**Task 3 – Model answer: Email to client**

Subject: Report on Consumer Behavior and Trial Store Layout Analysis

Dear Julia,

I trust this message finds you in good health.

I am pleased to inform you that we have successfully concluded our analysis for the category, with a particular focus on consumer behavior and the trial store layouts. Kindly find the report attached for your perusal.

At a broader level, our findings are summarized as follows:

* Mainstream Young Singles & Couples continue to be the predominant demographic for chip purchases.
* We have identified noteworthy opportunities within the Young and Older Families segments.
* The performance of the trial store saw a significant improvement following the implementation of the new store layout.

We anticipate a productive discussion on these results during our meeting next week.

Warm regards,

[Your Name] Associate Analyst, Global Markets Quantium

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