



# CATEGORY REVIEW: CHIPS

RETAIL ANALYTICS

MR. SHRINATH RAJESHIRKE

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# EXECUTIVE SUMMARY

## **Task 1:**

- The number of chips transactions dramatically increases prior to Christmas. Thus, added visibility to customers via a promotional display or Gondola end would increase purchases driving sales growth over this holiday period.
- Mainstream Young Singles & Couples are the primary shopper of chips.
- Young and Older Families make up 26% of Chips shoppers and on average purchase larger baskets. There is more opportunity for sales with these shoppers.

## **Task 2:**

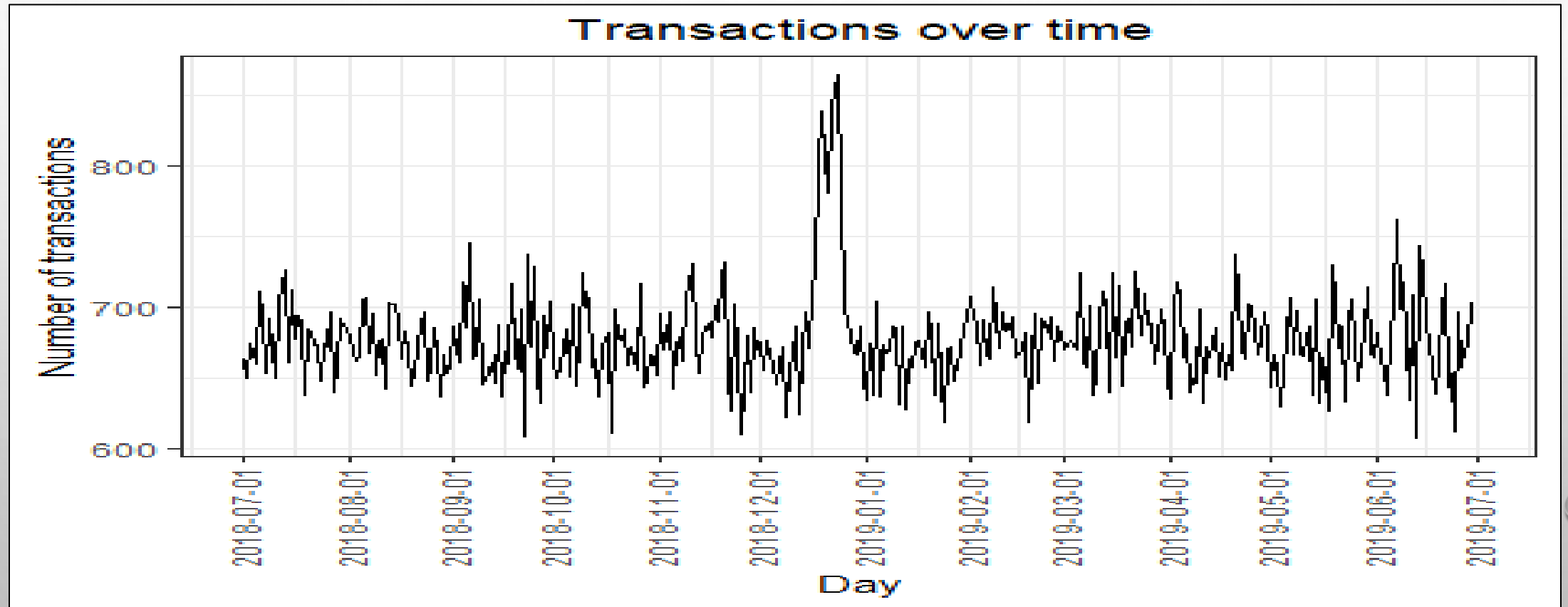
- A control store was constructed to reflect the prior performance of the selected trial store.
- After implementing the new store layout the performance of the trial store and the control store were compared. The trial store saw significant uplift from the new store layout.



CATEGORY

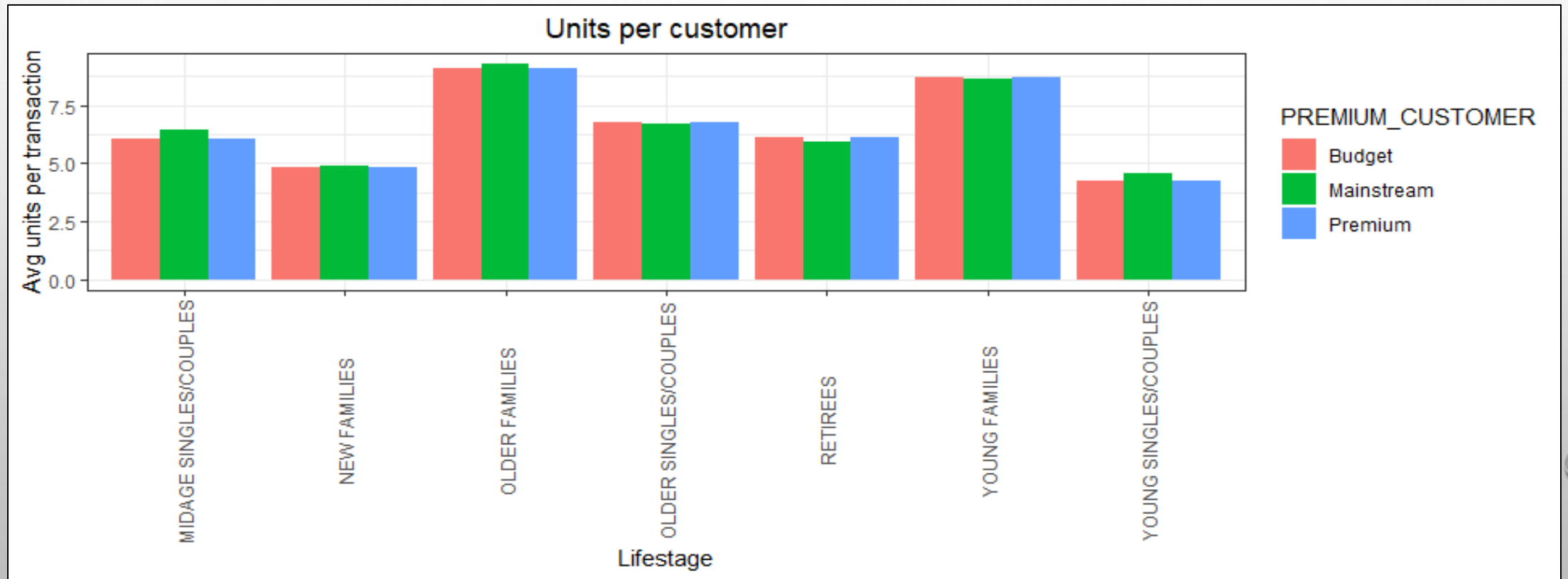


- THE NUMBER OF CHIPS TRANSITIONS HAS REMAINED RELATIVELY CONSISTENT
- OVER THE LAST 52WKS; A NOTABLE INCREASE OCCURRED IN THE WEEK LEADING UP TO CHRISTMAS

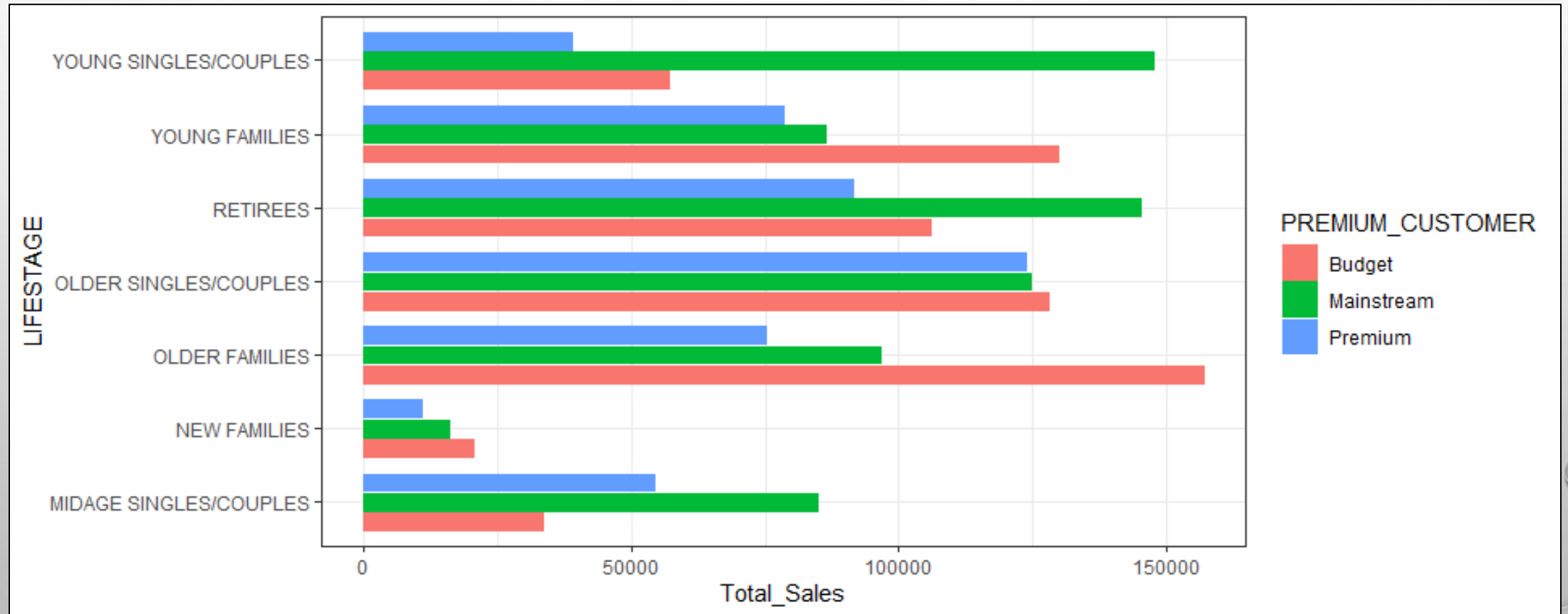




- AFFLUENCE APPEARS CONSISTENT ACROSS EACH INDIVIDUAL LIFE STAGE
- PROFILE; OLDER AND YOUNG FAMILY SHOPPERS PURCHASE THE HIGHEST AVG UNITS PER TRANSACTION



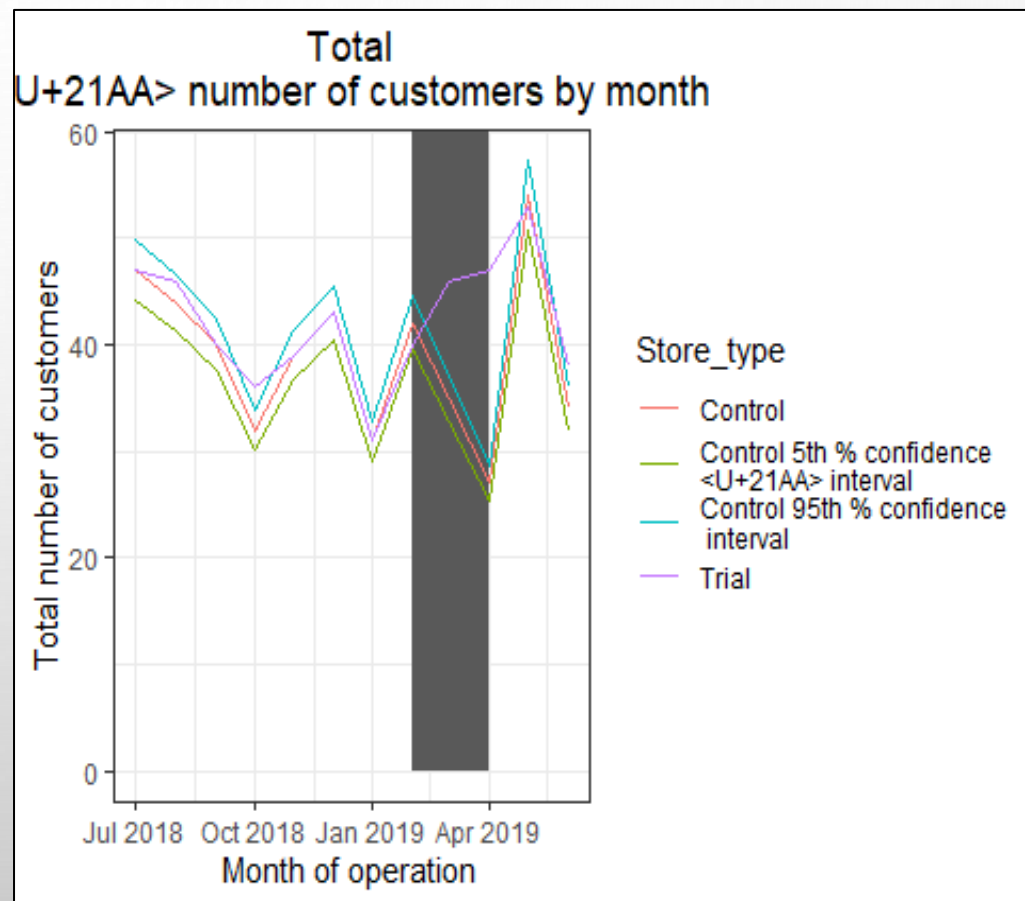
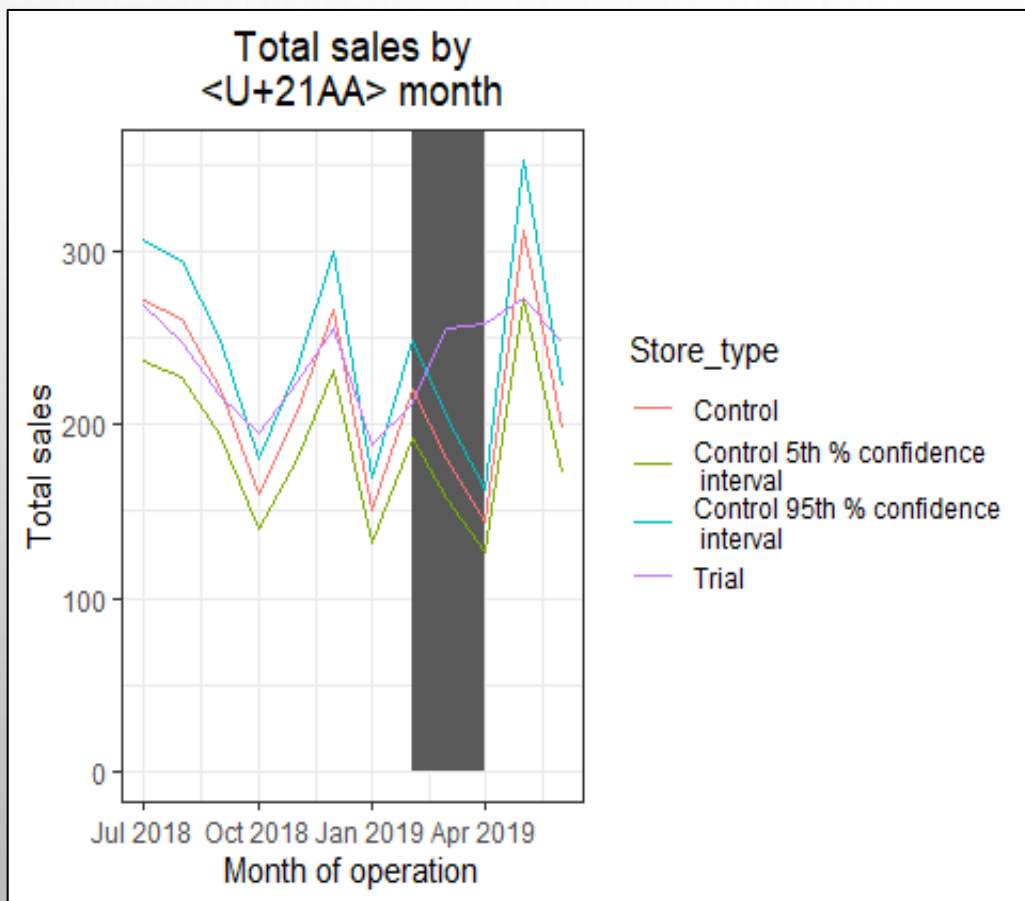
- MAINSTREAM YOUNG SINGLES & COUPLES MAKE UP THE LARGEST PROPORTION OF SNACKING CHIPS SHOPPERS; MAINSTREAM RETIREES ALSO HAVE A SIGNIFICANT SHARE



# TRIAL STORE PERFORMANCE

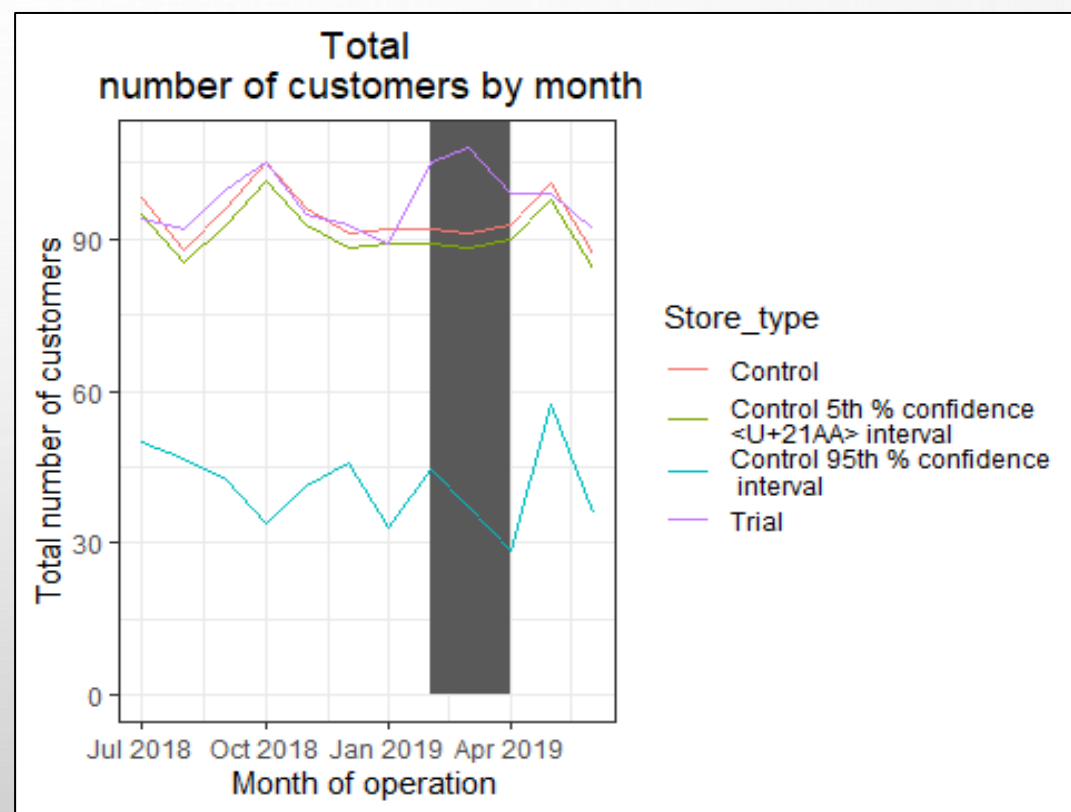
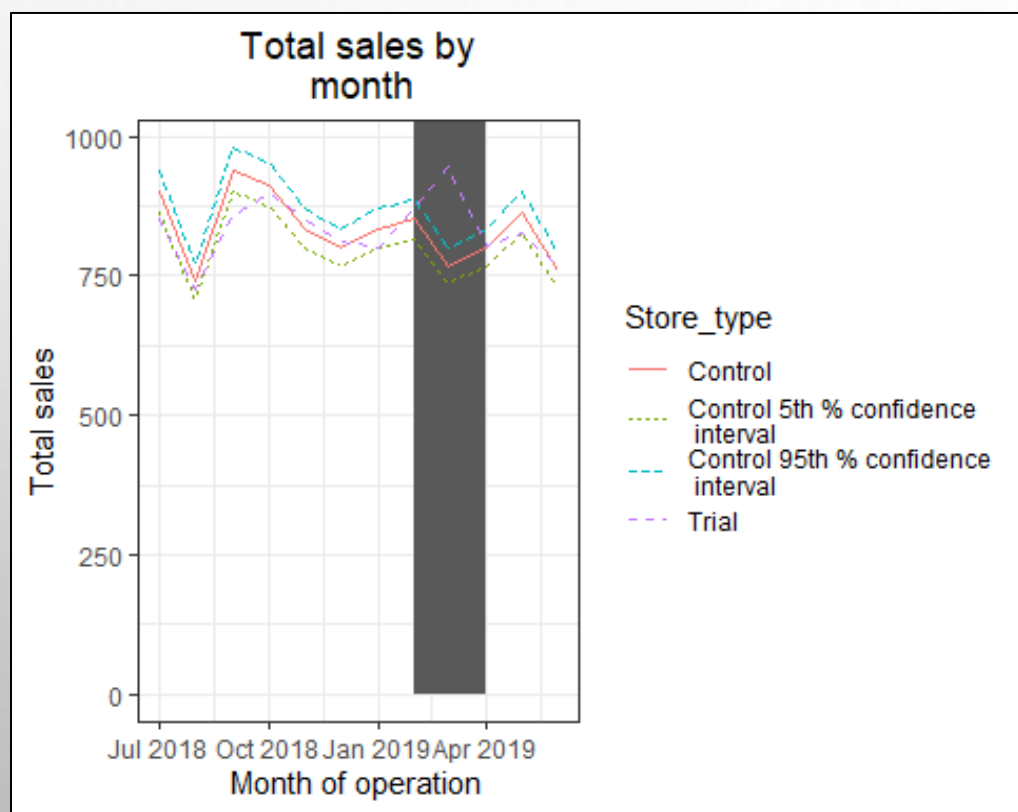


# TRIAL STORE 77

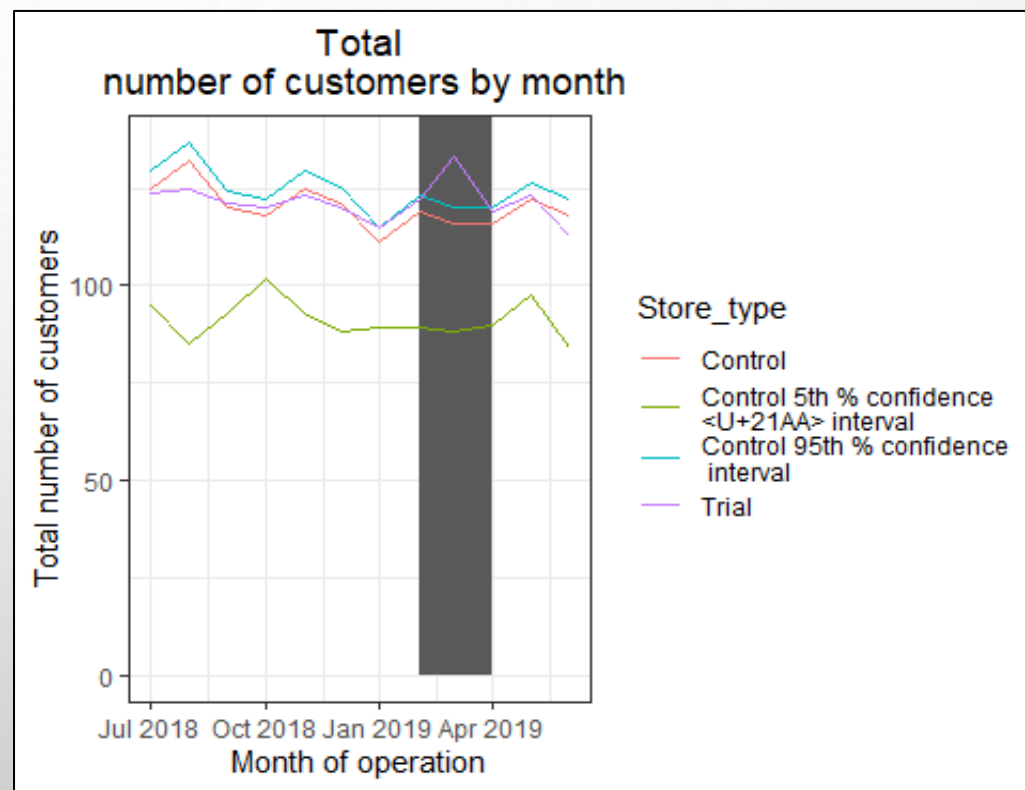
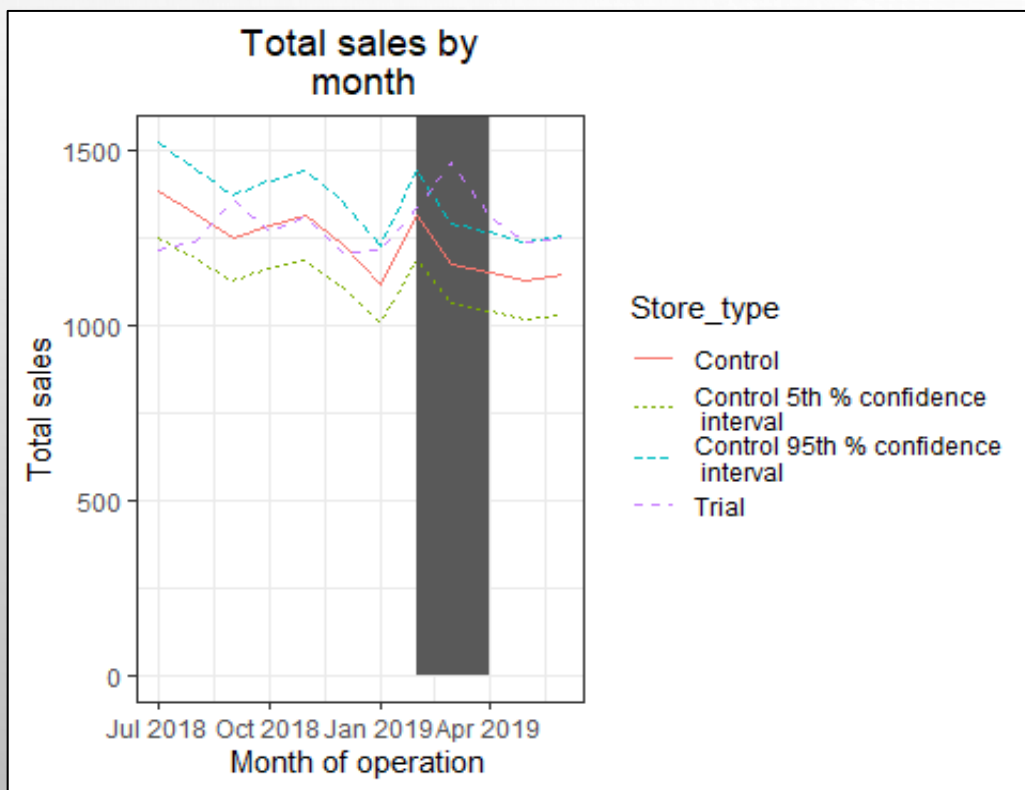




# TRIAL STORE 86



# TRIAL STORE 88



## CONCLUSION

- 1) THE CONTROL STORES 233, 155, 237 FOR TRIAL STORES 77, 86 AND 88 RESPECTIVELY.
- 2) THE RESULTS FOR TRIAL STORES 77 AND 88 DURING THE TRIAL PERIOD SHOW A SIGNIFICANT DIFFERENCE IN AT LEAST TWO OF THE THREE TRIAL MONTHS BUT THIS IS NOT THE CASE FOR TRIAL STORE 86. WE CAN CHECK WITH THE CLIENT IF THE IMPLEMENTATION OF THE TRIAL WAS DIFFERENT IN TRIAL STORE 86 BUT OVERALL, THE TRIAL SHOWS A SIGNIFICANT INCREASE IN SALES.