When Quantium handed me a massive dataset of chip transactions and customer profiles, the challenge was simple: **figure out who's buying what, how often, and why it matters**.

The Setup

Thousands of transactions. Dozens of chip brands. Multiple customer types. My goal was to help a fictional supermarket better understand **who their most valuable customers are**, and **how they shop**.

The Secret Sauce? Families on a Budget

I discovered something striking: **families** — especially **Older Families** and **Young Families** in the **Budget category** — were the power players.
These segments:

- Bought the **largest volumes** of chips
- Shopped **more frequently** than others
- Accounted for **nearly 40% of total chip sales**

Why? It makes sense — families snack more, buy in bulk, and likely purchase for multiple people at home.

Brand Battle: Kettle Takes the Crown

When it comes to brands, **Kettle** dominated — both in how often it was bought and how many units were sold.
But there was a twist:
In the world of **larger packet sizes (270g–380g)**, **Smiths** quietly took the lead. That's when I realized: **brand preference shifts with size preference**.

Size Does Matter

The most popular packet sizes? **175g and 150g** — medium-sized snacks perfect for families and casual consumers alike.
But a smaller group showed strong demand for **larger packets**, again mostly buying **Smiths** and **Doritos**.

Time Travel: A Curious Spike

Sales skyrocketed starting **July 2018**, held steady for a year, then suddenly **crashed** in **July 2019**.
No clear reason appeared in the data — which raised an important point:

Sometimes data raises questions that only the business can answer.

Final Recommendation

Focus on **budget-conscious families**, especially:

- Older Families + Budget
- Young Families + Budget

These segments are consistent, high-volume buyers.
Pair that with a smart promotion strategy around **Kettle** (medium packs) and **Smiths/Doritos** (large packs), and the supermarket can double down on what's working.

What This Taught Me

This wasn't just about chips — it was about:

- Identifying **valuable customer segments**
- Understanding **behavior over time**
- Turning data into decisions