**Key Insights Recap** **Customer Segments:**

* Older Singles/Couples have the highest number of transactions.
* Young Singles/Couples in the "Mainstream" category have the highest number of unique customers.
* Older Families in the "Budget" category have the highest total sales.
* New Families in the "Premium" category have the lowest total sales and unique customers.

**Brand Performance:**

* Kettle is the leading brand in terms of both transactions and sales.
* Doritos Corn Chp Supreme 380g has the highest sales and quantity among all products.

**Sales Trends:**

* 2018 saw higher sales compared to 2019.
* Consistency in top-performing brands across both years.

**Product Preferences:**

* The 175g pack size is particularly popular, indicating a preference for mid-sized products.
* Higher weights do not necessarily lead to better sales performance, suggesting mid-weight products (e.g., 175g) are more efficient in terms of sales per customer.

**Recommendations** **Inventory Management:**

* Increase Stock for Top Brands: Focus on increasing the inventory of Kettle, Smiths, and Doritos to meet demand.
* Optimize Pack Sizes: Given the popularity of 175g packs, ensure these are adequately stocked. Consider promoting other mid-weight products.

**Targeted Marketing:**

Older Families: Develop marketing campaigns targeting "Older Families" in the "Budget" category, as they are the highest spenders.

Young Singles/Couples: Create promotions for "Young Singles/Couples" in the "Mainstream" category to leverage their large customer base and spending power.

**Product Development:**

Focus on Mid-Weight Products: Since 175g products are highly efficient, consider developing and marketing more products in this weight category.

Brand Diversification: While Kettle and other top brands perform well, explore ways to boost the sales of underperforming brands through promotions or product innovation.

**Sales Strategy:**

Year-End Promotions: Since sales were higher in 2018 than in 2019, consider year-end promotions or discounts to boost sales in 2019.

Customer Loyalty Programs: Implement loyalty programs targeting high-value segments like "Older Families" and "Young Singles/Couples" to encourage repeat purchases.

**Market Analysis:**

Monitor Outliers: Keep an eye on products with unusually high quantities and sales to understand and replicate their success.

Analyze Low Performers: Investigate why "New Families" in the "Premium" category have low sales and unique customers. Tailor strategies to better engage this segment.