**Task 3 – Model answer: Email to client**

Hi Julia,

Hope you are well.

I am pleased to advise that we have completed the analysis for the category, with a focus on consumer behavior and the trial store layouts. Please find attached the report for your review.

At a high level we have found that:

* As Christmas approaches, sales gradually grow. On New Year's Eve, they resume their early December levels. The fact that stores were closed on December 25 as a result of Christmas contributed to the drop in sales.
* The amount of purchases made by each consumer does not appear to be affected by wealth.The segments with the highest average purchase units per distinct client are Older and Young Families.
* Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees accounted for the majority of sales. Overall, older clients spend more money than younger ones. Customers who don't pay a premium purchase more than those who do.
* Customers visited Trial Stores 77 and 86 significantly more frequently than Control Stores over the Trial period, demonstrating the success of the trial.However, the increase of 88 clients at the trial store is negligible.

We are looking forward to discussing these results further next week.

Warm regards,

Sagar Sahu

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