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# Chips Retail Analytics

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Classification: Confidential



# 01

## Business Understanding

Quantium's retail analytics team has been approached by Chips Retail. As of June 2023, this retail already has 72,636 unique customers and reaches 42,060 orders every month.

# Goals

- To gain a deeper understanding of the customer segments that purchase Chips and their purchasing behavior.
- To provide personalized recommendations for each customer segment based on their purchasing behavior.

# About the data

72,636 unique  
customers



272 retails



21 unique  
chips brand



There are 3 customer segmentation :

1. Premium Customer
2. Budget Customer
3. Mainstream Customer

And 6 kind of family lifestage :

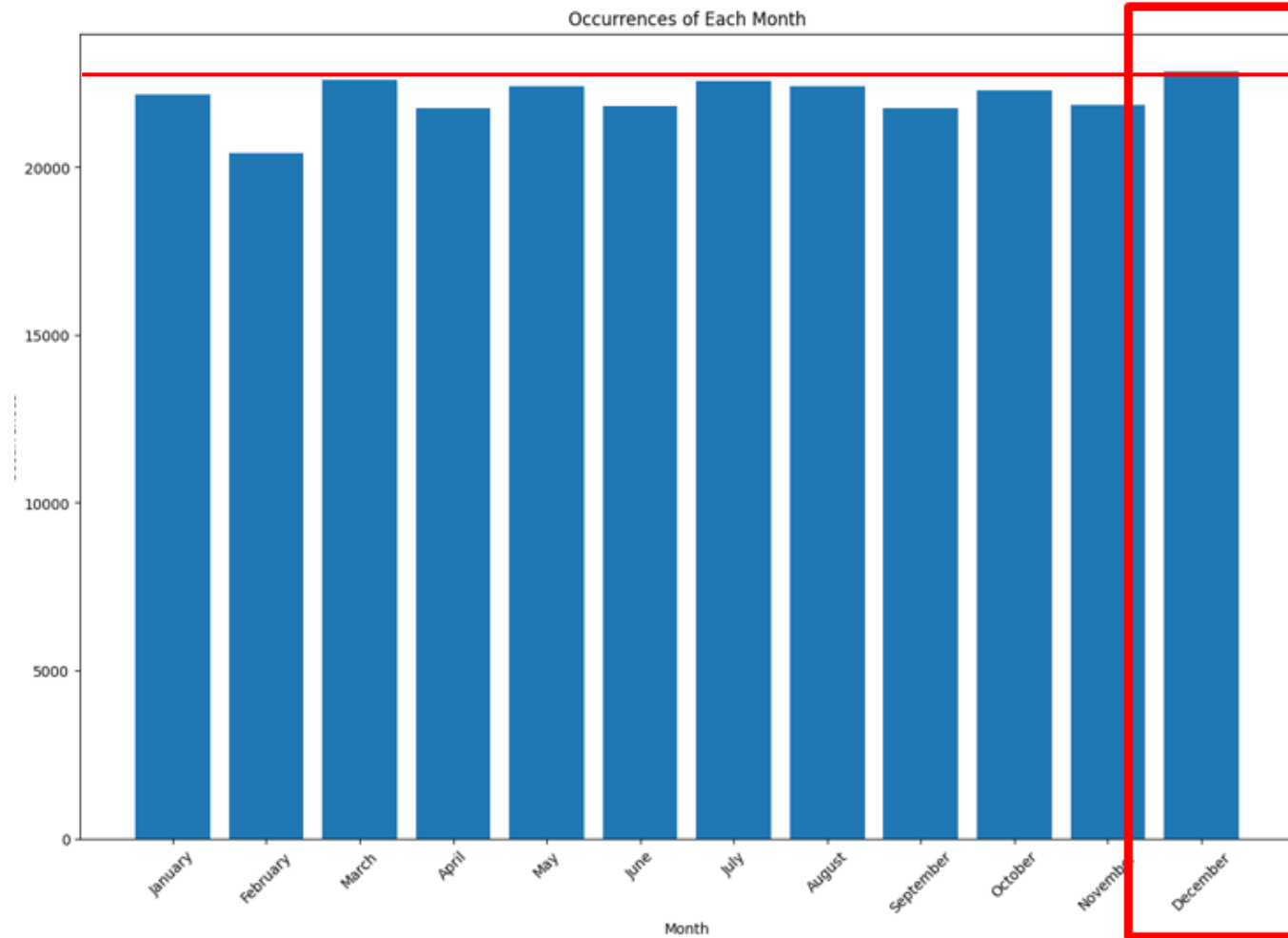
- YOUNG SINGLES/COUPLES
- YOUNG FAMILIES
- OLDER SINGLES/COUPLES
- MIDGE SINGLES/COUPLES
- NEW FAMILIES
- OLDER FAMILIES
- RETIREES

# 02

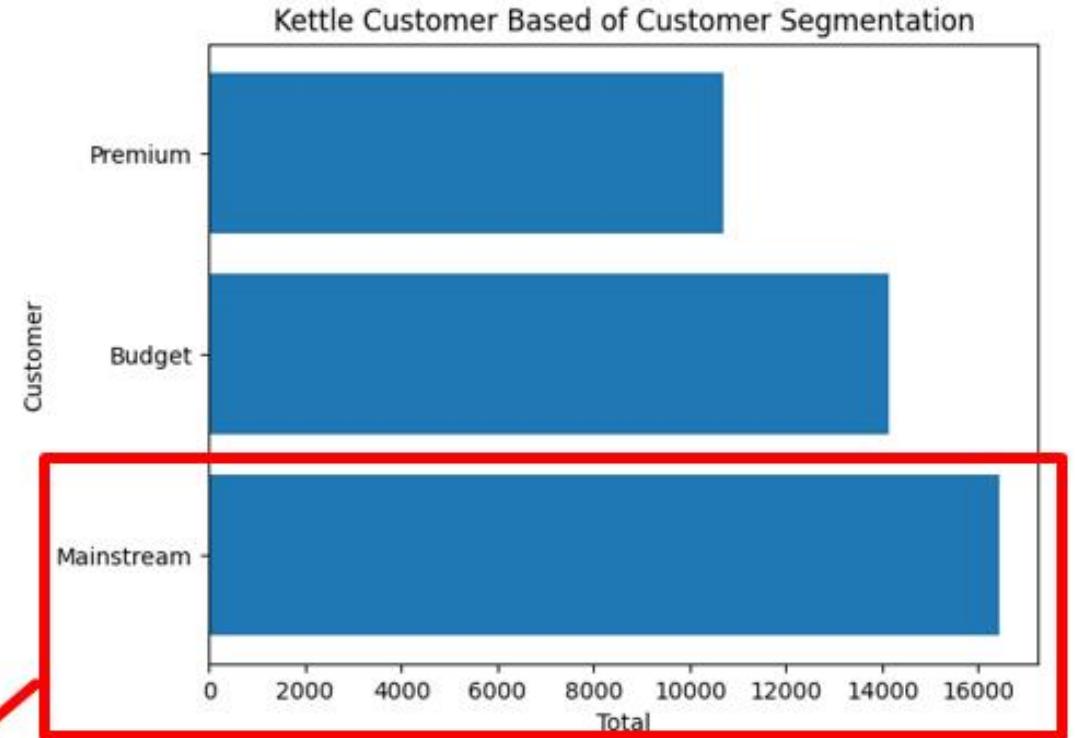
## Visualization & Insights

Several visualizations of retail data that have been cleaned to produce an interesting insight

December is the month with the most purchases



**Kettle** is the most frequently purchased brand



PREMIUM_CUSTOMER	LIFESTAGE	
Mainstream	YOUNG SINGLES/COUPLES	3844
	RETIRES	3386
	OLDER SINGLES/COUPLES	2835
	MIDAGE SINGLES/COUPLES	2136
	OLDER FAMILIES	2019
	YOUNG FAMILIES	1789
	NEW FAMILIES	414

Most of the customers who buy the **Kettle** brand are **mainstream** customers, with the majority being **young singles / couples**

# 03

## Customer Segmentation

From the previous insights, we can infer certain behavioral patterns within families based on customer segments.



# Understand buying behavior of three customer segmentation

From the RFM analysis, we can decipher their buying behavior and here are the results:

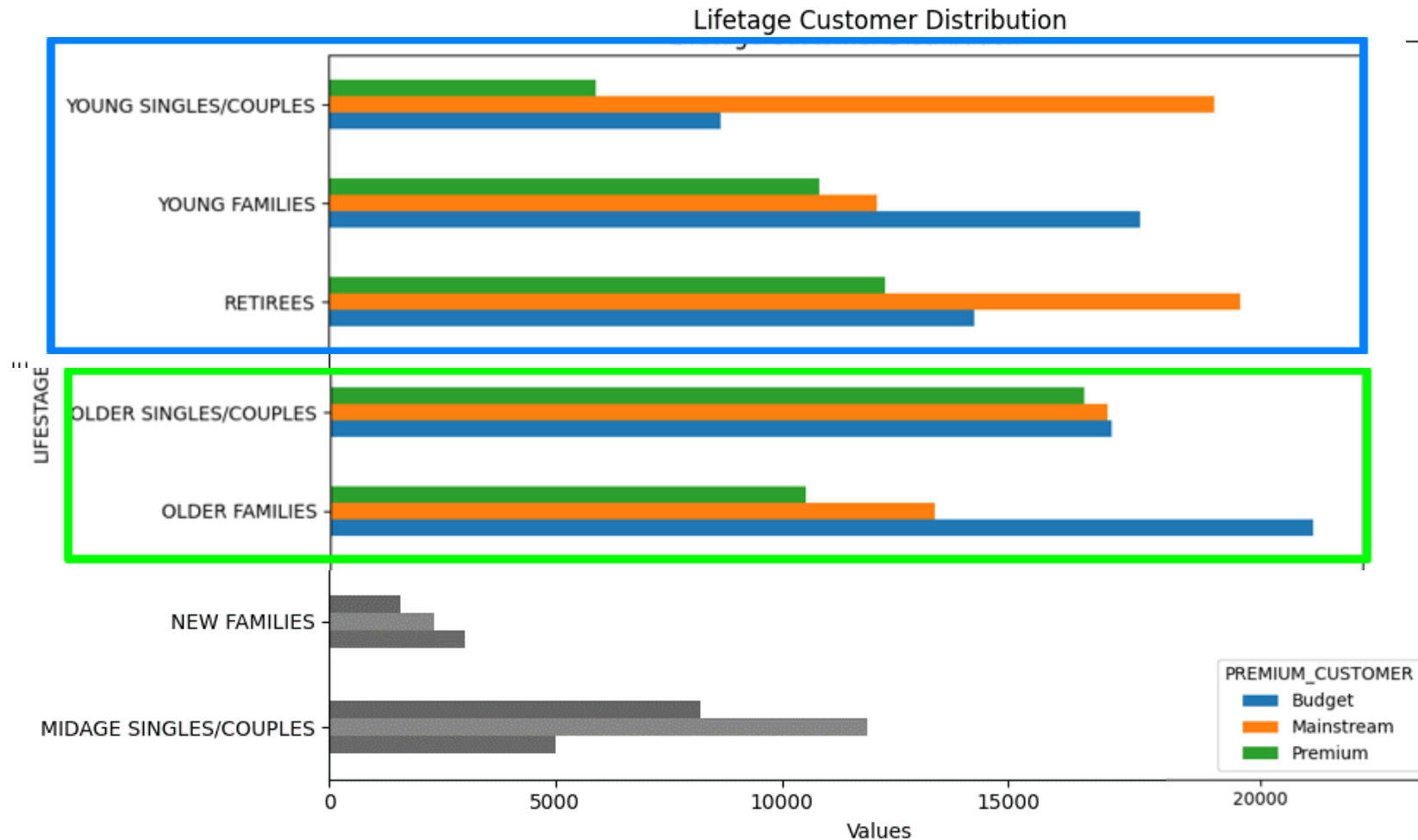


From customer segmentation, it is likely that their preferred brands are the same.

Premium	KETTLE	10711
	SMITHS	8433
	DORITOS	7135
	PRINGLES	6579
	RRD	4837
	WOOLWORTHS	4078
	INFUZIONI	3729
	THINS	3708
	COBS	2530
	TOSTITOS	2498
	TWISTIES	2440
	OLD	2396
	GRNWVES	2047
	NATURAL	2027
	TYRRELLS	1664
	CHEEZELS	1242
	CCS	1241
	SUNBITES	820
	CHEETOS	765
	BURGER	437
	FRENCH	372

Budget	KETTLE	14154
	SMITHS	11548
	DORITOS	9818
	PRINGLES	8620
	RRD	6480
	WOOLWORTHS	5486
	THINS	4931
	INFUZIONI	4922
	COBS	3274
	TOSTITOS	3236
	TWISTIES	3229
	OLD	3203
	NATURAL	2785
	GRNWVES	2656
	TYRRELLS	2195
	CCS	1679
	CHEEZELS	1626
	SUNBITES	1146
	CHEETOS	1051

Mainstream	KETTLE	16423
	SMITHS	11842
	DORITOS	11192
	PRINGLES	9903
	RRD	6462
	INFUZIONI	5550
	THINS	5436
	WOOLWORTHS	5193
	COBS	3889
	TWISTIES	3785
	TOSTITOS	3737
	OLD	3725
	GRNWVES	3037
	NATURAL	2657
	TYRRELLS	2583
	CHEEZELS	1735
	CCS	1631
	CHEETOS	1111
	SUNBITES	1042



Based on the lifestage customer distribution, we can conclude that the ancient families are the wealthiest, while the teenage families and retirees fall into the middle buyer category.

# 04

## Conclusion and Recommendation

## Conclusion :

- No matter the family lifestage or customer segmentation, it is likely that their preferred brands are the same.
- Ancient families are the wealthiest, while the teenage families and retirees fall into the middle buyer category.
- Most of the buyers are mainstream customers, which refers to new families or young families. This indicates that most retail businesses cater primarily to ancient families

## Recommendation:

- Offer a monthly discount for chips.
- Revamp the retail store to create an appealing environment for young families
- Run some promotions targeted at new families.
- Create a membership program for premium families.