

Category review: Chips

Retail Analytics

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Executive summary

01

Chips category review

The number of chips transactions dramatically increases prior to Christmas. Thus, added visibility to customers via a promotional display or Gondola end would increase purchases driving sales growth over this holiday period.

Mainstream Young Singles & Couples are the primary shopper of chips.

Young and Older Families make up 26% of Chips shoppers and on average purchase larger baskets. There is more opportunity for sales with these shoppers.

02

Trial store analysis

A control store was constructed to reflect the prior performance of the selected trial store.

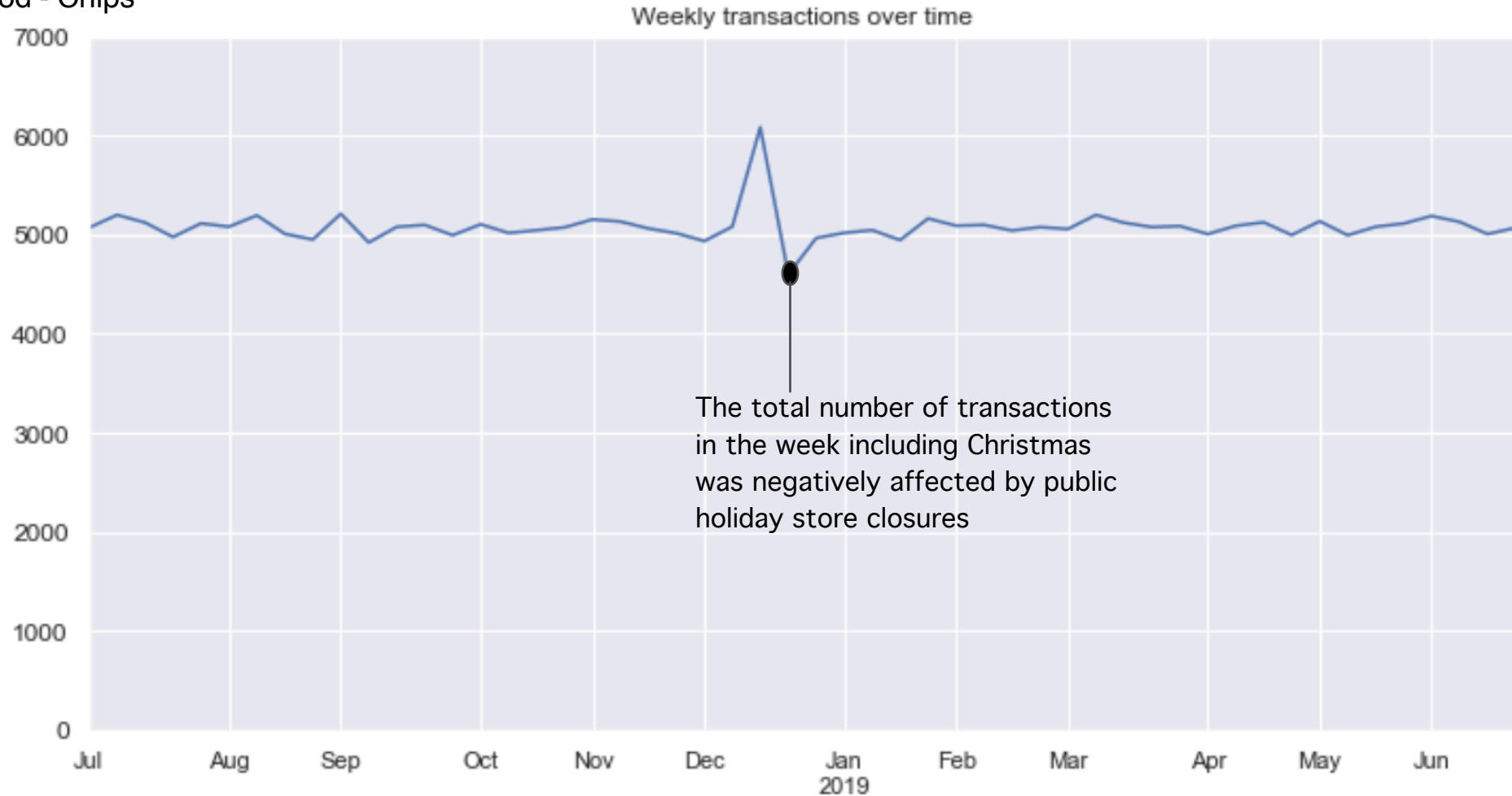
After implementing the new store layout the performance of the trial store and the control store were compared. The trial store saw significant uplift from the new store layout.

01

Category Chips Analysis

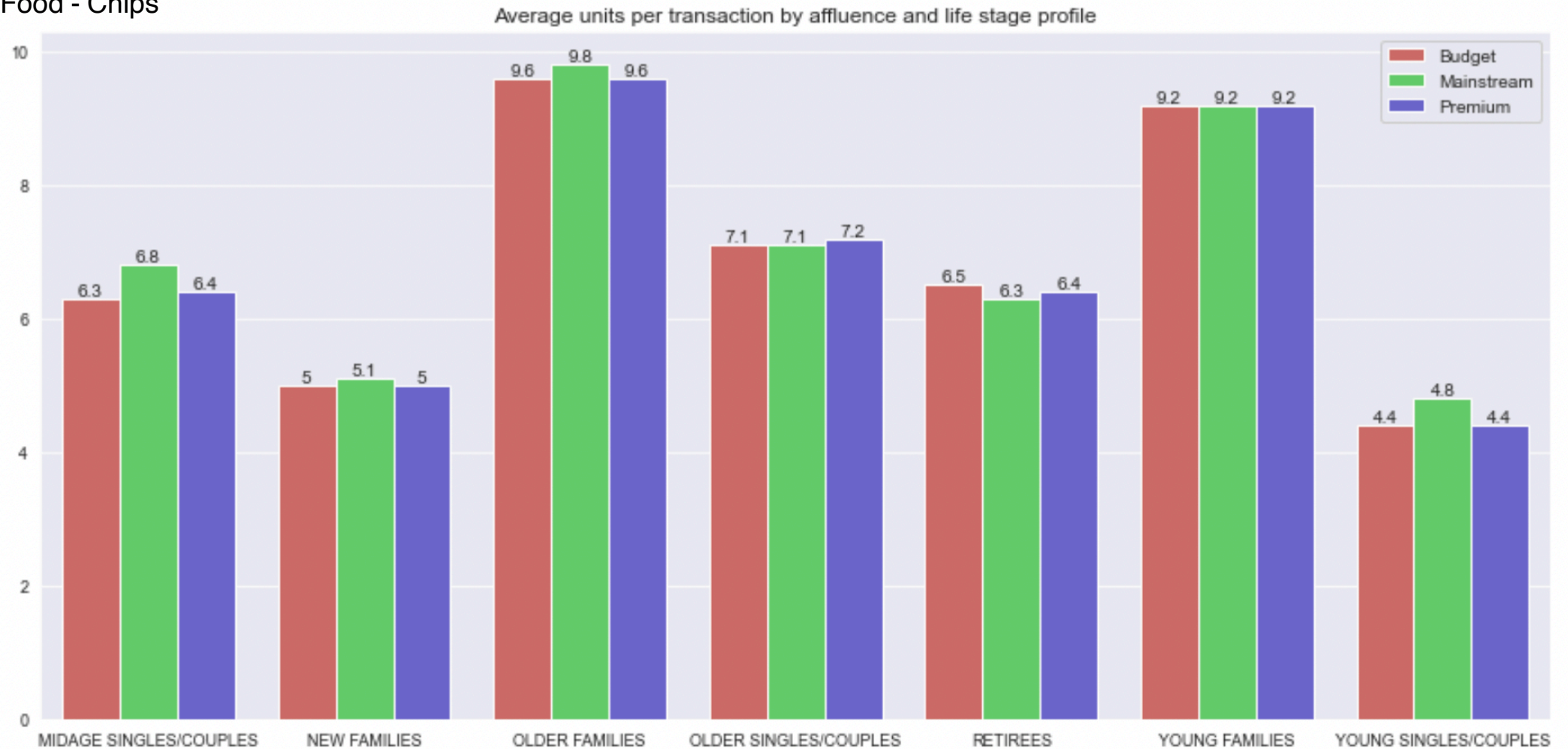
The number of Chips transitions has remained relatively consistent over the last 52wks; a notable increase occurred in the week leading up to Christmas

Snack Food - Chips



Affluence appears consistent across each individual life stage profile
Older and Young Family shoppers purchase the highest average units per transaction

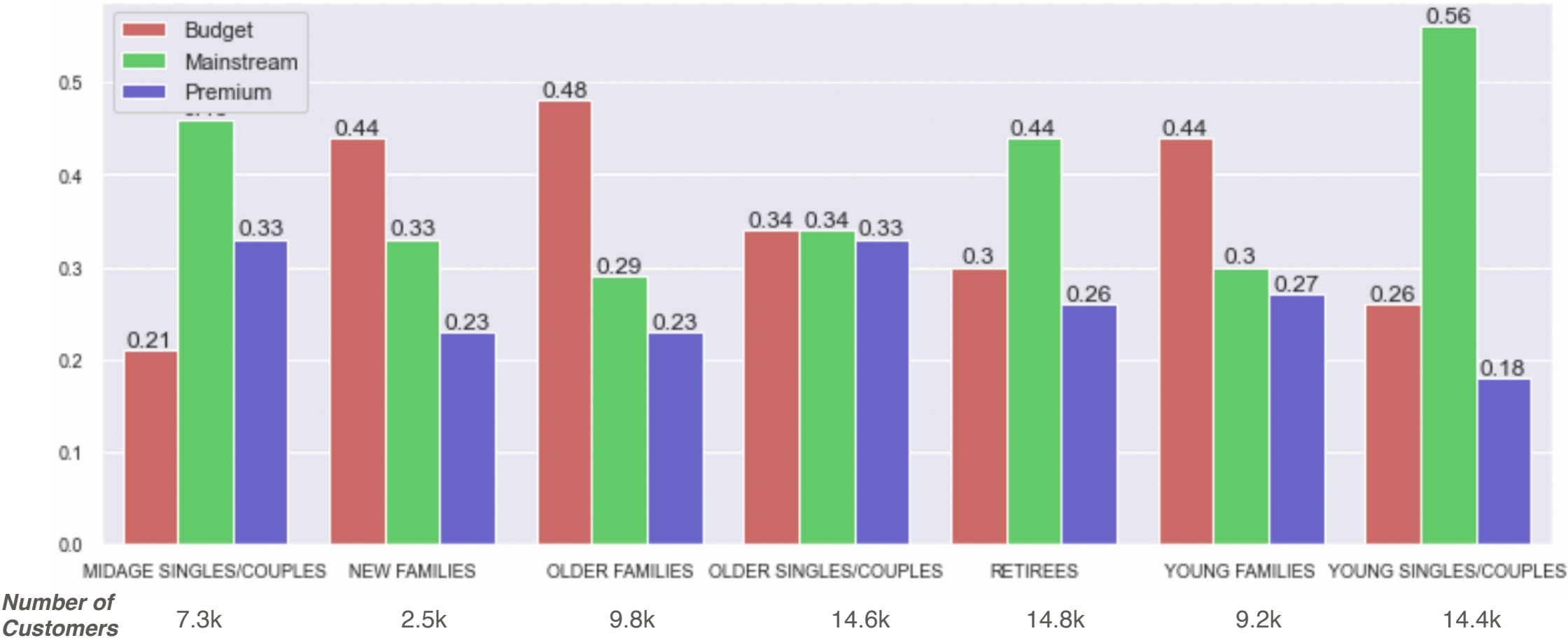
Snack Food - Chips



Mainstream Young Singles & Couples make up the largest proportion of Snacking Chips shoppers
Mainstream Retirees also have a significant share

Snack Food - Chips

Proportion of Customers by affluence and life stage profile



02

Trial store performance Analysis

Trial store : 77, 86

The control store is constructed to reflect performance of the trial store rather than the average of other stores

Snack Food - Chips



From Feb to May the trial store outperformed the control store highlighting the success of the new store layout

Snack Food - Chips



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