

The background of the slide is a close-up, high-angle shot of a large pile of golden-brown, ridged potato chips. The chips are scattered across the frame, with some in sharp focus and others blurred in the background. At the very bottom of the slide, there is a horizontal strip showing a wooden floor with vertical planks, suggesting the chips are on a table or floor.

KEY INSIGHTS OF CHIPS CATEGORY

PRESENTED BY MUHAMMAD FAKHIR – JUNE 2025

PRIORITIZE MAINSTREAM SEGMENT CUSTOMERS TO BOOST CHIPS SALES.

- **The Mainstream segment represents the largest customer base in the market, offering greater sales potential than other segments.**
- **Mainstream Customers Show Strong Engagement with Chips Category.**
- **Top 3 chips products identified for mainstream young singles/couples segment.**
- **175g Packs, Especially Thin's Brand, Are Strongly Preferred Across Multiple Segments.**

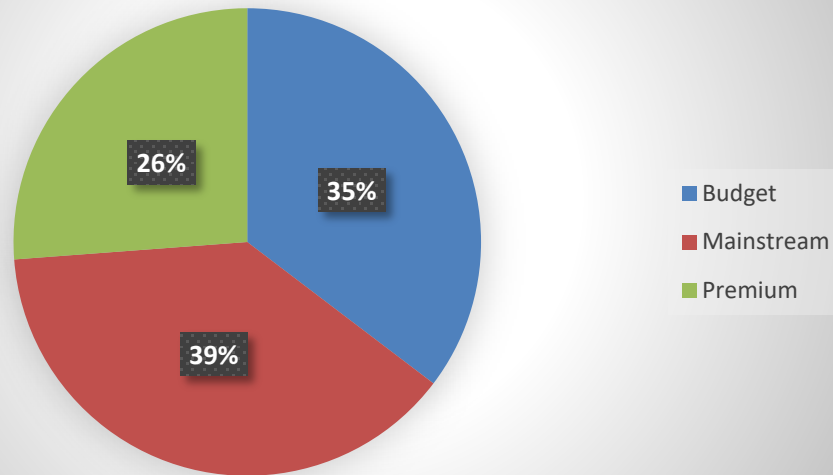


THE MAINSTREAM SEGMENT REPRESENTS THE LARGEST CUSTOMER BASE IN THE MARKET, OFFERING GREATER SALES POTENTIAL THAN OTHER SEGMENTS.

- The Mainstream segment has the highest number of customers (19,149), more than Budget (17,587) and Premium (13,034).
- Within this segment, subcategories **young singles/couples** and **retirees** contribute the most to chips sales.
- Prioritizing this segment can yield higher overall sales due to volume.

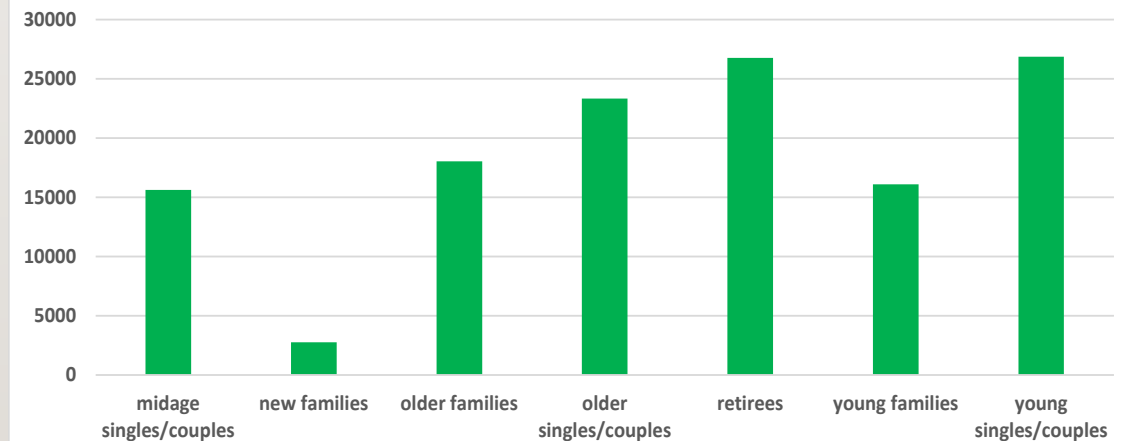
MAINSTREAM CUSTOMERS DRIVE THE MOST SALES, ESPECIALLY YOUNG SINGLES / COUPLES

Number of customers by segments



Mainstream makes up largest customer segments(39%)

Total sales by lifestage within mainstream segment



Young singles/couples are top sales contributor

MAINSTREAM CUSTOMERS SHOW STRONG ENGAGEMENT WITH CHIPS CATEGORY.

- **18.77%** of mainstream customers purchase chips.
- They allocate **17.24% of their grocery spending** to chips products.
- This indicates chips are a **high-priority item** for this segment, not just an occasional purchase.

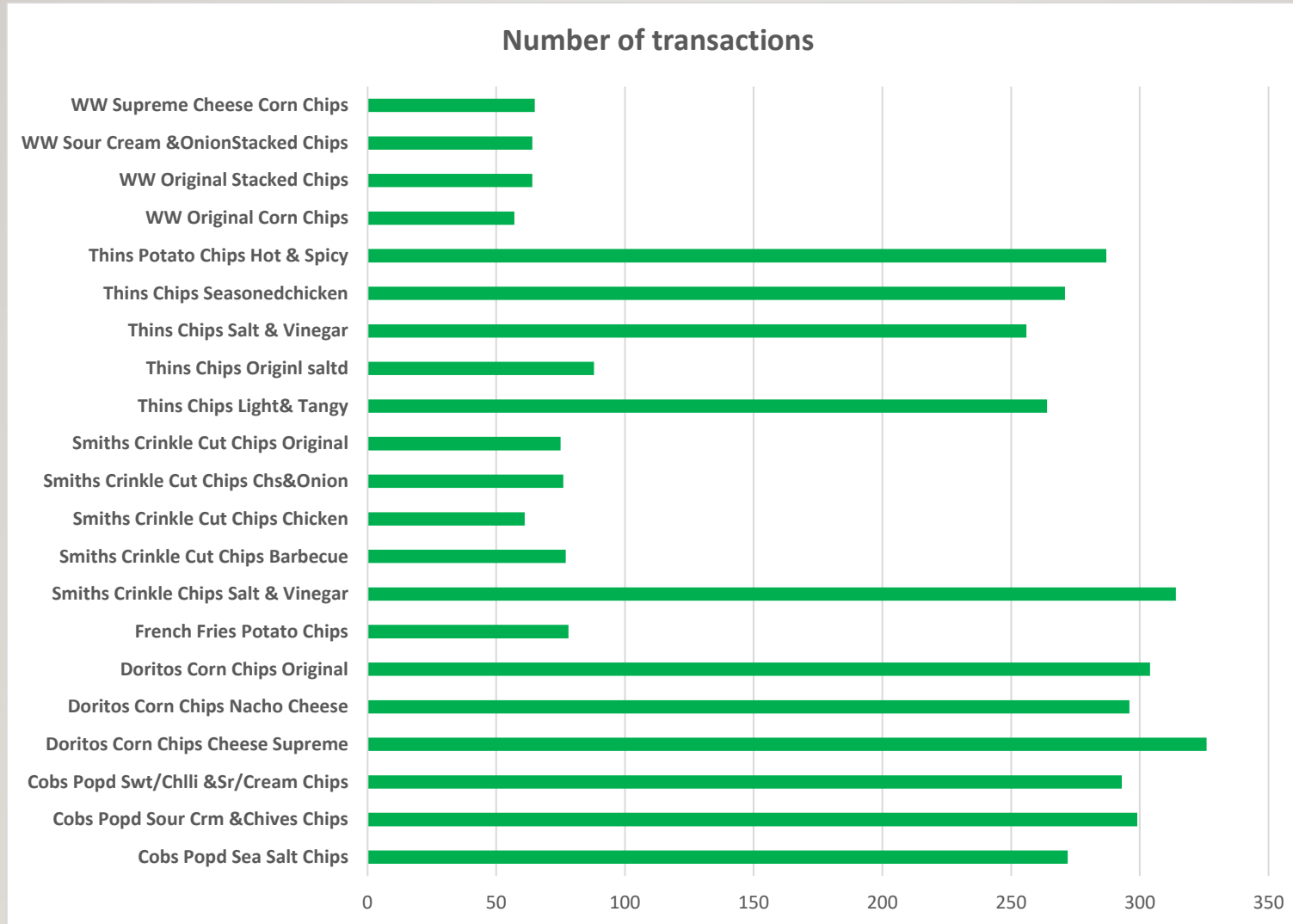
TOP 3 CHIPS PRODUCTS FOR MAINSTREAM YOUNG SINGLES/COUPLES IDENTIFIED.

- **Doritos Corn Chips Cheese Supreme** – accounts for **8.21% of total transactions** among this segment.
- **Doritos Corn Chips Original** – makes up **8.07% of transactions**, showing strong brand loyalty.
- **Smith's Crinkle Chips Salt & Vinegar** – contributes **7.82% of transactions**, indicating a preference for bold flavors

Together, these top 3 products make up **over 24% of all chips transactions** by Mainstream Young Singles/Couples — highlighting clear favorites to focus marketing efforts on.

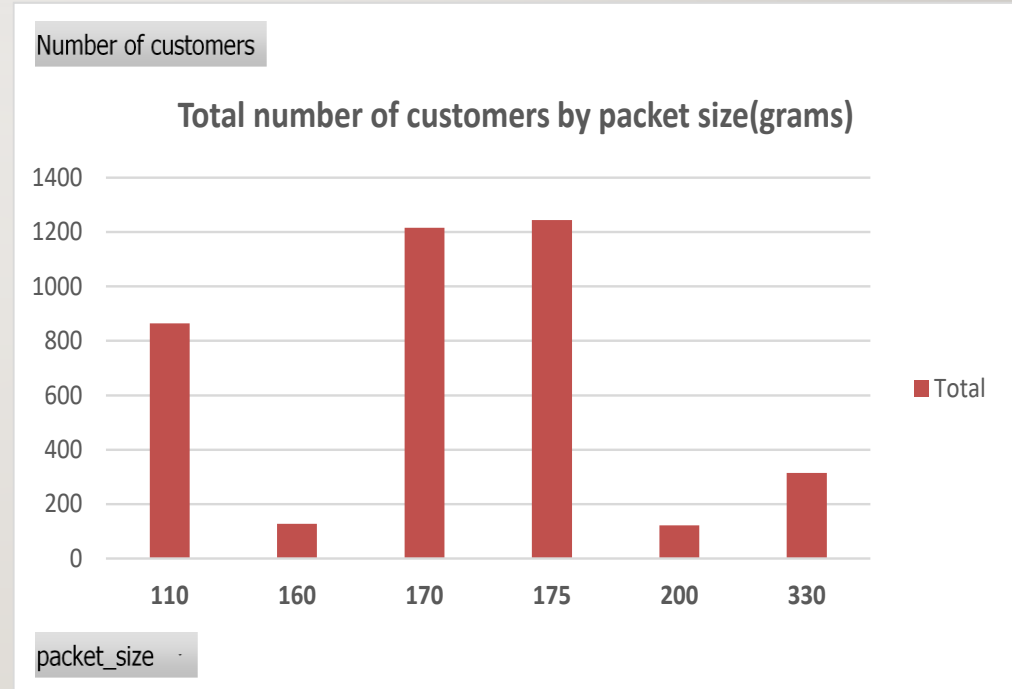


Top 3 identified chips showing the greatest number of transaction made



175G PACKS, ESPECIALLY THIN'S BRAND, ARE STRONGLY PREFERRED ACROSS MULTIPLE SEGMENTS

- 170g–175g packs make up **over 63% of purchases** in the young singles/couples segment.
- Thin's 175g packs are highly preferred by both Mainstream customers and Retirees.
- Focusing on this pack size and brand can maximize cross-segment impact.



Task-2: Trial stores performances and control stores performances

THE LAYOUT TRIAL CONDUCTED IN STORES 77, 86, AND 88 WAS SUCCESSFUL, SHOWING IMPROVED SALES PERFORMANCE AND CUSTOMER ENGAGEMENT.

- **Control stores 233, 155, and 237 were identified as the best matches for trial stores 77, 86, and 88, respectively.**
- **Trial layout led to significant increase in chips sales**
- **Trial layout was also effective in bringing more customers across all trial stores.**



CONTROL STORES 233, 155, AND 237 WERE IDENTIFIED AS THE BEST MATCHES FOR TRIAL STORES 77, 86, AND 88, RESPECTIVELY.

- These control stores closely matched their corresponding trial stores in monthly sales and customer numbers
- Pre-trial sales patterns were highly similar between control and trial stores

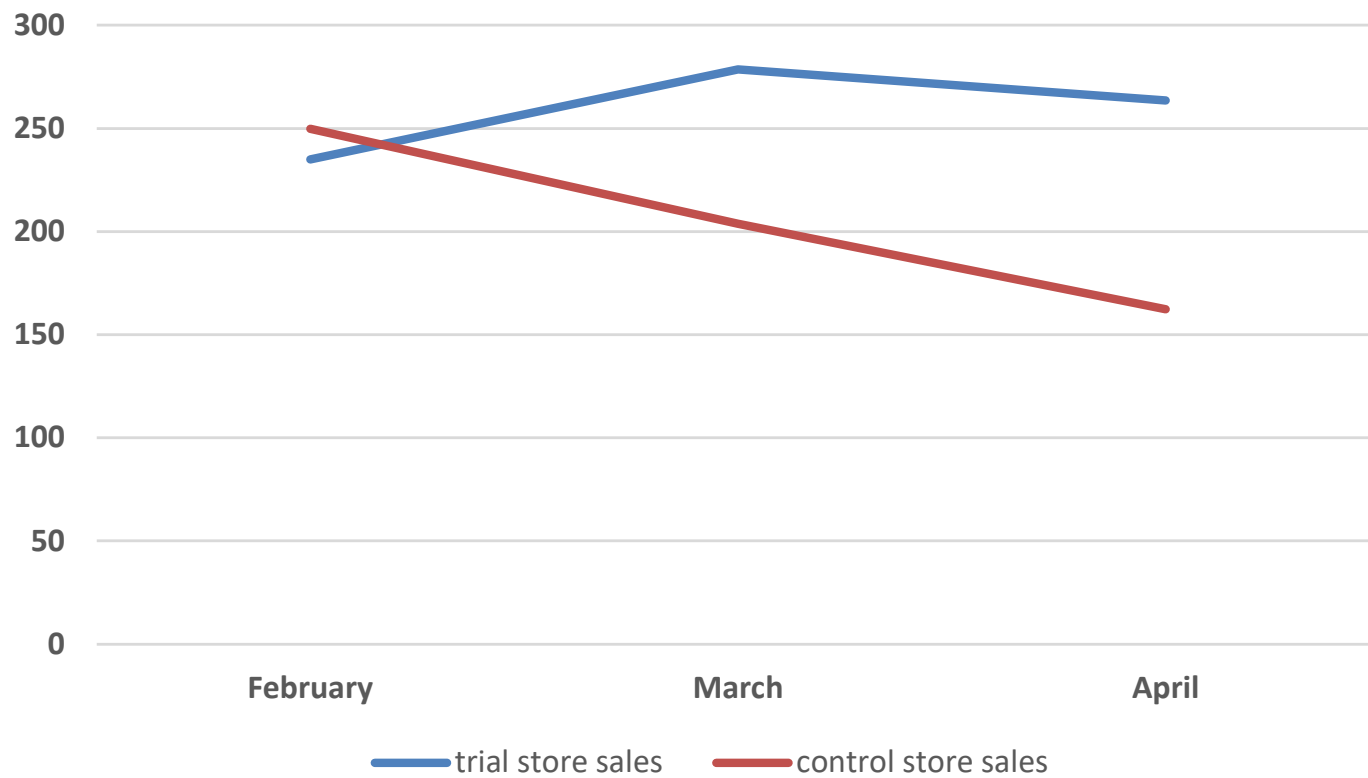
(Graphs of sales comparison and customers comparison of each trial store with it's corresponding control stores in pre –trial period are shown in appendix .)



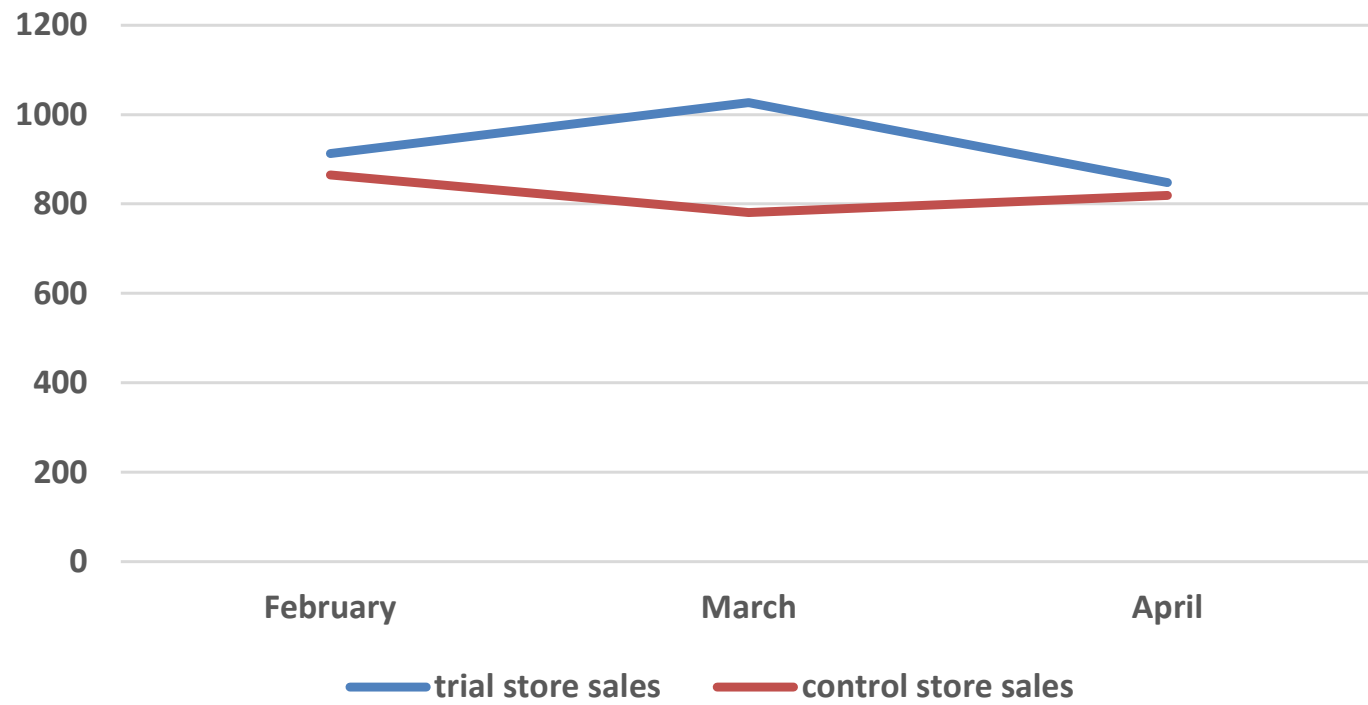
TRIAL LAYOUT LED TO SIGNIFICANT INCREASE IN CHIPS SALES

- The new layout resulted in a **statistically significant** uplift in chips sales (**p-value < 0.05**).
- **Sales increased by 21%** overall across all trial stores compared to control stores.
- This demonstrates the trial's effectiveness in driving sales.
- The trial layout should be implemented across all stores to boost chips sales.

Sales comparsion of trial store 77 and control store 233



Sales comparsion of trial store 86 and control store 155



Sales comparsion of trial store 88 and control store 237



TRIAL LAYOUT WAS ALSO EFFECTIVE IN BRINGING MORE CUSTOMERS ACROSS ALL TRIAL STORES.

- The trial led to a **statistically significant increase in customer numbers** during all three trial months (Feb–Apr, p-value < 0.05).
- **Customer count increased by 16.25%** across trial stores.
- The trial is effective and should be implemented across all stores to gain more customers.

Customers Comparision in trial store 77 and control store 233



Customer Comparision in trial store 86 and control store 155



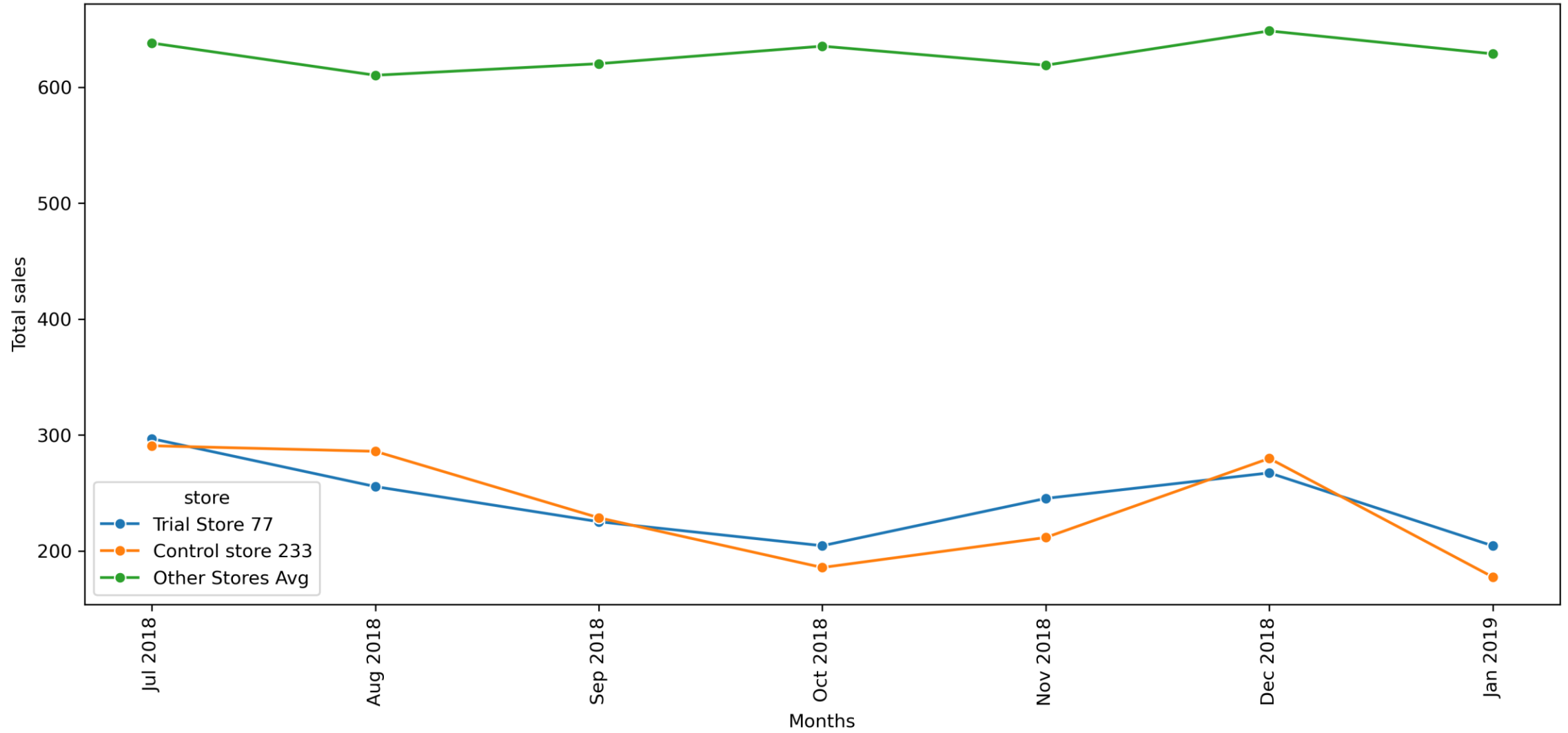
Customers Comparsion in trial store 88 and control store 237



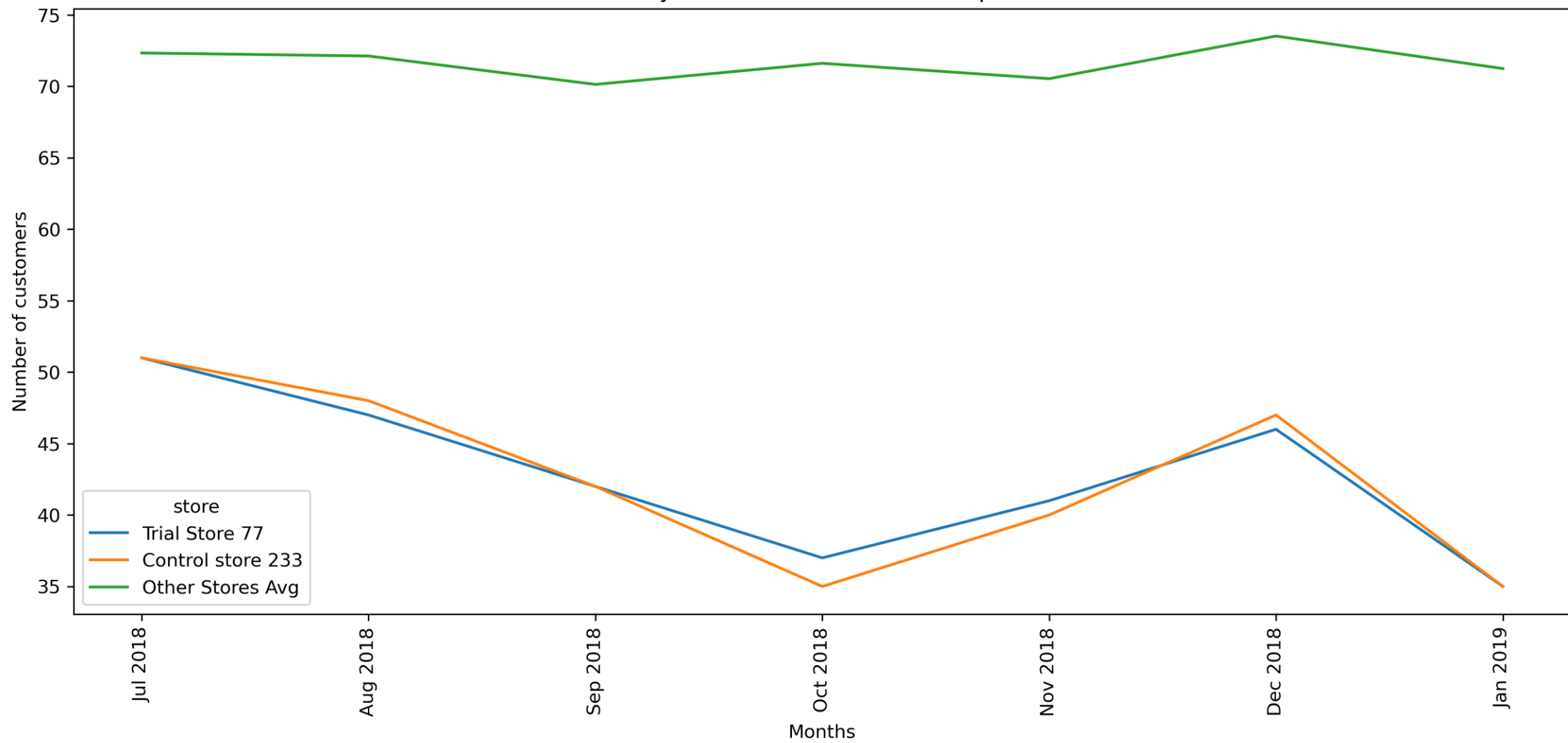
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APPENDIX

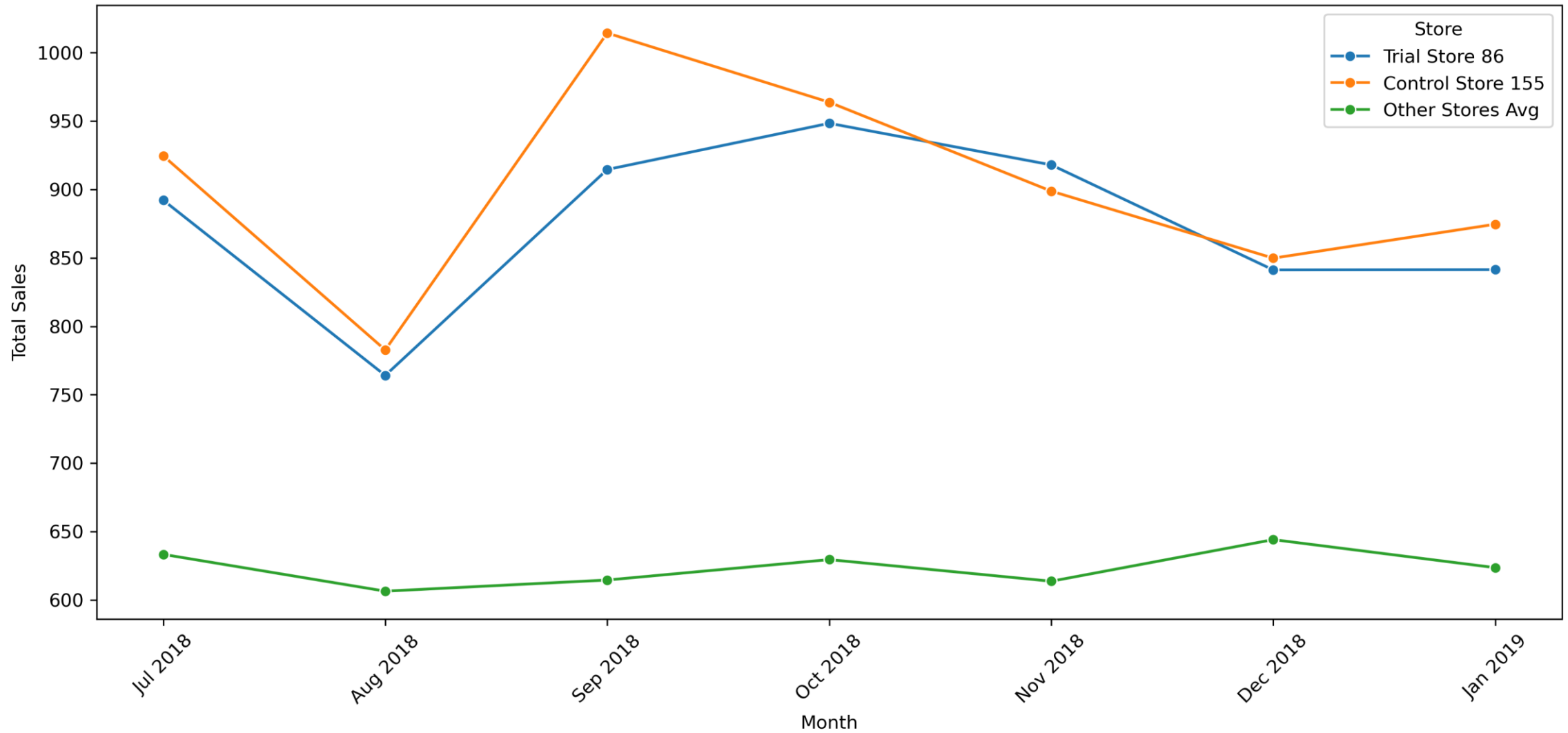
Monthly Total sales comparsion



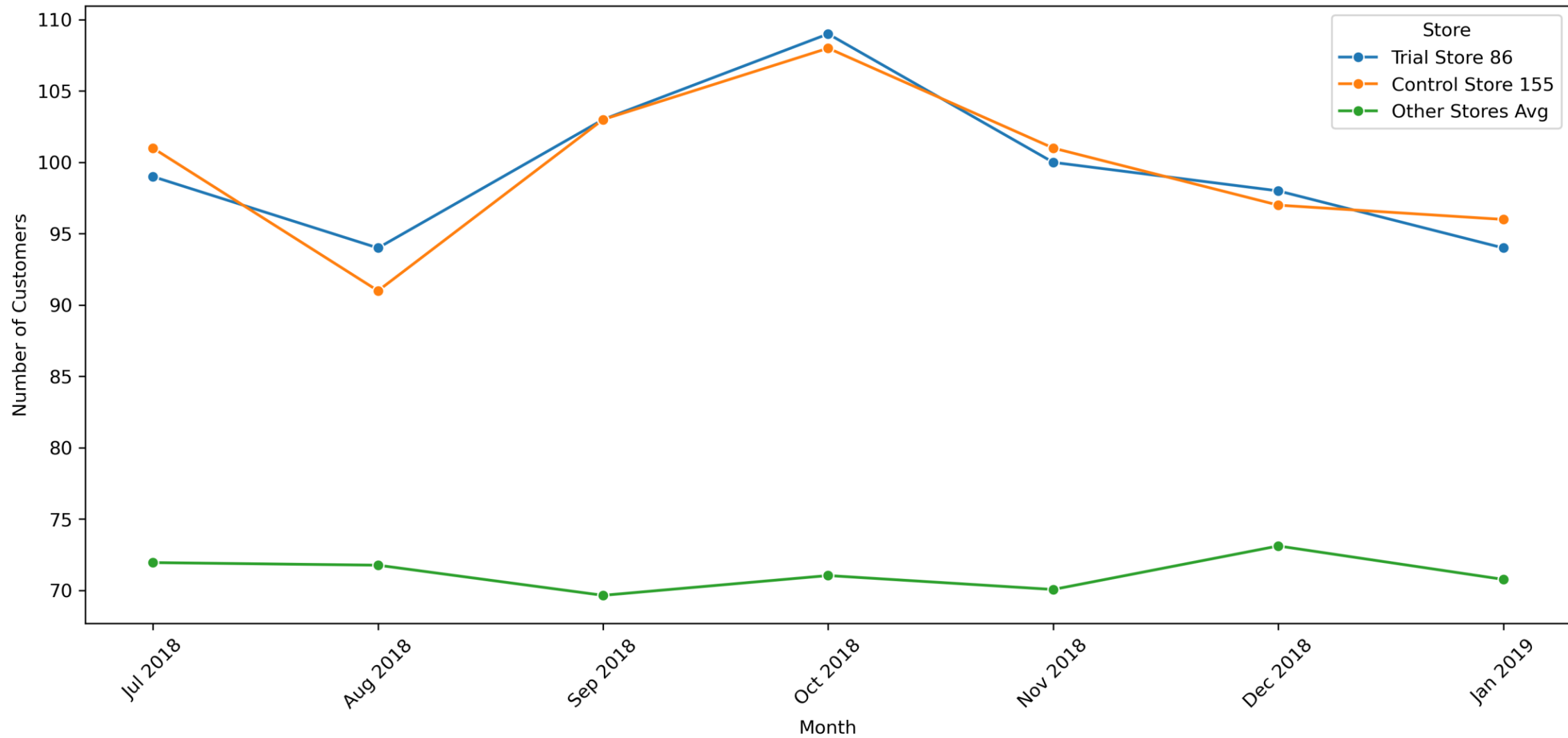
Monthly Number of Customers comparsion



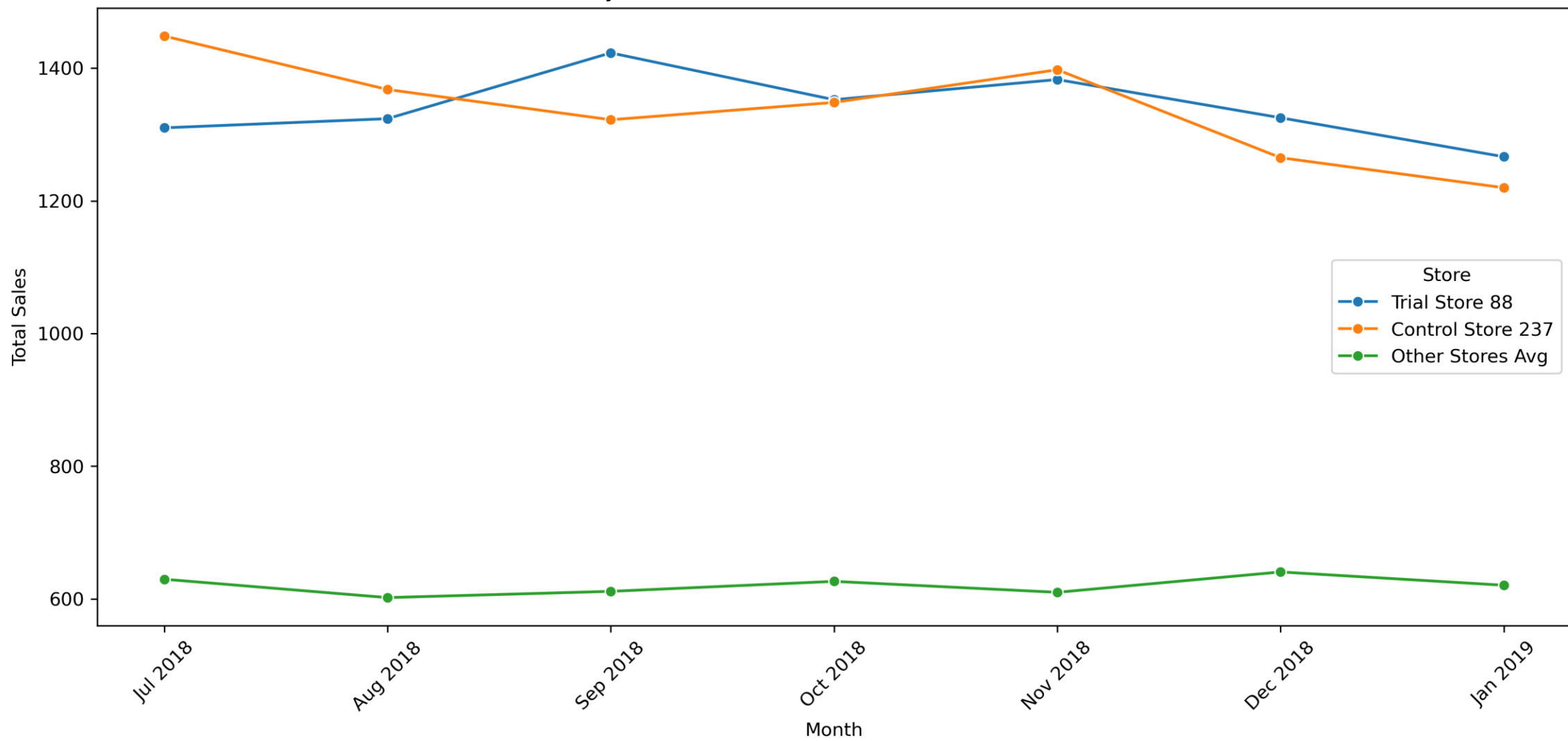
Monthly Total Sales: Trial Store 86 vs Control Store 155



Monthly Number of Customers: Trial Store 86 vs Control Store 155



Monthly Total Sales: Trial Store 88 vs Control Store 237



Monthly Total Sales: Trial Store 88 vs Control Store 237

