

Analysis Results

Top 3 Most Profitable Products

1. **Dorito Corn Chip Supreme (380g)** – ₹40,352 total sales
2. **Smiths Crinkle Chip Original Big Bag (380g)** – ₹36,368 total sales
3. **Smiths Crinkle Chips Salt & Vinegar (330g)** – ₹34,804 total sales

Most Loyal Customer Segments

1. **Older Families (Budget buyers)** – 23,160 purchases
2. **Retirees (Mainstream buyers)** – 21,466 purchases
3. **Young Singles/Couples (Mainstream buyers)** – 20,854 purchases

Hypothesis on Loyalty Patterns

- **Older Families (Budget buyers)**
 - Likely buy in bulk for family consumption.
 - Prefer budget-friendly options but make frequent purchases.
- **Retirees (Mainstream buyers)**
 - More consistent shoppers due to routine-based consumption.
 - May focus on familiar and trusted brands.
- **Young Singles/Couples (Mainstream buyers)**
 - Frequent snack buyers, possibly influenced by convenience and brand marketing.
 - More impulsive purchases but steady transaction volume.

Further breakdown analysis can be done based on store-wise trends or seasonal impacts etc, if required.