Insights from Data

Top 3 Most Profitable Products

* Dorito Corn Chips Supreme 380g – Highest sales is$40,352
* Smiths Crinkle Chips Original Big Bag 380g , $36,367
* Smiths Crinkle Chips Salt & Vinegar 330g , $34,804

From observing we predict that Large pack sizes sell the most, indicating bulk purchases.

Doritos and Smiths Chips are customer favorites from other products.

Salt & Vinegar flavor is among the top-selling, showing strong customer preference.

Most Loyal Customer Segments

* Older families (Budget buyers) – Highest number of transactions (~23,160).
* Retirees (Mainstream buyers) – Frequent, steady shoppers (~21,466).
* Young singles/couples (Mainstream buyers) – Regular buyers (~20,854).

Hypothesis on Customer Behavior:

* Older Families (Budget Buyers): Likely buy in bulk for household consumption, seeking discounts.
* Retirees (Mainstream Buyers): Have predictable purchasing habits, sticking to known brands.
* Young Singles/Couples (Mainstream Buyers): Prefer convenient and well-marketed snack options