

1. Top 3 Most Profitable Products

Based on the transaction data analysis, the following products generated the highest revenue:

1. **Dorito Corn Chips Supreme 380g** - \$40,352.00
2. **Smiths Crinkle Chip Original Big Bag 380g** - \$36,367.60
3. **Smiths Crinkle Chips Salt & Vinegar 330g** - \$34,804.20

Insights:

- Large-sized snack chips dominate the sales.
- The Doritos brand appears to be the most popular among customers.
- Smiths Crinkle Chips in multiple flavors show strong customer preference.

2. Most Loyal Customer Segments

The most frequent buyers, based on average transactions per customer, are:

1. **Older Families (Mainstream Buyers)** – Avg. ~5.03 transactions per customer
2. **Older Families (Budget Buyers)** – Avg. ~4.95 transactions per customer
3. **Older Families (Premium Buyers)** – Avg. ~4.92 transactions per customer

Insights:

- Older families are the most loyal customer group, likely purchasing snacks in bulk for household consumption.
- The mainstream pricing segment exhibits the highest loyalty, suggesting a balance between affordability and quality.
- Loyalty trends are consistent across budget, mainstream, and premium buyers within older families.

3. Business Recommendations

- Target older families with bulk purchase discounts and family-friendly snack bundles.
- Focus marketing efforts on high-performing brands like Doritos and Smiths Crinkle Chips.