**Email to Client**

Hello Julia,

Hope you are doing well.

This email is to inform you that we have completed the analysis successfully while keeping the focus on consumer behavior, trial store layouts and their performance during the given trial period.

Important Conclusions that were retrieved are the following:

1. The chips transactions remain consistent throughout over the timeline but a sudden increase is seen near Christmas. Kettle brand chips are sold the most throughout the data. Next comes Smiths and Doritos respectively.
2. Consistent affluence across each Life stage profile. Mainstream Older Singles/Couples and Retirees purchase the highest average units per transaction.
3. Trial Store performed well in comparison to Control Store during trial period. Hence, trial assessment was successful in increasing sales.

We are looking forward to discussing these results further next week.

Warm regards,

Bhanu