**Subject: Task 3 – Chip Category Analysis Summary**

Hello Julia,

I'm pleased to inform you that the analysis of the chip category has been completed, with a focus on customer behaviour and the effectiveness of the trial store layout.

Here are some key findings:

* **Sales Trends:** Sales were notably strong around the Christmas period, rebounding to previous peak levels by the New Year. This suggests that production should be ramped up during holiday seasons to meet increased consumer demand.
* **Target Demographics:** The primary customer segments are Mainstream Young Singles & Couples, as well as Young and Older Families. Tailoring promotional campaigns to these groups is likely to drive higher engagement.
* **Product Preferences:** The Tyrrells brand and 270g pack sizes were particularly popular among shoppers. Increasing the availability of these options is recommended.
* **Store Performance:** The redesigned trial store layout contributed to improved results, reflected in higher total sales and customer footfall.

Please find the detailed report attached for your review. We can discuss any questions or observations you may have during our next meeting.

Best regards,  
**Mishael Alelume**  
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