Hi Julia,

According to my analysis I have gained following insights:

1. The increase in sales occurs in the lead-up to Christmas and that there are zero sales on

Christmas day itself. This is due to shops being closed on Christmas day

1. The largest size is 380g and the smallest size is 70g.
2. There are more Mainstream - young singles/couples and Mainstream - retirees who buy chips. This contributes to there being more sales to these customer segments but this is not a major driver for the Budget – Older families segment. Higher sales may also be driven by more units of chips being bought per customer. Older families and young families in general buy more chips per customer
3. Mainstream mid-age and young singles and couples are more willing to pay more per packet of chips compared to their budget and premium counterparts. This may be due to premium shoppers being more likely to buy healthy snacks and when they buy chips, this is mainly for entertainment purposes rather than their own consumption. This is also supported by there being fewer premium mid-age and young singles and couples buying chips compared to their mainstream counterparts.
4. Mainstream young singles/couples are 23% more likely to purchase Dorito chips compared to the rest of the population.
5. Mainstream young singles/couples are 56% less likely to purchase Burger Rings compared to the rest of the population
6. Mainstream young singles/couples are more likely to purchase a 270g pack of chips compared to the rest of the population but let’s dive into what brands sell this pack size.
7. the trial had a significant impact on increasing the number of customers in trial store 86 but as we saw, sales were not significantly higher. We should check with the Category Manager if there were special deals in the trial store that were may have resulted in lower prices, impacting the results.
8. the trial in store 86 is significantly different to its control store in the trial period as the trial store performance lies outside of the 5% to 95% confidence interval of the control store in two of the three trial months.
9. Total number of customers in the trial period for the trial store is significantly higher than the control store for two out of three months, which indicates a positive trial effect.
10. We’ve found control stores 233, 155, 178 for trial stores 77, 86 and 88 respectively. The results for trial stores 77 and 86 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 88.

We can check with the client if the implementation of the trial was different in trial store 88 but overall, the trial shows a significant increase in sales.

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Regards,

Lavany