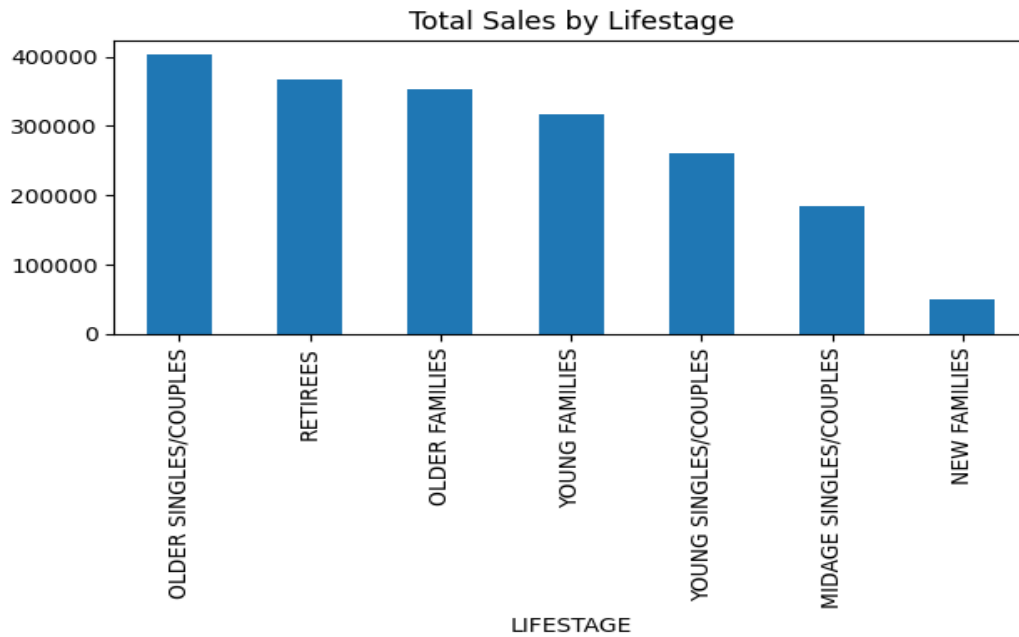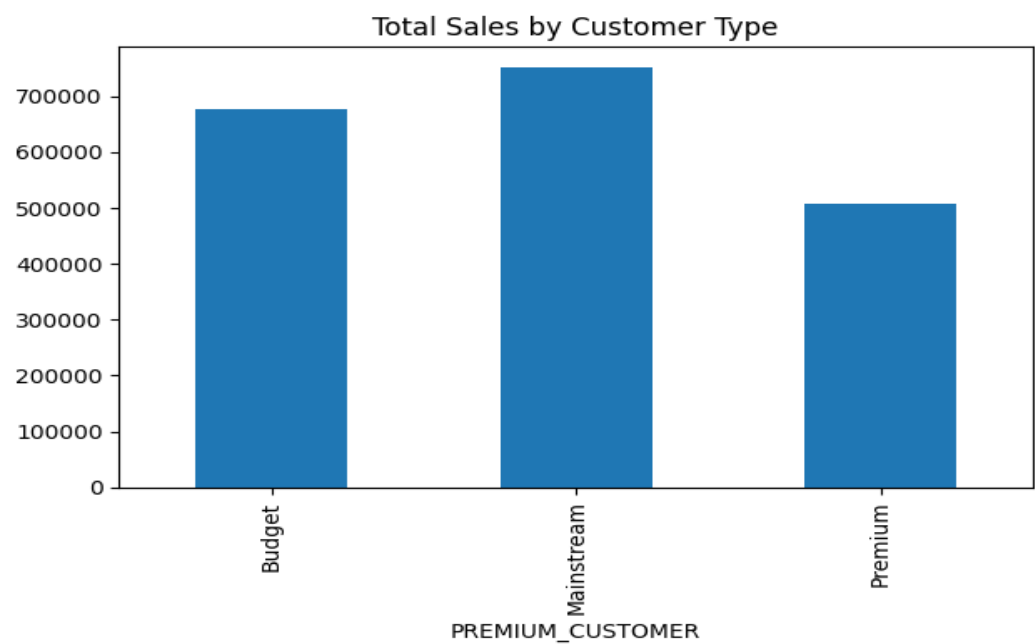# Task 1: Customer Analytics & Purchasing Behaviour

This analysis explores customer purchasing behaviour for chips using Python. The objective is to support a strategic recommendation for Julia, the Category Manager.
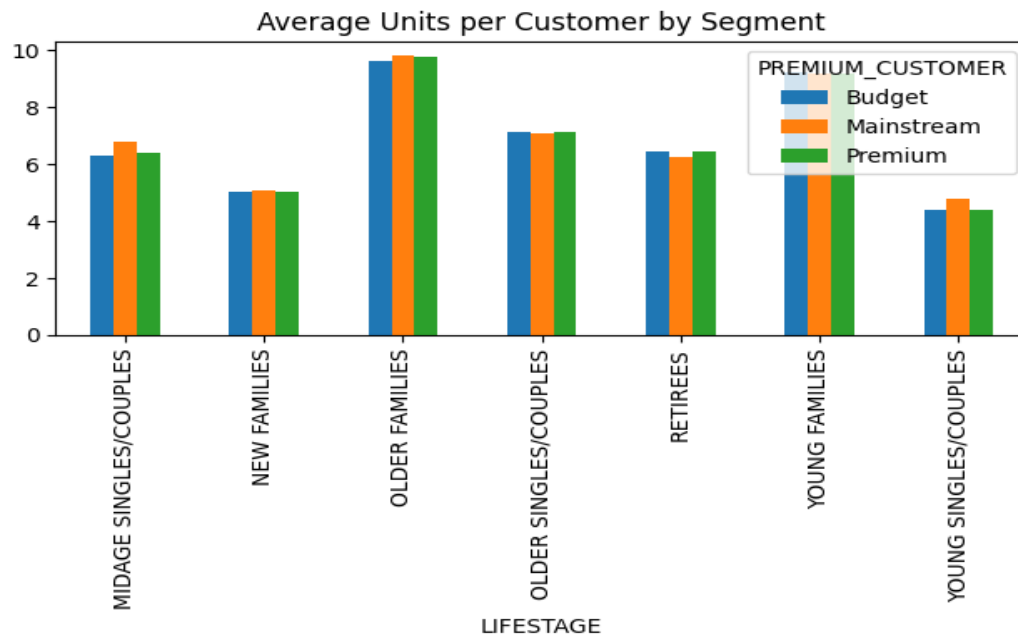
Visual 1: Total Sales by Lifestage

Older Singles/Couples and Retirees generate the highest chip sales, indicating strong demand from older customer segments.

Visual 2: Total Sales by Customer Type

Total Sales by Customer Type

Mainstream customers contribute the largest share of total sales, highlighting them as the key volume-driving segment.

Visual 3: Average Units per Customer by Segment

Family segments purchase more units per customer, indicating that sales growth is driven primarily by volume rather than price.

Strategic Recommendation

Focus promotions on family and mainstream segments using larger pack sizes and strong brand availability. Premium strategies should emphasise quality and brand value.