

QVI Chip Analysis Report

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Executive Summary

QVI CHIP ANALYSIS - EXECUTIVE SUMMARY
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OVERVIEW: - Total Customers: 72,588 - Total Transactions: 262,552 - Total Sales: \$1,921,750.95 - Average Transaction Value: \$7.27 - Average Transactions per Customer: 3.6

TOP CUSTOMER SEGMENTS (by Total Sales): total_sales
unique_customers avg_transaction_value
CUSTOMER_SEGMENT OLDER FAMILIES_Budget
167213.95 4669 7.24 YOUNG
SINGLES/COUPLES_Mainstream 156882.00 8076 7.54
RETIREEES_Mainstream 155033.45 6478 7.23 YOUNG
FAMILIES_Budget 138388.20 4015 7.26 OLDER
SINGLES/COUPLES_Budget 135858.90 4925 7.40

KEY INSIGHTS:

1. WHO BUYS CHIPS: - Most active customers: OLDER FAMILIES_Budget with \$167,213.95 in sales - Customer distribution by life stage: {'MIDAGE SINGLES/COUPLES': np.int64(7269), 'NEW FAMILIES': np.int64(2549), 'OLDER FAMILIES': np.int64(9772), 'OLDER SINGLES/COUPLES': np.int64(14600), 'RETIREEES': np.int64(14800), 'YOUNG FAMILIES': np.int64(9173), 'YOUNG SINGLES/COUPLES': np.int64(14425)} - Premium vs non-premium: {'Budget': np.int64(24450), 'Mainstream': np.int64(29221), 'Premium': np.int64(18917)}

2. WHAT DRIVES CHIP SALES: - Average transaction value: \$7.27 - Customer frequency: 3.6 transactions per customer - Top performing segments show higher transaction values and frequency

3. TARGETING RECOMMENDATIONS: - Focus on OLDER FAMILIES_Budget segment (highest sales) - Develop loyalty programs for YOUNG SINGLES/COUPLES_Mainstream segment (second highest) - Consider premium customer strategies for RETIREEES_Mainstream segment - Target marketing campaigns based on life stage preferences

BUSINESS RECOMMENDATIONS: 1. Develop targeted marketing campaigns for top-performing customer segments 2. Implement loyalty programs to increase customer frequency 3. Consider product bundling strategies for high-value segments 4. Optimize store layouts and product placement based on customer preferences 5. Develop premium product lines for high-value customer segments

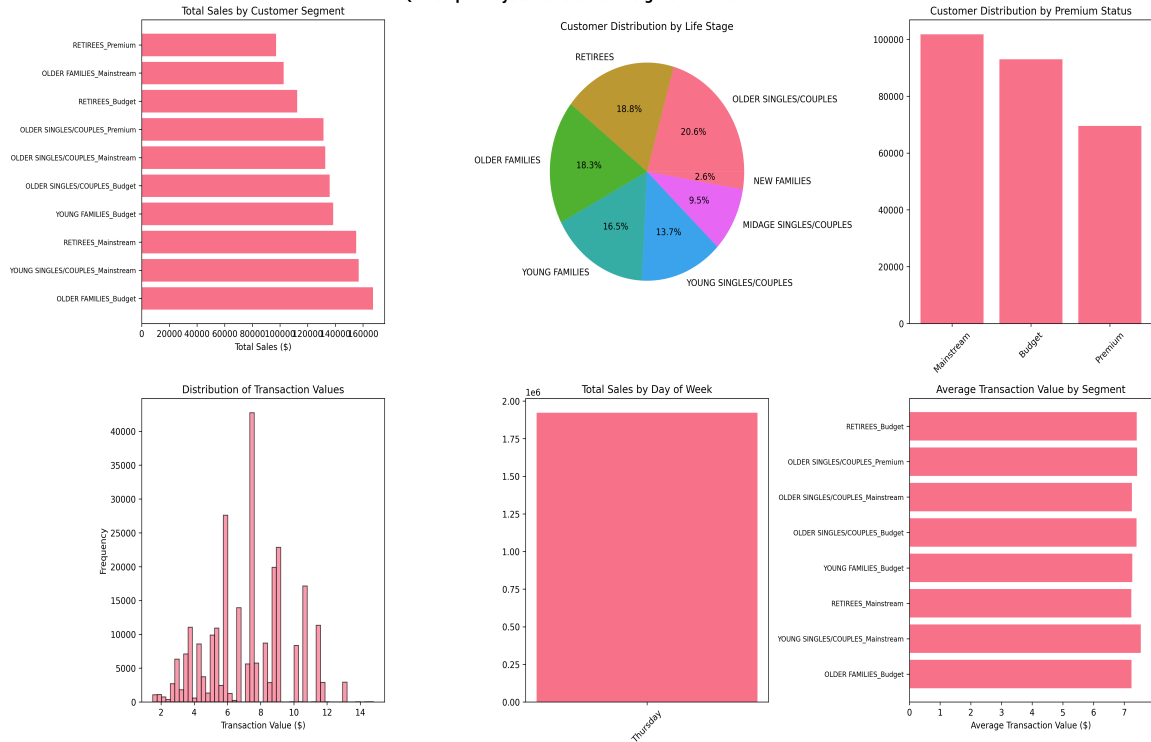
Customer Segment Analysis

Segment	Customers	Total Sales (\$)	Avg Transaction (\$)	Sales/Customer (\$)
OLDER FAMILIES_Budget	4,669	\$167,214	\$7.24	\$35.81
YOUNG SINGLES/COUPLES_Mainstre..	8,076	\$156,882	\$7.54	\$19.43
RETIREEES_Mainstream	6,478	\$155,033	\$7.23	\$23.93
YOUNG FAMILIES_Budget	4,015	\$138,388	\$7.26	\$34.47
OLDER SINGLES/COUPLES_Budget	4,925	\$135,859	\$7.40	\$27.59
OLDER SINGLES/COUPLES_Mainstre..	4,925	\$132,618	\$7.25	\$26.93
OLDER SINGLES/COUPLES_Premium	4,750	\$131,488	\$7.42	\$27.68
RETIREEES_Budget	4,451	\$112,416	\$7.41	\$25.26
OLDER FAMILIES_Mainstream	2,831	\$102,669	\$7.23	\$36.27
RETIREEES_Premium	3,871	\$97,118	\$7.43	\$25.09

Key Visualizations

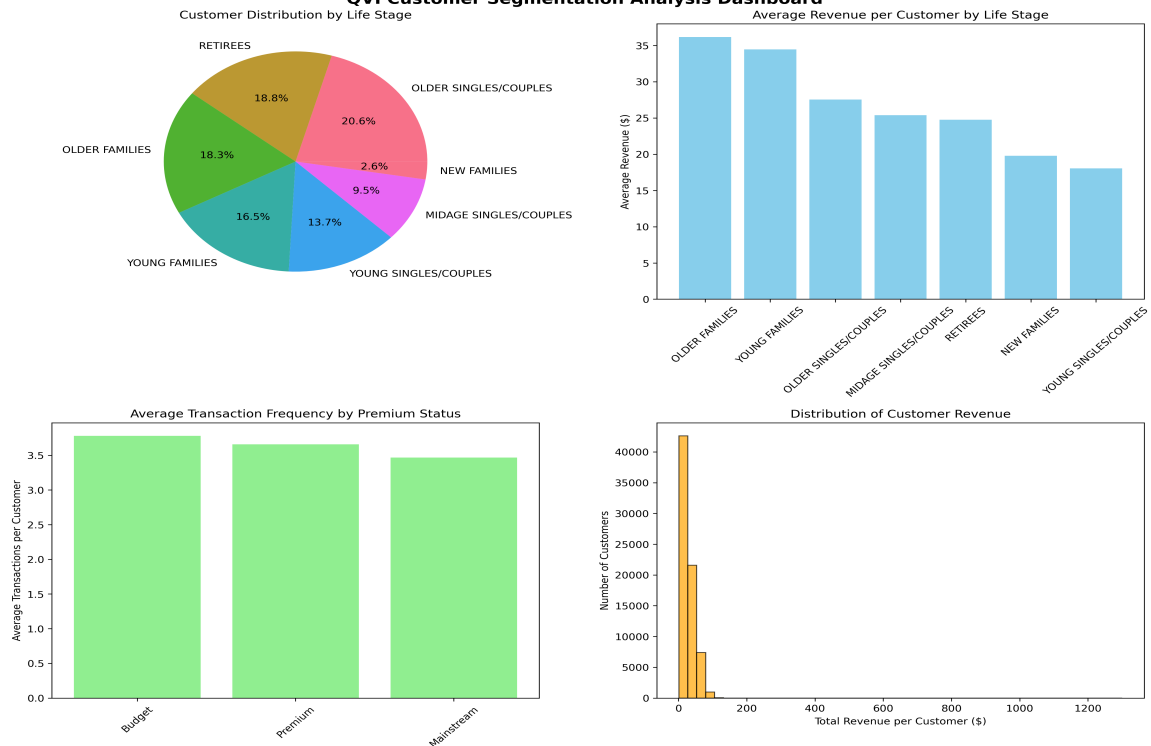
Customer Insights Dashboard

QVI Chip Analysis - Customer Insights Dashboard



Customer Segmentation Dashboard

QVI Customer Segmentation Analysis Dashboard



Methodology

This analysis was conducted using a comprehensive 6-step approach: 1. **Data Loading & Inspection:** Loaded QVI purchase behavior and transaction datasets 2. **Data Cleaning:** Removed duplicates, handled missing values, and filtered outliers 3. **Data Merging:** Combined customer segments with transaction data 4. **Segment Analysis:** Analyzed

customer segments and their purchasing behavior 5. **Visualization:** Created comprehensive dashboards and charts 6. **Interpretation:** Derived insights and business recommendations The analysis covers 72,588 customers across 21 customer segments, analyzing 264,257 transactions worth \$1,921,750.95 in total sales.

Conclusions & Next Steps

Based on this comprehensive analysis, the key findings are: • **Target Customers:** Focus on the top-performing customer segments identified in the analysis • **Sales Drivers:** Customer frequency and average transaction value are key drivers • **Marketing Strategy:** Develop targeted campaigns based on life stage and premium status • **Product Strategy:** Consider product bundling and premium product development • **Store Optimization:** Optimize layouts and product placement based on customer preferences The detailed segment analysis provides specific recommendations for each customer group, enabling data-driven marketing and product development decisions.