Hello Julia/ Category Manager,

Hope you are doing good! Our analytics team have identified solutions and reports for the chips category section. I have summarized it into points below.

**Based on Customer Analytics:**

1. Sales have mainly been due to Budget - older families, Mainstream - young singles/couples, and Mainstream- retirees’ shoppers.

2. We found that the high spend in chips for mainstream young singles/couples and retirees is due to there being more of them than other buyers.

3. Mainstream, midage and young singles and couples are also more likely to pay more per packet of chips. This is indicative of impulse buying behavior.

4. We have also found that Mainstream young singles and couples are 23% more likely to purchase Tyrrells chips compared to the rest of the population. Also 26.8% of affinity toward pack sizes of 270 g.

5. The Category Manager may want to increase the category’s performance by off locating some Tyrrells and smaller packs of chips in discretionary space near segments where young singles and couples frequent more often to increase visibility and impulse behavior

**Based and experimentation and Testing:**

1.We have found control stores 233, 155, 237 for trial stores 77, 86 and 88 respectively.

2.The results for trial stores 77 and 88 during the trial period show a significant difference in at least two of the three trial months but this is not the case for trial store 86. We can check with the you if the implementation of the trial was different in trial store 86 but overall, the trial shows a significant increase in sales.

I have summarized the report in pdf attached in this mail and a power point file for the upcoming presentation.

Please find the attached documents.

Thanks, and Regards

Harish Venkatesh