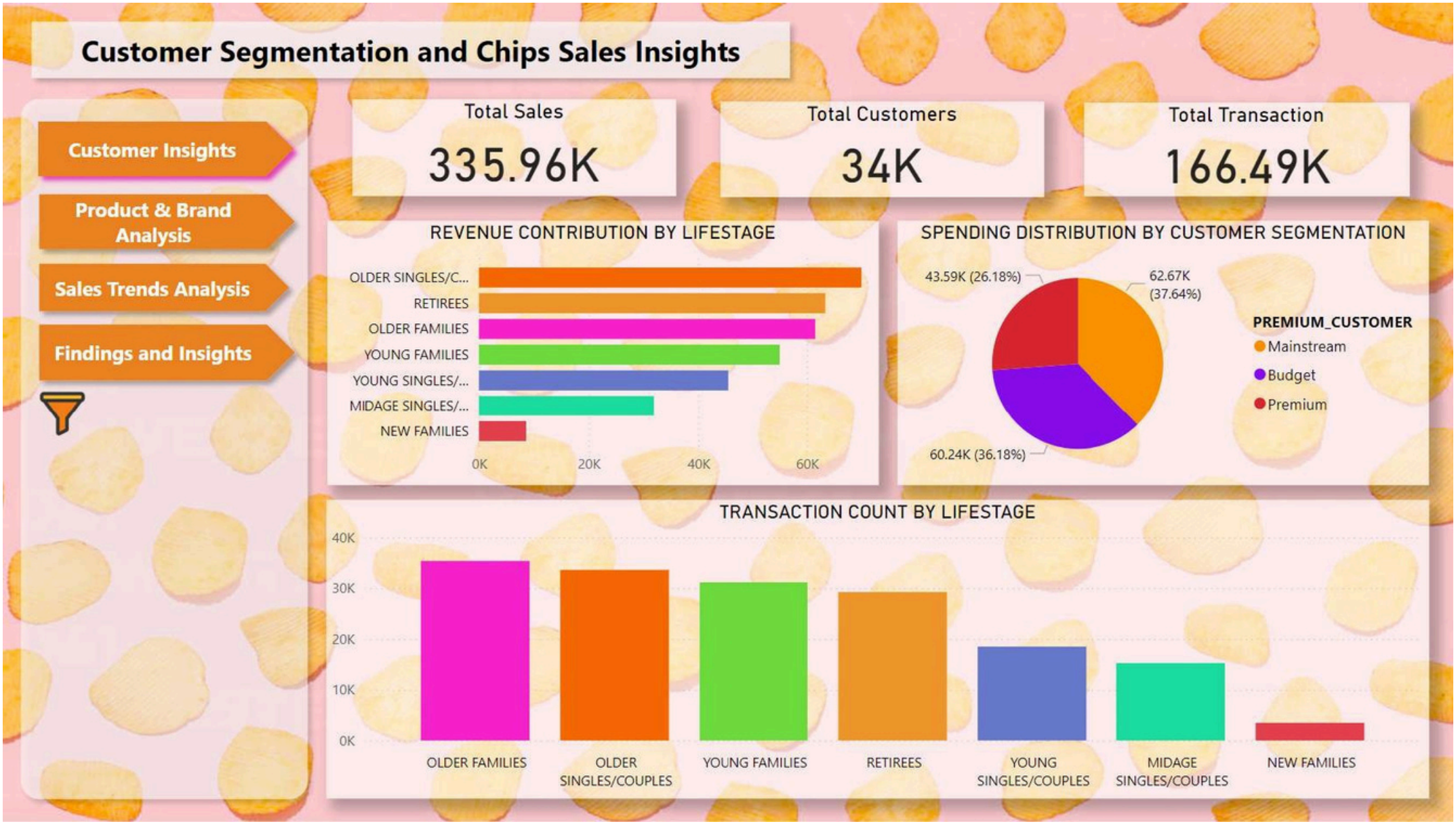

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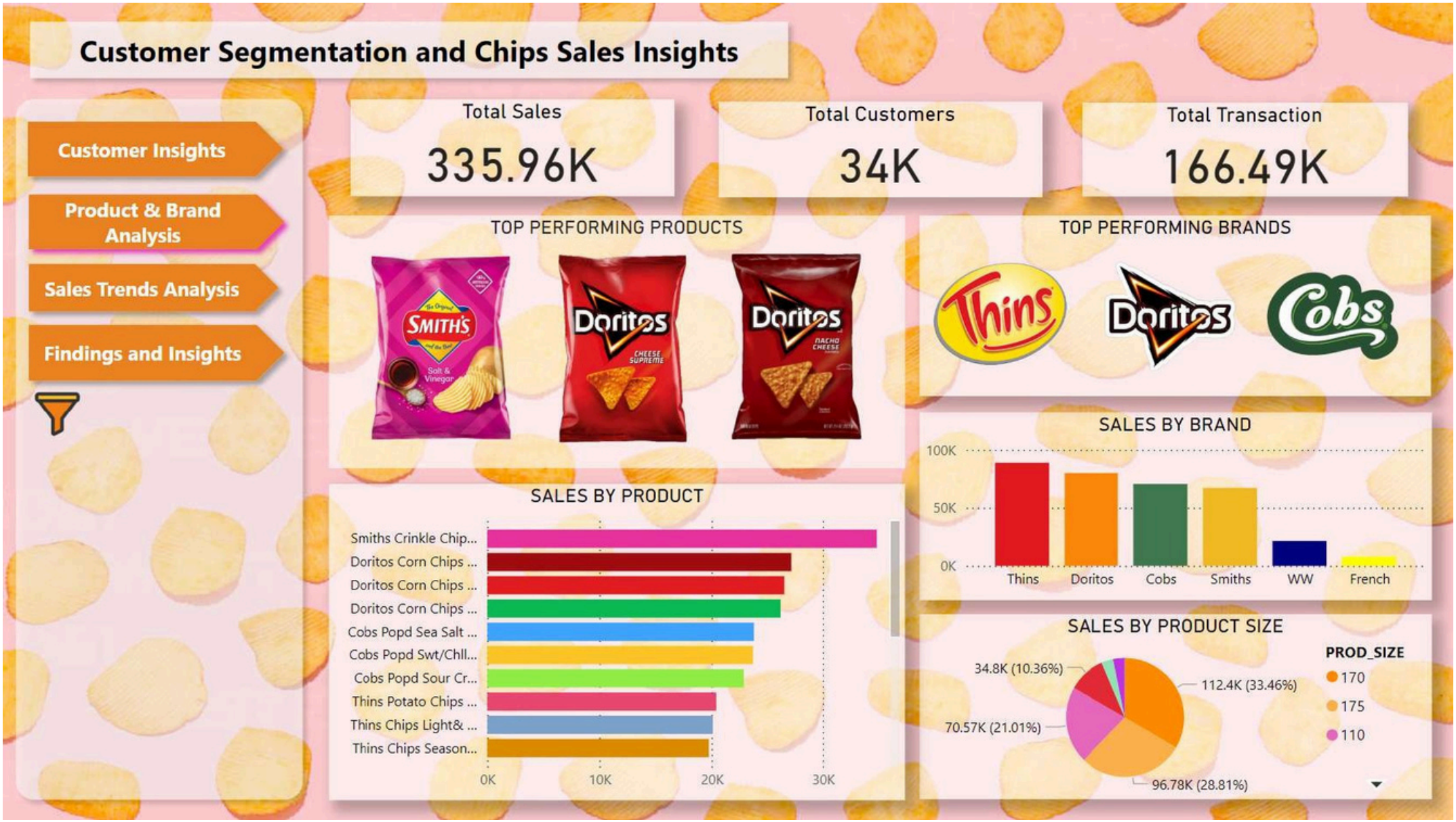

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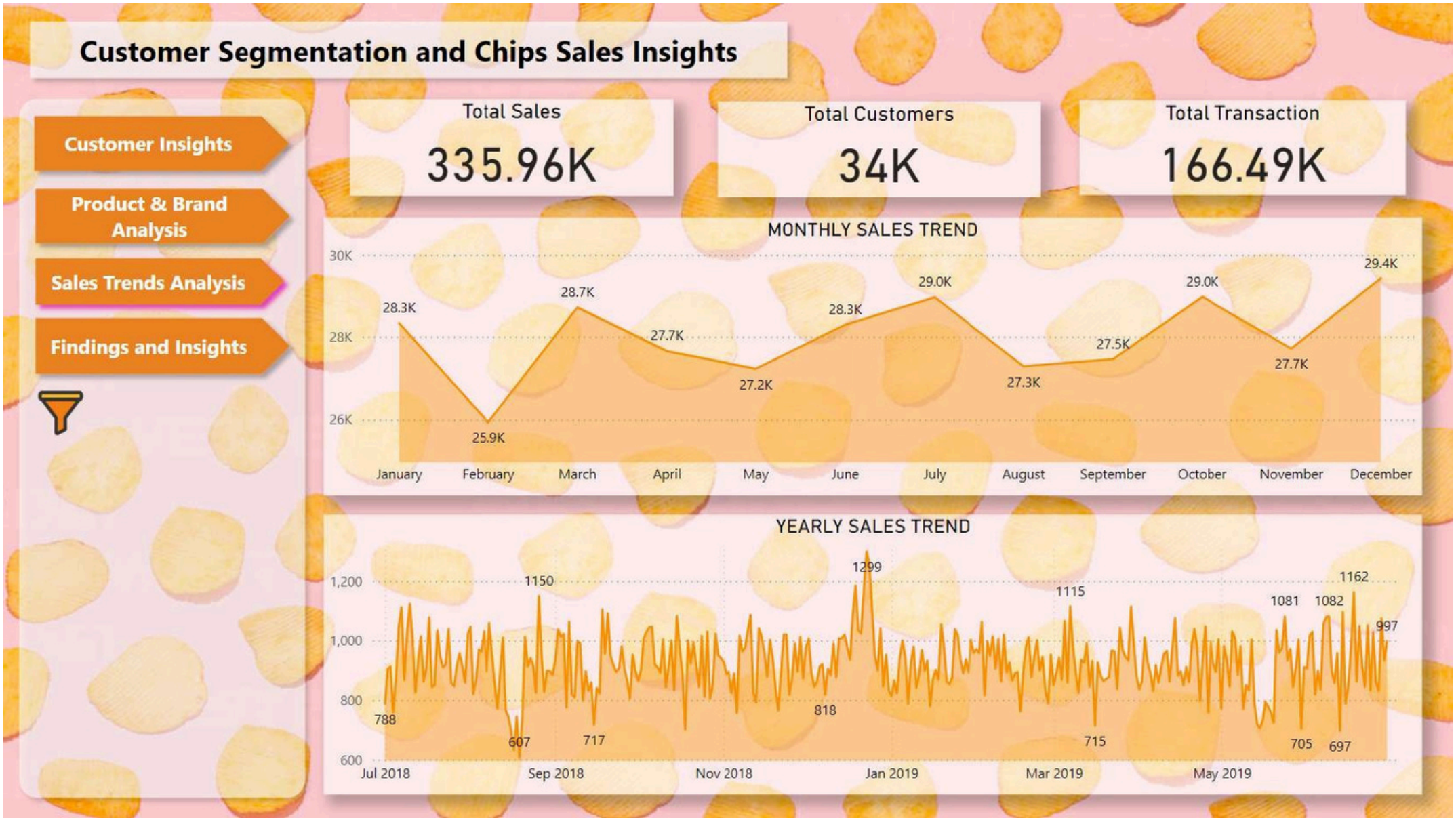

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Customer Segmentation and Chips Sales Insights

- Customer Insights
- Product & Brand Analysis
- Sales Trends Analysis
- Findings and Insights

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.

DASHBOARD LINK :-

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