

# Retail Analytics – Task 3

## Executive Summary

In our analysis of snack food (specifically chips), we found that transactions peak in the weeks leading up to Christmas. Placing promotional displays or gondola ends during this time can further boost visibility and sales. Young singles and couples represent the largest group of chip shoppers. Families (both young and older) account for about 26% of chip buyers, and they tend to purchase larger baskets—indicating an opportunity for increased sales within this segment. To measure the impact of store changes, we compared a trial store with a control store based on historical performance. The trial store showed significant uplift after implementing the new layout, confirming that layout changes can positively impact sales performance.

## Chips Category Review

Over the last 52 weeks, chip transactions have remained relatively steady, with a noticeable increase just before Christmas. Although sales were slightly reduced during the Christmas week due to public holiday closures, the seasonal uplift highlights the importance of holiday-focused promotions.

## Shopper Profile Insights

Affluence levels are relatively consistent across life stages. However, both young and older families purchase the highest average units per transaction. This suggests they are valuable customer groups to target with promotions. Mainstream young singles and couples form the largest proportion of chip shoppers. Retirees also hold a notable share of this category.

## Trial Store Analysis

We compared the trial store with a control store designed to reflect its historical performance. The results showed that from February to May, the trial store consistently outperformed the control store. This performance uplift highlights the success of the new layout strategy in attracting more customers and driving sales.

## Conclusion

The study demonstrates that strategic changes in store layout and promotional displays can lead to meaningful increases in sales, particularly during high-traffic periods such as

Christmas. Young singles, couples, and families remain the most critical customer segments to engage, and focusing on them with targeted promotions can maximize growth opportunities.