Chips Category Review: Retail Analytics

A comprehensive analysis of chips category performance, customer segments, and trial store results from June 2020.

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Our Ethical Data Approach

🛡️ **Privacy**

17 years of privacy by design principles. Strict protocols for personal information. All data is irreversibly de-identified.

🔒 **Security**

ISO27001 certified with 'bank grade' security. Compliant with 200+ security requirements. Limited access to essential staff only.

🤝 **Ethical Use**

Using data for progress with care and responsibility. Applies to all facets of our work.

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Executive Summary

Seasonal Trends

Chips transactions increase substantially before Christmas. Ideal time for promotional offers.

Customer Insights

Older and Young Family segments have highest purchase units per customer.
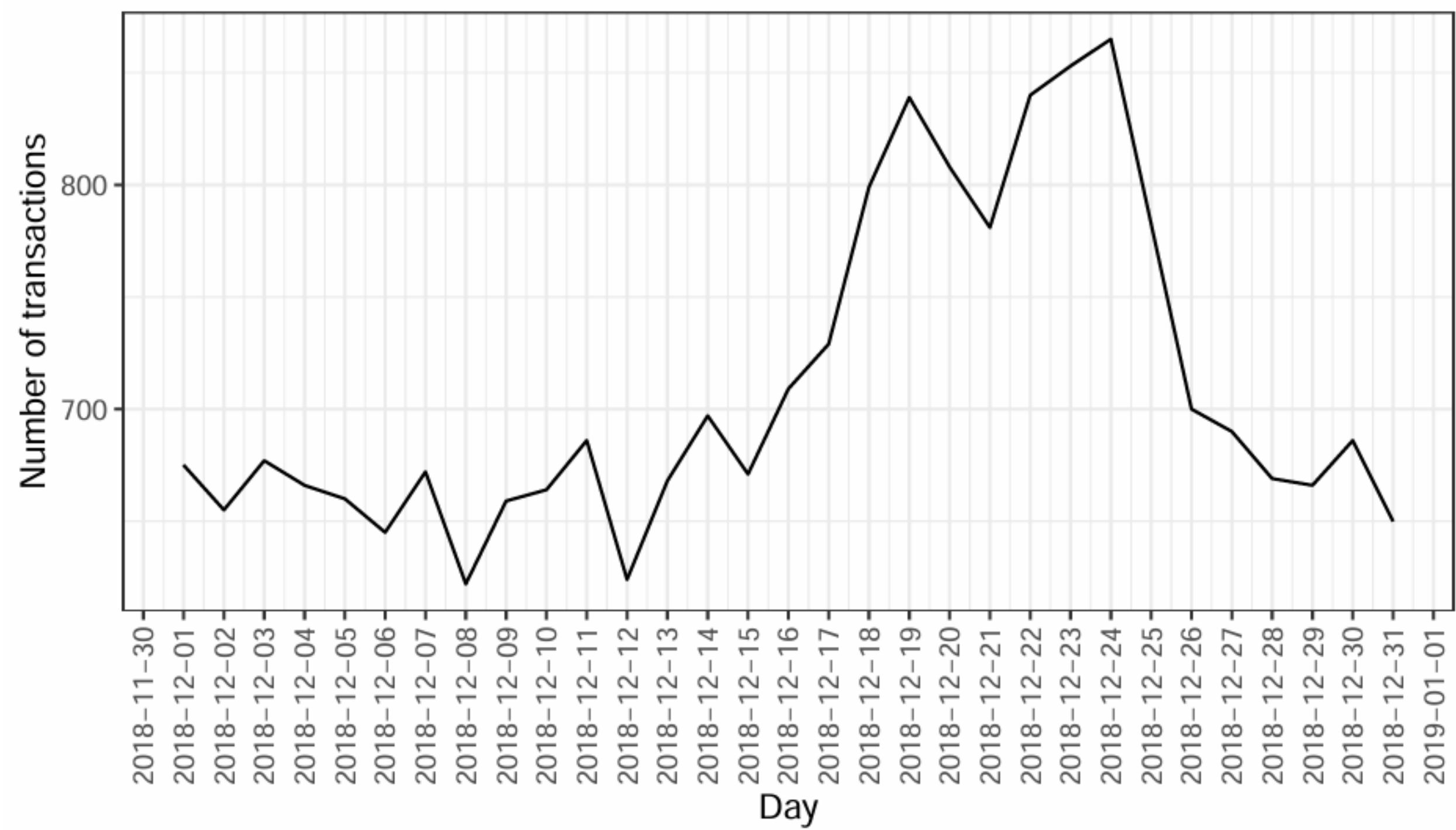
Revenue Sources

Budget-older families, Mainstream-young singles/couples, and Mainstream-retirees contribute 25% of sales.
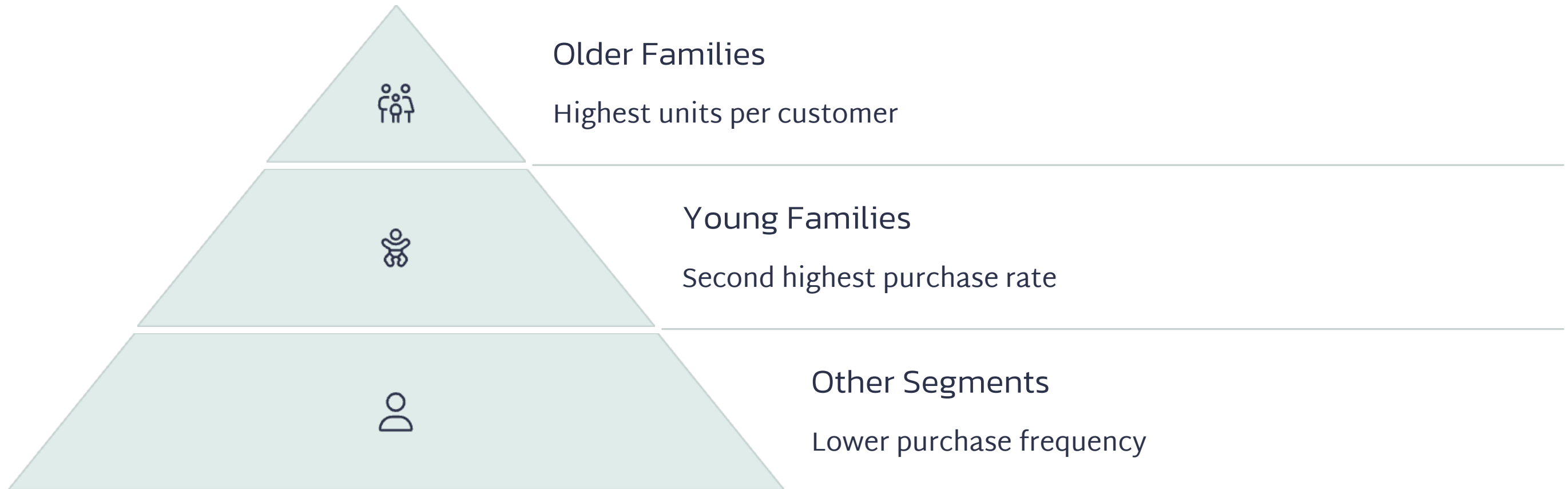
Trial Results

Stores 77 and 88 showed significant increases in sales and customers during trial period.

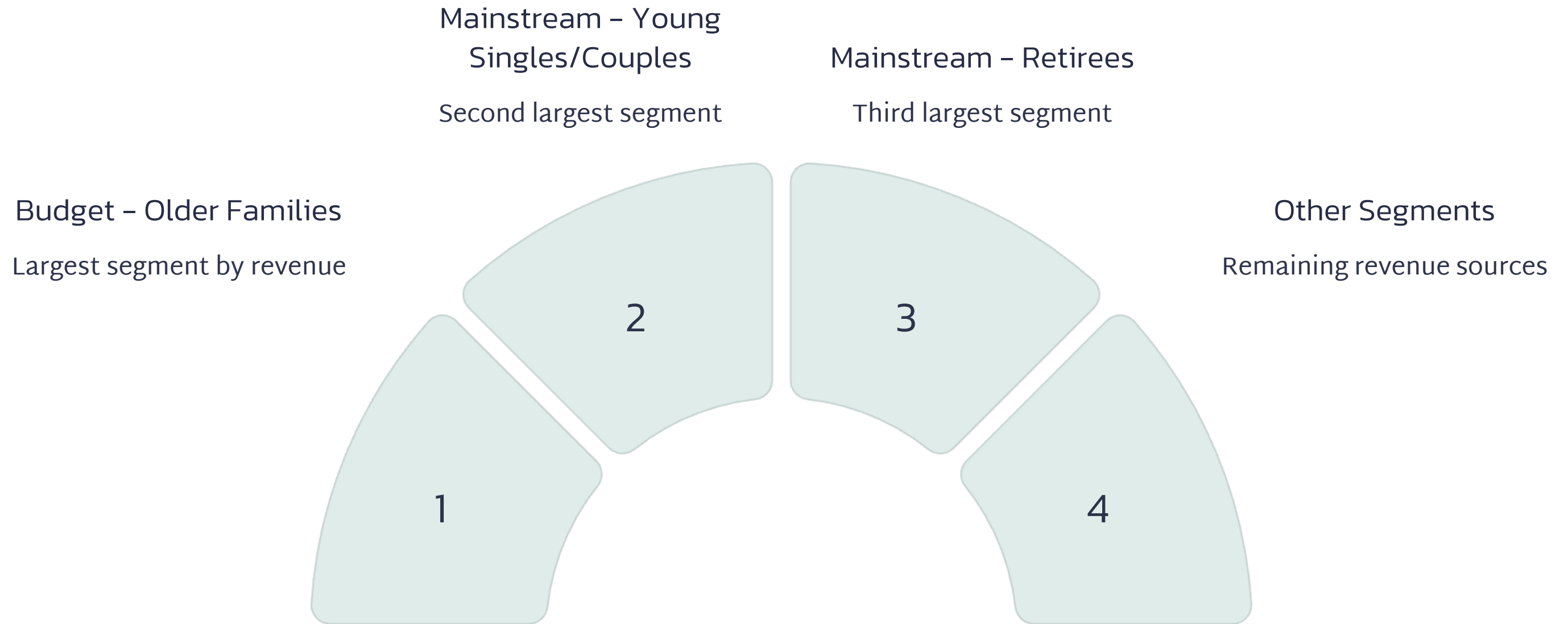quantium

Seasonal Sales Patterns

Transactions over time

Customer Purchase Behavior

Older Families

Highest units per customer

Young Families

Second highest purchase rate

Other Segments

Lower purchase frequency

Affluence doesn't significantly affect quantity of purchase per customer. Family segments consistently buy more units regardless of budget level.

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Sales by Customer Segment

Mainstream – Young Singles/Couples

Second largest segment

Mainstream – Retirees

Third largest segment

Budget – Older Families

Largest segment by revenue

Other Segments

Remaining revenue sources

2

3

1

4

Older customers purchase more than younger customers overall. Non-premium customers buy more than premium customers.

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Trial Store Performance: Sales

Store 77
Significant sales increase in second and third month of trial

Store 86
Insignificant sales increase in second month of trial

Store 88
Significant sales increase compared to control store
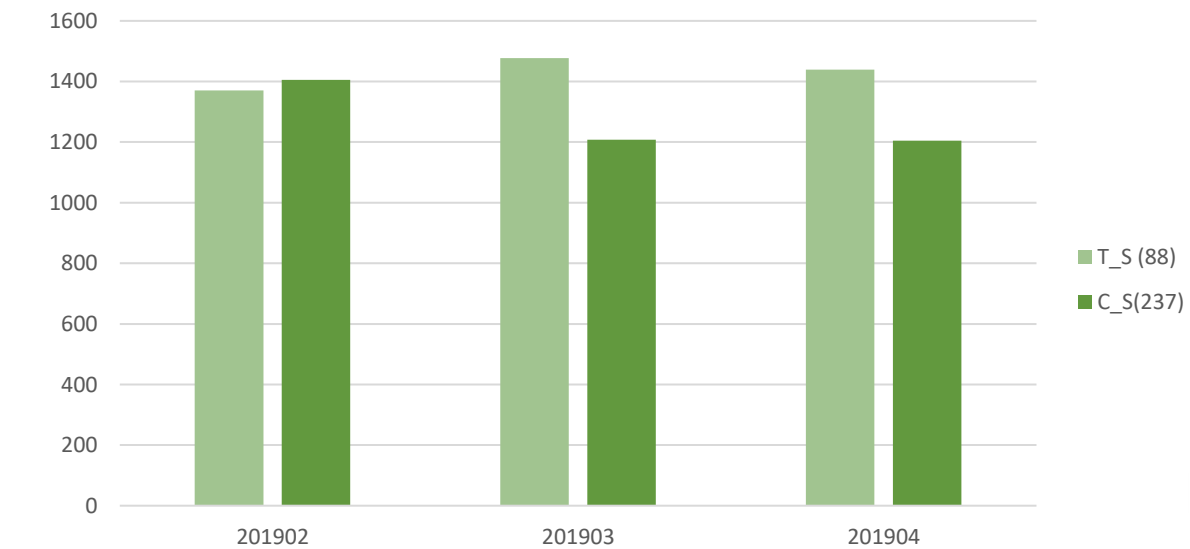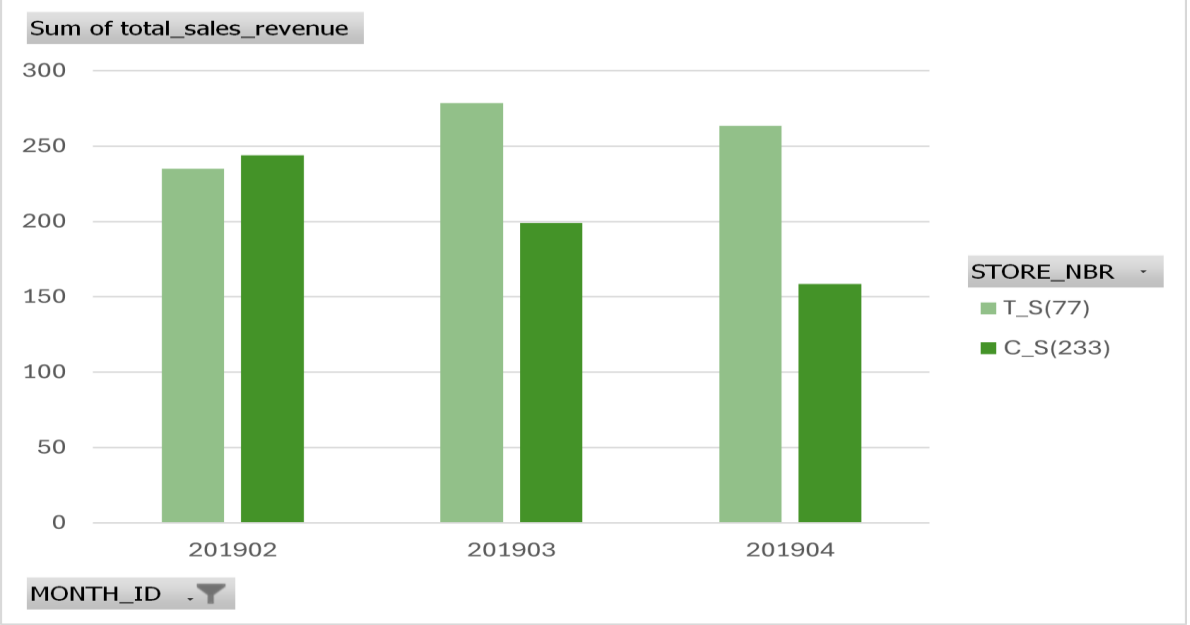
Trial Store Performance: Customer Count

77

Trial Store

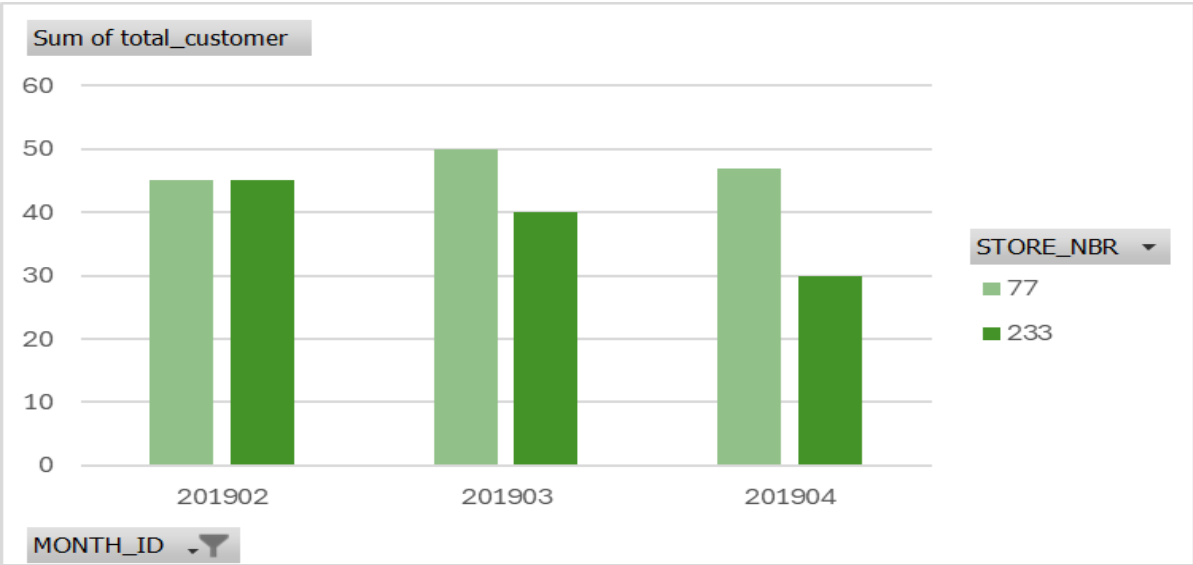Significant increase in customers during trial period

86

Trial Store

Insignificant increase in customers during trial period

88

Trial Store

Significant increase in customers compared to control

Stores 77 and 88 demonstrated effective trial runs with significant customer growth. Store 86 showed minimal impact.

Conclusion