

Chips Category Performance and Trial Store Analysis

Strategic Recommendations

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Classification: Confidential



01

Introduction

Chip Category Growth Strategy

Customer behavior and store trials highlight clear opportunities to increase chip category sales.

Content:

- Chip sales are strongly driven by specific customer segments
- Store trials demonstrate measurable uplift in selected locations
- Targeted marketing and store rollout strategies can increase revenue

Executive summary

01

Task 1 Customer behaviour insights (who buys chips and why)

03

Task 2 Trial store performance (did the store strategy works)

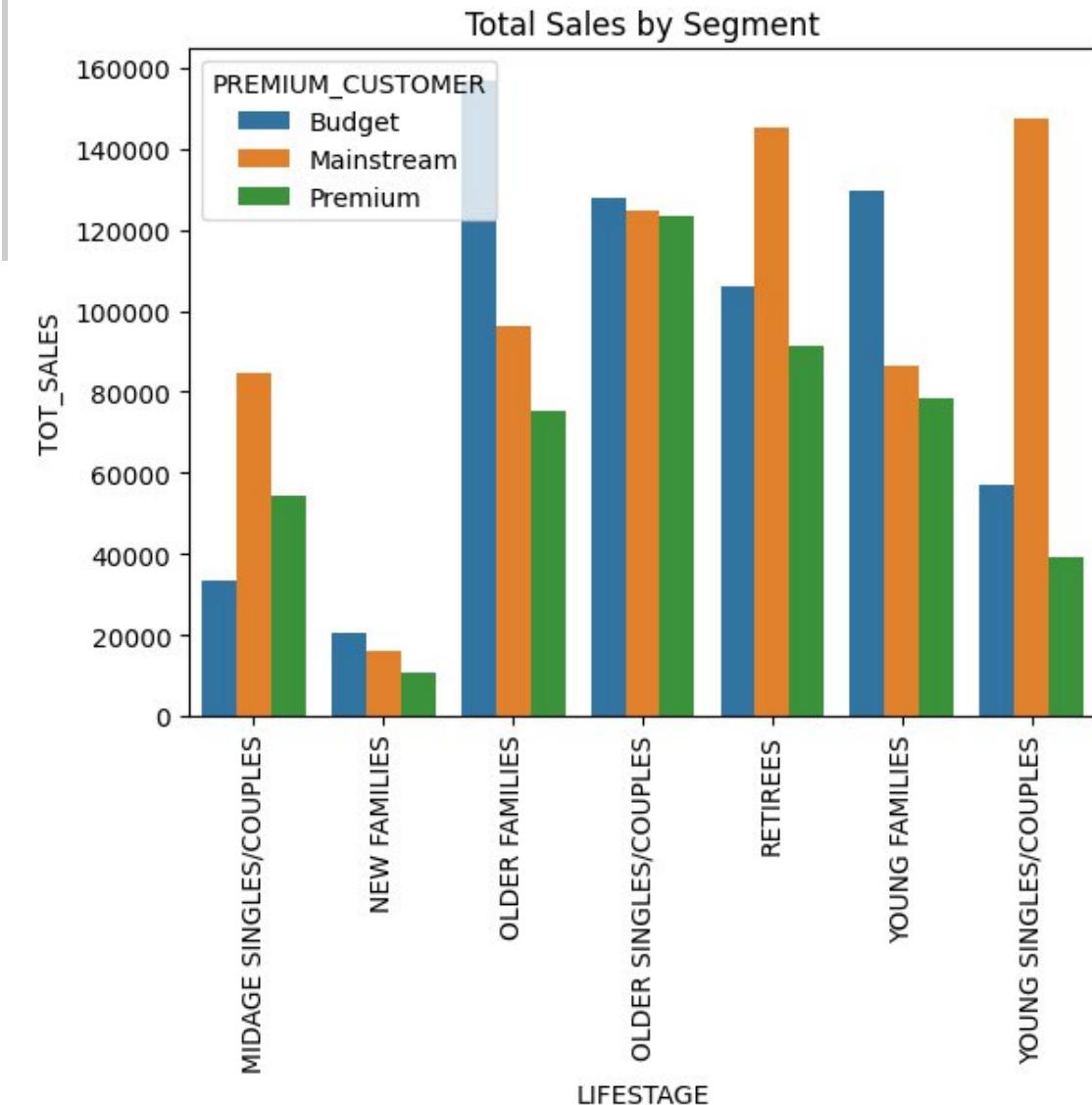
Task 01

- ❖ Customer Behaviour Drives Sales

Customer Segment Chip Sales

Young mainstream customers are the most valuable chip buyers

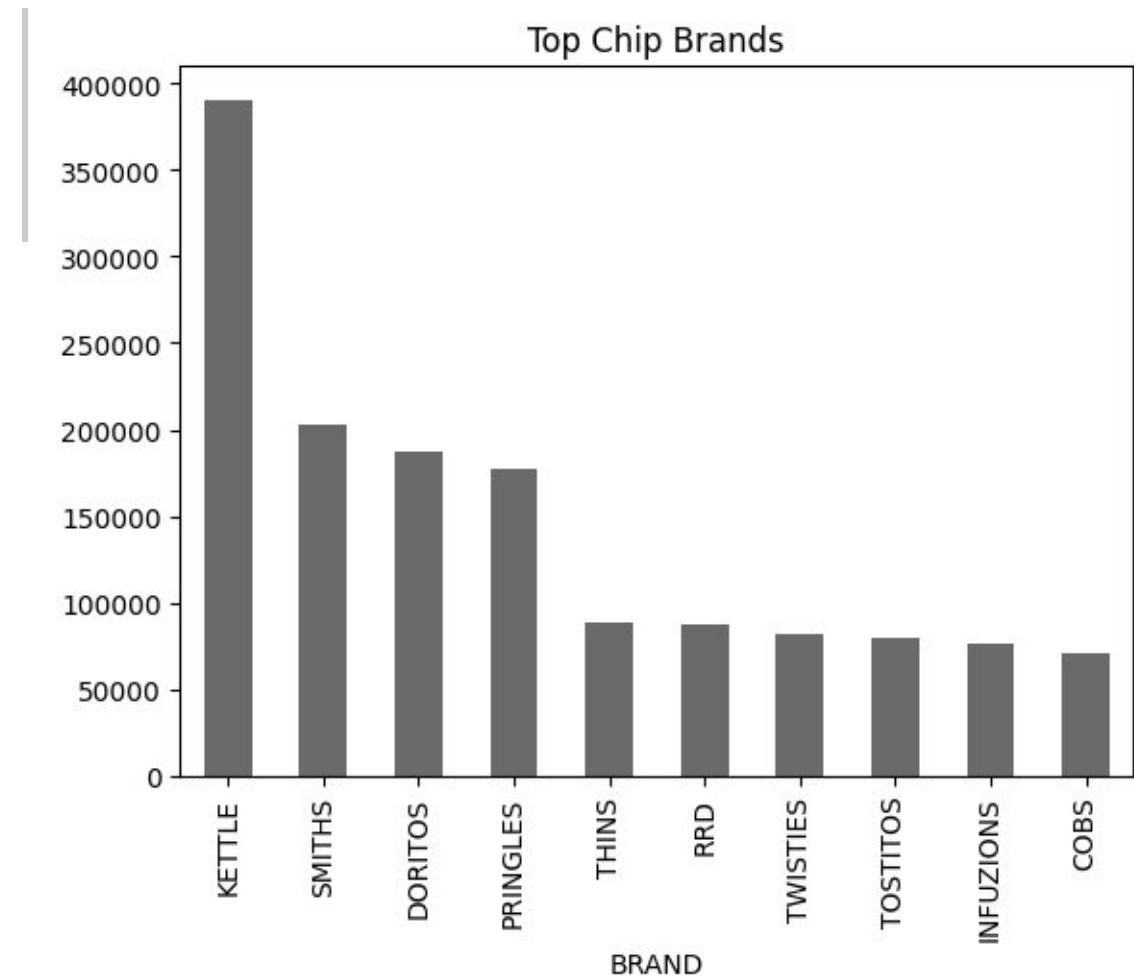
- Young singles and couples generate highest chip revenue
- These customers purchase chips frequently
- They show low price sensitivity
- Premium brands are strongly preferred



Brand Preference Analysis

Premium brands dominate customer preference

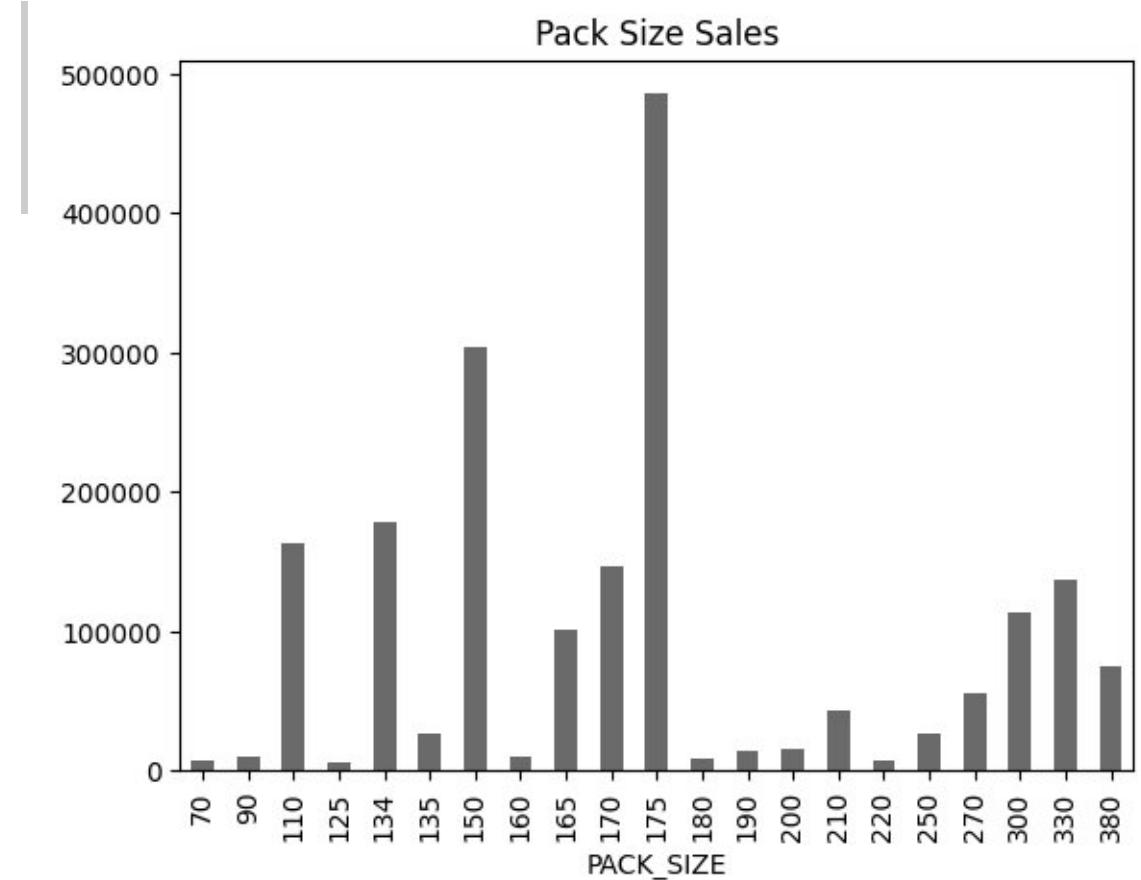
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 - Top performing brands include:
 - Kettle
 - Pringles
 - Doritos
 - Smiths



Pack Size Preference

Mid size packs balance value and convenience

- □ Most purchased pack sizes
 - 175g
 - 150g
 - 134g



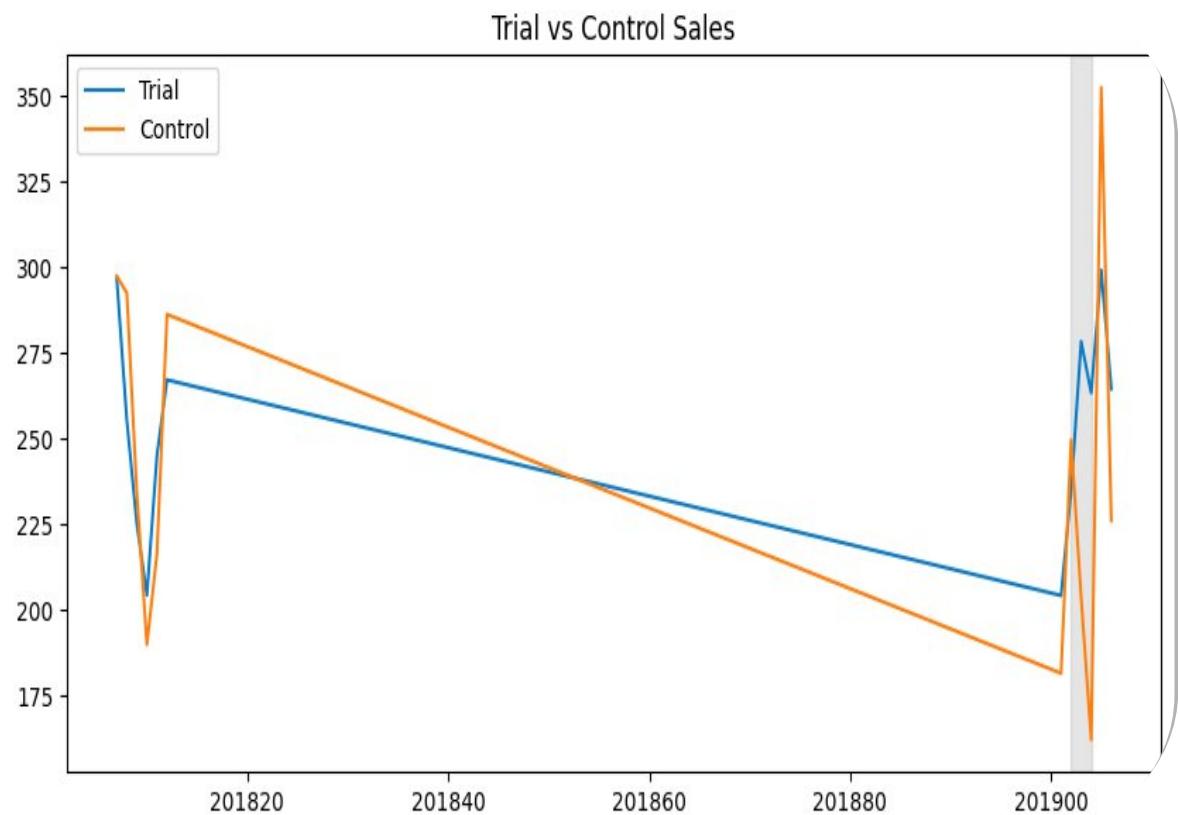
Task 02

- ❖ Store Trail Performance

Store Trial Impact on Sales

Trial implementation increased performance in selected stores

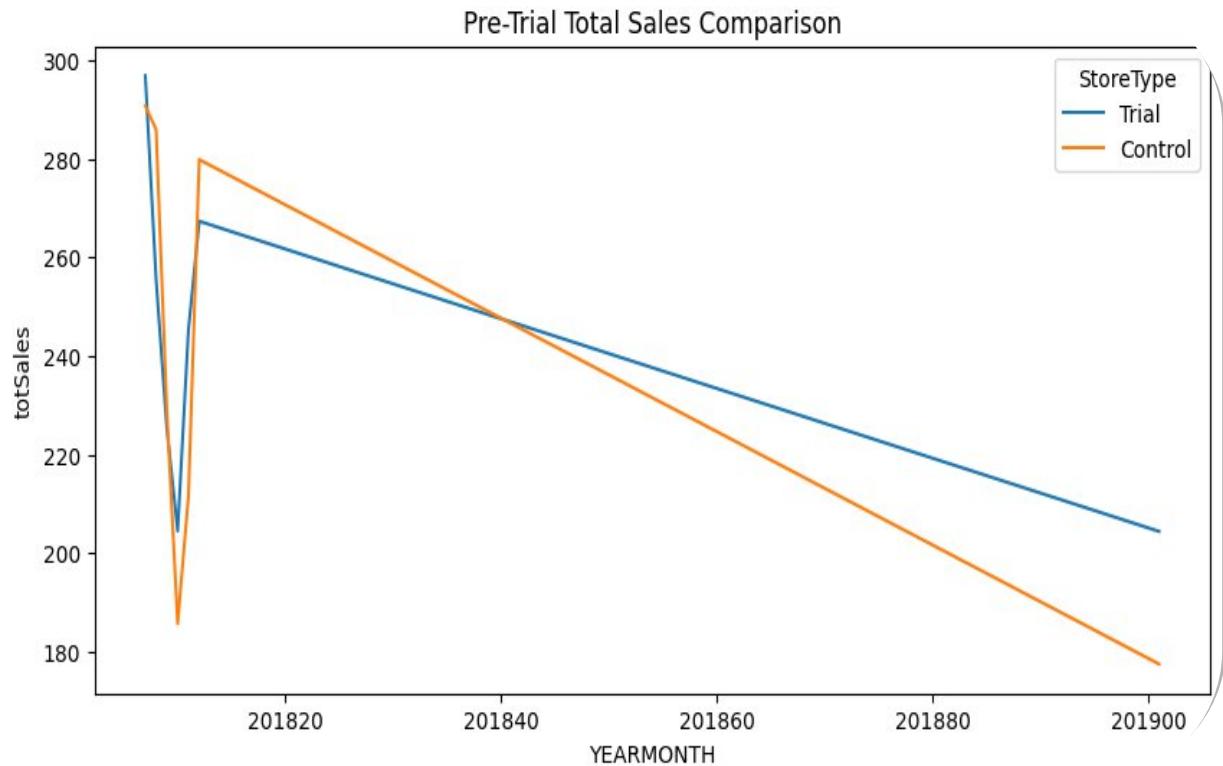
- Store 77 showed significant sales uplift
- Store 88 showed strong customer growth and revenue increase
- Store 86 increased traffic but sales remained stable



Sales Growth During Trial

Trail store outperformed control store in multiple months

- Sales exceeded confidence intervals in Store 77 and 88
- Customer numbers increased significantly
- Trial strategy demonstrated commercial success



03

❖ Final Recommendation / Conclusion

Strategic Recommendation

Target key customers and expand successful trial strategies

Content:

- Focus marketing on young mainstream customers
- Increase shelf space for top brands
- Prioritize 150g – 175g pack sizes
- Roll out trial strategy to similar stores
- Investigate pricing strategy in Store 86