**Executive Summary**

In preparation for the upcoming chip category review, we conducted a detailed analysis of customer transaction and behavior data to uncover trends that could inform strategic business decisions.

Our analysis focuses on segmenting customers based on their **lifestage** (e.g., young singles, families, retirees) and their **spending behavior** (e.g., premium vs. budget shoppers). By combining transactional records with demographic attributes, we aim to understand **who the key chip buyers are**, **how much they spend**, and **what influences their purchasing decisions**.

Initial findings suggest that certain segments—such as **young families** and **premium shoppers**—tend to spend more on chips, particularly favoring larger pack sizes and recognizable brands. On the other hand, budget-conscious shoppers gravitate toward lower-priced items and smaller packs.

These insights can be used to shape product placement, promotional campaigns, and assortment strategies tailored to each customer group. Our next step will be to finalize visualizations and refine recommendations that Julia can present during the category review to help drive growth and optimize the chip category's performance.