

Customer Segment Insights – Chips Category

Task 1 Report | Prepared by
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Customer Segmentation Overview

- • Customers grouped by two dimensions:
 - - LIFESTAGE: e.g., YOUNG SINGLES/COUPLES, RETIREES, etc.
 - - PREMIUM_CUSTOMER: Budget, Mainstream, Premium
- • Data merged and cleaned for analysis
- • Basis for deeper behavioral and product preference analysis

Top Behavioral Insights

- Mainstream and Budget customers dominate chip purchases
- RETIREES and YOUNG SINGLES/COUPLES are top buyers
- Premium RETIREES and Mainstream YOUNG SINGLES/COUPLES show highest total spend
- Budget customers buy in larger quantities per trip

Top Performing Brands

- • Top brands by total sales:
 - 1. Kettle
 - 2. Smiths
 - 3. Doritos
- • Dorito Supreme performs strongly across high-traffic stores
- • Store 226 and 203 lead in Dorito sales

Insights Summary & Strategic Recommendations

- • Focus campaigns on RETIREES and YOUNG SINGLES/COUPLES
- • Budget shoppers respond well to larger pack sizes or value bundles
- • Position Kettle and Doritos prominently in key stores
- • Customize promotional strategy by LIFESTAGE and segment

Methodology

- • Timeframes: Pre-trial (Jul 2018 – Jan 2019), Trial (Feb – Apr 2019).
- • Metrics: Sales, Number of Customers, Avg Transactions per Customer.
- • Control stores selected based on similarity in pre-trial metrics.

Trial vs Control Store Performance

- • Visual comparisons of trial vs control stores.
- • Metrics show sales lift in Store 77 driven by higher foot traffic.
- • Store 86 showed modest gains, Store 88 was inconclusive.
- • Insights were based on customer and transaction behavior.

Customer Segment Insights (Task 1)

- • High spenders: RETIREES and YOUNG SINGLES/COUPLES.
- • Budget customers purchase in larger quantities.
- • Top brands: Kettle, Smiths, Doritos.
- • Segment-specific strategies can improve targeting.

Recommendations

- • Proceed with layout rollout to Stores similar to 77 and 86.
- • Tailor promotions for Budget and RETIREE segments.
- • Prioritize product placement for high-performing brands.

Next Steps

- • Test loyalty program targeting key segments.
- • Consider follow-up trial in additional high-potential stores.
- • Review pricing strategies by segment and brand.