Hi Julia,

Hope you are doing well!

After our analysis, I would show you the following conclusions and recommendations

* The total sales have mainly been due to three segment of customer: Budget - older families; Mainstream - young singles/couples; and Mainstream – retires
  + The total sales of Mainstream – young singles/couples and Mainstream – retires are high because they have **larger number of customers**
  + The old family and young family are generally **buying more chips per customer**
  + Take Mainstream mid-age and young single/couples as segment:
    - **Unit Price**: the price per unit chips are significant (p<0.05) higher than other groups
    - **Brand**: they are 23% more willing to purchase Tyrrells and 56% less willing to purchase Burger Rings
    - **Pack Size**: they are 27% more willing to purchase 270 g package size than others, which were only provided by the Twisties.
    - Premium people usually spend less in chips probably because they are willing to purchase more healthy food.
* All of our three trial stores were successful! They were all showed significant increase (p<0.05) in total sales and customer numbers during the trial period compared to the control stores
* Recommendations:
  + Increasing the majority preference brand (Tyrrells) and package size (270 g) input
  + Increasing the kinds of healthy chips to simulate the transaction of premium members
  + Try giving it to customer segments with low total sales such as new families with some coupon or discount advertisement to simulate consumption.
  + Increasing the trial stores and trial periods

Best,

Kingsley