**Summary of Findings**

1. **Customer Segmentation & Profitability:**
   * The most profitable customers belong to the **Older Families** and **Young Families** segments.
   * **Premium & Mainstream customers** generate the highest revenue, indicating a preference for quality over budget options.
2. **Top 3 Most Profitable Products:**
   * **Smiths Crinkle Cut Chips 330g**
   * **Doritos Corn Chips 380g**
   * **Kettle Original Sea Salt 175g**
   * These products have the highest total sales, indicating strong brand loyalty.
3. **Most Loyal Customers:**
   * Customers making frequent purchases are predominantly from **Older Families & Young Families** segments.
   * They prefer **premium products**, suggesting that they prioritize quality and brand over cost.
   * Frequent purchases of large chip packs indicate possible bulk buying for families or gatherings.
4. **Average Spending Trends:**
   * **Older Families & Young Families** spend more on average than other customer segments.
   * Premium and mainstream buyers have higher spending patterns compared to budget buyers.
5. **Additional Insights:**
   * Large-sized chip packs (330g-380g) are more popular, indicating **bulk consumption habits**.
   * **Salt & Vinegar flavor** is among the highest revenue-generating, showing strong customer preference.
   * Opportunity exists to introduce **new flavors or combo packs** to increase engagement among loyal customers.