Category review: Chips

Retail Analytics

Executive summary

01   Task 1

Older Families on budget followed by mainstream young singles/couples tend to spend more on chips than any other segment

Mainstream young single/couples prefer 'Kettle' and 'pringles' chips the most and a pack size of 175g & smaller Pack sizes in general
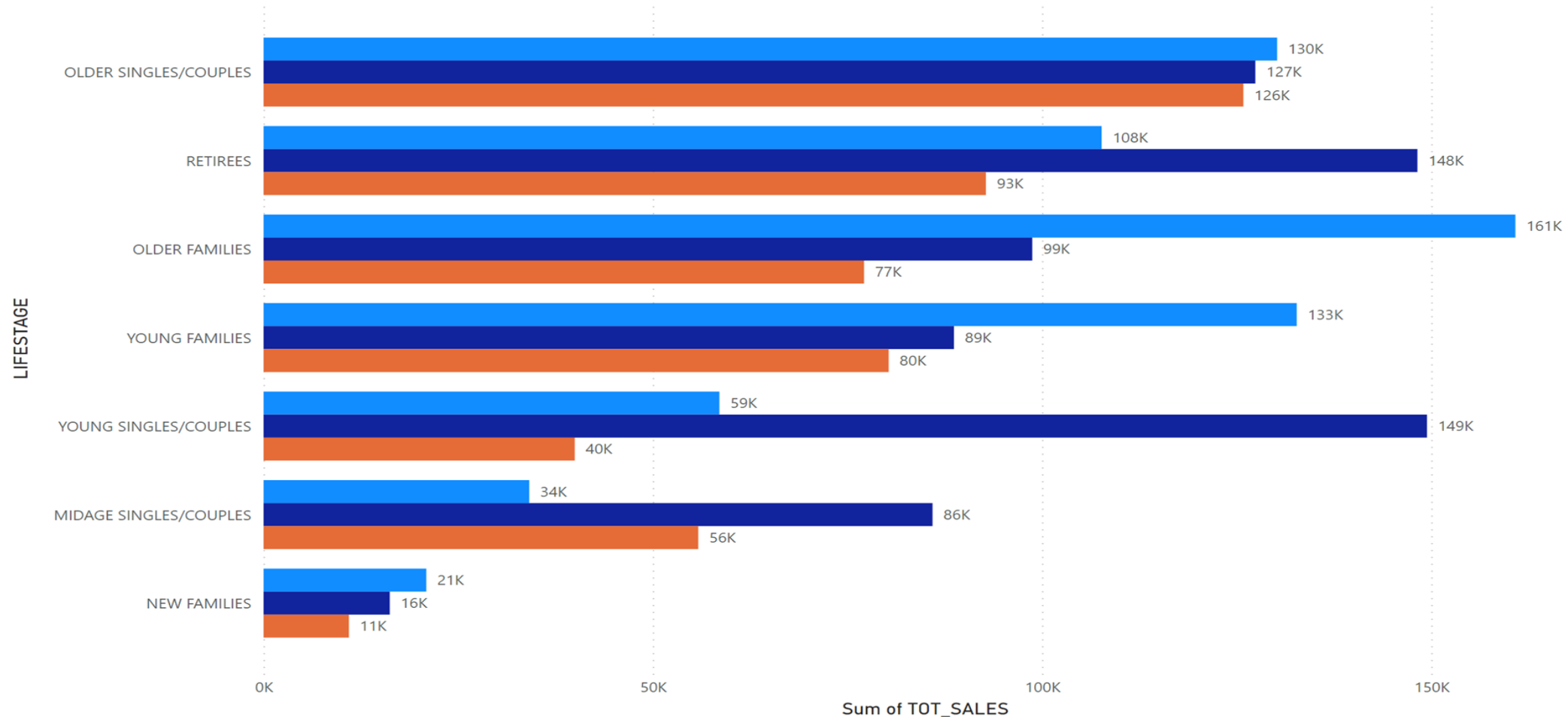
02   Task 2

The trial period was proven to be successful on overall performance for store '77' as 2 out of 3 months were statistically proven to have an increase in sales compared to another similar store in performance before the trial period
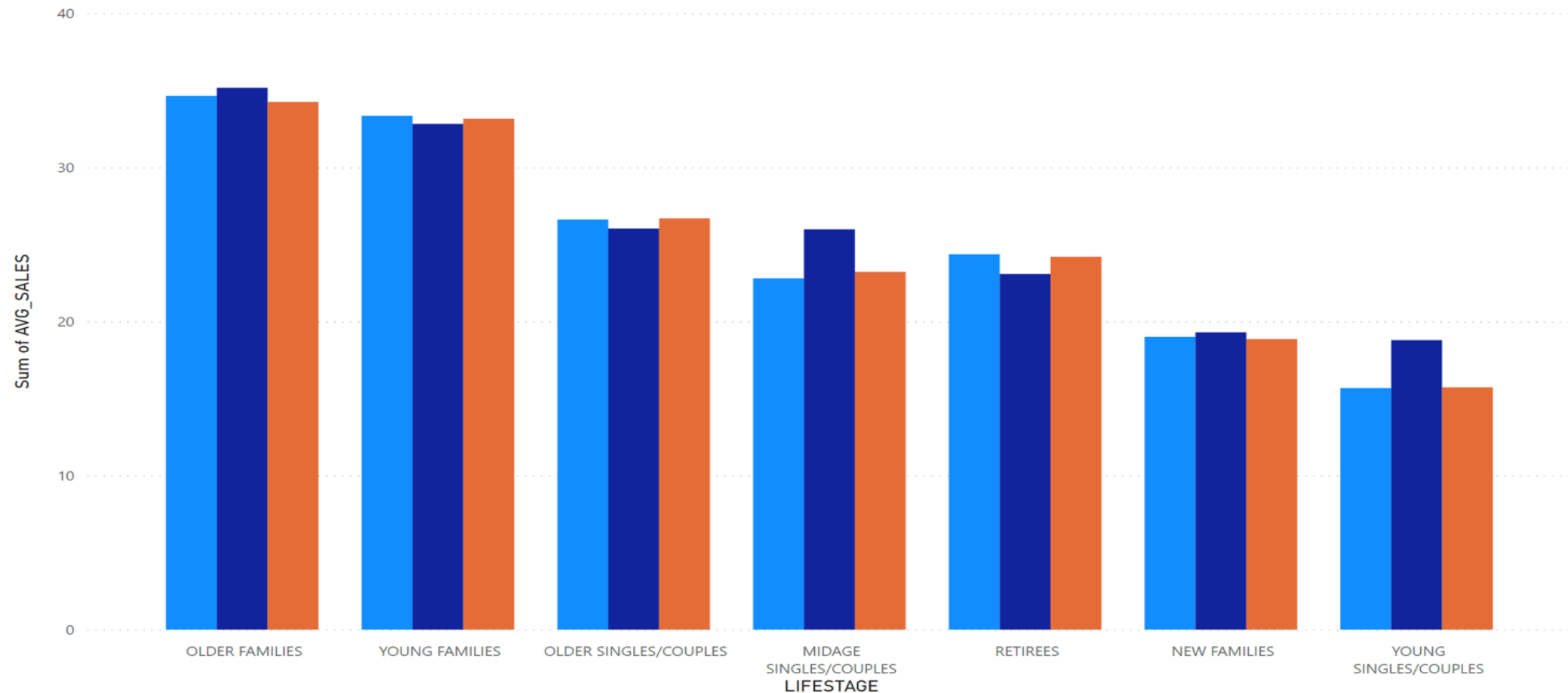
01

- Category

A simple graph that shows total amount spent per segment

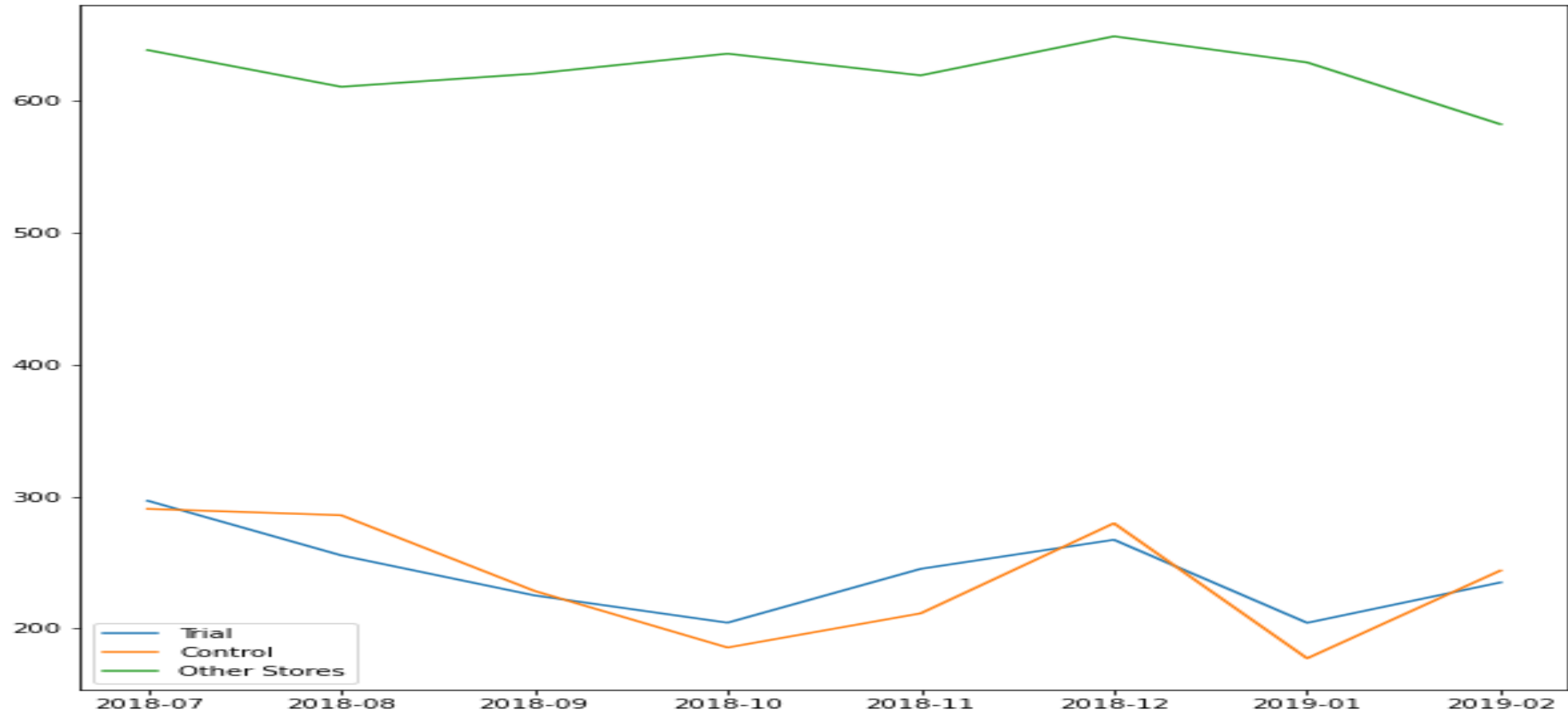# Average spending by a customer per segment

Companies that are favoured by young single/couples mainstream are mainly 'Kettle' & 'Pringles'
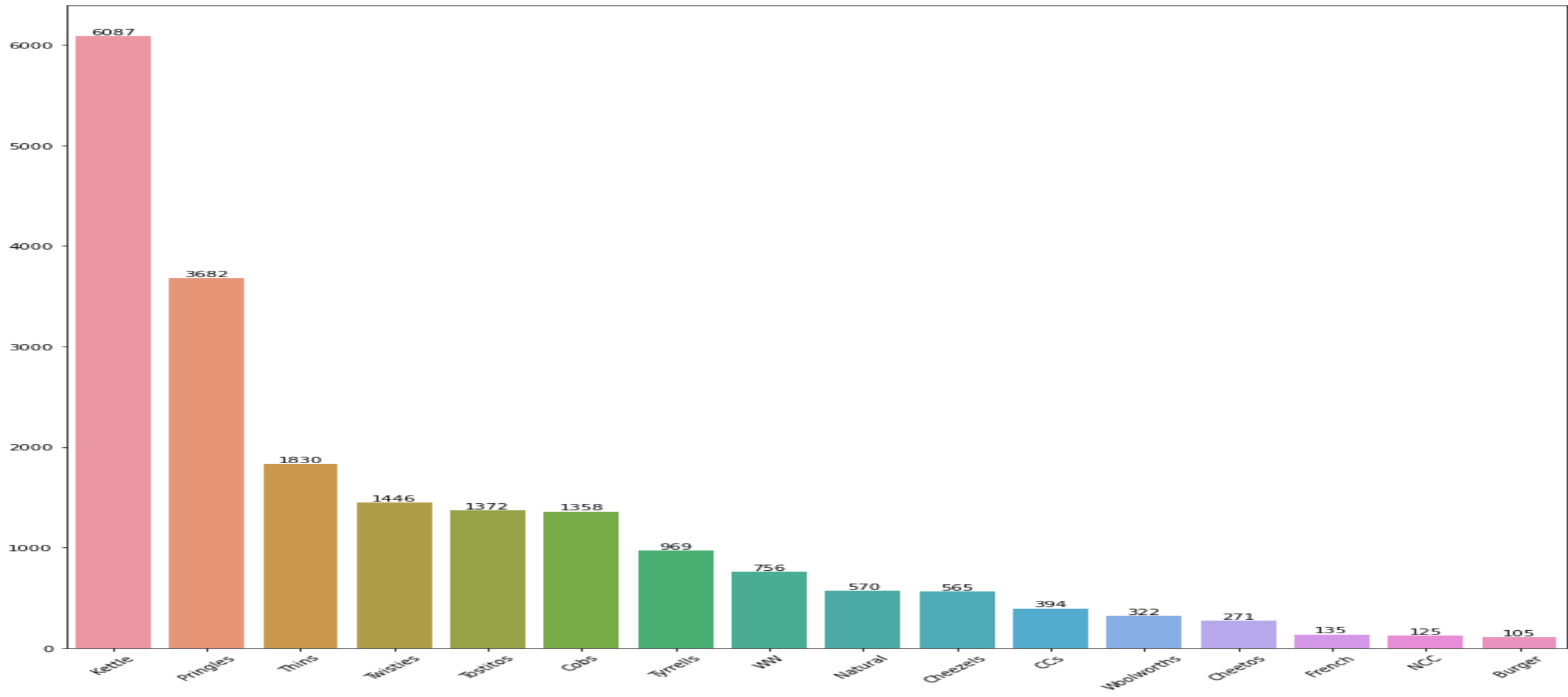
02

Trial store performance

A simple graph that shows how the selected control store behave simmilar to trial store compared to other stores

The success of the trial period in two months out of the three (march & April) is clearly shown as the trial store over performed the control store