

Customer Segmentation and Chips Sales Insights

Customer Insights

Product & Brand
Analysis

Sales Trends Analysis

Findings and Insights



Total Sales

335.96K

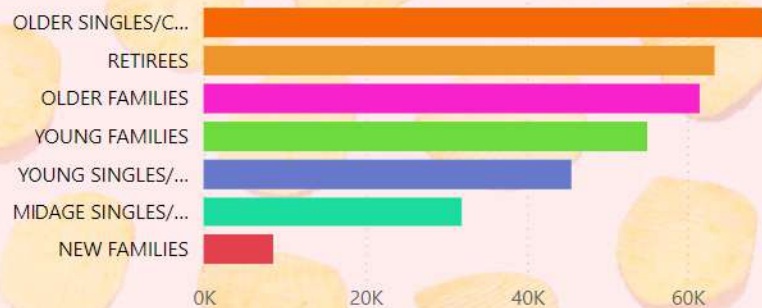
Total Customers

34K

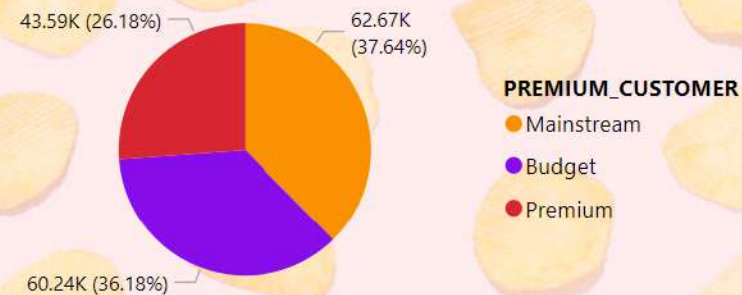
Total Transaction

166.49K

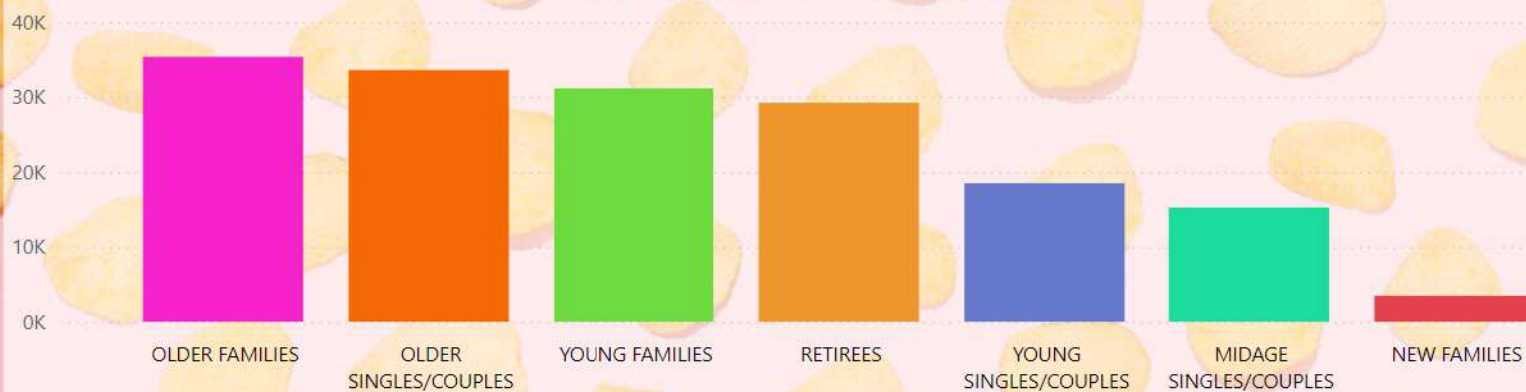
REVENUE CONTRIBUTION BY LIFESTAGE



SPENDING DISTRIBUTION BY CUSTOMER SEGMENTATION



TRANSACTION COUNT BY LIFESTAGE



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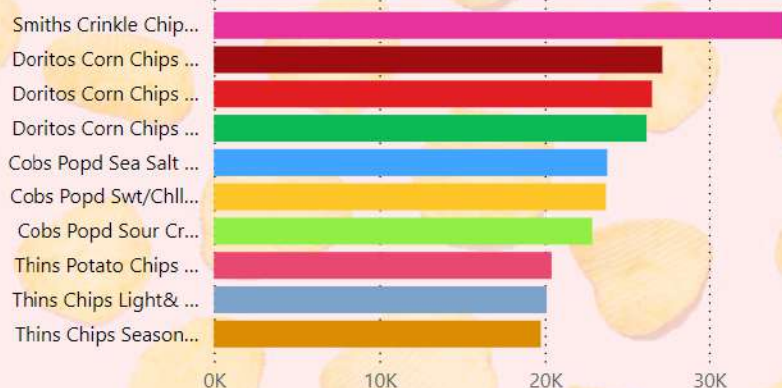
TOP PERFORMING PRODUCTS



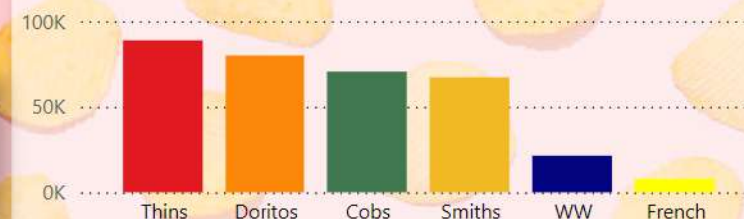
TOP PERFORMING BRANDS



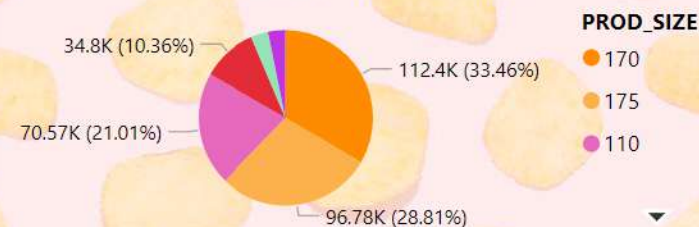
SALES BY PRODUCT



SALES BY BRAND



SALES BY PRODUCT SIZE



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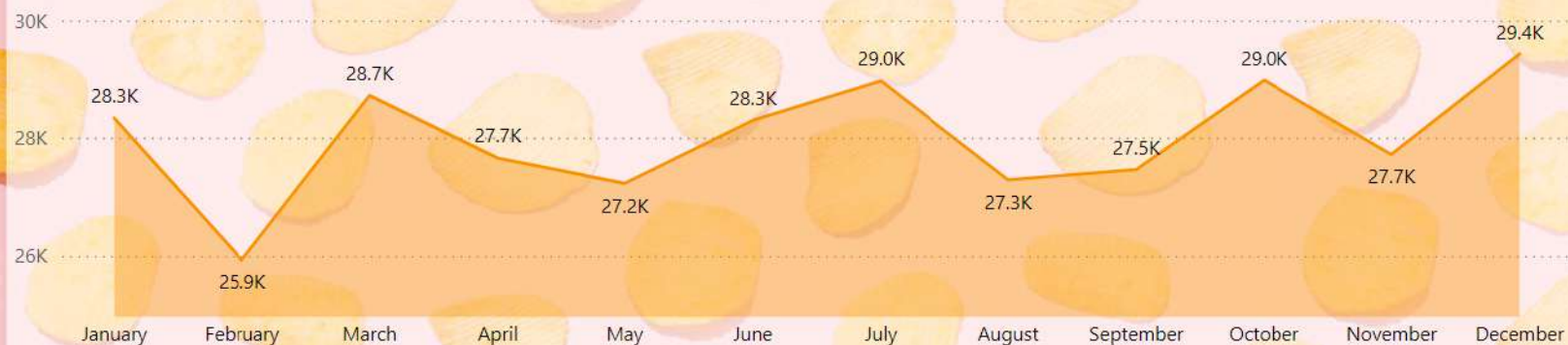
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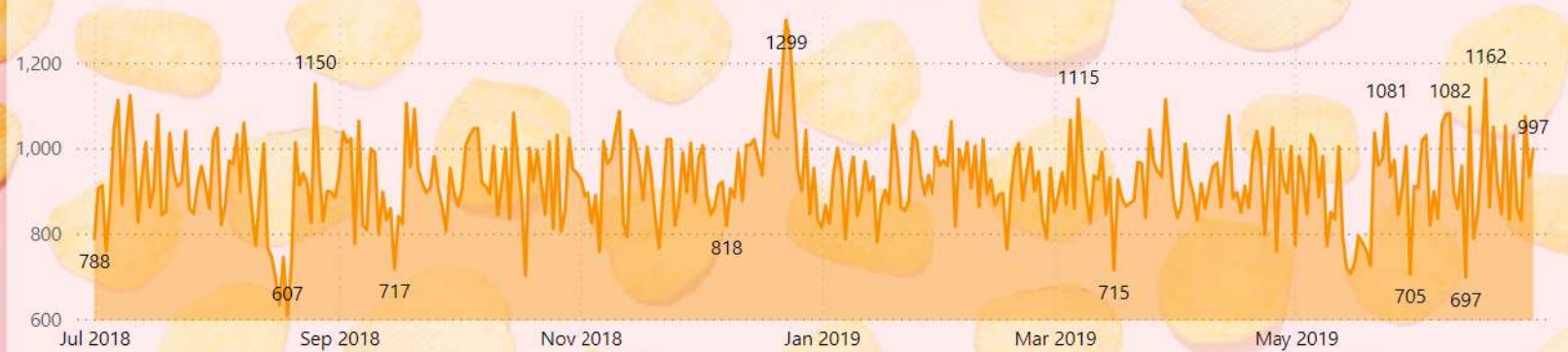
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MONTHLY SALES TREND



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.

