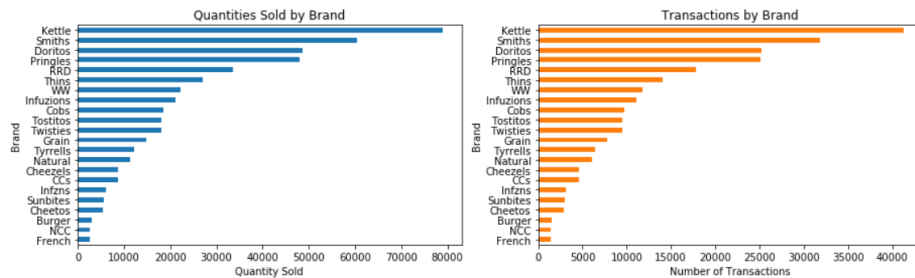
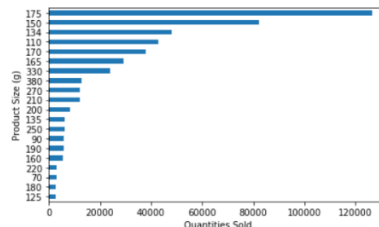


INSIGHTS

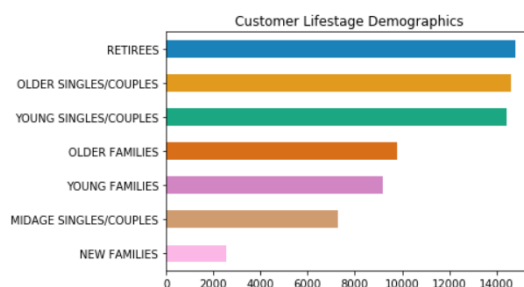
- EDA showed that **Kettle** and **Smiths** brand of chips brought in the largest revenue as well as quantities sold.



- Products with **Salt** and **Sour Cream** tend to sell the most.



- Mainstream Young Singles/Couples contributed to one of the highest sales due to their large customer pool but tend to purchase lower quantity of chips, so advertisements/recommendations/promotions can be targeted towards this group to **encourage more purchase**.
- Mainstream Retirees tend to be the same as Mainstream Young Singles/Couples, except that they tend to purchase more chips and slightly cheaper chips. The general strategy would be the same except to **promote cheaper brands** to them.



- Budget Older Families also contributed to the most sales, and they tend to buy lots of chips, but there are not as much of them in the customer base. Therefore, the strategy would be to attract more of this segment to **increase the pool size**.

