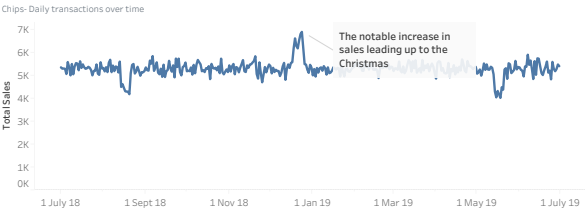


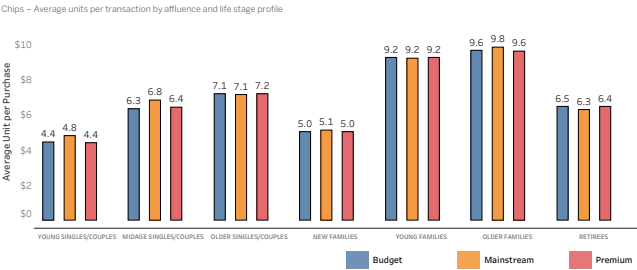
Snack Food Chip: Customer and retail Analytics Report

The number of chip sales has remained relatively consistent over the last year from July 2018 July to July 2019; a noticeable increase occurred in the week leading up to the Christmas.

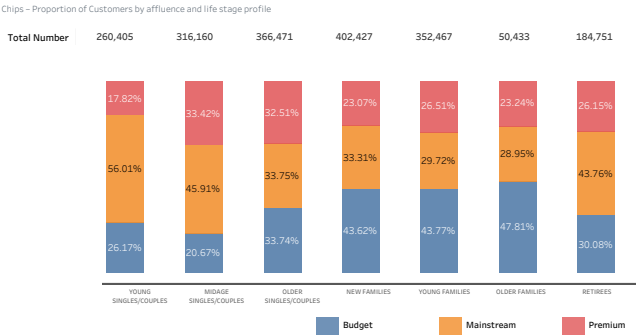
01 Chips Category Review



Older and Young Family shoppers purchase the highest avg units per transaction

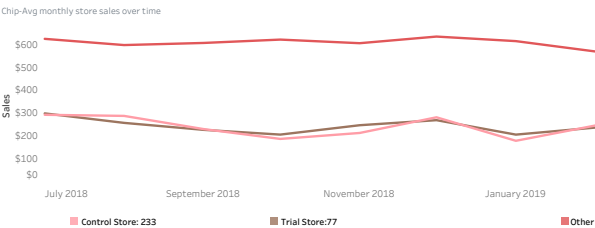


Mainstream Young Singles & Couples make up the largest proportion of Snacking Chips shoppers; Mainstream Retirees also have a significant share



02 Trial Store Analysis

The control store is constructed to reflect performance of the trial store rather than the average of other stores



From Feb to May the trial store outperformed the control store highlighting the success of the new store layout

