QVI Chip Analysis - Key Findings

QVI CHIP ANALYSIS - EXECUTIVE SUMMARY

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

RETIREES_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), 'RETIREES': 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 RETIREES_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 Insights Dashboard