

June 2023

Category review: Chips

Retail Analytics Report



Classification: Confidential



Executive summary

High-level findings and key callouts

01

Chips Category Review

- Sales have mainly been due to Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees shoppers.
- The sales can be further improved in the two Mainstream - young singles/couples and Mainstream - retirees shoppers segments.
- Mainstream - young singles/couples are the primary shoppers of chips.
- Added visibility of Tyrrells chips near store areas that this target segment tends to visit the most would likely increase purchases driving sales growth.

02

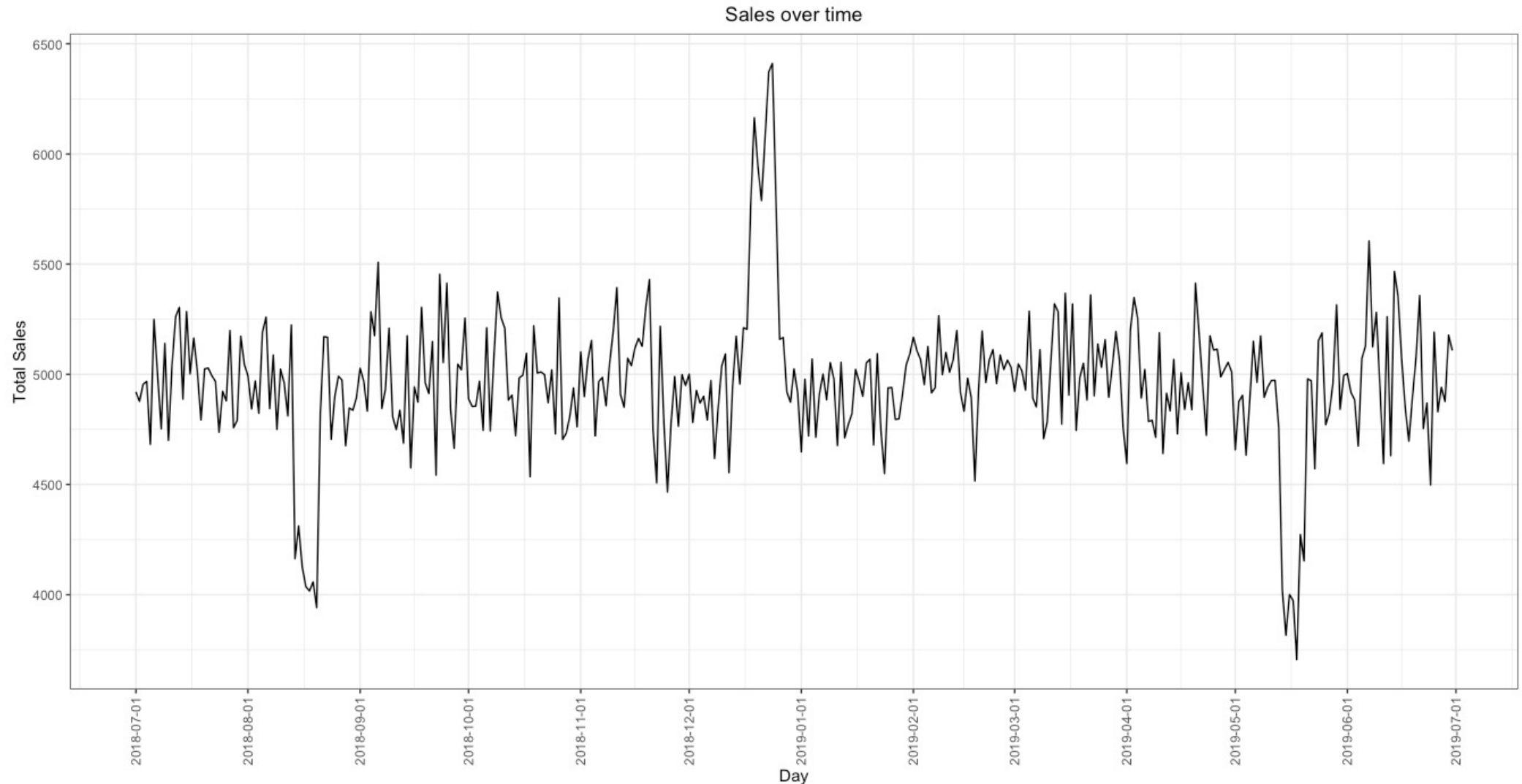
Trial Assessment

- The results for trial stores 77 during the trial period show a significant difference in at least two of the three trial months for both the total sales and number of customers metrics.
- Trial store 86 saw a statistically significant increase in customers but not total sales.
- Trial store 88 saw a statistically significant increase in sales but not customers.

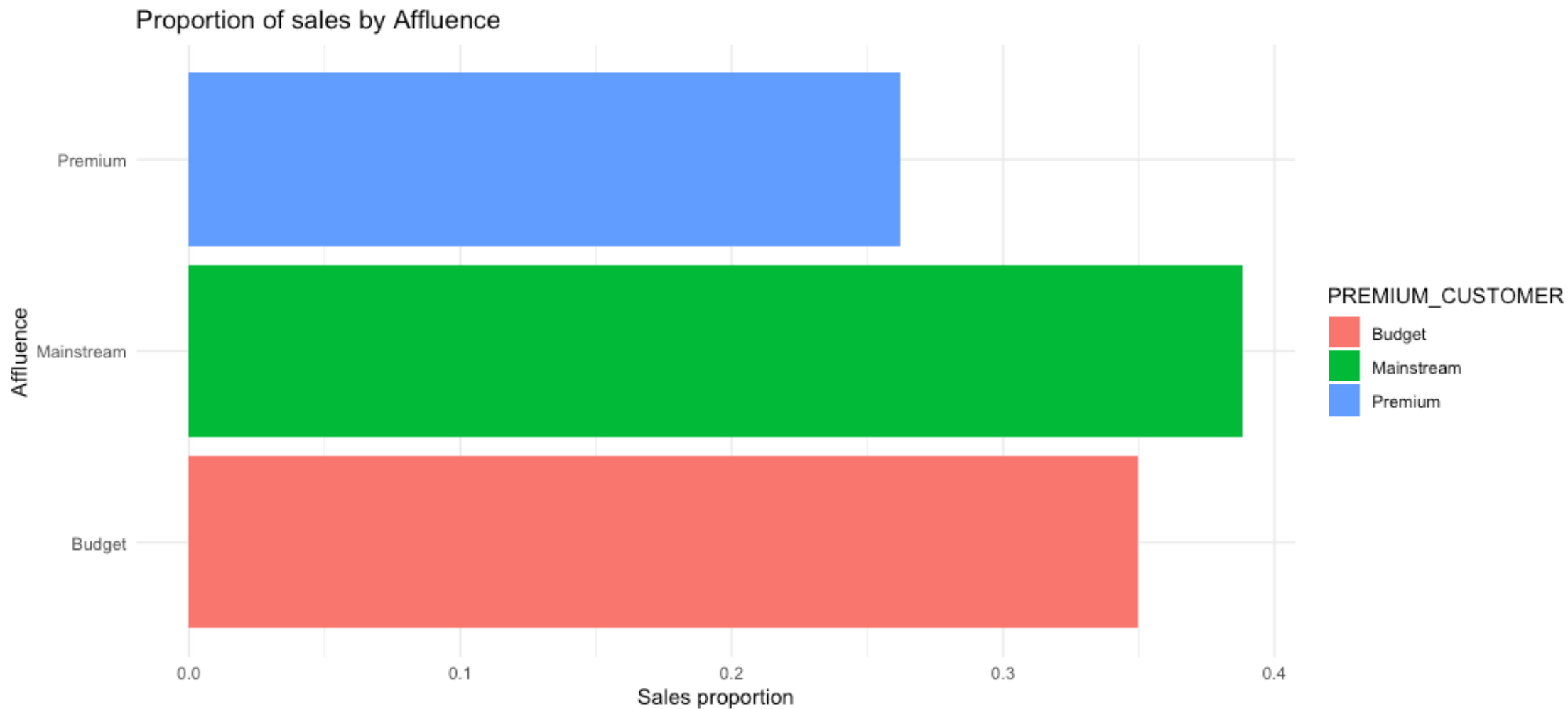
01

Chips Category Review

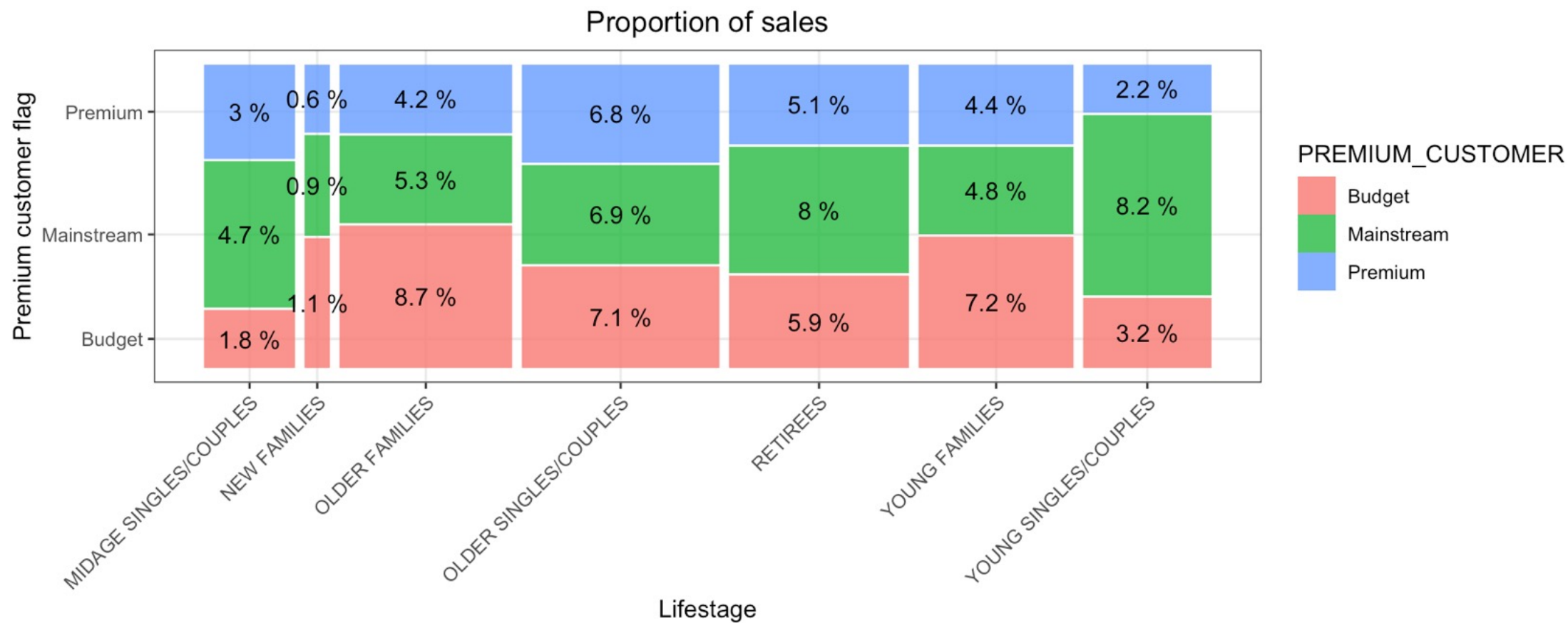
Daily sales: Two dips of sales in 8/2018 and 5/2019 over the last 52 weeks



Affluence and its effect on sales

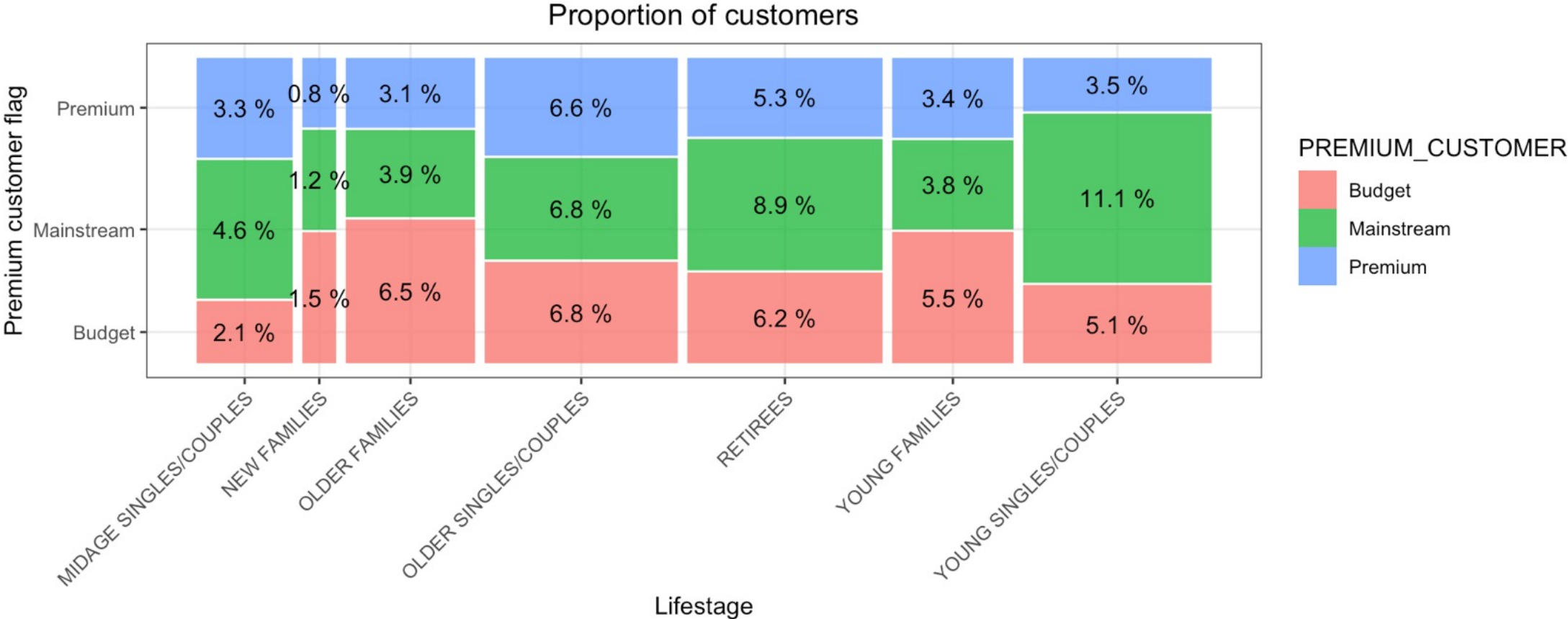


Affluence, Life stage and their effect on sales



Proportion of customers by Affluence and Life stage

Note: proportion is relative to the overall total number of customers in the data set



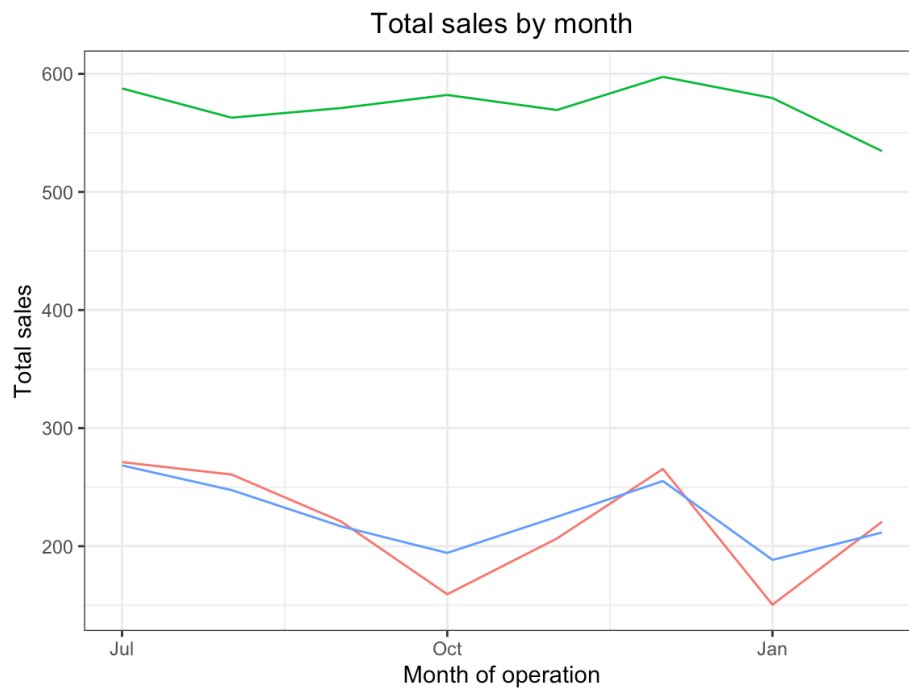
02

Trial store performance

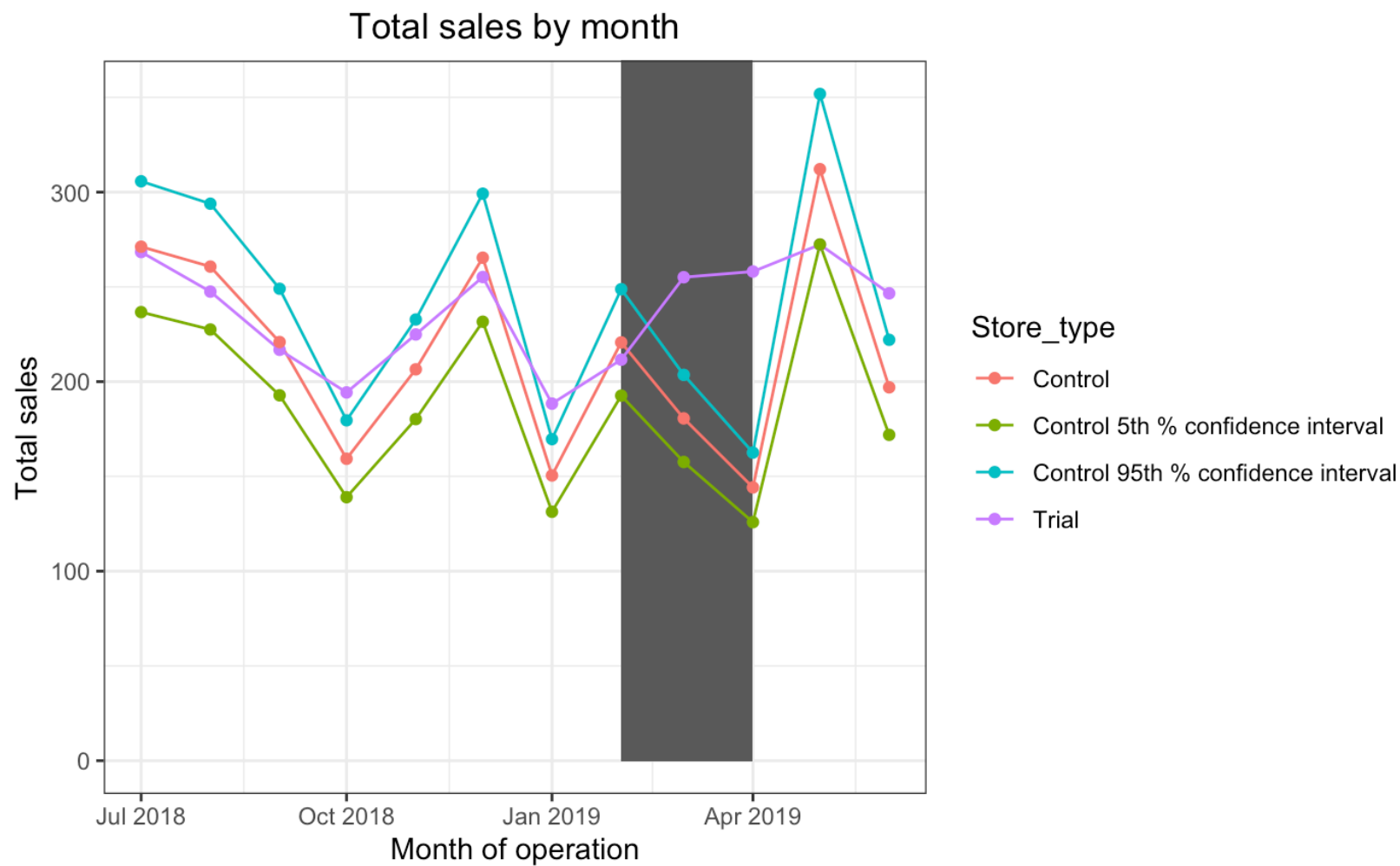
Control stores are selected based on how similar monthly total sales in dollar amounts and monthly number of customers are to the trial stores

- Control store 233 for trial store 77
- Control store 155 for trial store 86
- Control store 237 for trial store 88

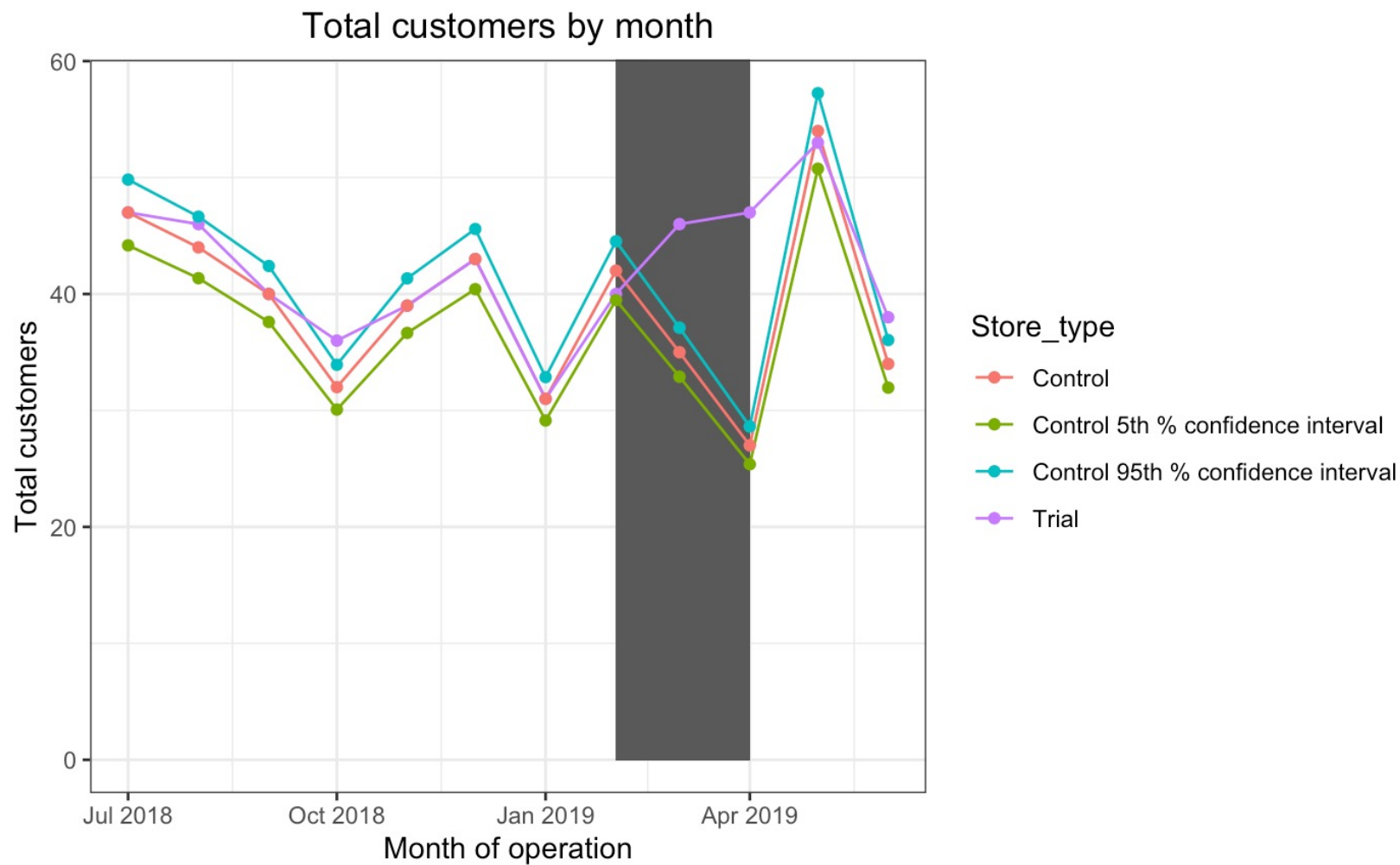
Similarities between control store 233 and trial store 77 vs other stores.



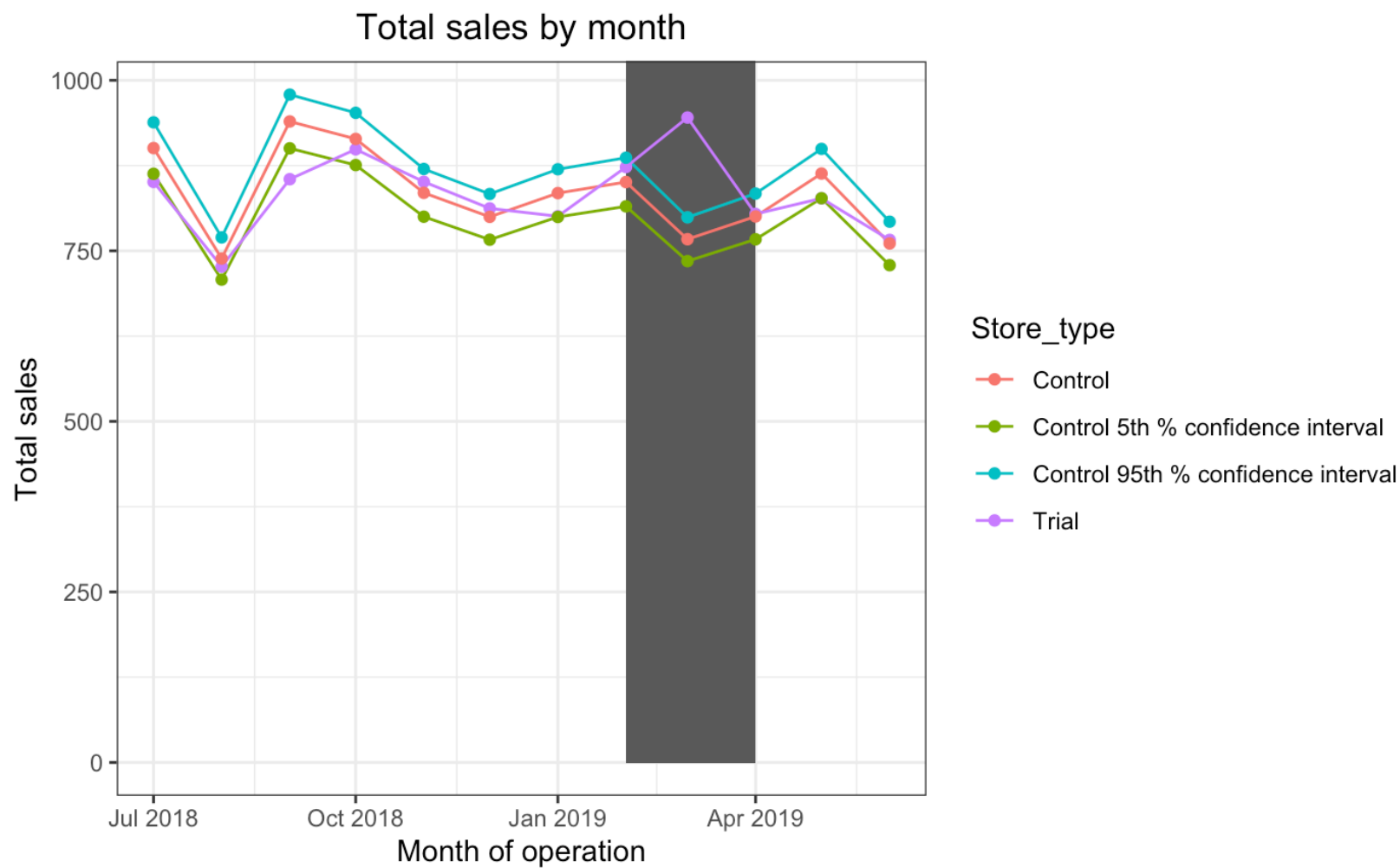
Sales performance in the trial store 77



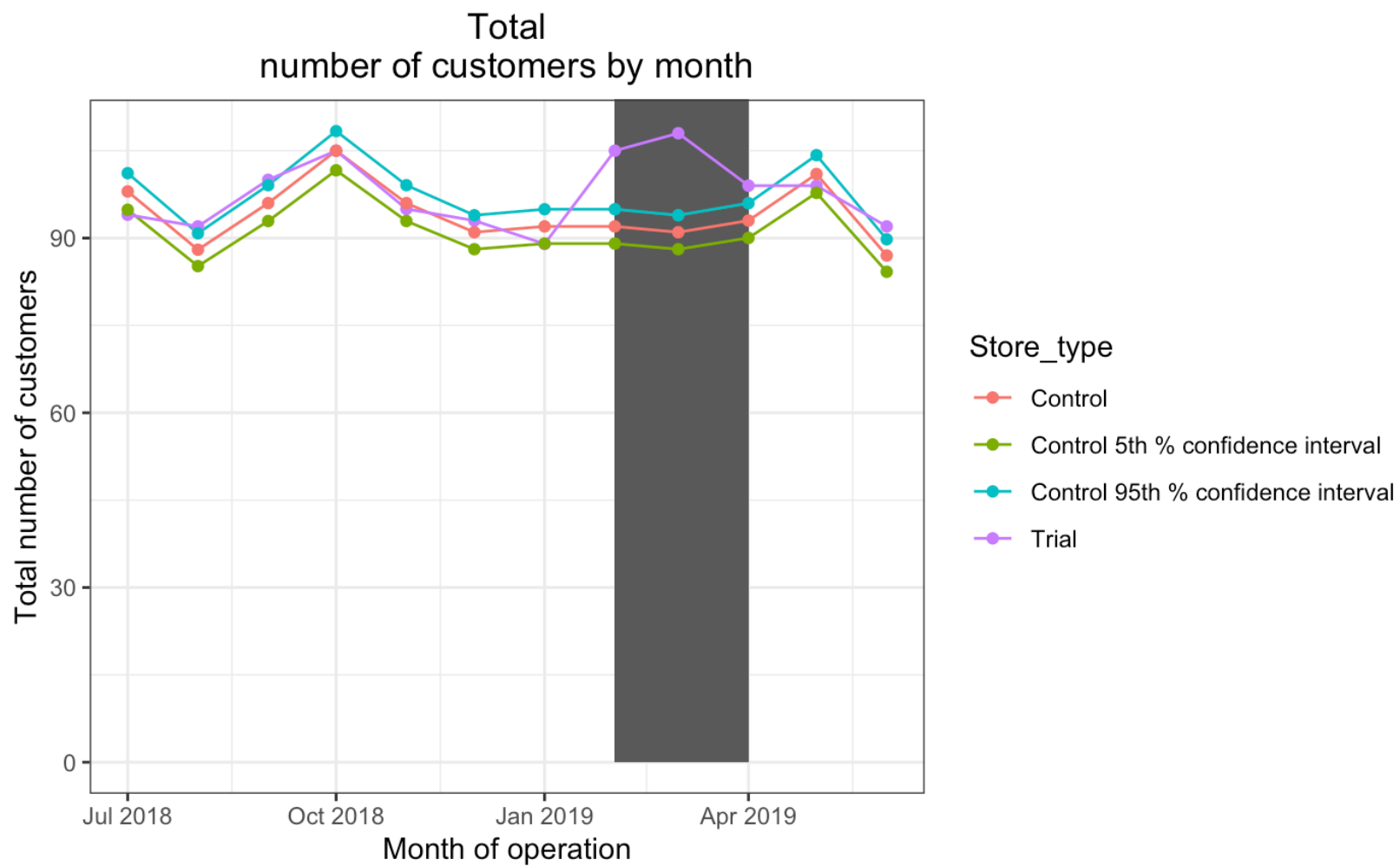
Customers performance in the trial store 77



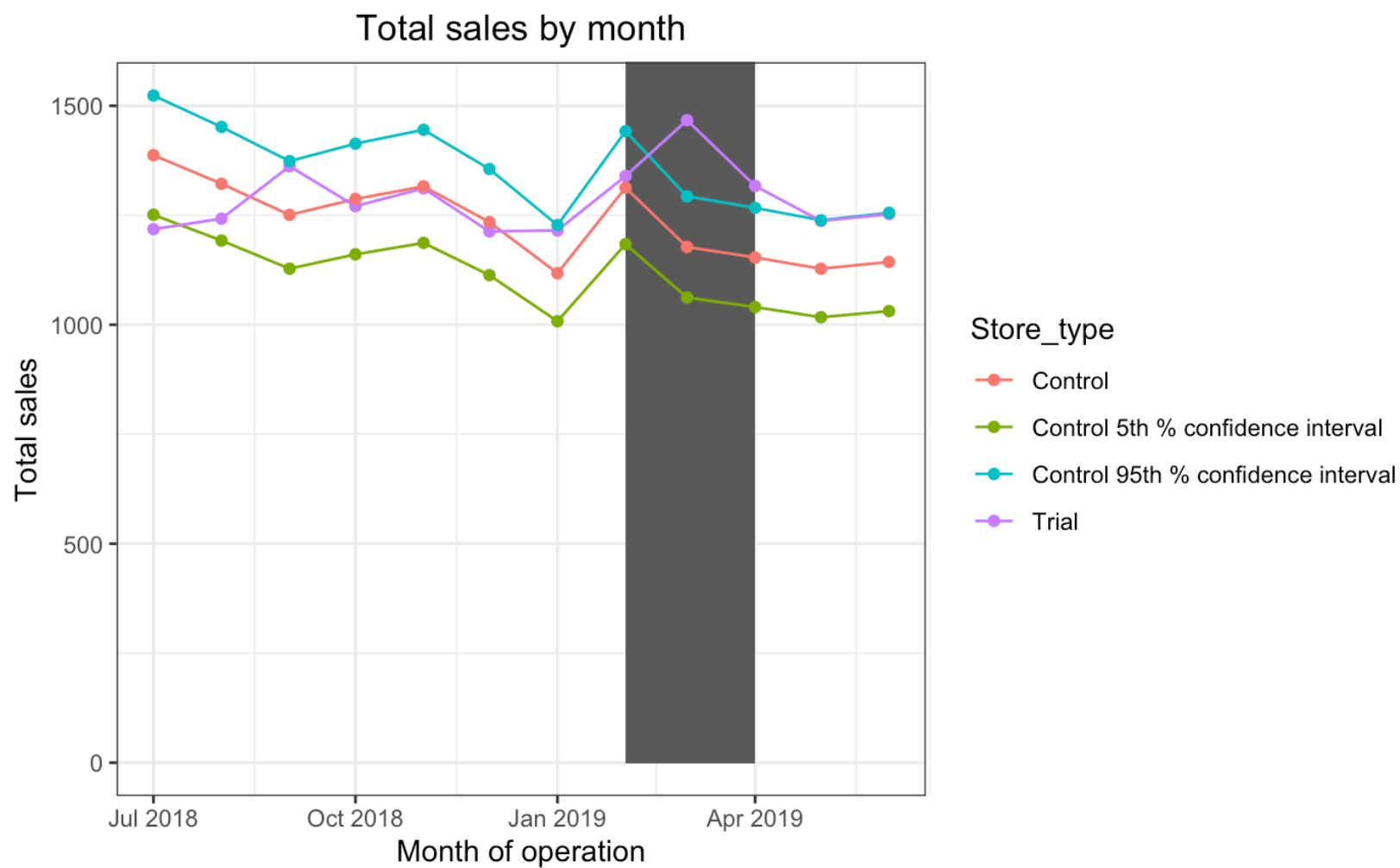
Sales performance in the trial store 86



Customers performance in the trial store 86



Sales performance in the trial store 88



Customers performance in the trial store 88

