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Category review: Chips

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Executive summary

01 Data Preparation & Customer Analytics

1. Number of Mainstream young singles/couples and retirees are more than older families, but the sales of older families are more than these segmentations. Each older families buy more chips than other segments.
2. Maintream young singles/couples and midage singles/couples are willing to pay more per package comparing to thier budget and premium counterparts.
3. The difference between mean of mainstream and premium is significant. The mainstream product unit price is significantly higher than premium product.
4.For target segment young singles/couples, they prefer Kettle and Doritos most. if comparing with mainstream and nonmainstream, Doritos is more popular among target segment than nontarget group.
5. For both target and nontarget, the most popular pack size is 175. For target group, 330 and 380 are more popular than in nontarget group.

02 Experimentation & Uplift Testing

1. The results show that the trial in store 77, 88 is significantly different to its control store in the trial period as the trial store performance lies outside the 5% to 95% confidence interval of the control store in two of the three trial months.
2. For trial store 86, the sales increases before trial period, but the customer quantity remain same.

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01

- **Who spends the most on chips, describing customers by lifestage and how premium their general purchasing behaviour is**
- **How many customers are in each segment**
- **How many chips are bought per customer by segment**
- **What is the average chip price by customer segment**

Number of Mainstream young singles/couples and retirees are more than older families, but the sales of older families are more than these segmentations. Each older families buy more chips than other segments.

	PREMIUM_CUSTOMER	LIFESTAGE	counts
0	Mainstream	YOUNG SINGLES/COUPLES	8088
1	Mainstream	RETIREES	6479
2	Mainstream	OLDER SINGLES/COUPLES	4930
3	Budget	OLDER SINGLES/COUPLES	4929
4	Premium	OLDER SINGLES/COUPLES	4750
5	Budget	OLDER FAMILIES	4675

	level_0	PREMIUM_CUSTOMER	LIFESTAGE	0
0	Total Sales	Budget	OLDER FAMILIES	156863.75
1	Total Sales	Mainstream	YOUNG SINGLES/COUPLES	147582.20
2	Total Sales	Mainstream	RETIREES	145168.95
3	Total Sales	Budget	YOUNG FAMILIES	129717.95
4	Total Sales	Budget	OLDER SINGLES/COUPLES	127833.60

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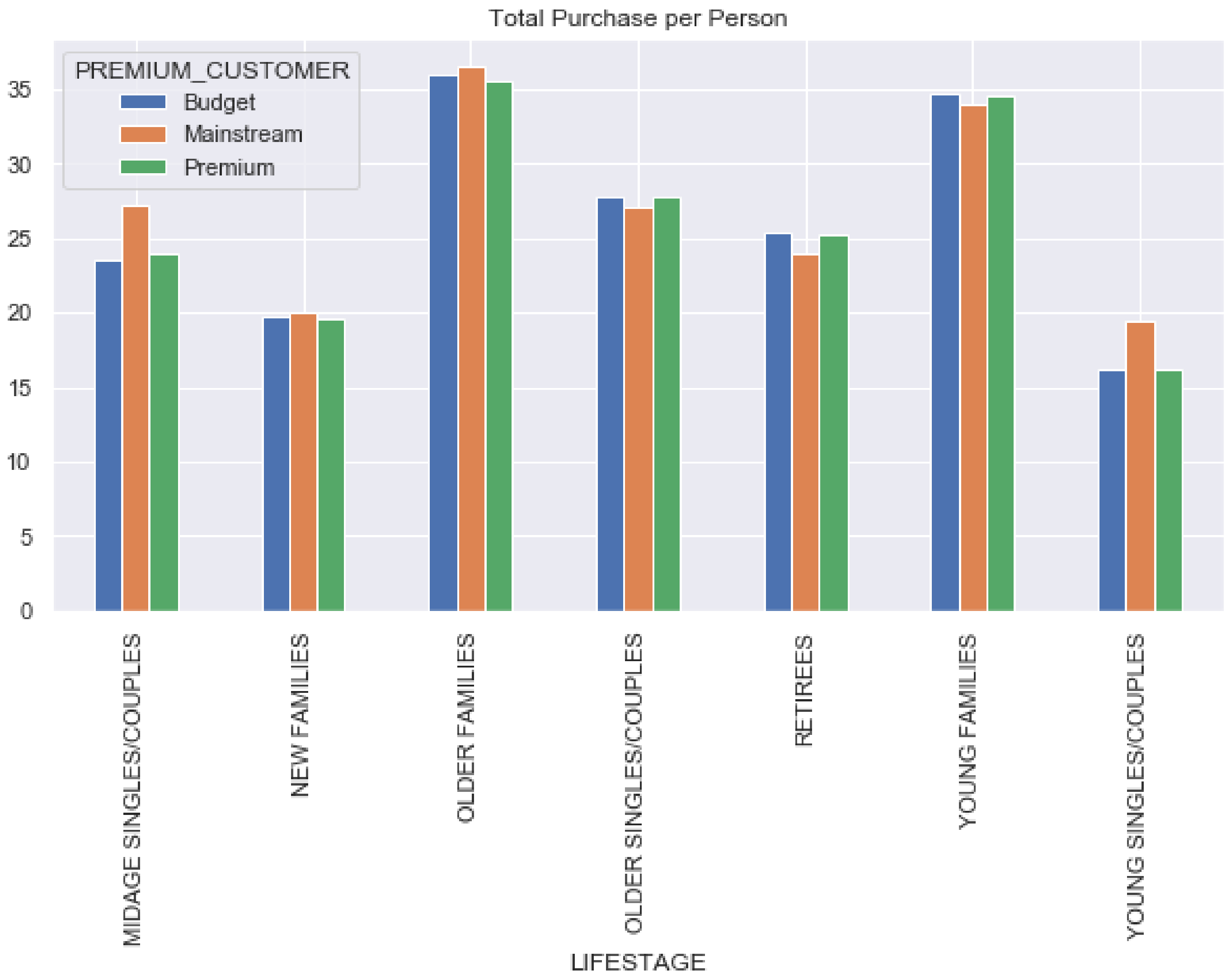
Maintream young singles/couples and midage singles/couples are willing to pay more per package comparing to thier budget and premium counterparts



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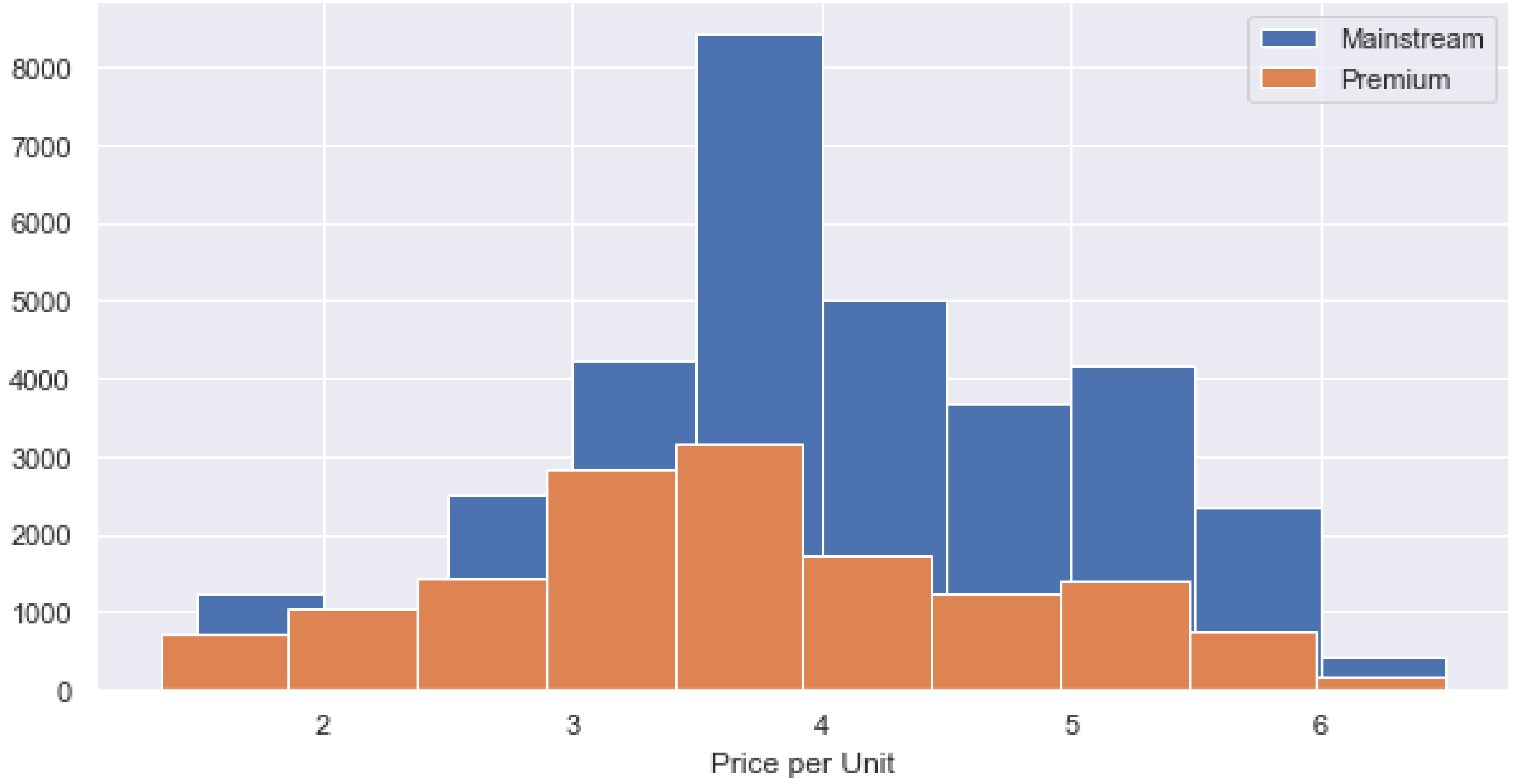
The difference between mean of mainstream and premium is significant. The mainstream product unit price is significantly higher than premium product.



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For target segment young singles/couples, they prefer Kettle and Doritos most. if comparing with mainstream and nonmainstream, Doritos is more popular among target segment than nontarget group.

	Target Brand Preference
brand	
Kettle	0.197985
Doritos	0.122761
Pringles	0.119420
Smiths	0.096370
Infuzions	0.064679

For both target and nontarget, the most popular pack size is 175. For target group, 330 and 380 are more popular than in nontarget group.

PACK_SIZE	Target Pack Preference
175	0.254990
150	0.157598
134	0.119420
110	0.106280
170	0.080773

PACK_SIZE	Non Target Pack Preference
175	0.273595
150	0.160920
134	0.096299
110	0.083145
170	0.081342

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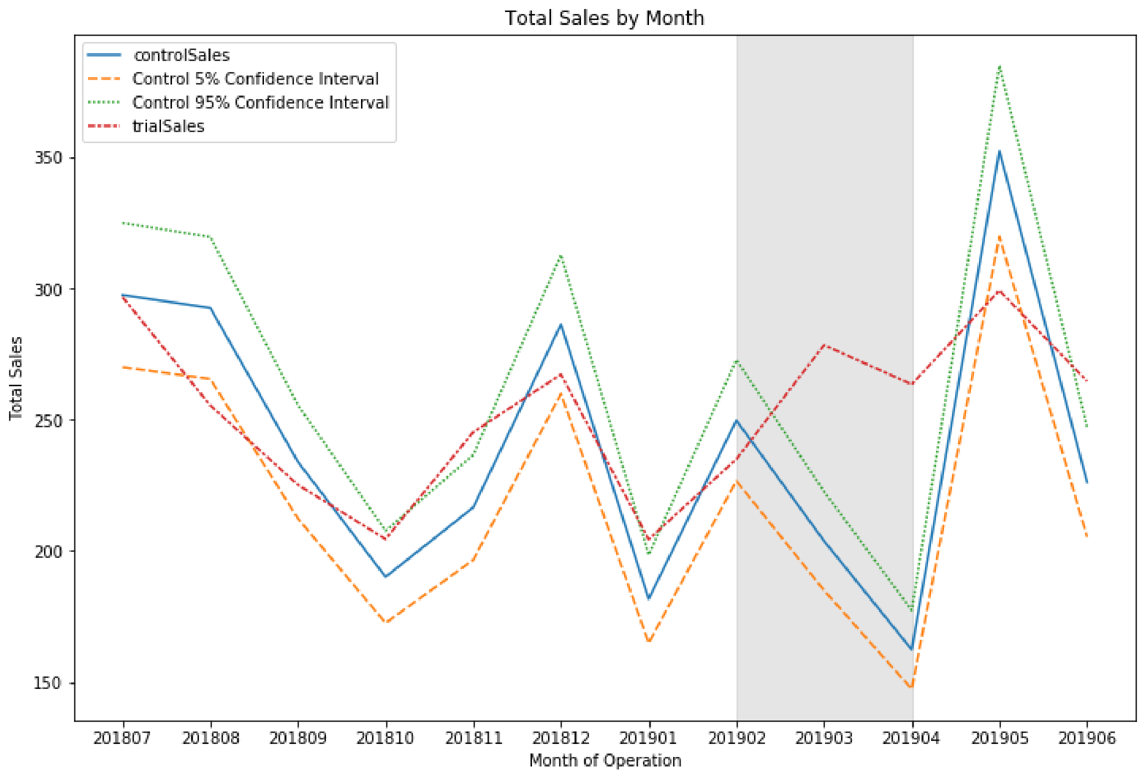
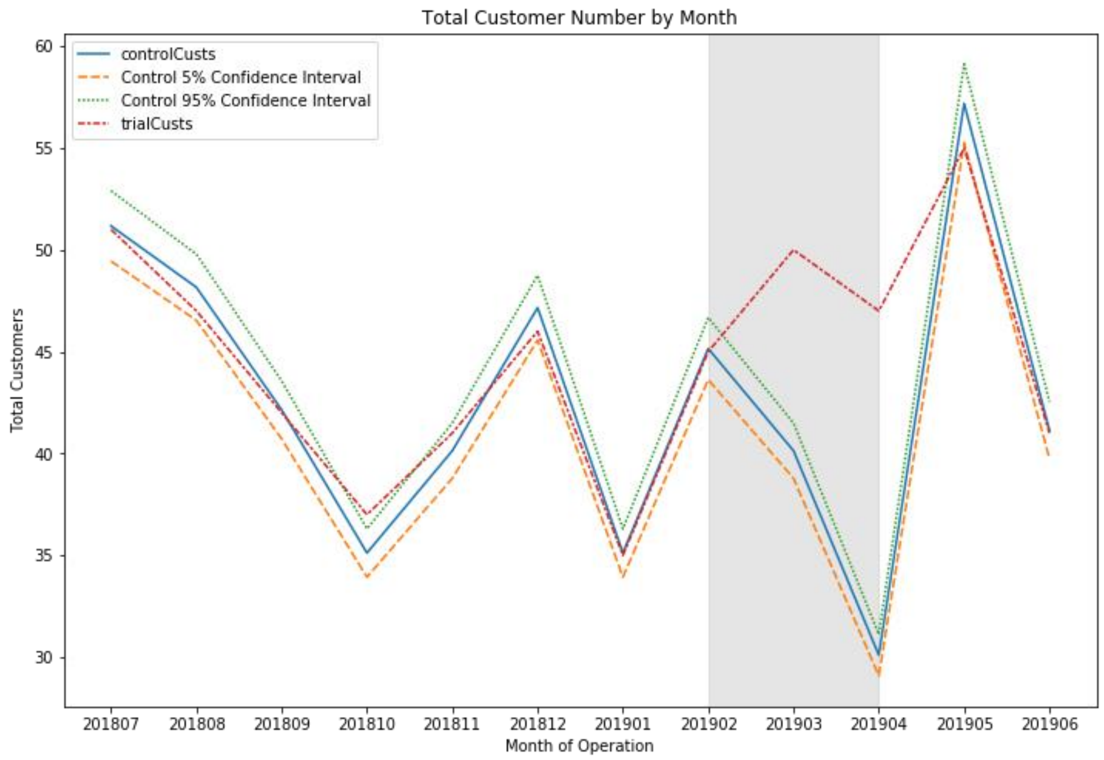
02

Trial store performance

Trial Store 77, Control Store 233

Trial Store 77 in Red, Control Store 233 in Blue, the sales increases with customer quantity.





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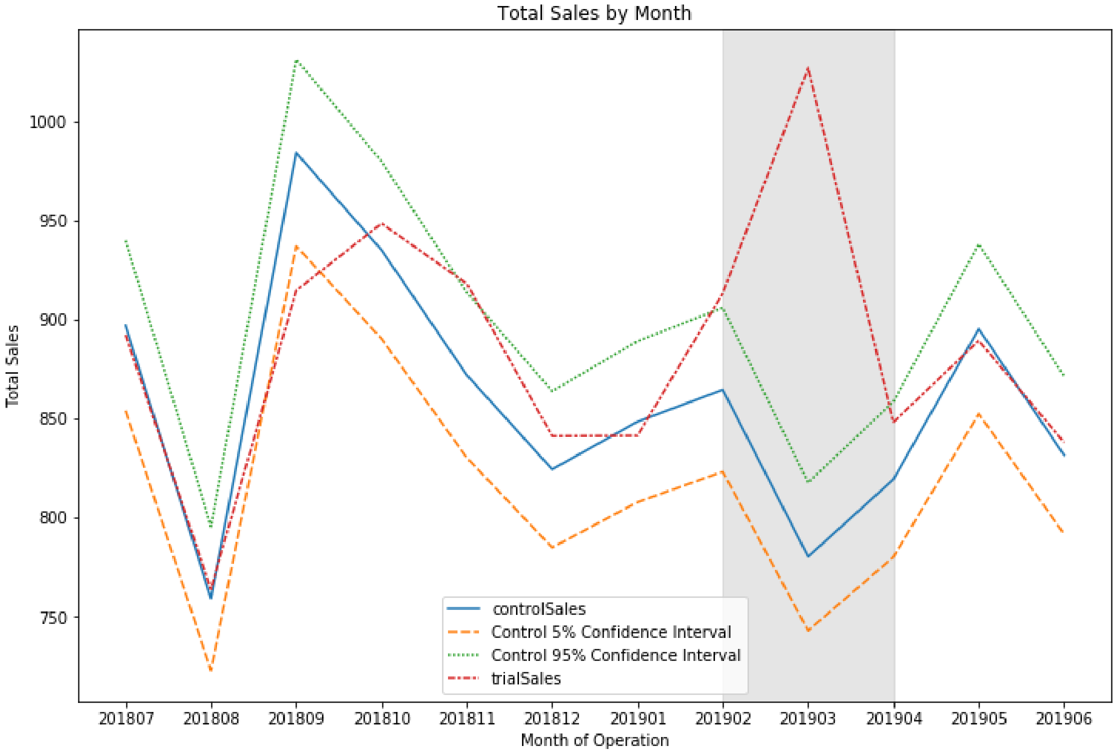
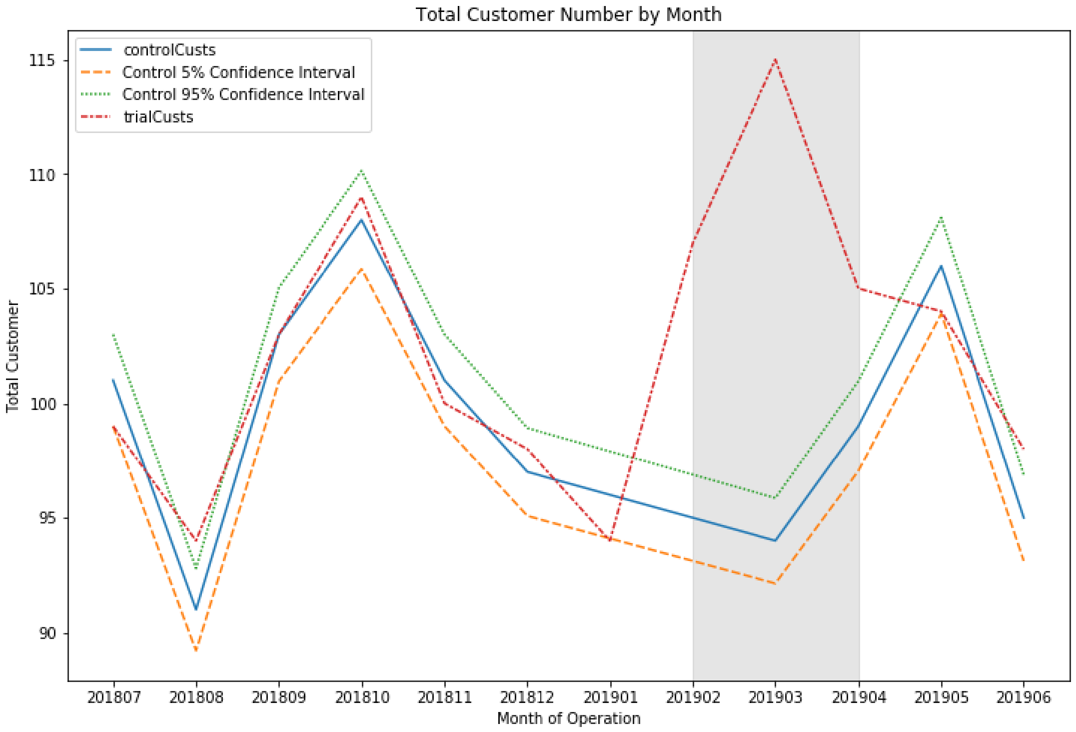
Trial Store 86, Control Store 155

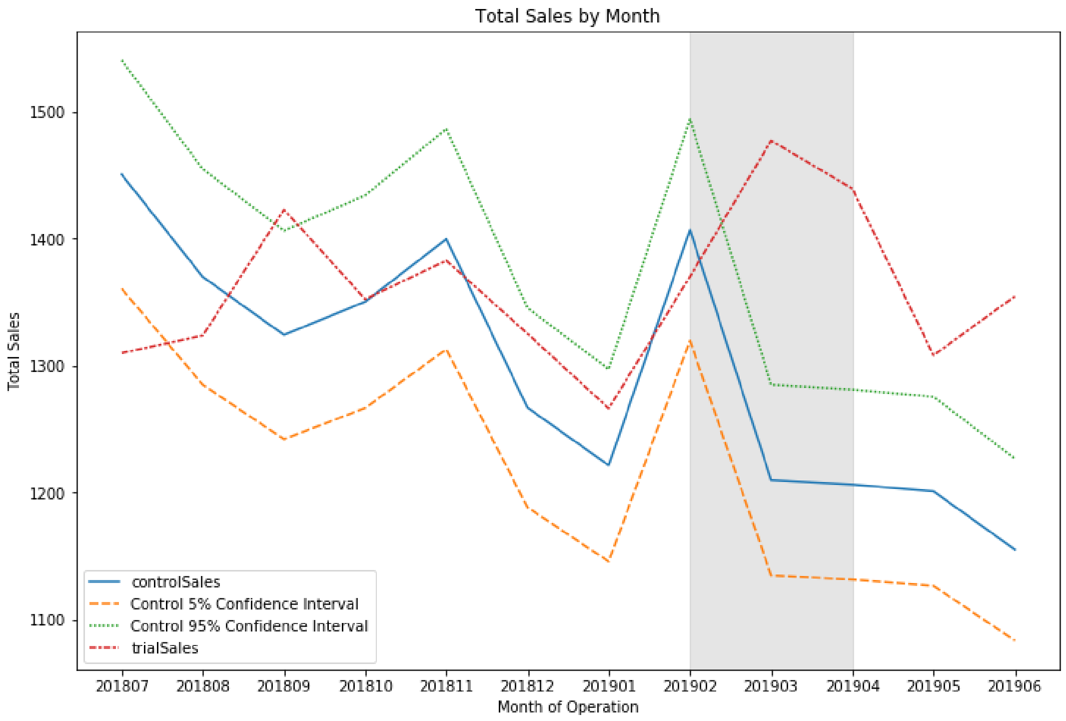
Trial Store 86 in Red, Control Store 155 in Blue, the sales increases with customer quantity.

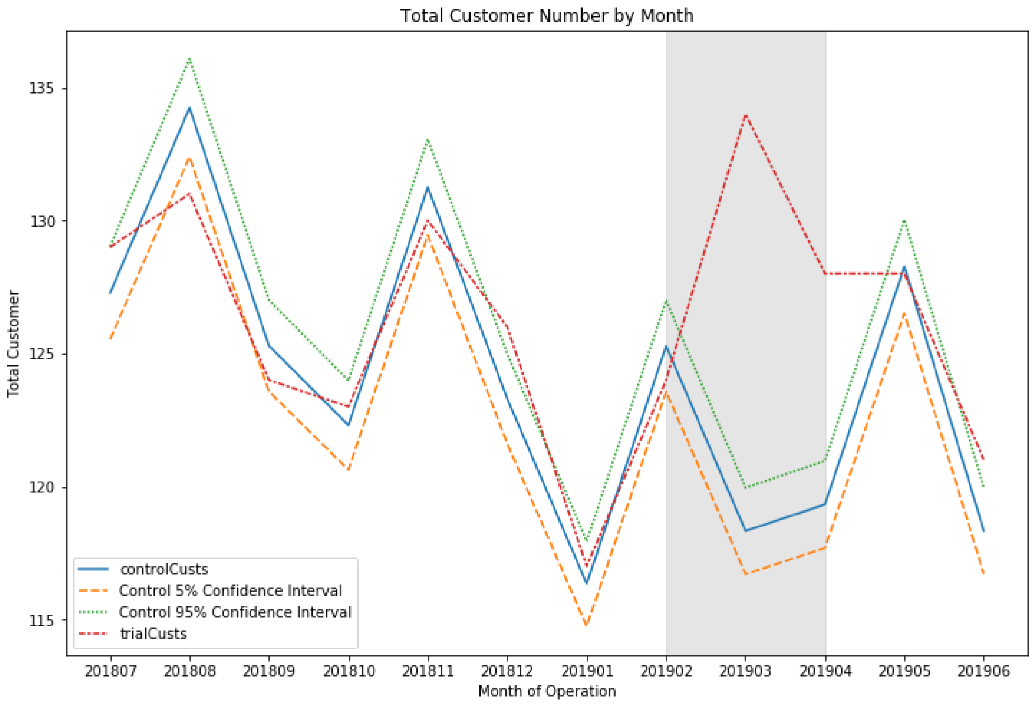




Trial Store 88, Control Store 237

Trial Store 88 in Red, Control Store 237 in Blue, customer quantity increases more comparing to sales increase.





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In the trial period, both sales and customer numbers of the trial stores are increased comparing to those of the control stores, the experiments are implemented successfully.