

Quantum Virtual Internship- Task 3 (Retail Strategy and Analytics)

Email to the client

Hello Julia,

I'm pleased to share that the analysis for the chip category has been completed, focusing on customer interaction and the trial shop design.

Key insights from the findings include:

- Sales were strong during the holiday season, as people tend to purchase more products for Christmas celebrations. By the New Year, sales returned to previous high levels. To meet consumer demand, chip production should be increased during the holiday period.
- The primary target consumers are Mainstream Young Singles & Couples and Young and Older Families. Promotional advertising campaigns should be tailored to appeal to these groups.
- The Tyrrells brand and 270g pack size are particularly popular among consumers. Increasing the production volume of these products is recommended.
- The revised store layout significantly improved the trial store's performance in terms of total sales and customer traffic.

Please review the attached report, which contains a detailed breakdown of the findings. We can then discuss any discrepancies or additional insights in our next meeting.

Regards,

Eka Praveen

Associate Analyst, Quantum.

[eka-praveen-04072005n](#)

Reports:

Data exploration and customer segmentation analysis [Link -1](#)

Trial Store Performance Analysis and Control Store Comparison [Link -2](#)

Retail Strategy and Analytics [Link -3](#)