



# Chips

Segment Behavior and Trial Outcomes

Hlib Roskolup



## *Task 1*

- *Define customer segments and their contribution to sales*

## *Task 2*

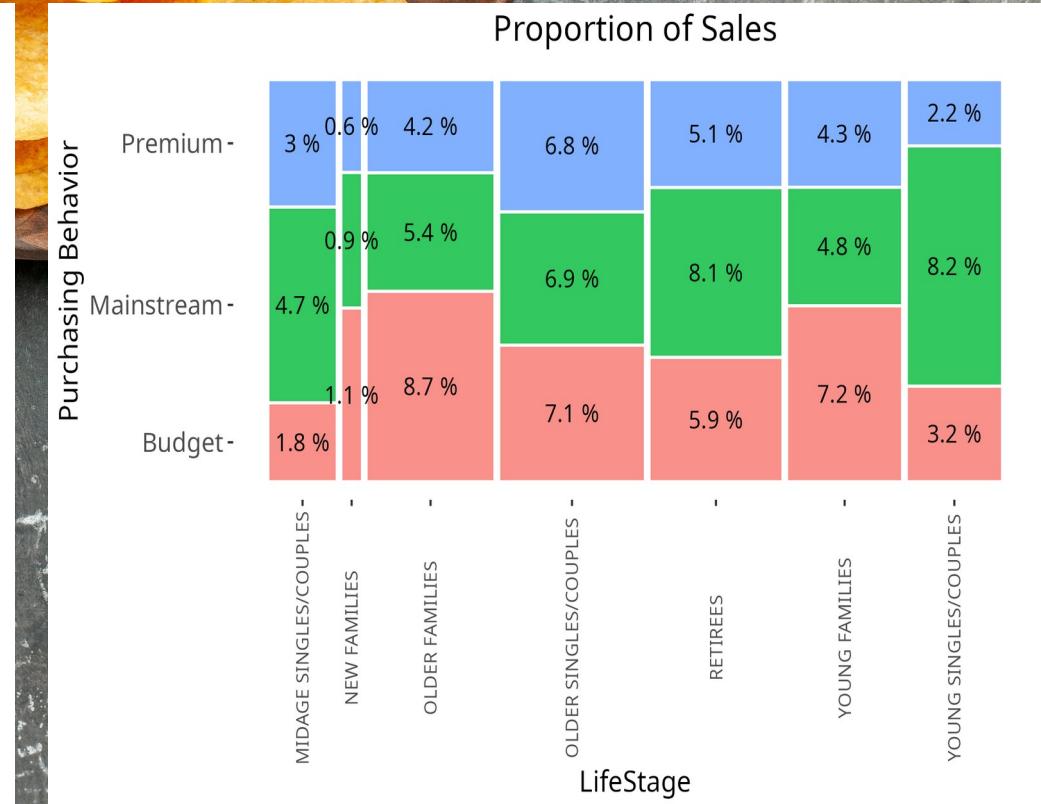
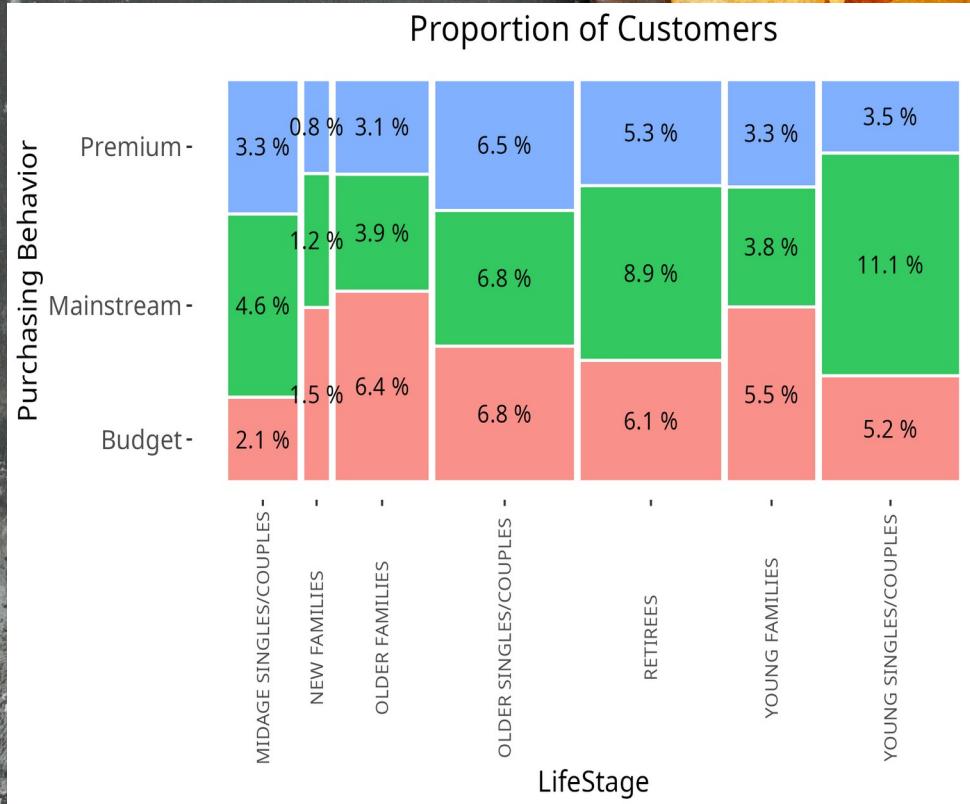
- *Assessment of store performances during trial period*



*Defining  
Customer  
Segments*

# Customer share by Segment

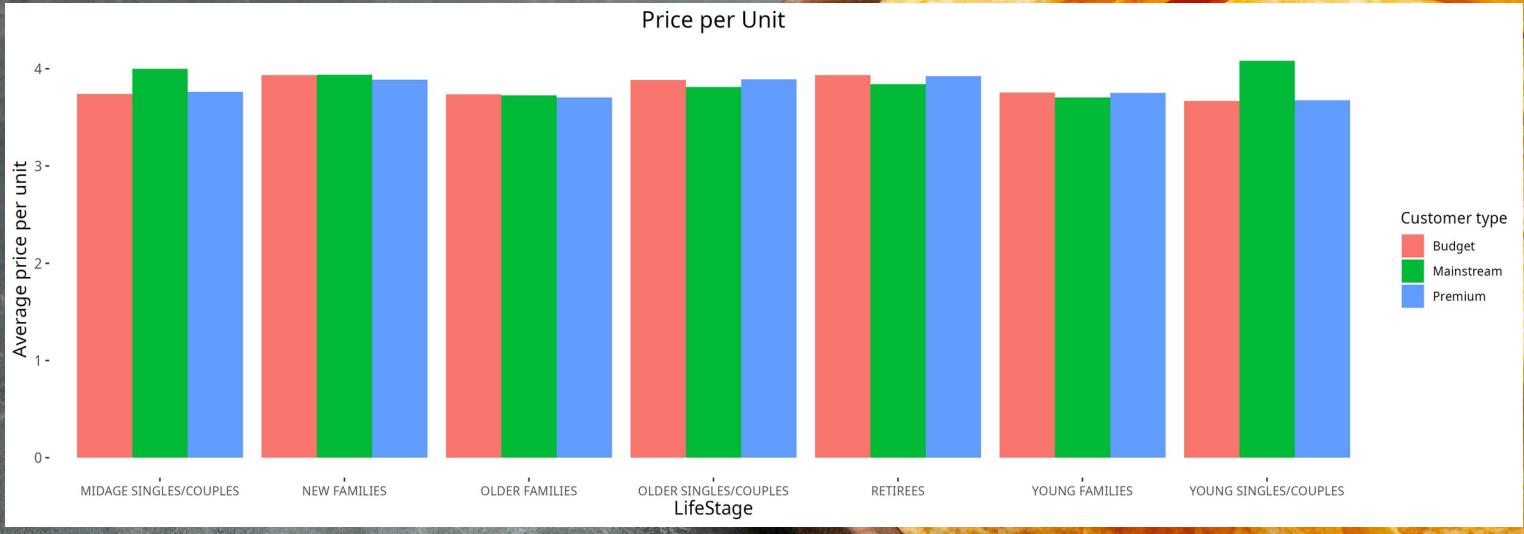
# Sales share by Segment



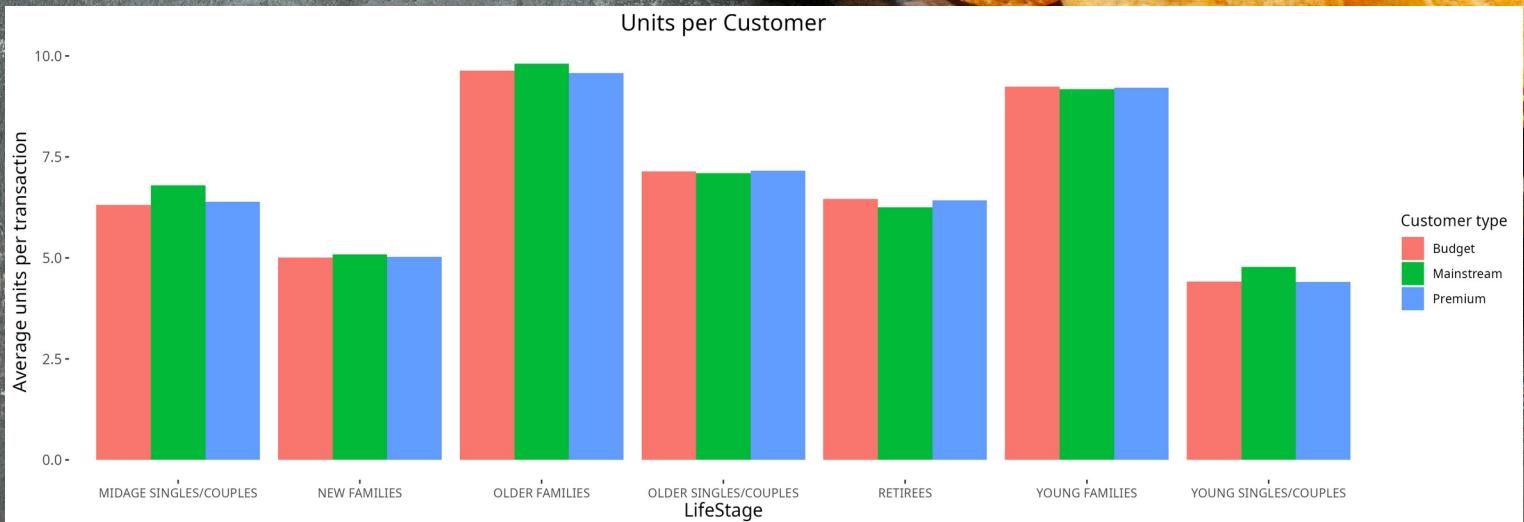
- Largest segments bring more revenue:
  - Mainstream - young singles/couples and
  - Mainstream - retirees,
  - which together make up
  - 20 % of all **Customers** and
  - 16.3 % of Total **Sales**
- In contrast,  
Budget - older families segment contributes the most to **Sales** (8.7 %),  
despite being moderate in size



# Average Price per Unit by Segment



# Average Units per Customer by Segment



- Wealth level doesn't significantly affect customer behavior at almost every life stage
- However,  
*Mainstream* - young singles/couples,  
*Mainstream* - midage singles/couples,  
tend to pay more for a pack.
- Segments within the *Young Families* and *Older Families* life stages buy more packs per *Customer*





*Trial period*  
*Assessment*

- Trial Period: February to April
- Trial Stores: 77, 86, 88
- Control Stores: 233, 155, 237 – stores with the most similar Pre-trial performance to the Trial stores.

*Amount of  
Sales*

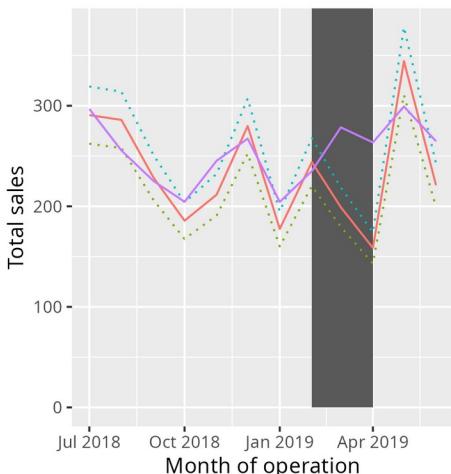
*Number of  
Customers*

*77 vs 233*

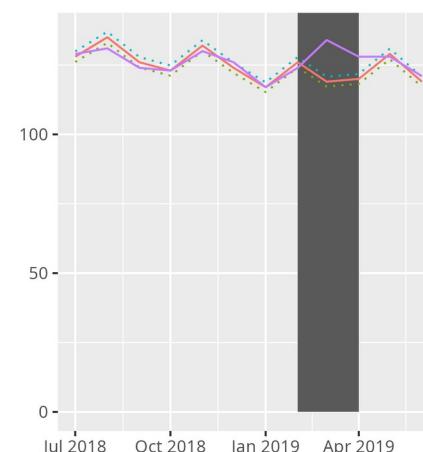
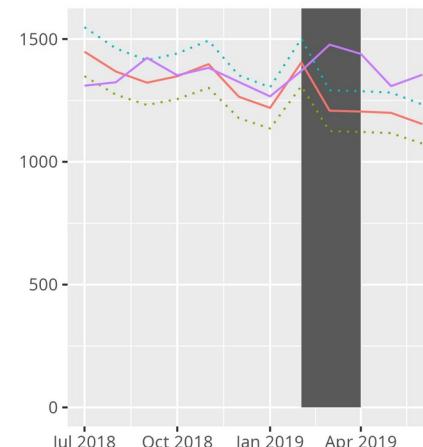
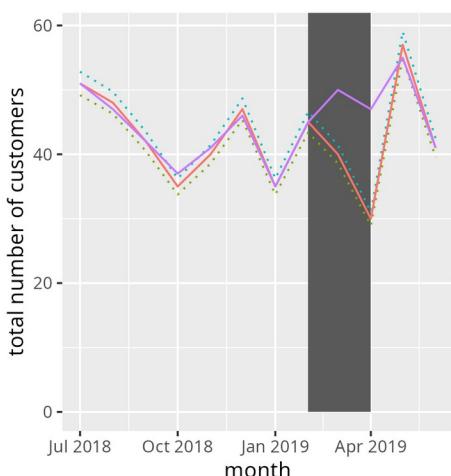
*86 vs 155*

*88 vs 237*

Total sales by month



number of customers by month



Store\_type

- Control
- Control 5th % confidence interval
- Control 95th % confidence interval
- Trial

- Trial period had an overall **positive** impact.
- Stores 77 and 88 showed **growth** in both **Sales** and **Customer** numbers
- Store 86 attracted **only** more **Customers**.



