Subject: Project Report: High-level findings

Dear Julia,

Hope all is well.

I am pleased to inform that our analysis on your chips category is done for your review. Attached is the report incorporating our analytics with a focus on consumer behavior and the trial store layouts. Here are our high-level findings:

* Mainstream Young Singles & Couples remain the primary shoppers of chips
* Opportunities have been identified with Young and Older Families
* Trial store performance was increased as a result of the new store layout

Feel free to reach out if you have any questions. We appreciate your patience and trust in us and look forward to discussing these results further next week.

Best regards,

Nguyen Tran

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