**Quantium Virtual Internship – Retail strategy and Analytics**

**Task 3**

Hello Julia,

I am happy to announce that the analysis for te chips category has been completed, with an emphasis on customer interaction and trial shop design.

Some of the Key insights are

* The sales during the holiday season just before Christmas were the highest with no sales on Christmas day and sales returning to normal levels in the new year, so stock can be increased to meet demand during the holiday period.
* The highest consumers are mainstream Young, single and couples and young and older families, hence promotional campaigns can be made with them in mind.
* Tyrrells brand and 270g pack of chips are the most popular with consumers so can be highly stocked.
* The revised store design improved the trials store performance in total sales and customer number.

I have attached the report which includes my analyses and all my findings, please analyse it and we can talk about any discrepancies or more analyses in our next meeting.

Regards, Chibroma Belema Amah

Associate analyst, Quantium