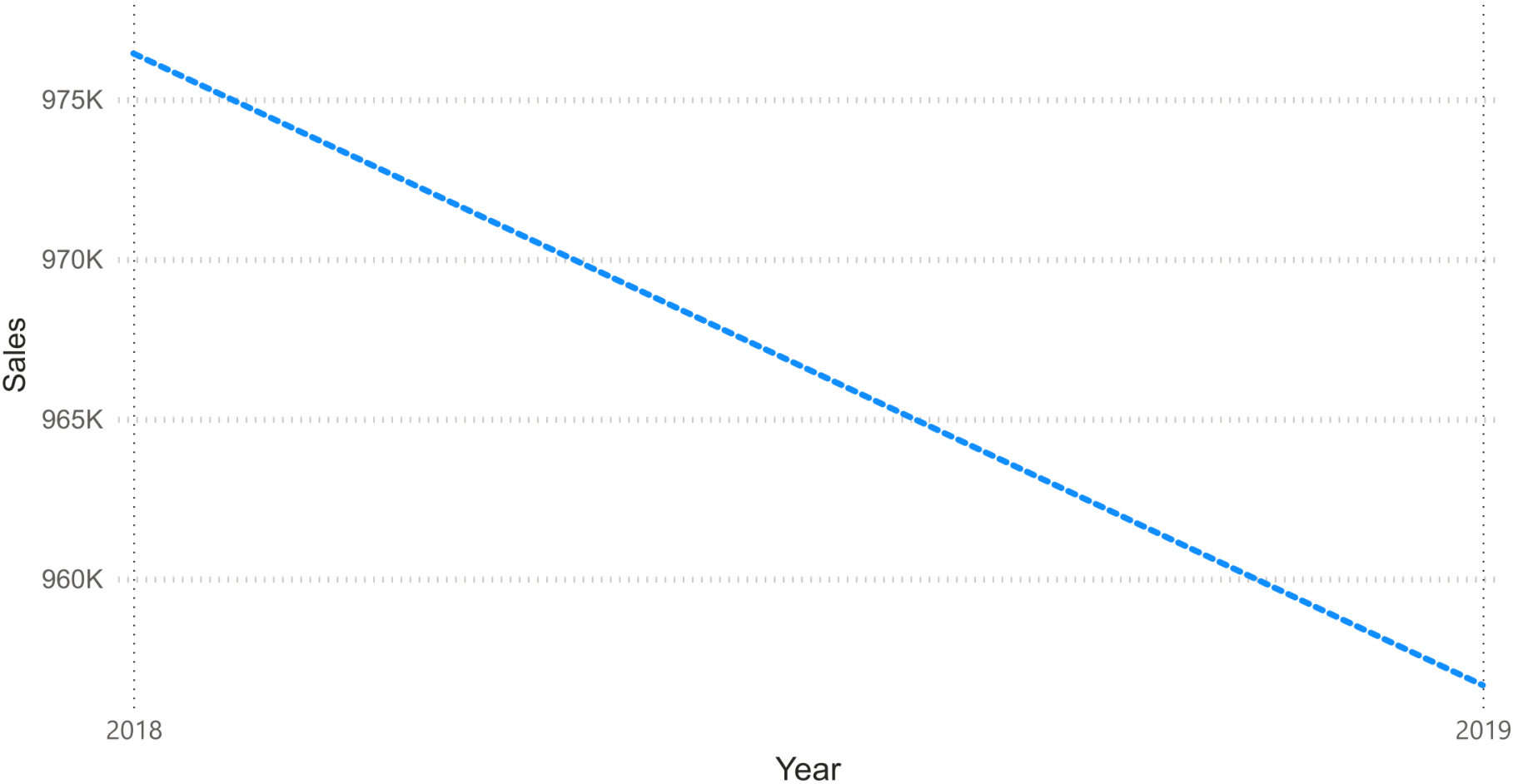


In Previous Chart:

- The Chart is showing that Customer behavior of buying how much number of chips number Chips at a single
- Sales Generated by Buying 2 packets at a single time, Is Extremely High as compared to other, which conclude that the trend of buying Number of packet of chips is 2.

A NEGATIVE TREND OF SALES

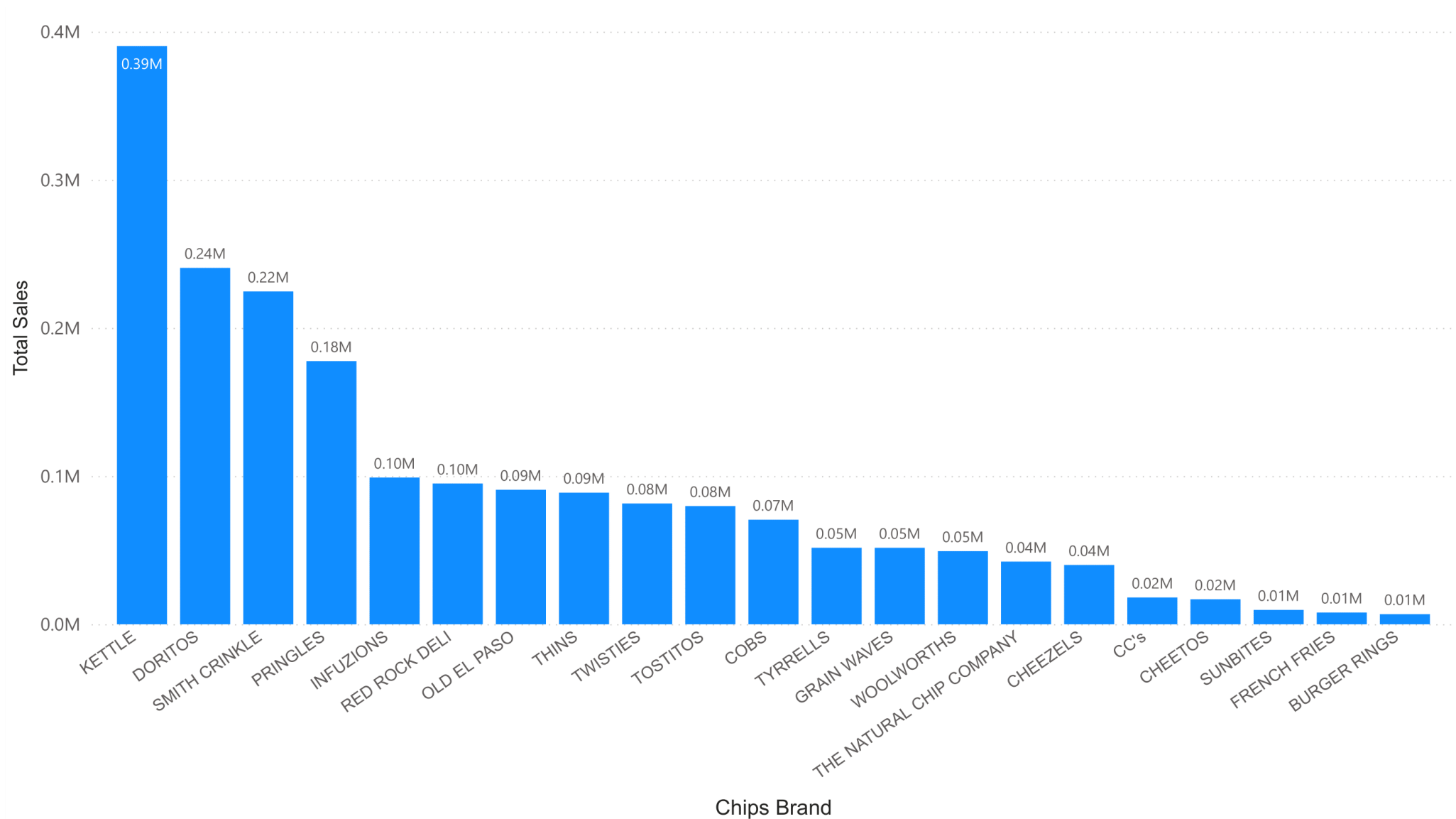
Total Sales by Year



In Previous Chart:

- The Chart is representing a Trend or a Negative Trend of Sales from 2018 to 2019.
- According to the Data:
 - Sales in 2018 is 975K
 - Sales in 2019 is 956K
- There is 2% Decline Sale from 2018 to 2019
- This is Decline is done by overall decline, example lose of customer, less purchasing of customer, etc

WHICH CHIPS BRAND HAVE HIGH PURCHASE BY CUSTOMERS

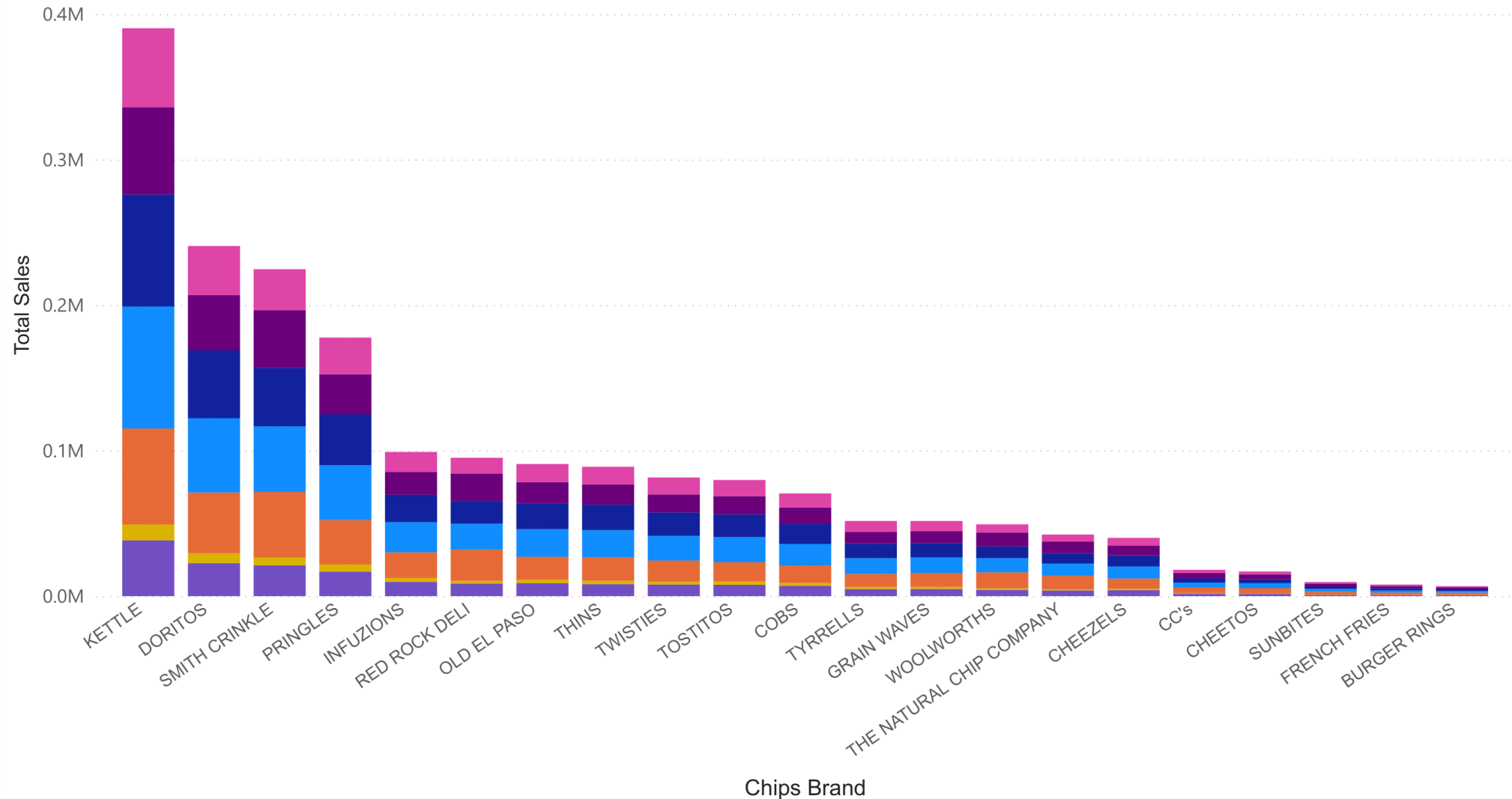


In Previous Chart:

- The Chart showing insights of Brand to Sales and Behavior of Customer Purchasing
- According to the Data, **KETTTE** Brand is Generating More Sales Along Customers.
- Top 3 Best Chip Market Performers.
 - KETTLE – 390K
 - DORITOS – 240K
 - SMITH CRINKLE – 220K
- The least Customer Purchase Chip brand is **BURGUR RINGS**.

BRAND PURCHASES BY LIFE STAGE OF CUSTOMER

LIFESTAGE MIDAGE SINGLES/COUPLES NEW FAMILIES OLDER FAMILIES OLDER SINGLES/COUPLES RETIREES YOUNG FAMILIES YOUNG SINGLES/COUPLES



In Previous Chart:

- The Chart showing insights of Brand to Sales and Behavior of Customer Purchasing With the Life Stage of Customers
- As Mentioned early that, **KETTTE** Brand is Generating More Sales Along Customers. But if talk about the estimate of Which kind of customer buying more chips, are senior citizen, Older Families.
- The Particular Pattern is followed in every brand purchases is that, New Families are buying very less chips.

CUSTOMER TYPE AND TOTAL SALES WITH CHIP BRAND

Total Sales by Customers

676.21K

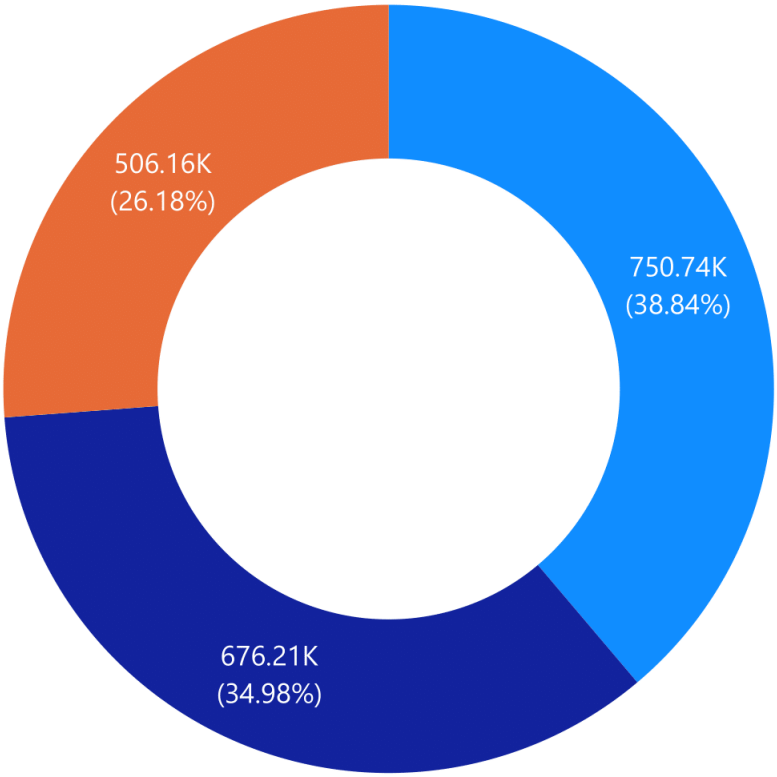
Total Sales of Budget Customers

750.74K

Total Sales of Mainstream Customers

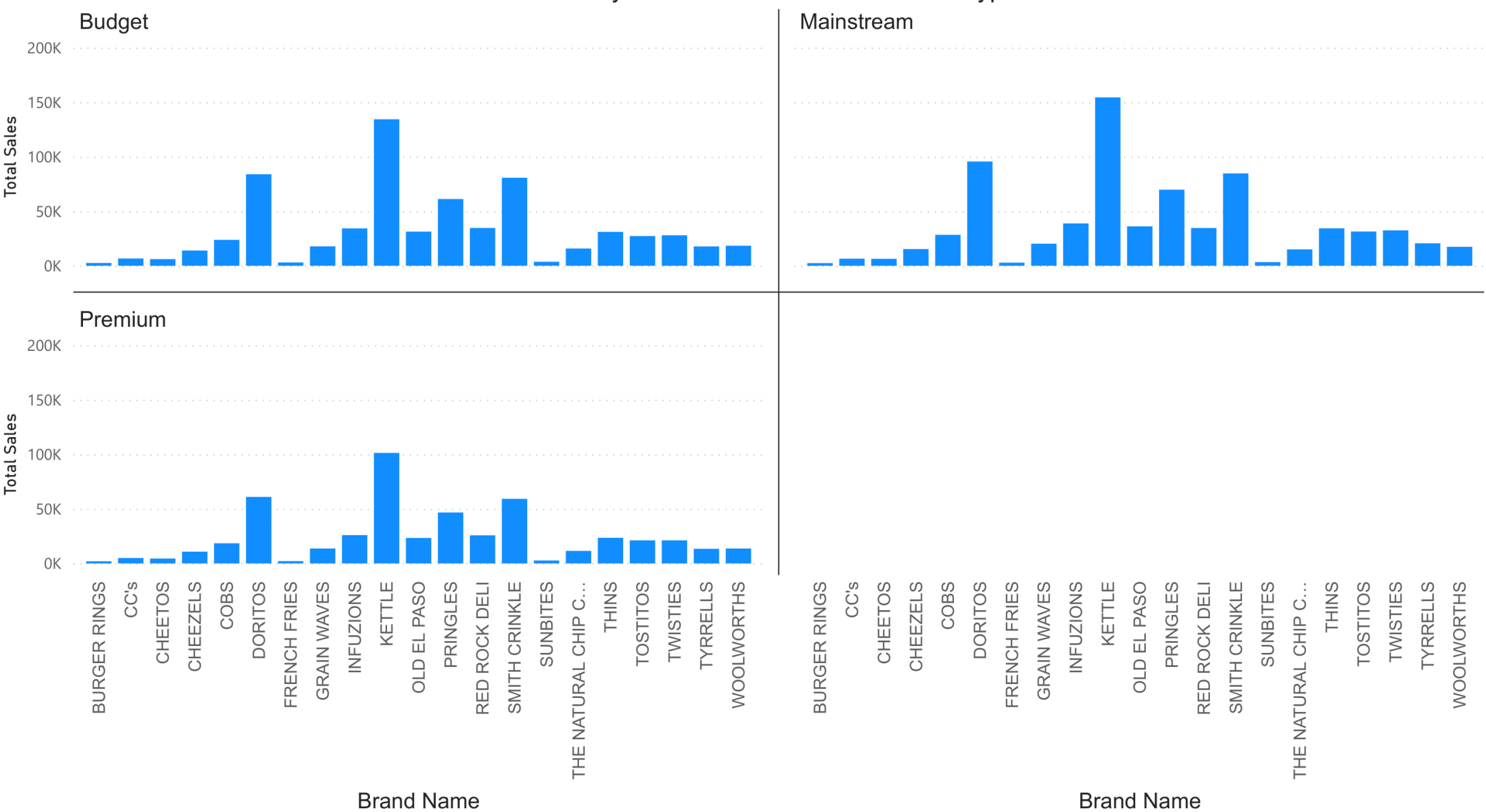
506.16K

Total Sales of Premium Customers



Customer
● Mainstream
● Budget
● Premium

Total Sales by Product Brand with Customer Type



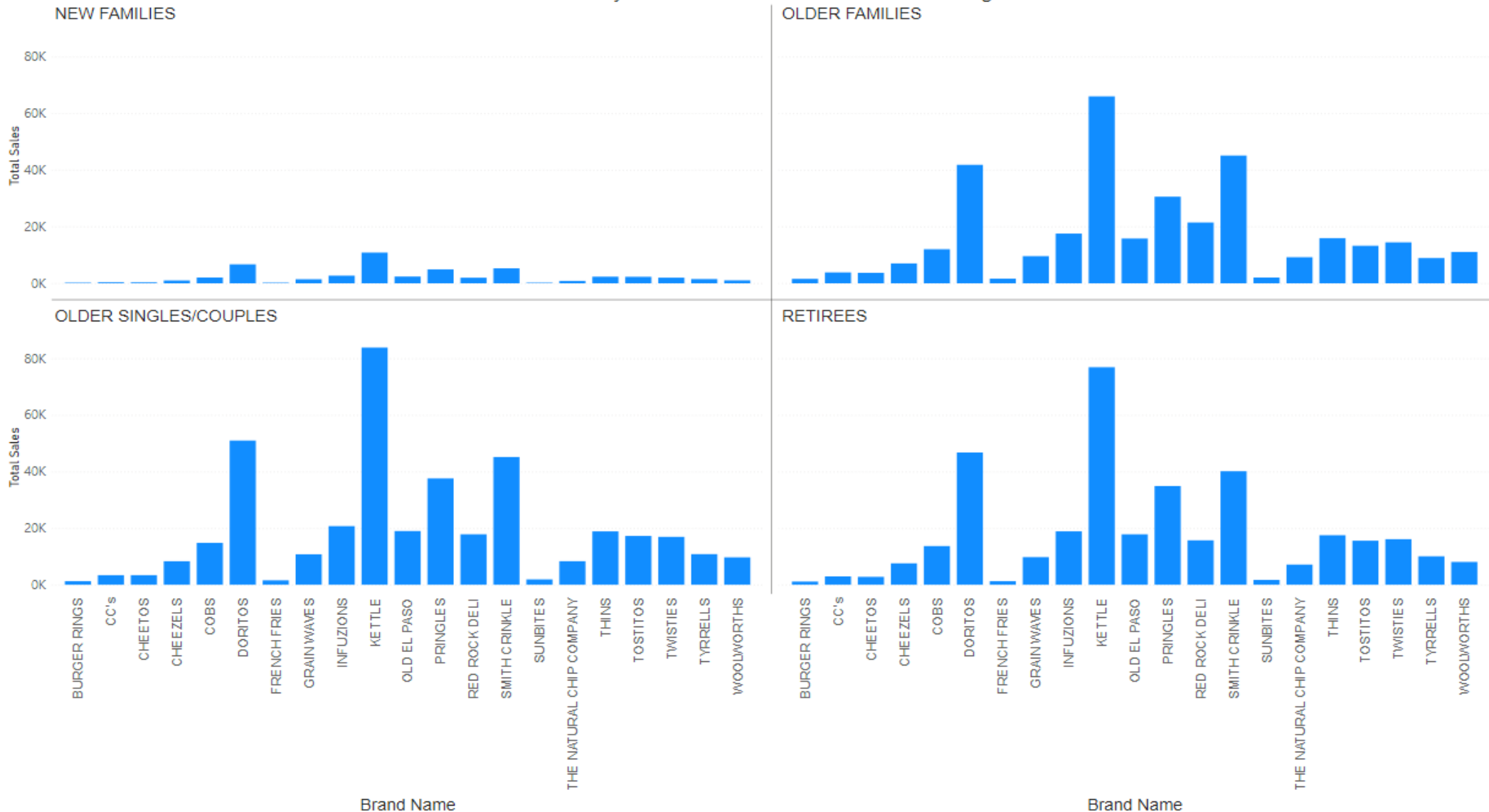


In Previous Chart:

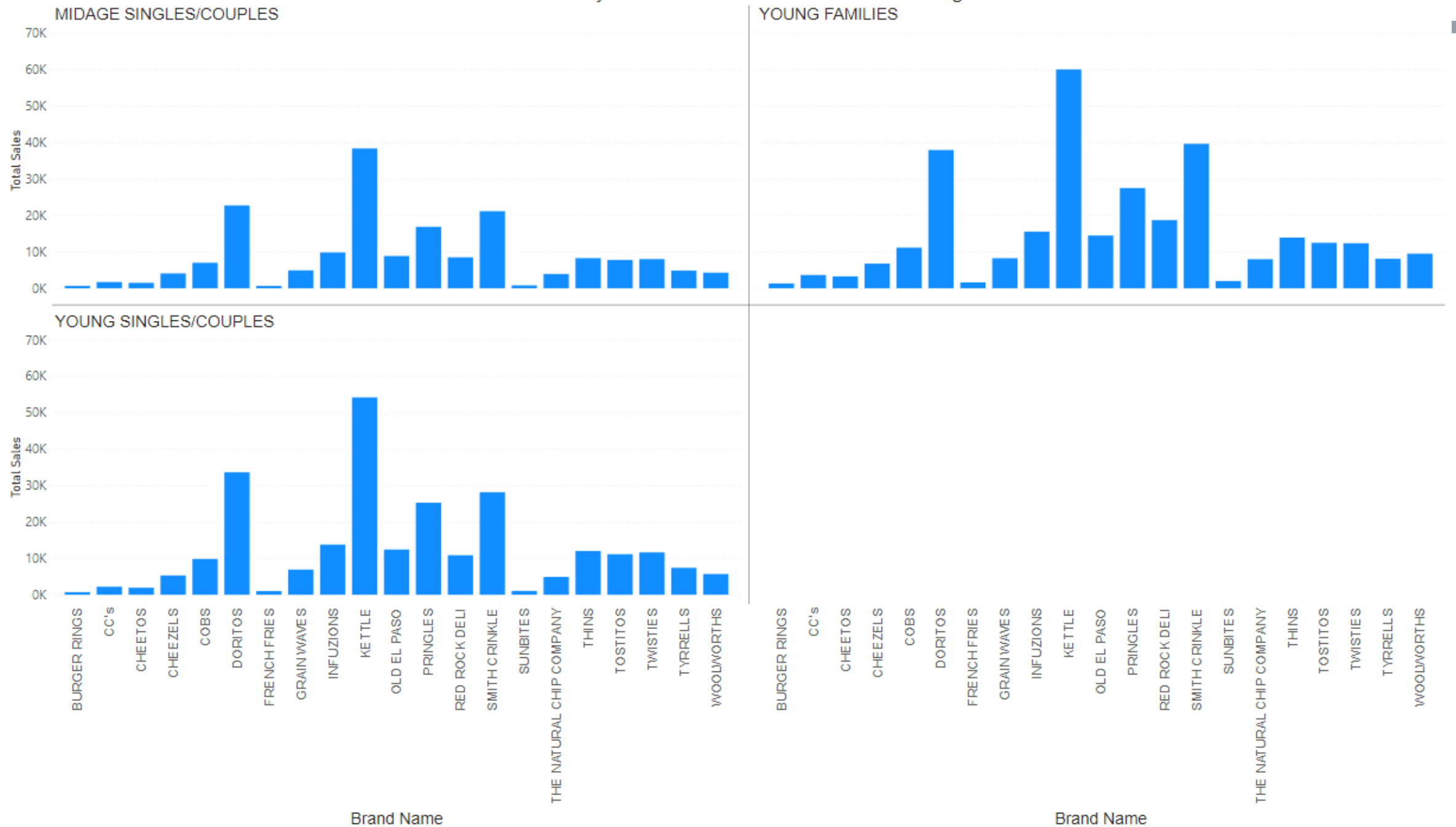
- The Chart showing insights of Total Sales, and which types of Customer buying which brand.
- According to the data, our mainstream customers, are buying more, and I previous showed data KETTLE BRAND is Standout on 1st in overall Sales.
- Our **Premium** Customer buying less as compared to **mainstream** and **budget** customers.

TOTAL SALES BY CUSTOMER LIFE STAGE AND CHIP BRAND

Total Sales by Product Brand with Customer Life Stage



Total Sales by Product Brand with Customer Life Stage





In Previous Chart:

- The Chart showing insights of Total Sales, and Different Life Stage of Customer buying which brand.
- As we talk earlier, Senior Citizen, Retirees, Old Families created more sales than, Younger ones and new families, In this chart we can clearly see that,
- This data Also proves that KETTLE Chip Brand is Doing well.

Conclusion:-

- After Deep Analysis of Data, and Customer Behavior of Purchasing trend, here is conclusion
- Our Most Sales Generating Customers Are: Mainstream and Older Customer.
- Customer another behavior while Purchasing chips, they buy a couple of 2 chip packets, Approx 93% of Our Customer by 2 Packet of Chip in a single Purchase.

My Recommendation :-

- After Analysis data, I have seen that Sales are generated by Old Customer and Younger are buying, and May be this is the reason that our sales are declining from 2018 to 2019, My recommendation is do some campaign for young audience, grab their attention, and there will be a positive change in Sales.
- And Another thing is that, Our Premium customers are buying very less as Compared to budget and Mainstream customers, so we should make some vouchers or discount cards for our premium customer, so we get their attention back.
- Due to declining Sales from 2018 to 2019, we can make an offer **buy 1 get 1 free** and something similar to that. That will positively effect on sales.