

Chips Retail Shop Analysis

Key Insights & Recommendations

Stakeholder Presentation

1. Underperforming Stores

9 stores require immediate attention:

Store ID	Store ID	Store ID
76	252	211
92	31	85
206	11	193

Recommendation: Investigate root causes including location, inventory management, and staffing issues

2. Customer Demographics & Behavior

Category	Key Finding
Primary Target Audience	45+ age group
Customer Type	Mainstream customers show highest purchasing power
Top Performing Store	Store 226 generates highest sales
Best-Selling Product	Doritos

Note: Purchasing power is relatively consistent across all customer categories

3. Sales Patterns & Trends

Overall Trends:

- Sales remain relatively constant month-to-month
- Recurring pattern of sales drops followed by recoveries

Monthly Highlights:

- **February:** Lowest sales dip observed across stores
- **March:** Peak sales period for stores 77, 86, and 88

4. Notable Store Dynamics

Inverse Relationship: Stores 88 & 165

- Store 88's control store is Store 165
- These stores show **opposite sales patterns**
- When Store 88 sales drop → Store 165 sales increase (and vice versa)
- This pattern is especially pronounced in March

Implication: Suggests potential customer migration between locations or competitive dynamics that require further investigation

5. Recommendations for Stakeholders

Priority	Recommendation	Action Required
High	Underperforming Stores	Develop improvement plans for 9 identified stores
High	Marketing Focus	Strengthen campaigns targeting 45+ demographic
Medium	Inventory Management	Ensure adequate Doritos stock across locations
Medium	Store Dynamics Analysis	Investigate Store 88/165 inverse relationship
Medium	Seasonal Planning	Prepare for February dips; capitalize on March peaks

Key Takeaways

- ✓ **9 stores** need immediate performance improvement interventions
- ✓ Target marketing to **45+ age group** for maximum ROI
- ✓ **Store 226** best practices should be analyzed and replicated
- ✓ **Doritos** inventory optimization is critical for revenue
- ✓ **February dips** require proactive promotional strategies
- ✓ **Store 88/165 dynamics** reveal important market insights

Next Steps: Detailed action plans to be developed for each priority area