

Customer Segmentation and Chips Sales Insights

Customer Insights

Product & Brand
Analysis

Sales Trends Analysis

Findings and Insights



Total Sales

335.96K

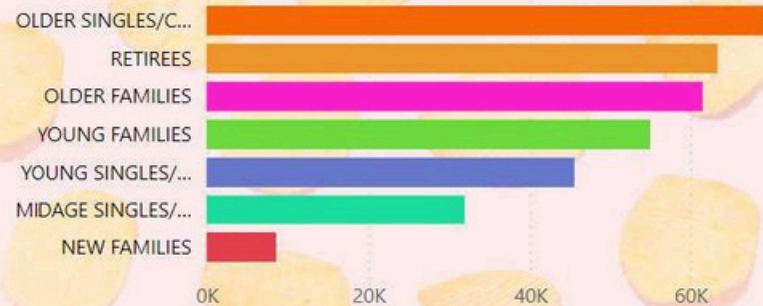
Total Customers

34K

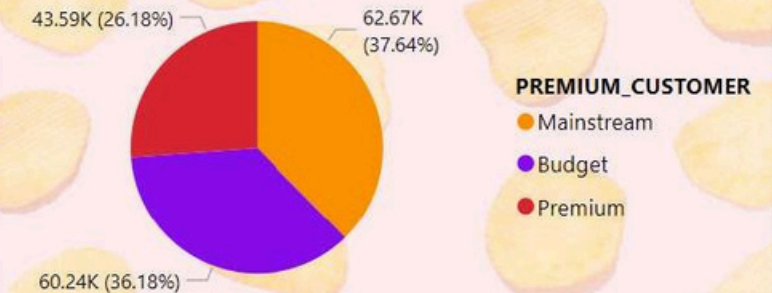
Total Transaction

166.49K

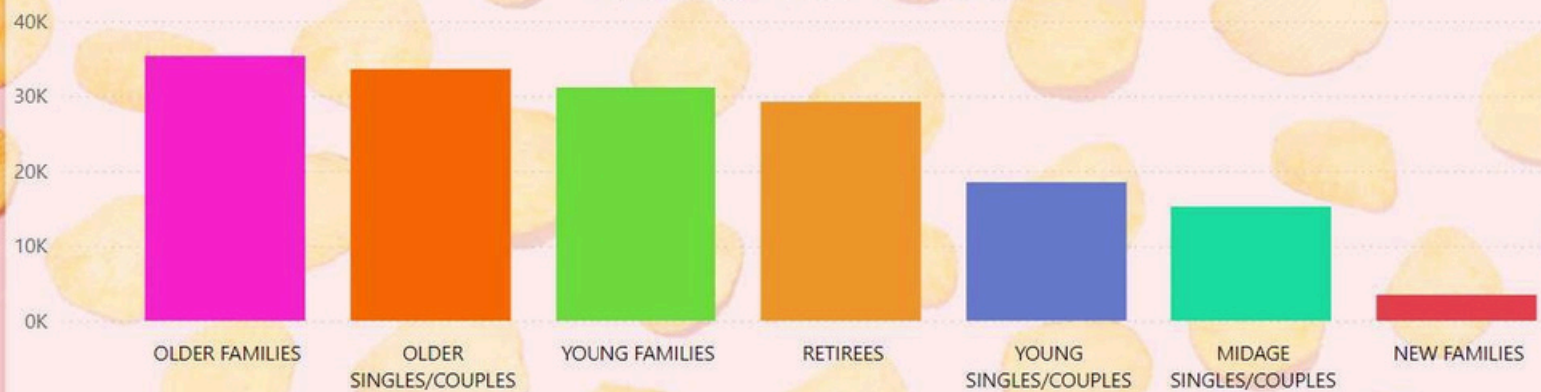
REVENUE CONTRIBUTION BY LIFESTAGE



SPENDING DISTRIBUTION BY CUSTOMER SEGMENTATION



TRANSACTION COUNT BY LIFESTAGE



DASHBOARD LINK :-

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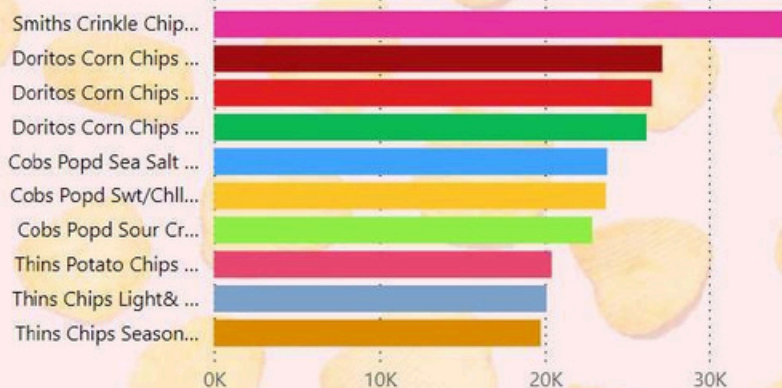
TOP PERFORMING PRODUCTS



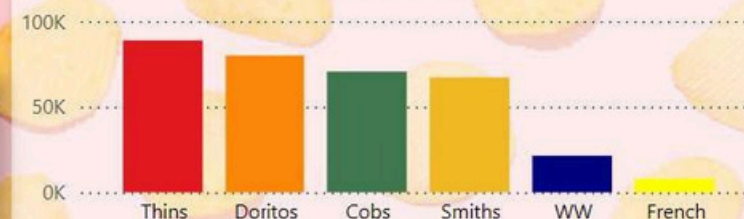
TOP PERFORMING BRANDS



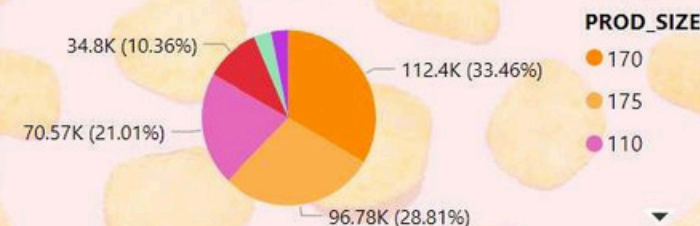
SALES BY PRODUCT



SALES BY BRAND



SALES BY PRODUCT SIZE



DASHBOARD LINK :-

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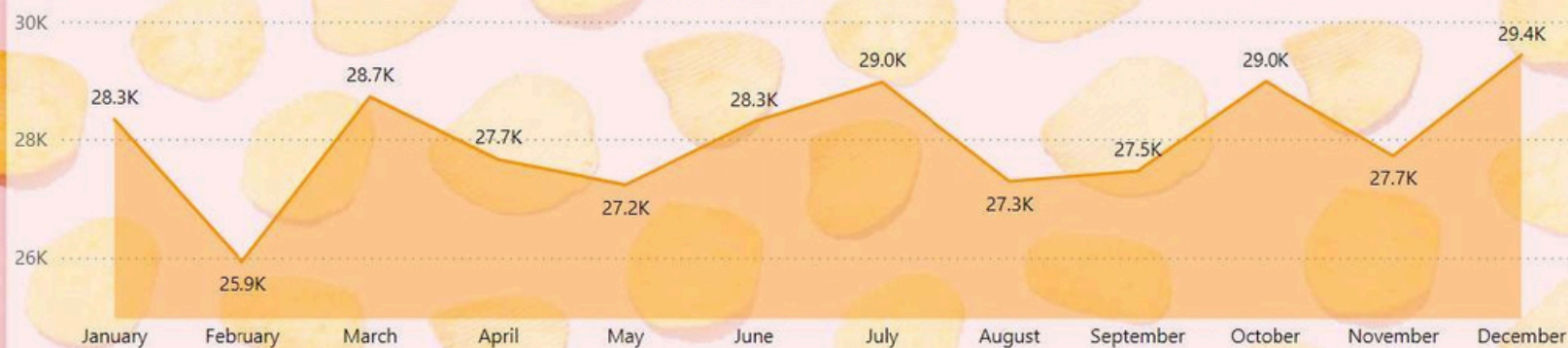
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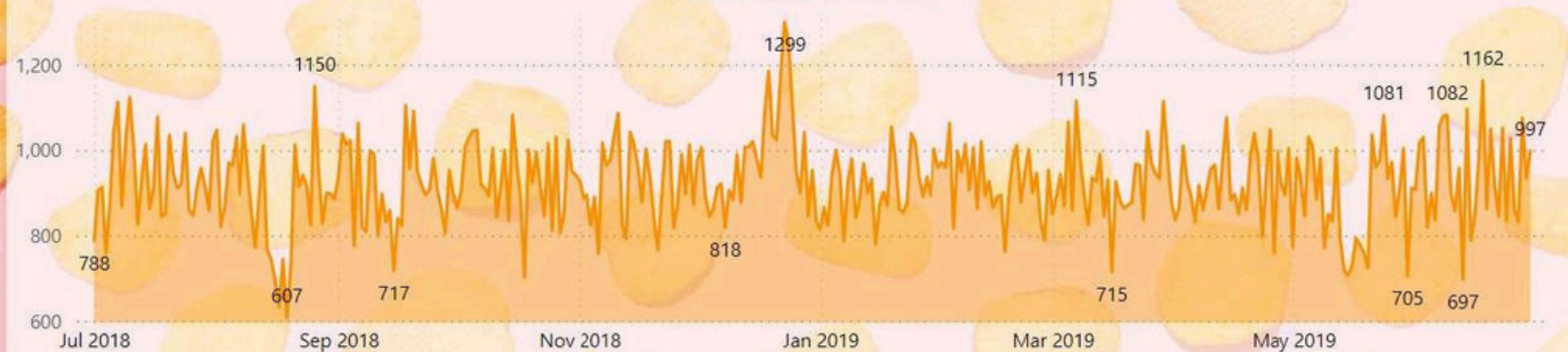
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MONTHLY SALES TREND



YEARLY SALES TREND



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Findings

Top Customer Segments: Older Families and Retirees lead sales, while New Families contribute the least.

Brand Performance: Thins, Smiths, and Doritos dominate, with WW and French underperforming.

Preferred Product Sizes: 170g and 175g packages account for most sales.

Seasonal Impact: Sales peak during December and January due to holiday shopping.

Customer Spend: Premium customers spend more per transaction, while Budget customers drive transaction volume.

Insights

- Focus marketing efforts on high-spending segments like Older Families.
- Enhance visibility and promotions for underperforming brands.
- Ensure adequate stock of popular package sizes during peak seasons.
- Introduce value packs to engage Budget customers effectively.
- Leverage holiday periods with tailored campaigns and discounts.



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r=eyJrIjojOWU2ZGNkNzktMDliNS00NTYxLTg1M2QtZDM5Y2UyOGI0ZGI5liwidCI6IjNkMjNjZWYwLTA1ODItNDI0ZC1iMjM4LTE5OGI1MTI1OWYxMiJ9&pageName=d073ef215e74c8a8ae20](https://app.powerbi.com/view?r=eyJrIjojOWU2ZGNkNzktMDliNS00NTYxLTg1M2QtZDM5Y2UyOGI0ZGI5liwidCI6IjNkMjNjZWYwLTA1ODItNDI0ZC1iMjM4LTE5OGI1MTI1OWYxMiJ9&pageName=d073ef215e74c8a8ae20)