

Quantium Project Summary Report

Insights & Recommendations for
Strategic Planning

Client: Julia – Quantium

Date: June 2025

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Executive Summary

- Quantum ran a store trial to test performance after a promotional intervention.
- This report combines analytics from customer purchase behavior and trial results.
- Our goal: support Julia in building a stronger strategy for the next 6 months.

Business Problem & Purpose

- Challenge: Quantum needed to assess whether a promotional strategy improved customer sales.
- Purpose: Identify changes in purchase trends and provide data-driven insights to inform future campaigns.

Project Context

- Task 1: Analyzed chip buying behavior across different customer segments using transaction data.
- Task 2: Evaluated sales performance before and after a trial period in selected stores.
- Focus on customer spending, store revenue trends, and behavioral shifts.

Key Insights from Task 1

- Main Category: Mainstream chips dominate sales (~80%).
- Top Segments: 'Mainstream' and 'Budget Conscious' customers are most active buyers.
- Purchase Trends: Consistent average purchase value per trip.

Key Insights from Task 2

- Trial Stores: Identified stores with significant increases in sales volume.
- Lifted Sales: Store 77 and 86 showed notable uplift post-trial.
- Control Check: Control stores remained stable — confirming positive trial effect.

Recommendations

- Scale the promotional strategy to similar-performing stores.
- Maintain focus on 'Mainstream' segment for upcoming campaigns.
- Customize marketing by location, based on trial uplift differences.