# Category Review: Chips

Executive Summary

Task 1

Conduct analysis on the client's transaction dataset and identify any customer purchasing behaviors to generate insights and provide commercial recommendations

Task 2

Look at the effect of new product layouts on purchase behavior of the client's customers.

Category

- Three main customer segments for the client

- Most customers are mainstream, representing almost twice the number of premium customers


Number of Customers Within Each Customer Segments
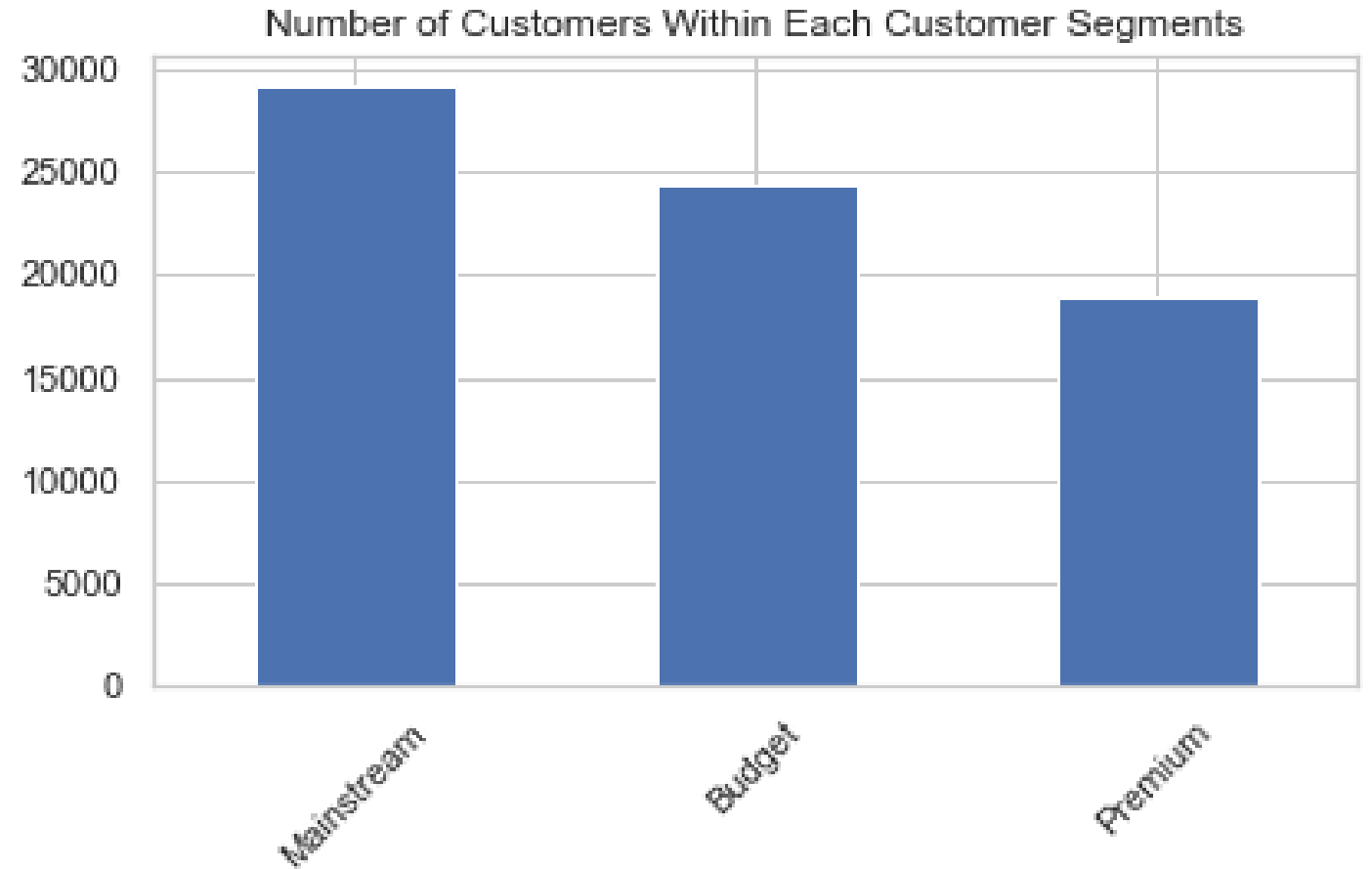
Who spend the most on Chips?

- Most sales came from
  - Budget customers from the "older families" segment
  - Mainstream customers from the "young singles/couples" and "Retirees" segment


Life Stage vs Total Sales
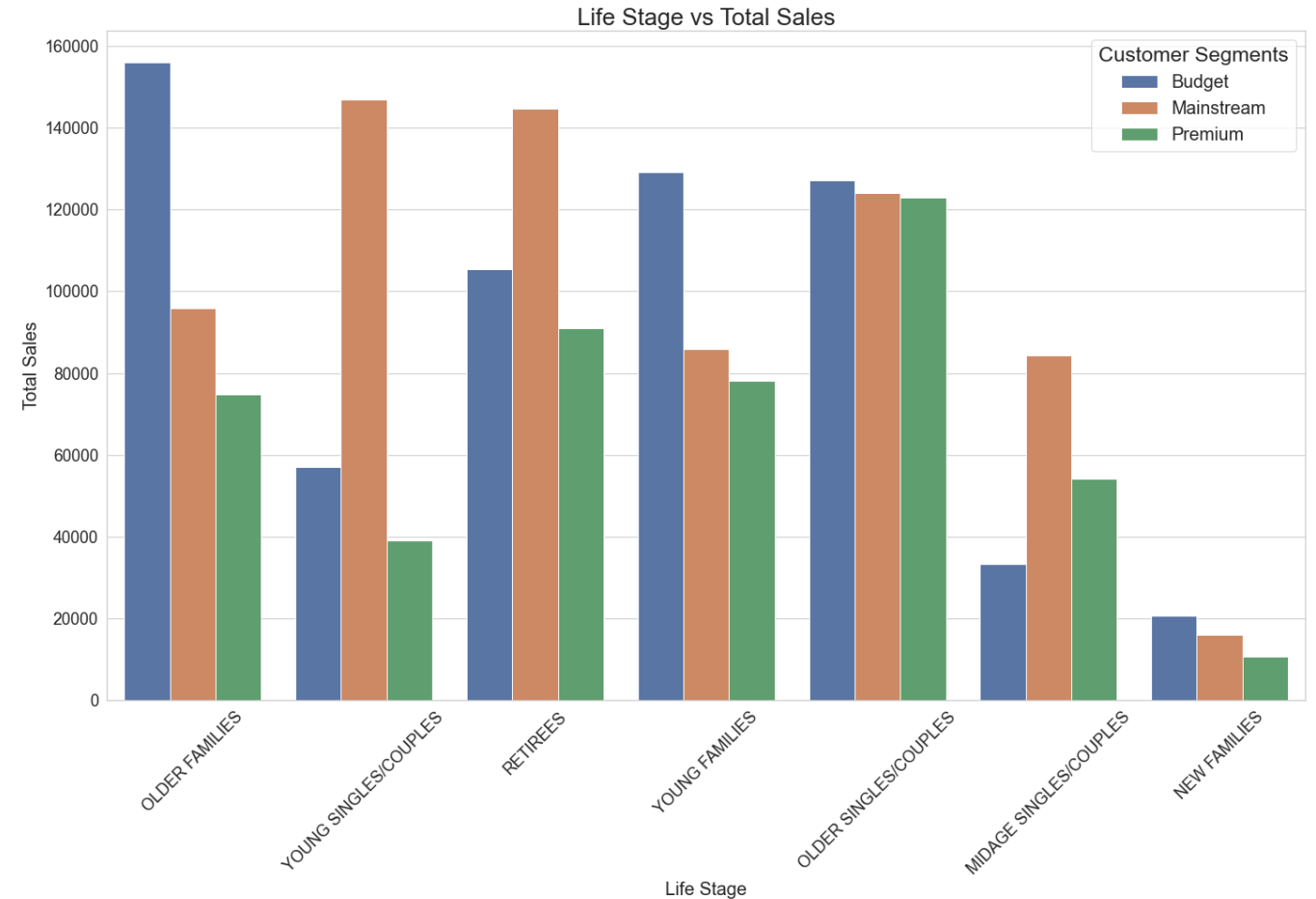
Number of Customers in Each Segment

- More mainstream customers in "Young singles/couples" and "Retirees" segments

- The number of Budget customers in the "Older Families segment was not a major driver of sales

Life Stage vs Number of Customers
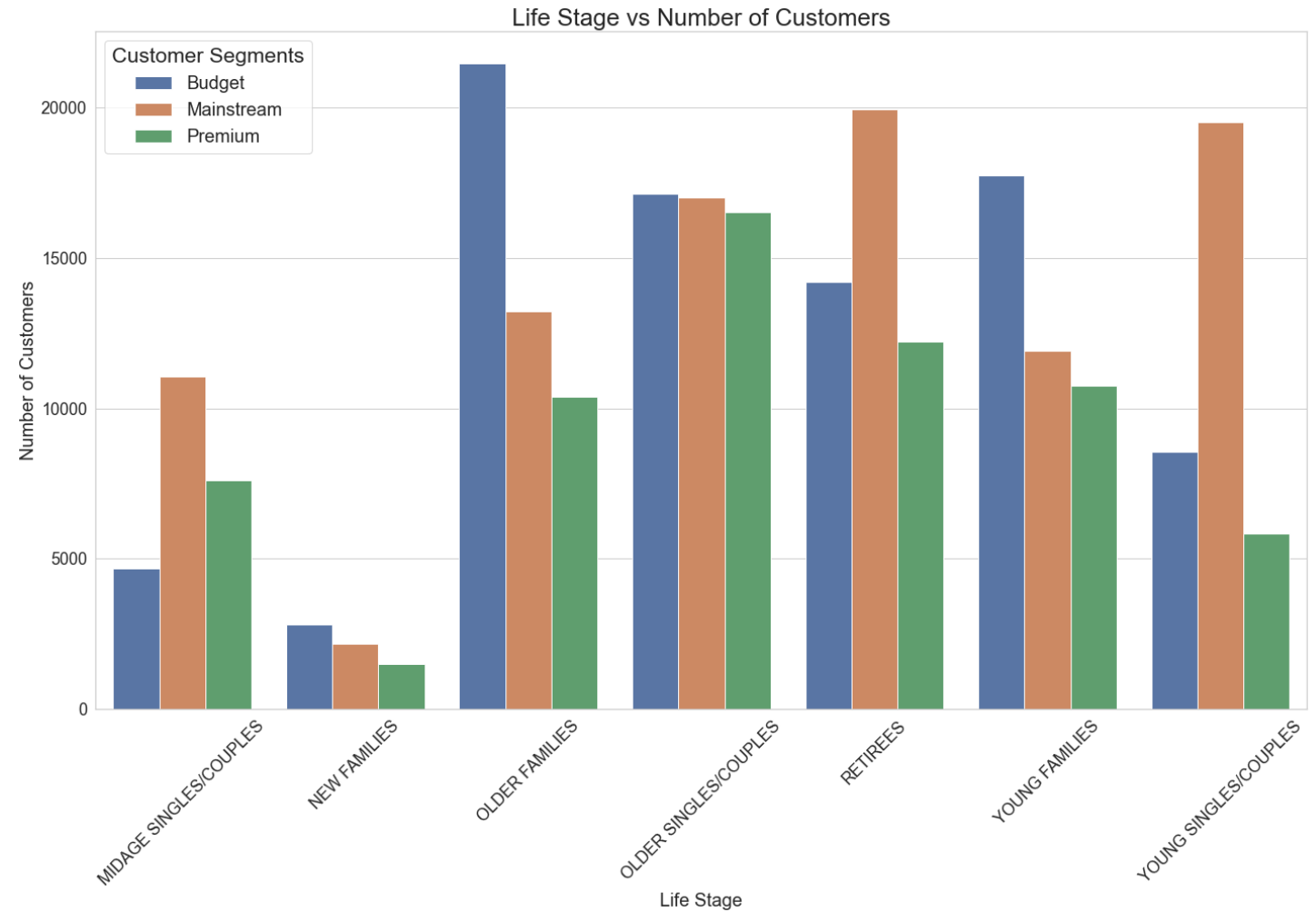
Average Price Per Unit for Each Customer Segment

- Mainstream customers from the "Young singles/couples" and "Midage singles/couples" are more likely to pay more per unit
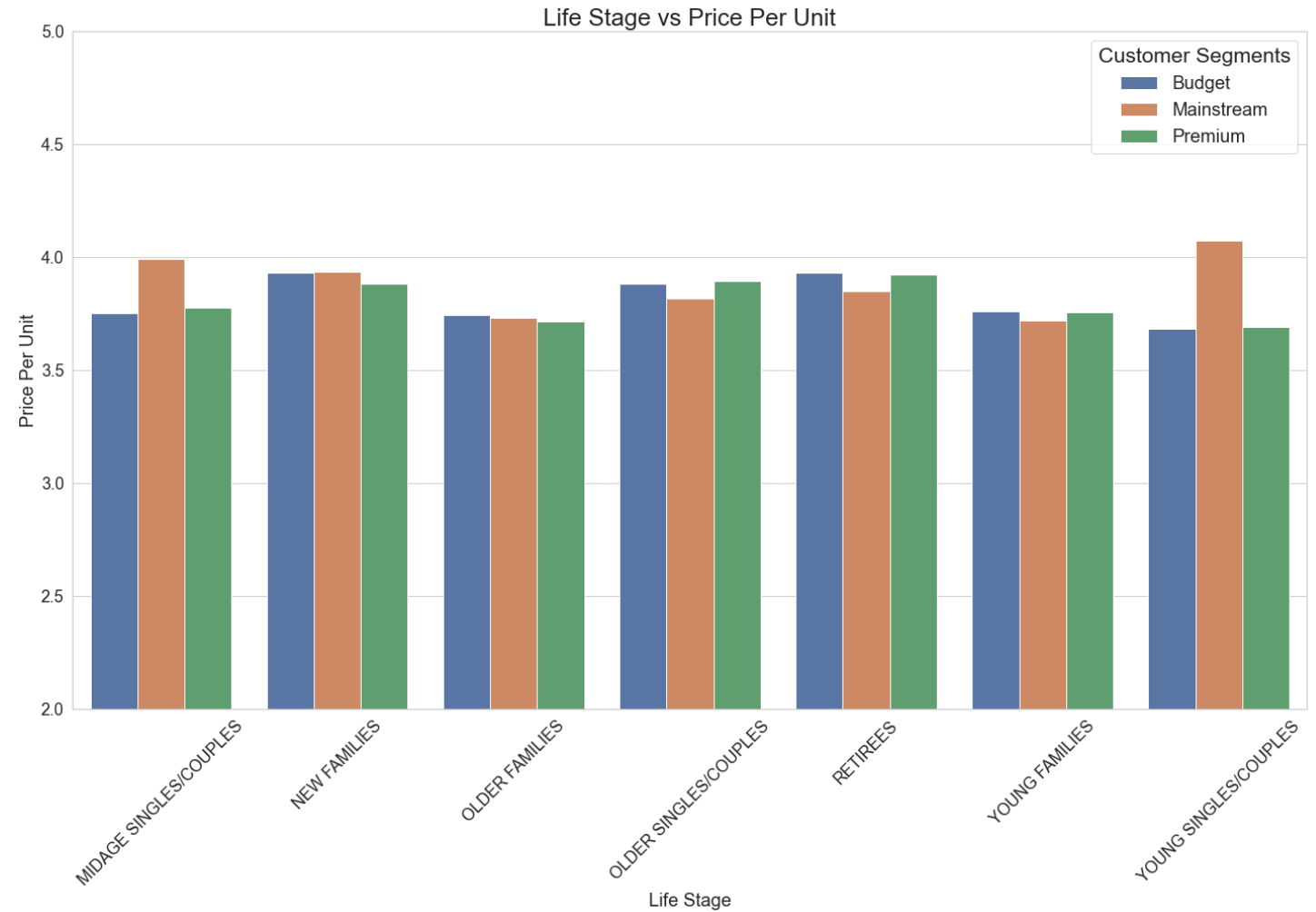
Mainstream Young Singles/Couples Customer Segment

Focus on Mainstream customers in the young singles/couples segment because they are one of the top contributors to sales.

Brand Popularity Within Target Segment

- Most popular brand choice of chips are:
  - Kettle
  - Smiths
  - Doritos

Purchase Trend From The Mainstream Young Singles/Couples Customer Segment By Brand
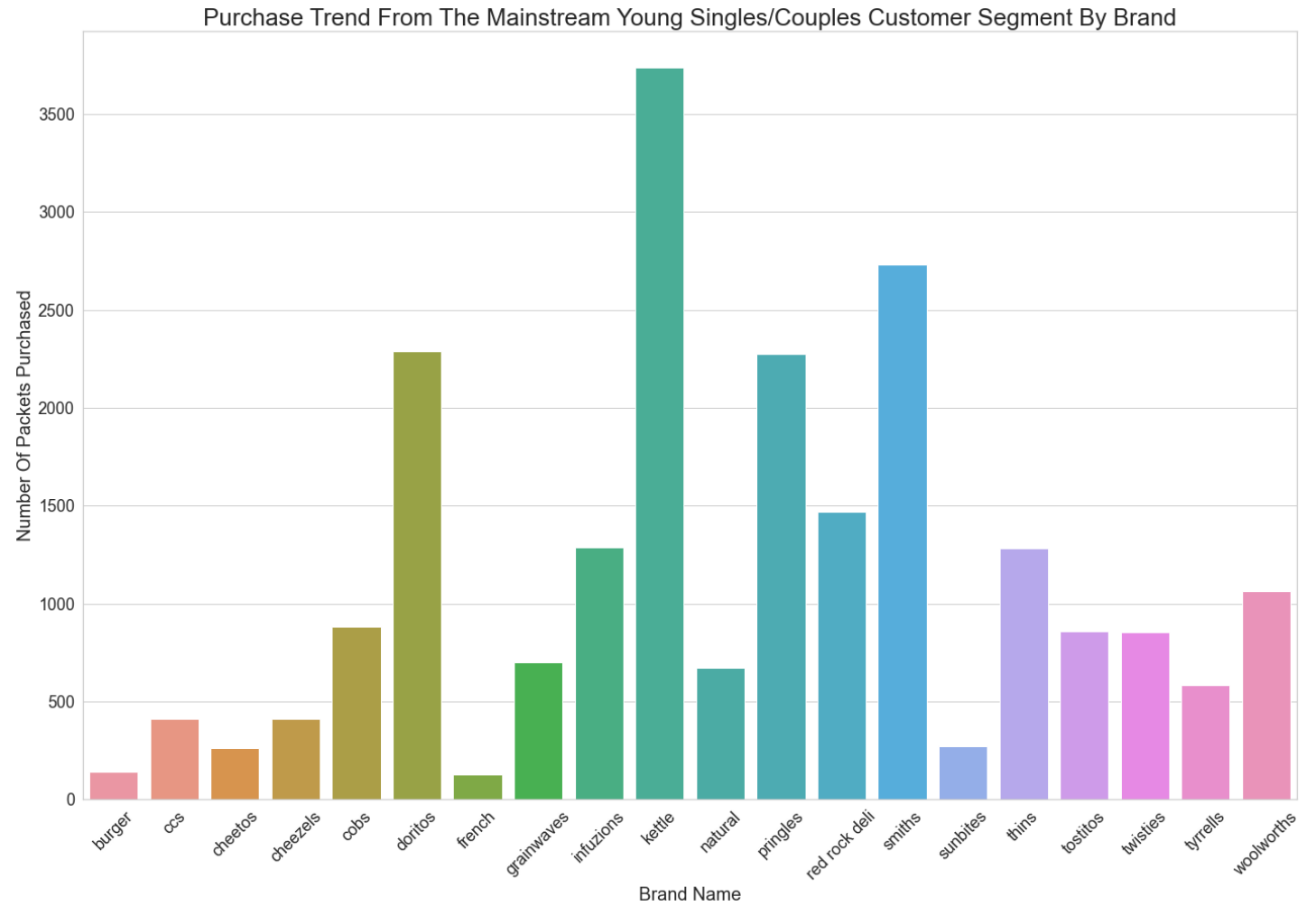
Trial Store vs Control Store

CLIENT PICKED THREE TRIAL STORES 77, 86, AND 88

COMPARE EACH TRIAL STORE WITH A CONTROL STORE

CONTROL STORES ARE STORES WITH SIMILAR CHARACTERISTICS WITH TRIAL STORES

Trial store performance

- Trial periods are highlighted in red on the graphs.

- Trial stores in general outperform their control stores

- Suggests that the new trial layouts had a positive impact on attracting customers and improve sales within the trial months