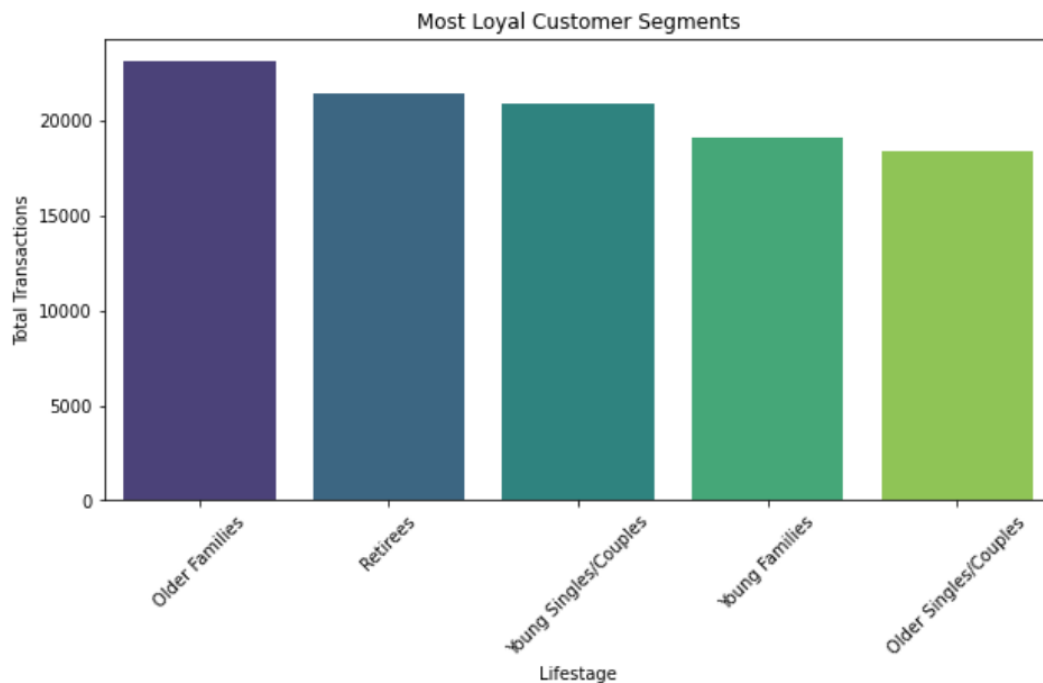


## Customer & Product Analysis for Marketing Strategy

Based on the transaction data, the most loyal customer segments (highest total transactions) are:

LIFESTAGE	PREMIUM_CUSTOMER	Total Transactions
<b>Older Families</b>	Budget	23,160
<b>Retirees</b>	Mainstream	21,466
<b>Young Singles/Couples</b>	Mainstream	20,854
<b>Young Families</b>	Budget	19,122
<b>Older Singles/Couples</b>	Budget	18,407

- Older Families (Budget Buyers) are the most loyal customers.
- Retirees & Young Singles/Couples (Mainstream Buyers) also make frequent purchases.
- Young Families & Older Singles/Couples (Budget Buyers) contribute significantly.



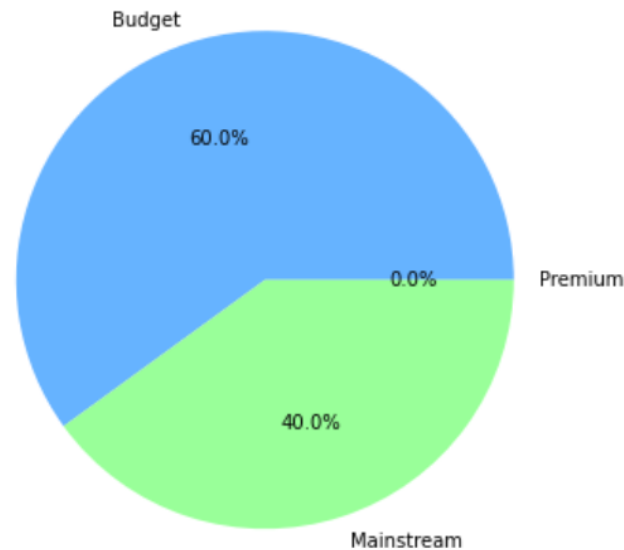
## Top 3 Most Profitable Products

From the transaction analysis, the top-selling products by total sales are:

Product Name	Total Sales (\$)
Dorito Corn Chips Supreme 380g	40,352.0
Smiths Crinkle Chips Original Big Bag 380g	36,367.6
Smiths Crinkle Chips Salt & Vinegar 330g	34,804.2

- Doritos & Smiths Crinkle Chips are bestsellers.
- Large packs (330g-380g) are popular, indicating bulk buying behavior.

Premium vs Budget Customer Distribution



## Hypotheses on Customer Preferences

### Older Families (Budget Buyers)

- Prefer **bulk-packaged snacks** for cost savings.
- Buy for **family consumption** rather than individual use.
- Look for **discounted & family-friendly products**.

### Retirees (Mainstream Buyers)

- Buy **classic, nostalgic flavors** (Original, Salt & Vinegar).

- Likely **loyal to traditional brands**.
- May focus on **health-conscious snacking**.

### **Young Singles/Couples (Mainstream Buyers)**

- Prefer **trendy, premium snacks** (Doritos Supreme).
- Likely **impulse buyers** (buying small quantities frequently).
- Look for **flavor variety & uniqueness**.

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## **Marketing Recommendations**

### **For Older Families & Budget Buyers:**

- Offer **bulk purchase discounts** (combo packs, family-size).
- Introduce **value packs for frequent buyers**.

### **For Retirees & Mainstream Buyers:**

- Focus on **classic flavors & traditional branding**.
- Market **limited-time nostalgic flavors**.

### **For Young Singles/Couples:**

- Promote **trendy & innovative flavors**.
- Use **social media marketing & influencer campaigns**.

## **Why Do Loyal Customers Prefer These Products?**

Based on the data, the **most loyal customer segments** are:

1. **Older Families (Budget Buyers) – 23,160 transactions**
2. **Retirees (Mainstream Buyers) – 21,466 transactions**
3. **Young Singles/Couples (Mainstream Buyers) – 20,854 transactions**

The **top 3 bestselling products** are:

1. **Dorito Corn Chips Supreme 380g – \$40,352**
2. **Smiths Crinkle Chips Original 380g – \$36,367.6**
3. **Smiths Crinkle Chips Salt & Vinegar 330g – \$34,804.2**

- Promote **limited-edition flavors** or new snack varieties.
- Use **social media marketing** to appeal to younger consumers.

### **Conclusion: Targeted Marketing for Maximum Profitability**

Instead of targeting all customers, the **marketing team should focus on:**

- **Older Families** → Bulk discounts & family packs.
- **Retirees** → Brand trust & classic flavors.
- **Young Singles/Couples** → Trendy flavors & social media ads.