

- Which is the leading brand in the Dips & Salsa category?

To determine the leading brand in the Dips & Salsa category, I analyzed total sales and total quantity sold over the past four months (July 2024 to September 2024). The analysis assumes that we are working with accurate historical data, representing real customer purchases, possibly influenced by rewards and discounts. The focus is solely on U.S. customers. For the purpose of this analysis, we define a leading brand as one that consistently outperforms others in terms of total sales, total quantity sold, and sustained monthly performance.

1. Total Sales:

- **TOSTITOS** ranks 1st in total sales for the Dips & Salsa category, accumulating \$239.54 in sales. This positions TOSTITOS as the top-performing brand in terms of revenue over the last four months.
- Other notable brands include **PACE** (\$118.58) and **FRITOS** (\$91.73), but TOSTITOS remains the dominant brand.

Total Sales by Brands		
CATEGORY_2	BRAND	Sum of FINAL_SALE
Dips & Salsa	TOSTITOS	239.54
Dips & Salsa	PACE	118.58
Dips & Salsa	FRITOS	91.73
Dips & Salsa	HELUVA GOOD!	85.46
Dips & Salsa	DEAN'S DAIRY DIP	67.97
Dips & Salsa		59.88
Dips & Salsa	HIDDEN VALLEY RANCH	59.42
Dips & Salsa	HIDDEN VALLEY	51.24
Dips & Salsa	HERDEZ	48.32
Dips & Salsa	PRIVATE LABEL	48.15
Dips & Salsa	KIRKLAND SIGNATURE	46.96
Dips & Salsa	GOOD & GATHER	33.50
Dips & Salsa	SABRA	32.23
Dips & Salsa	LAY'S	29.90
Dips & Salsa	MARZETTI	27.88
Dips & Salsa	NUTELLA	25.96
Dips & Salsa	MEMBER'S MARK	20.94
Dips & Salsa	MRS WAGES	19.32
Dips & Salsa	BOAR'S HEAD	18.96
Dips & Salsa	LITEHOUSE	18.96
Dips & Salsa	PRIVATE SELECTION	13.56
Dips & Salsa	TACO BELL GROCERY	12.90
Dips & Salsa	GREAT VALUE	10.96
Dips & Salsa	DEAN'S DAIRY	10.46
Total		1,263.25

2. Total Quantity of Sales:

- In terms of quantity, **TOSTITOS** also leads with a total of 56 units sold, maintaining the top spot over the past four months.
- The brand's sales consistency across each month further strengthens its leading position, selling 26 units in July, 15 in August, 12 in June, and 3 in September.
- Other brands such as **PACE** and **FRITOS** follow with 38 and 33 units sold, respectively, but none match the volume of TOSTITOS.

Total Quantity of Sale	
BRAND	Sum of FINAL_QUANTITY
+ TOSTITOS	56
+ PACE	38
+ FRITOS	33
+ DEAN'S DAIRY DIP	22
+ HIDDEN VALLEY	22
+ HELUVA GOOD!	20
+ HIDDEN VALLEY RANCH	13
+ PRIVATE LABEL	13
+ SABRA	13
+ HERDEZ	12
+ LAY'S	12
+ GREAT VALUE	9
+ MARZETTI	9
+ MEMBER'S MARK	6
+ MRS WAGES	6
+ PRAIRIE FARMS	6
+ DEAN'S DAIRY	5
+ GOOD & GATHER	5
+ KIRKLAND SIGNATURE	5
+ LITEHOUSE	5
+ DAISY	4
+ HILAND	3
+ NEWMAN'S OWN	3
+ BOAR'S HEAD	2
+ CHI-CHI'S	2
+ FRESH CREATIONS	2
Total	343

3. Consistency:

- TOSTITOS not only dominates in total sales and quantity but also exhibits consistent performance month after month, selling more units than any other brand during the analyzed period.
- This sustained demand across multiple months highlights TOSTITOS as the brand most frequently chosen by customers in the Dips & Salsa category.

Total Quantity of Sale	
BRAND	Sum of FINAL_QUANTITY
<input type="checkbox"/> TOSTITOS	56
<input type="checkbox"/> 2024	56
July	26
August	15
June	12
September	3
<input type="checkbox"/> PACE	38
<input type="checkbox"/> 2024	38
August	26
June	5
September	4
July	3
<input type="checkbox"/> FRITOS	33
<input type="checkbox"/> 2024	33
June	13
August	11
July	7
September	2
<input type="checkbox"/> DEAN'S DAIRY DIP	22
<input type="checkbox"/> HIDDEN VALLEY	22
<input type="checkbox"/> HELUVA GOOD!	20
<input type="checkbox"/> HIDDEN VALLEY RANCH	13
<input type="checkbox"/> PRIVATE LABEL	13
<input type="checkbox"/> SABRA	13
<input type="checkbox"/> HERDEZ	12
<input type="checkbox"/> LAY'S	12
Total	343

Conclusion:

TOSTITOS is the leader in the Dips & Salsa category, consistently outperforming other brands in both sales and quantity sold.