

Customer and Product Insights Analysis

Top 3 Most Profitable Products

1. **Dorito Corn Chip Supreme 380g:** Generated the highest revenue at \$40,352.
2. **Smiths Crinkle Chip Original Big Bag 380g:** Achieved total sales of \$36,367.60.
3. **Smiths Crinkle Chips Salt & Vinegar 330g:** Brought in \$34,804.20.

The above findings suggest that chips are highly popular products, particularly larger packaging sizes, likely appealing to families, mainly during times when they host/attend social gatherings.

Most Loyal Customer Segments

1. **Older Families (Budget):** Completed 23,160 transactions, making them the most loyal segment.
2. **Retirees (Mainstream):** Contributed 21,466 transactions.
3. **Young Singles/Couples (Mainstream):** Accounted for 20,854 transactions.

These findings indicate that focusing marketing strategies on older families and retirees while offering value-driven products could yield better engagement from their end. Along with this, it would also be beneficial to market mainstream products to retirees and people on the younger side.

Key Observations from Visualizations:

1. **Sales Distribution:** Older Families and Retirees made substantial contributions, particularly in budget and mainstream spending categories.
2. **Top Selling Products Over Time:** Chips maintained steady sales, suggesting consistent demand throughout all time periods.
3. **Spending Patterns:** Premium buyers contribute a sizable share, though budget and mainstream buyers are more loyal in terms of transaction counts.