Lay’s

Presented by

preetha

Here is where your presentation begins

CONTENT

OUR HISTORY

1932

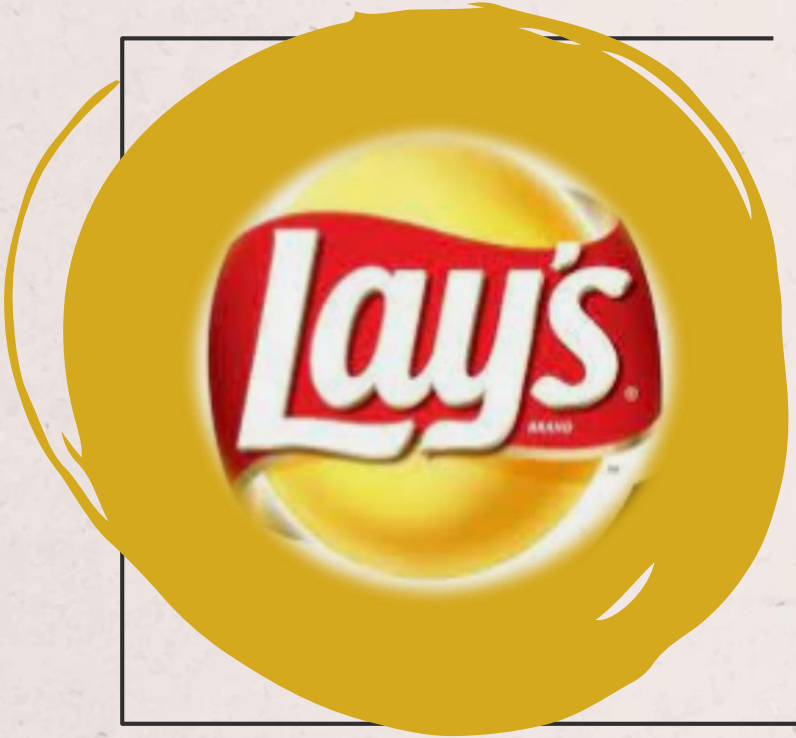
Herman W. Lay started a small business selling potato chips

1944

Name of the company was simplified to lay's

1965

Lay’s has been owned by PepsiCo



Advertisement

It is one of the first snacks which was advertised on Television back in **1944** and has been one of the most famous salty snacks for 75 years.

01

Spanish Tomato Tango

It is intensely sweet and tangy tomato flavor.

02

Lay’s Chile Limon

We could place these in the medium-spicy section.

03

Lay’s Classic Salted

Definitely a classic that is crunchy with balanced salt levels

04

Lay’s India’s Magic Masala

These are spicy and not meant for people with a low chili tolerance

05

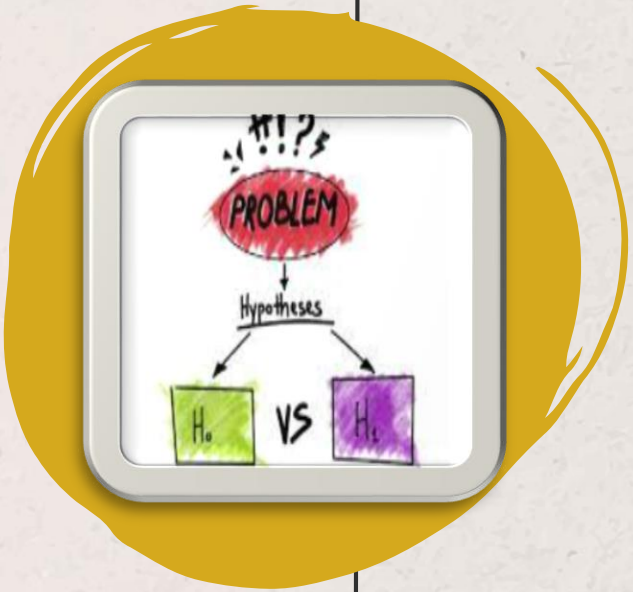
Lay’s American Style Cream & Onion

This flavor is for all cheese lovers!. The aroma and taste are dominant on the cheese flavor

Our clients

- Youth is the main target customer for Lay’s.
- The major base of its consumer are of age between 12-28.
- The youth brand ambassador advertising the brand carries the young imagery forward.

Hypothesis testing



Testing

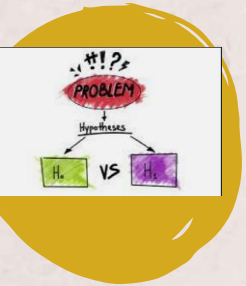
Chi- Square test for association between age group and their purchase

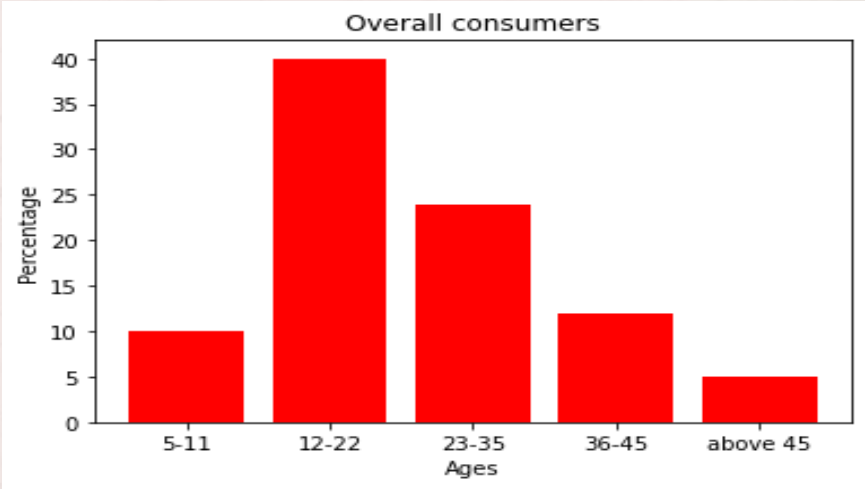
X – Age group

Y – Amount they Purchasing

H0 – Null hypothesis

H1 – Alternate hypothesis





Testing

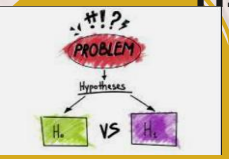
Chi- Square test for association between Different brands and their Choice

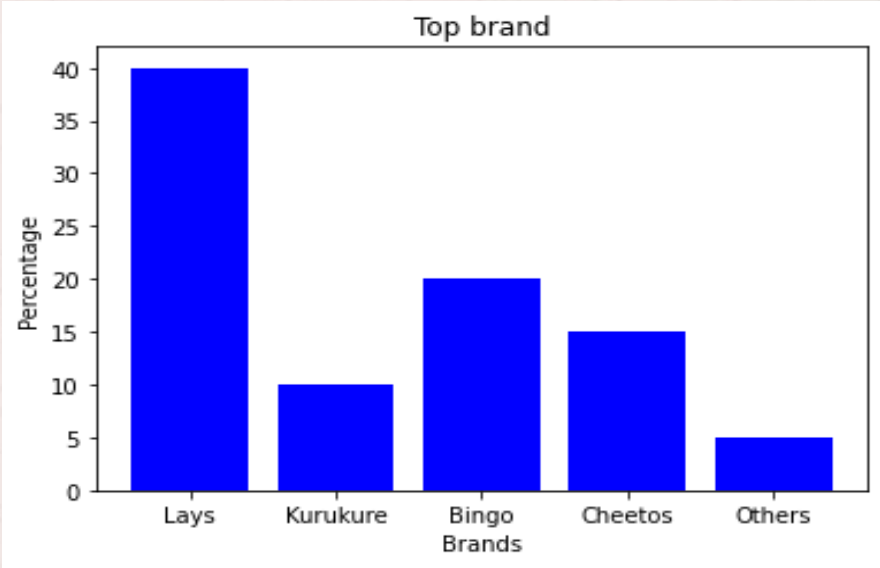
X – Different brands

Y – what they choosing

H0 – Null hypothesis

H1 – Alternate hypothesis





Testing

```
import pandas as pd
from scipy import stats
from statsmodels.stats.proportion import proportions_ztest
lays=pd.read_excel("C:/Users/Admin/Documents/Lays.xlsx")
table=pd.crosstab(lays.Ages,lays.Percentage)
stats.chi2_contingency(table)
```

```
In [26]: import pandas as pd
    ...: from scipy import stats
    ...: from statsmodels.stats.proportion import proportions_ztest
    ...: lays=pd.read_excel("C:/Users/Admin/Documents/Lays.xlsx")
    ...: table=pd.crosstab(lays.Ages,lays.Percentage)
    ...: stats.chi2_contingency(table)
Out[26]:
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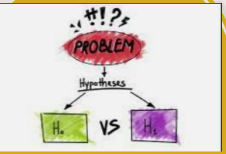

Thank you..