

January 2024

Category review: Chips

Retail Analytics

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Classification: Confidential



Executive summary

01

Task 1

Here you will include your high-level findings and any key callouts for task 1

02

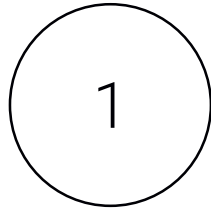
Task 2

Here you will include your high-level findings and any key callouts for task 2

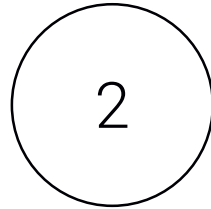
01

Category

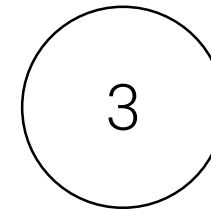
Overview: Factors that affect total sales of chips



Customer Segment



Chip Pack Weight



Chip Brand

Customer segment does affect total sales for a given life stage that a customer is in.

Life stage contributed the most to sales

OLDER SINGLES / COUPLES

\$ 402,426.75

Life stage contributed the least to sales

NEW FAMILIES

\$ 50,433.45

Customer segment with most sales

MAINSTREAM

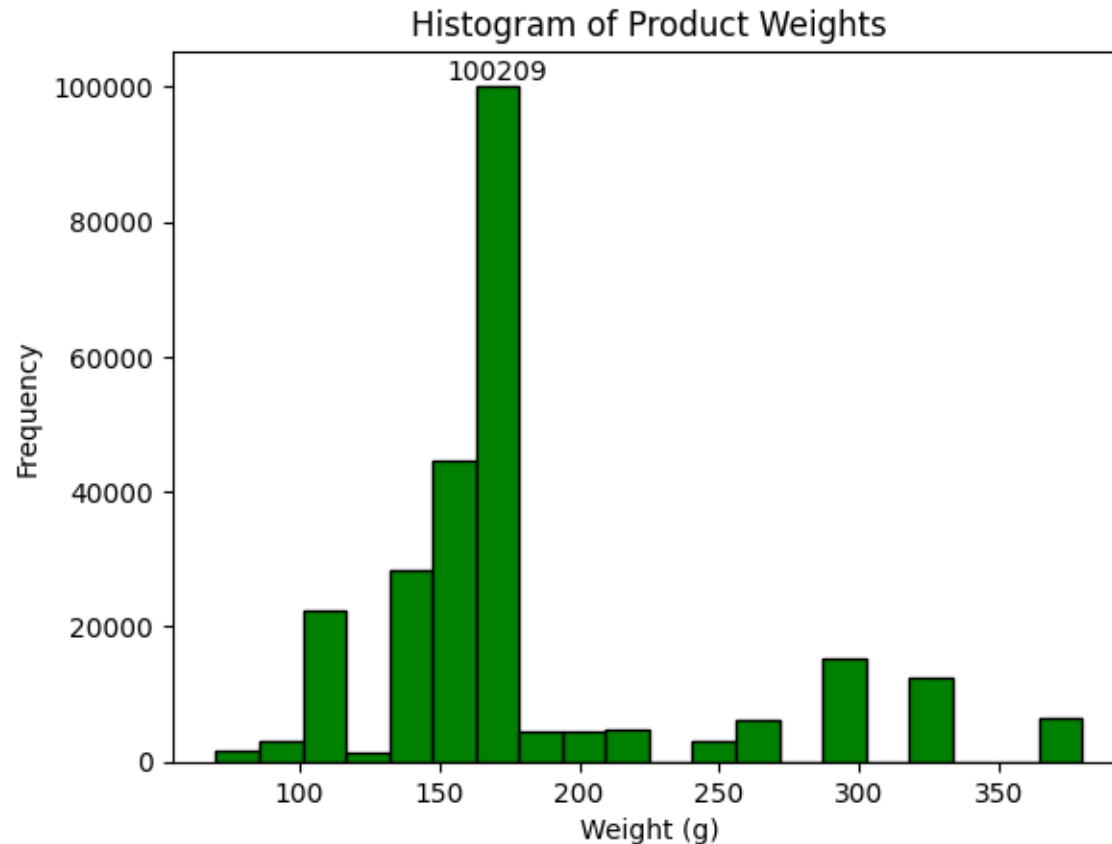
\$ 578,053.55

Customer segment with least sales

PREMIUM

\$ 397,021.8

There is clear evidence that the weight of a chip pack influences sales.



Most consumers are choosing to purchase chips that weigh between 150g and 185g.

The reason for this consumer choice will need to be further investigated.

The brand of chips seems to have a strong effect on sales.

Kettle	\$390239.8
Doritos	\$240590.9
Smiths	\$224660.2
Pringles	\$177655.5
Infuzions	\$99047.6
RedRockDeli	\$95046.0
Old El Paso	\$90785.1
Thins	\$88852.5
Twisties	\$81522.1
Tostitos	\$79789.6
Cobs	\$70569.8
Tyrrells	\$51647.4
GrainWaves	\$51617.2
Woolworths	\$49343.6
NaturalChipCo	\$42318.0
Cheezels	\$40029.9
CCs	\$18078.9
Cheetos	\$16884.5
SunBites	\$9676.4
French	\$7929.0
Burger	\$6831.0

Top 4 most popular chip brands >100k in sales



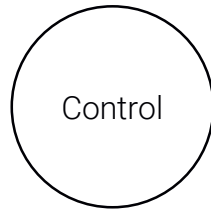
Top 3 least popular chip brands <10k in sales



02

Trial store performance

Two out of the three trial stores with the new store layout performed better in terms of quantity sold and higher sales.

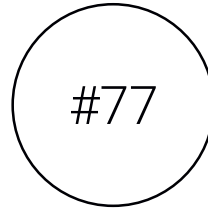


Average Product Quantity Sold :
1.91

Average sales : \$7.30

Average Total Product Quantity Sold
Per Store: 1,847.84

Average Total Sales per Store: \$
7074.74

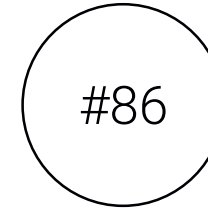


Average Product Quantity... 1.55

Average Sales... \$ 5.40

Total Product Quantity Sold... 872

Total Store Sales... \$ 3,040.0

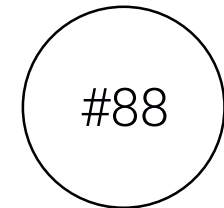


Average Product Quantity... 1.99

Average Sales... \$ 6.92

Total Product Quantity Sold... 3,066

Total Store Sales... \$ 10,635.35



Average Product Quantity... 1.99

Average Sales... \$ 8.72

Total Product Quantity Sold... 3,718

Total Store Sales... \$ 16,333.25

Given that two out of the three trial stores performed better than the old store layout, we can assume that the new layout is effective in increasing sales.

For further analysis, we should dive deeper into understanding why the new chips layout for Store #77 resulted in a decrease in performance.

Many factors may contribute to this decrease such as customers in Store #77 specifically having trouble finding the newly placed chips isle which could explain the decrease in quantity sold.

Another factor may be that for customers in Store #77, the changed layout may influence them to purchase other snacks instead.

In that case, we would want to dive deeper to understand the impact of changing the chips layout on other goods in the store and see if there's a correlation between chip purchases and other purchases.



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