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Category Review: Chips

RETAIL ANALYTICS

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Task 1 executive summary

Seasonal Sales Pattern

- Chips sales spike at Christmas → holiday promotions crucial.

Key Segments

- Budget – Older Families = top volume drivers (size-driven).
- Mainstream – Young Singles/Couples = top spenders per purchase & strategic focus group.

Willingness to Pay

- Mainstream Midage & Young Singles/Couples spend more per purchase (statistically significant).

Brand Affinity (Mainstream Young Singles/Couples)

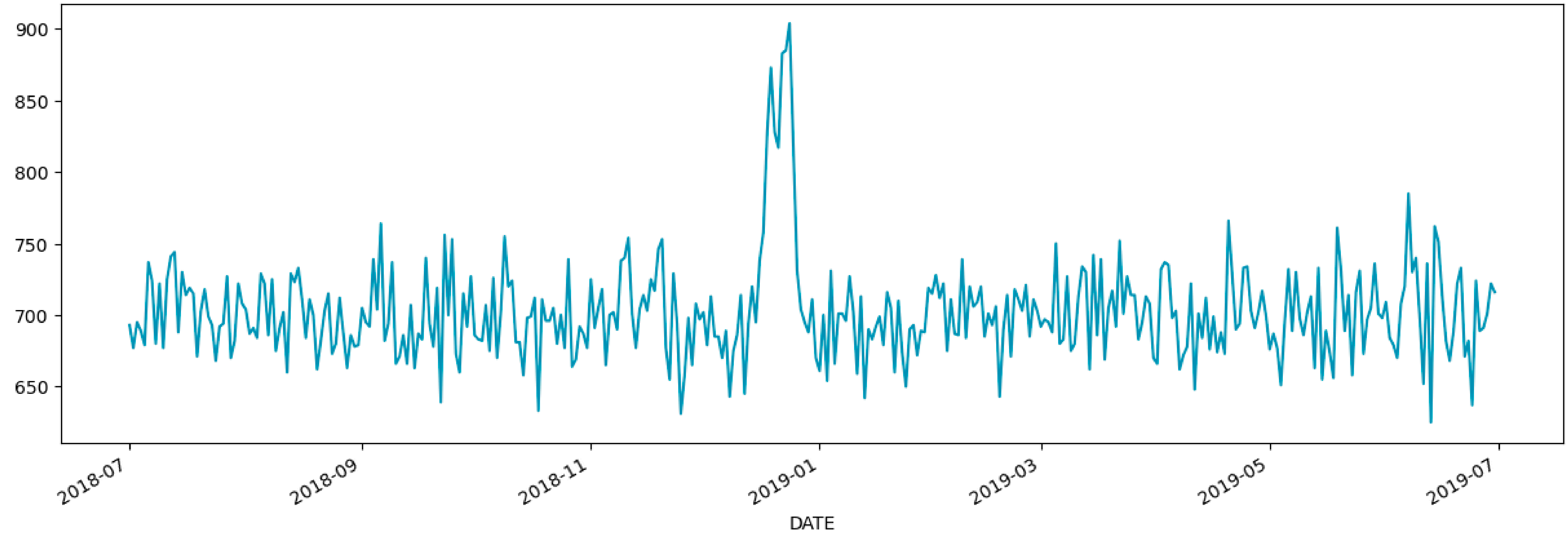
- Prefer bold brands (Doritos, Pringles, Kettle, Tyrrells, Twisties).
- Avoid value/private-label & traditional brands (Smiths, Woolworths PL).

Pack Size Preference (Mainstream Young Singles/Couples)

- Strongly favor large sharing packs (270g, 330g, 380g).
- Avoid small or niche sizes (<125g, 180–220g, 300g).

key sales patterns

Purchasing Frequency from July 2018 to July 2019



Chips sales spike at **Christmas**, normalize afterward → holiday campaigns critical.

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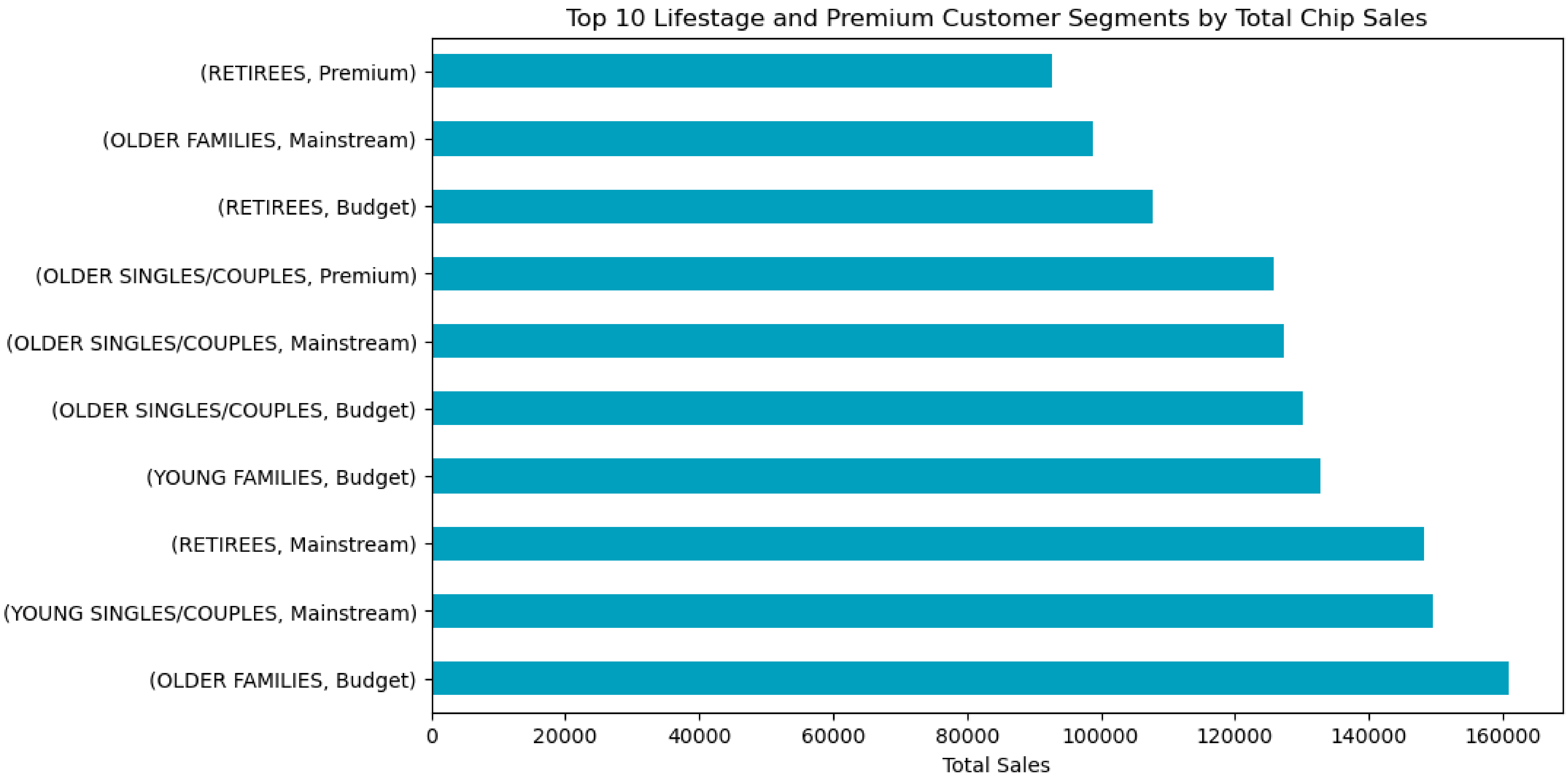
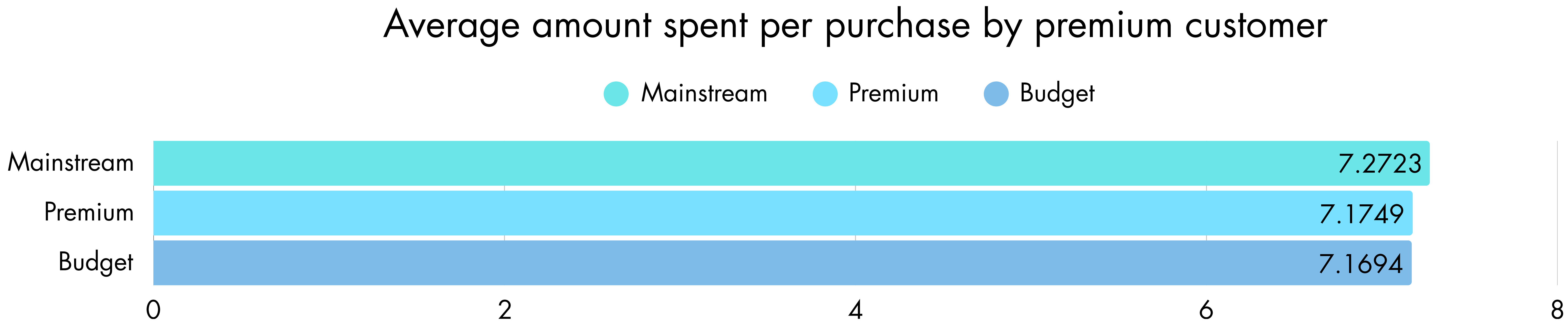
key sales patterns



Top Segments:
Budget – Older Families is the largest consumption by volume, followed by **Mainstream – Young Singles/Couples** & **Retirees**.

spending & willingness to pay



Within that, **Mainstream Midage & Young Singles/Couples** spent the **highest** per purchase (7.55) and **Premium/Budget Young Singles/Couples** spend the **least** (6.53).

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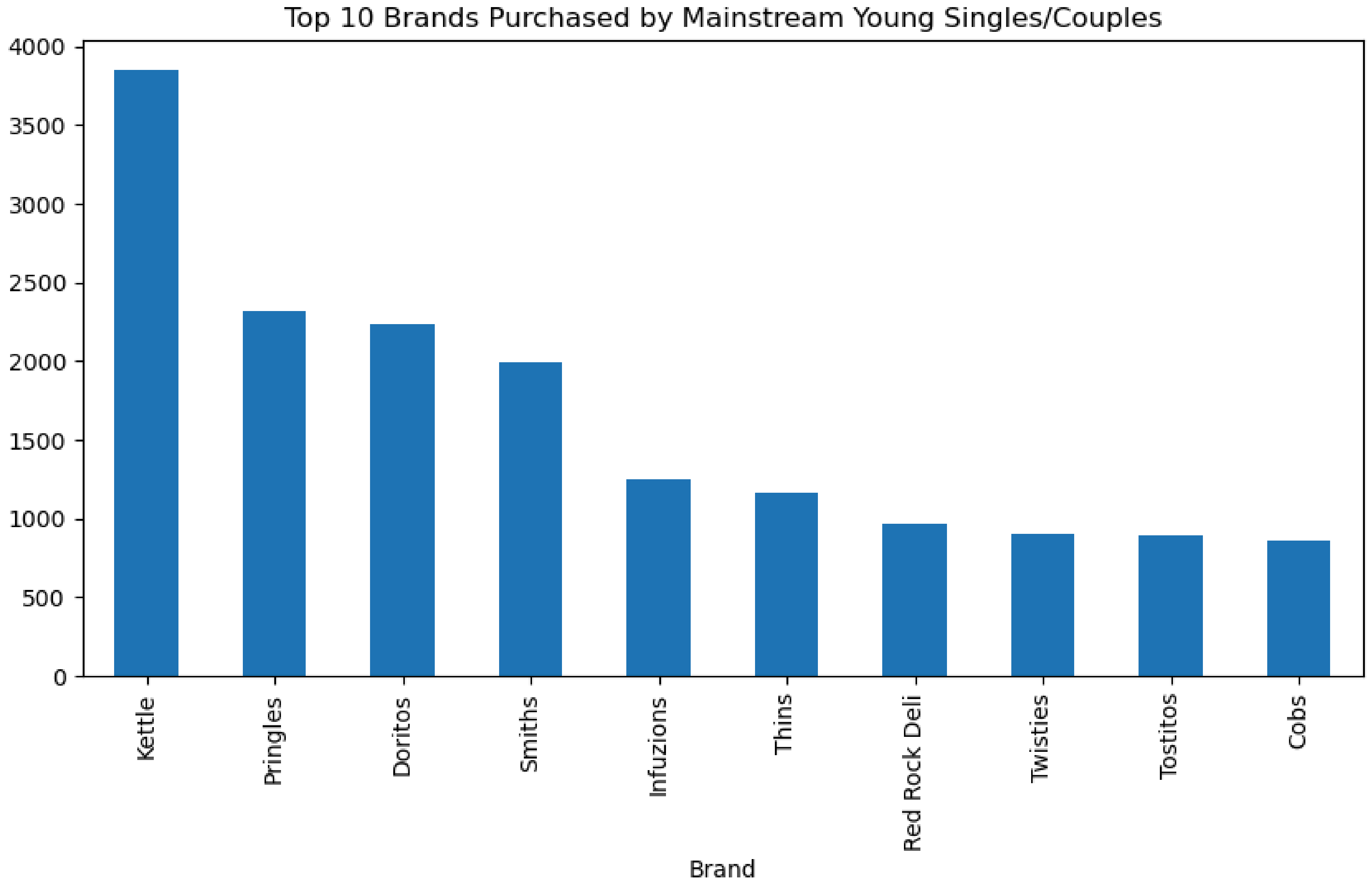
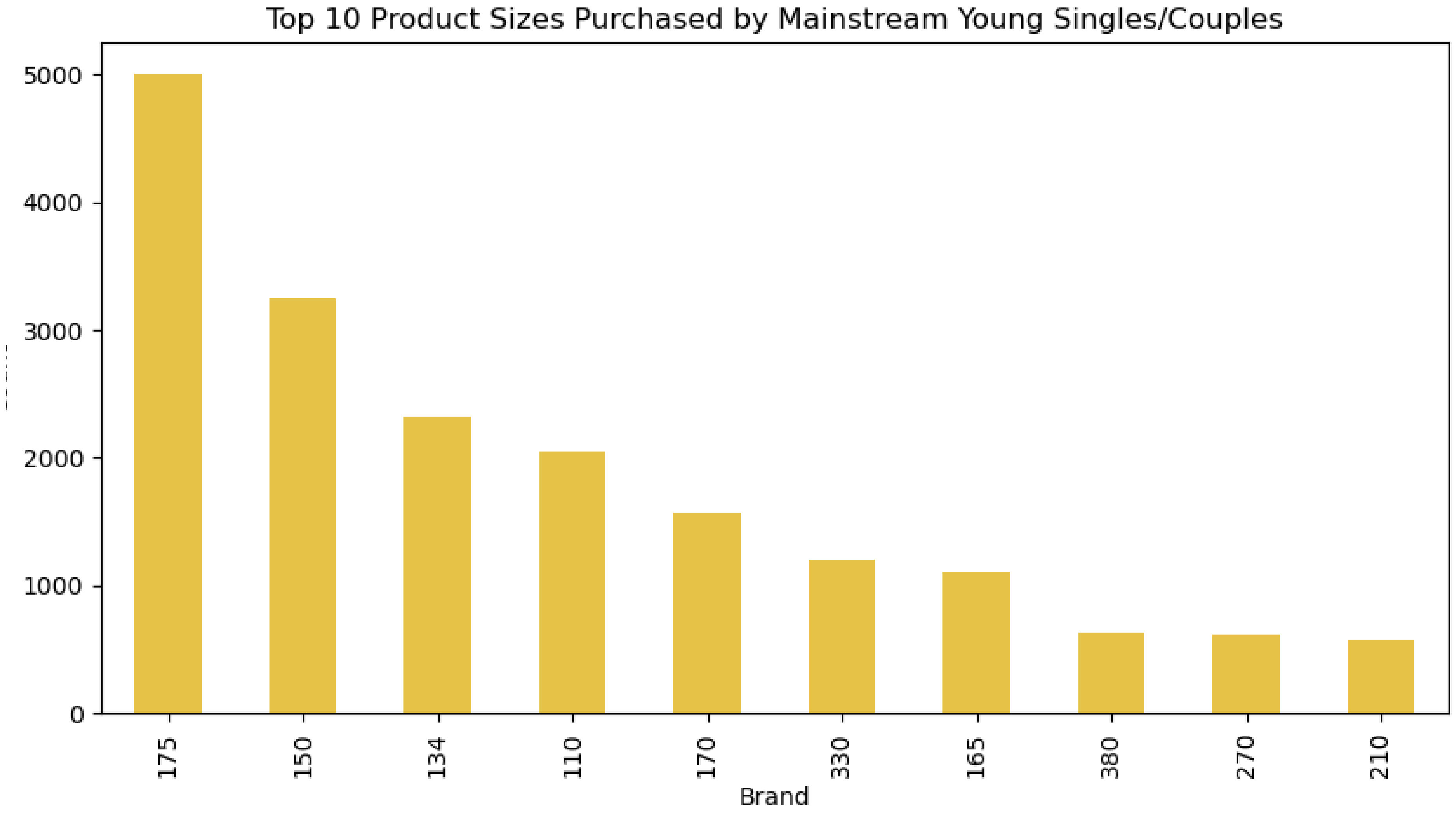
The group that is among the top spender in terms of **total sales** and **per purchase** is the **Mainstream YOUNG SINGLES/COUPLES.** What do they like?





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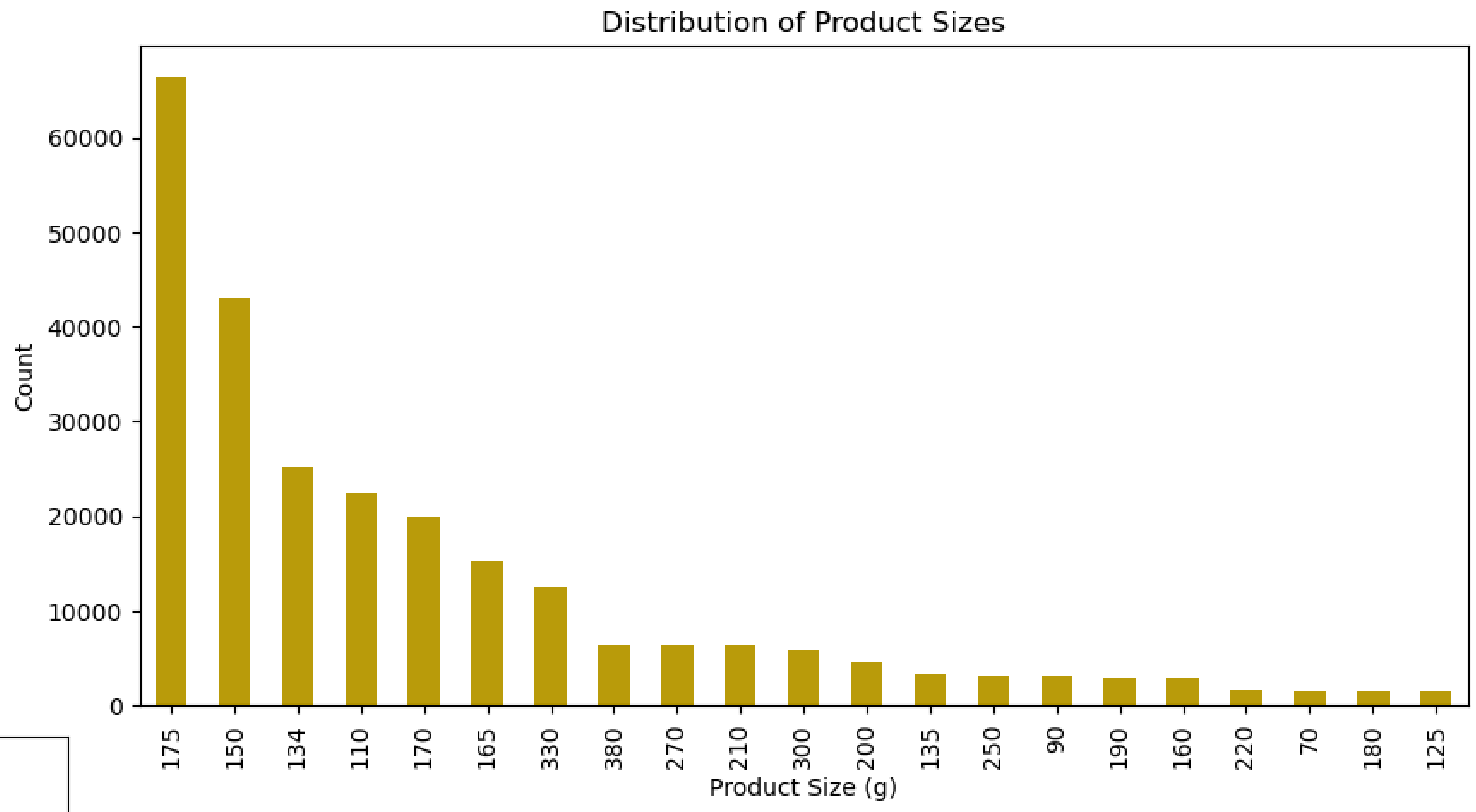
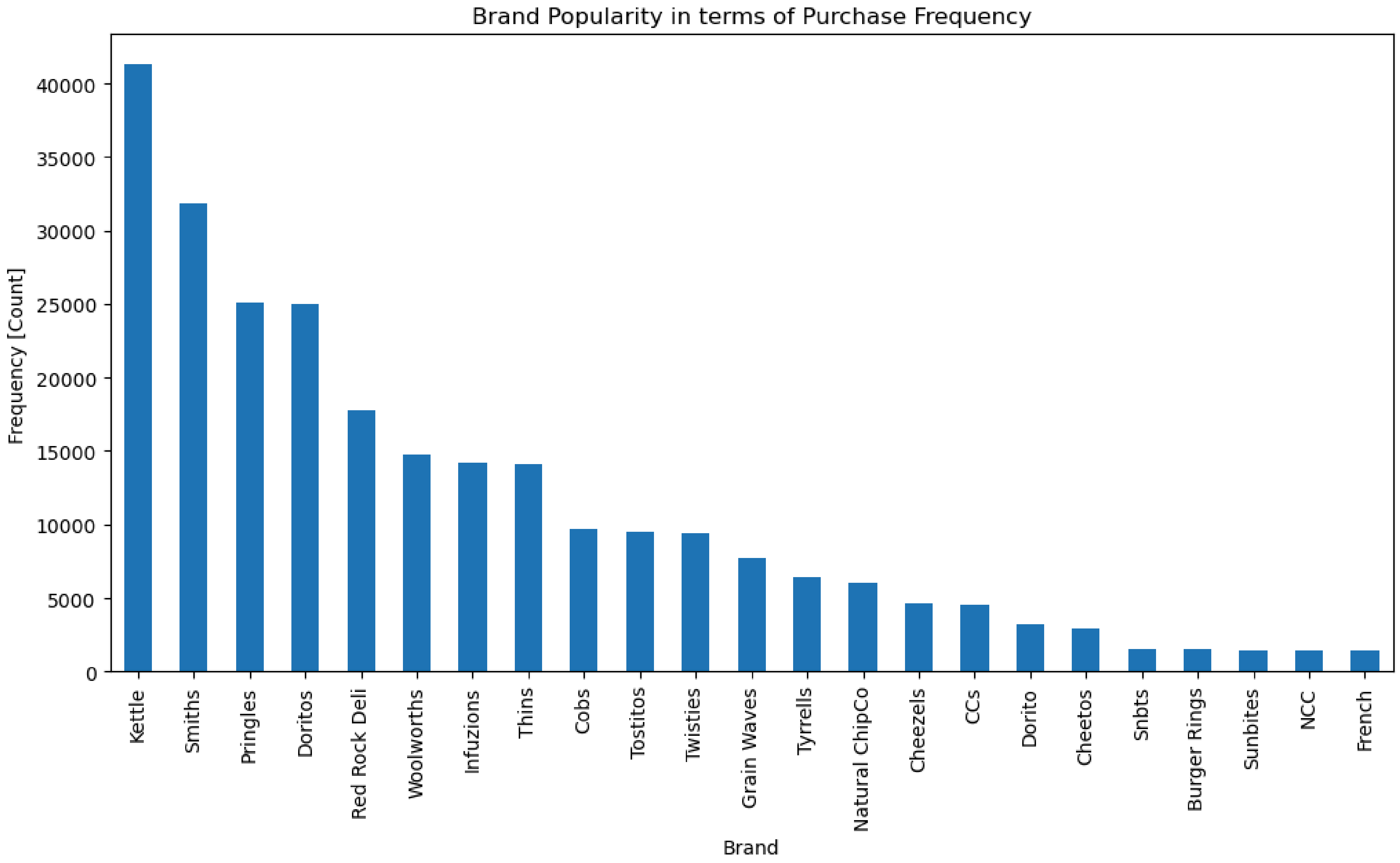
Brand and size popularity (in general)





Their taste closely mirrored the overall trend.

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Top 3 brands and sizes preferred by Mainstream YOUNG SINGLES/COUPLES

Kettle	175g
Pringles	150g
Doritos	134g

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- This segment is **20–25% more likely** to purchase: *Doritos, Tyrrells, Twisties, Kettle, Tostitos, and Pringles*

- They under-index on brands such as Smiths, Woolworths private label, Red Rock Deli, and Natural Chip Co.

=> **Insight:** They prefer **bold, fun, branded snacks** over traditional or budget options.

brand affinity

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- Strongly **over-index on larger sharing packs** (270g, 330g, 380g) and some medium sizes (~110–134g, 210g).
- Slightly under-index on standard popular sizes (150g, 175g).
- **Strongly avoid very small packs** (70g, 90g, 125g) and many non-standard pack sizes (180g, 190g, 200g, 220g, 300g).

=> **Insight:** They show a **clear preference for larger formats**, aligning with social snacking and sharing occasions.

size affinity

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strategic implications

seasonal strategy

Focus on Christmas campaigns to capture peak demand.

targeting

Tailor marketing to Mainstream Young Singles/Couples, who are willing to spend more per purchase and show distinct brand/size preferences.

brand partnership

Prioritize promotions with Doritos, Pringles, Kettle, etc. for this audience.

product focus

Push larger pack formats for this segment, positioning them as social and sharing snacks.

de-prioritize

smaller or value/private-label packs for this demographic, as they show weak affinity

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Task 2
store trial analysis

Objective

Evaluate whether new store layout increased chip sales.

Method

- Compared trial store vs control store sales.
- Used pre-trial vs in-trial data + Difference-in-Differences (DiD) to isolate net effect.
- Tested for statistical significance (t-test, p-values).

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Trial Store Results Overview

Store	In-Trial vs Control	Pre-Trial Difference	DiD Effect	Interpretation
77	+30.7% (↑)	23.40%	**7.30%**	✅ Positive, significant uplift → strong candidate for rollout
86	+14.1% (↑)	16.10%	**−2.0%**	⚠️ Adjusted result negative → no benefit, possible slight harm
88	−9.4% (↓)	−8.2%	**−1.3%**	❌ Negative effect → trial layout hurt sales further

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key insights

store 77 Clear, statistically significant positive uplift

store 86 No real improvement after adjusting for pre-trial performance

store 88 Negative impact → trial layout worsened performance

recommendations

✅ Roll out layout selectively, focusing on stores similar to Store 77

❌ Avoid rollout in stores with profiles similar to 86 or 88 without further testing

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drivers of uplift in store 77

Driver	Net Effect	Interpretation
Customer Growth	20.80%	Biggest contributor → layout attracted/retained more shoppers
Basket Size (units/customer)	6.10%	Customers bought more per trip (extra pack added)
Spend/Customer	1.66%	Softened spend decline → possible shift to premium/larger packs
Transaction Frequency	−2.0%	Slightly fewer trips, but outweighed by growth & basket size

Majority of uplift comes from **new customers** + slightly **bigger baskets**

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strategic implications

Prioritize rollout in stores like 77 (proven uplift from layout change)

Leverage insights: Layout seems to drive new customer visits and encourage extra purchase

Reassess layout for stores like 86 & 88 → potential risk of harm

THANK YOU FOR LISTENING