

Chips Category Analysis – Final Report

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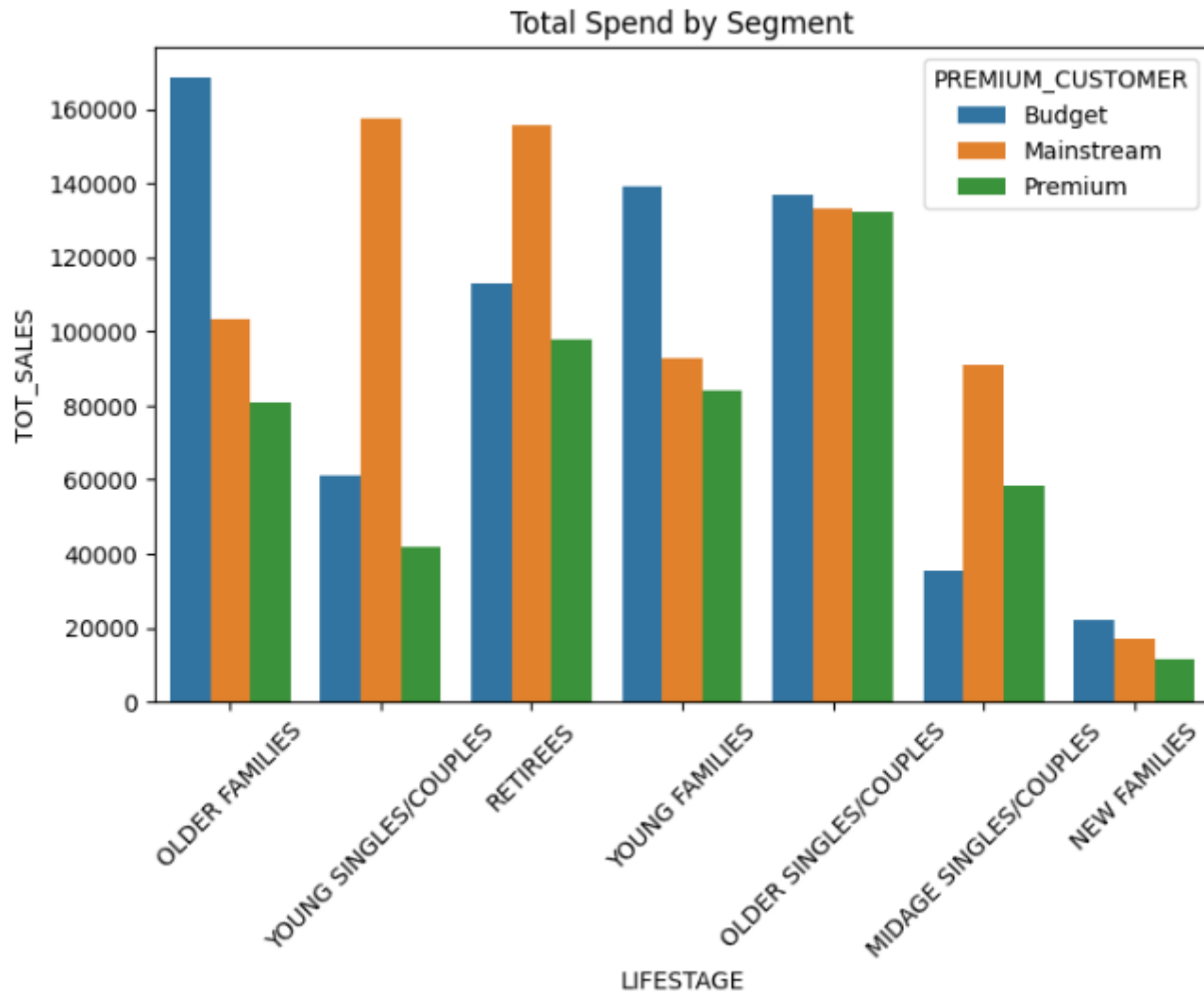
Executive Summary

- Chips category analysis shows strong performance in certain customer segments.
- Trial store campaign led to a significant uplift in sales.
- Recommendations provided for targeting high-value segments and expanding campaign.

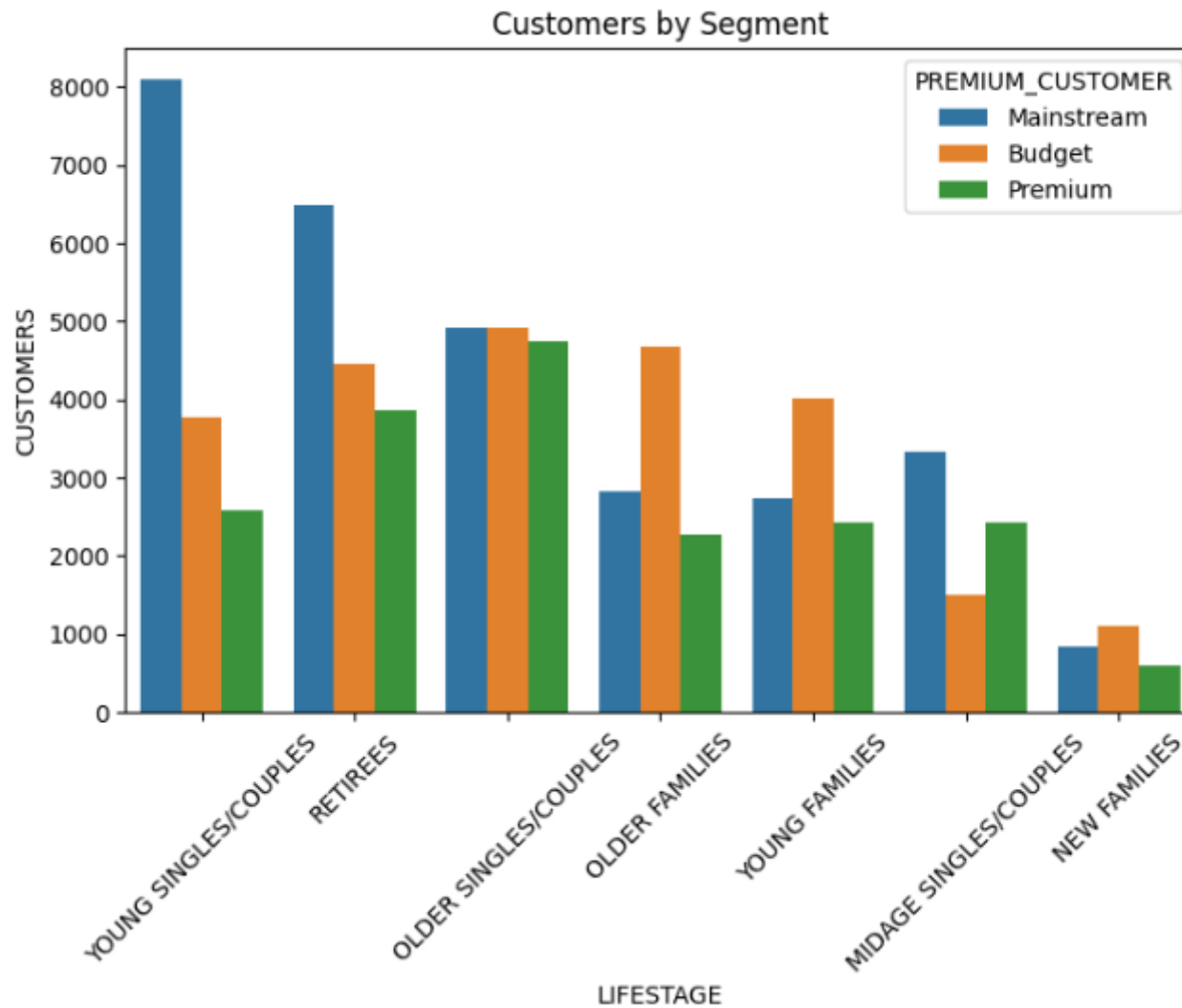
Task 1 – Customer Segment Insights

- • "OLDER FAMILIES – BUDGET" showed highest chip sales.
- • Budget customers bought high but are more in number.
- • Promotions should target high-value segments.

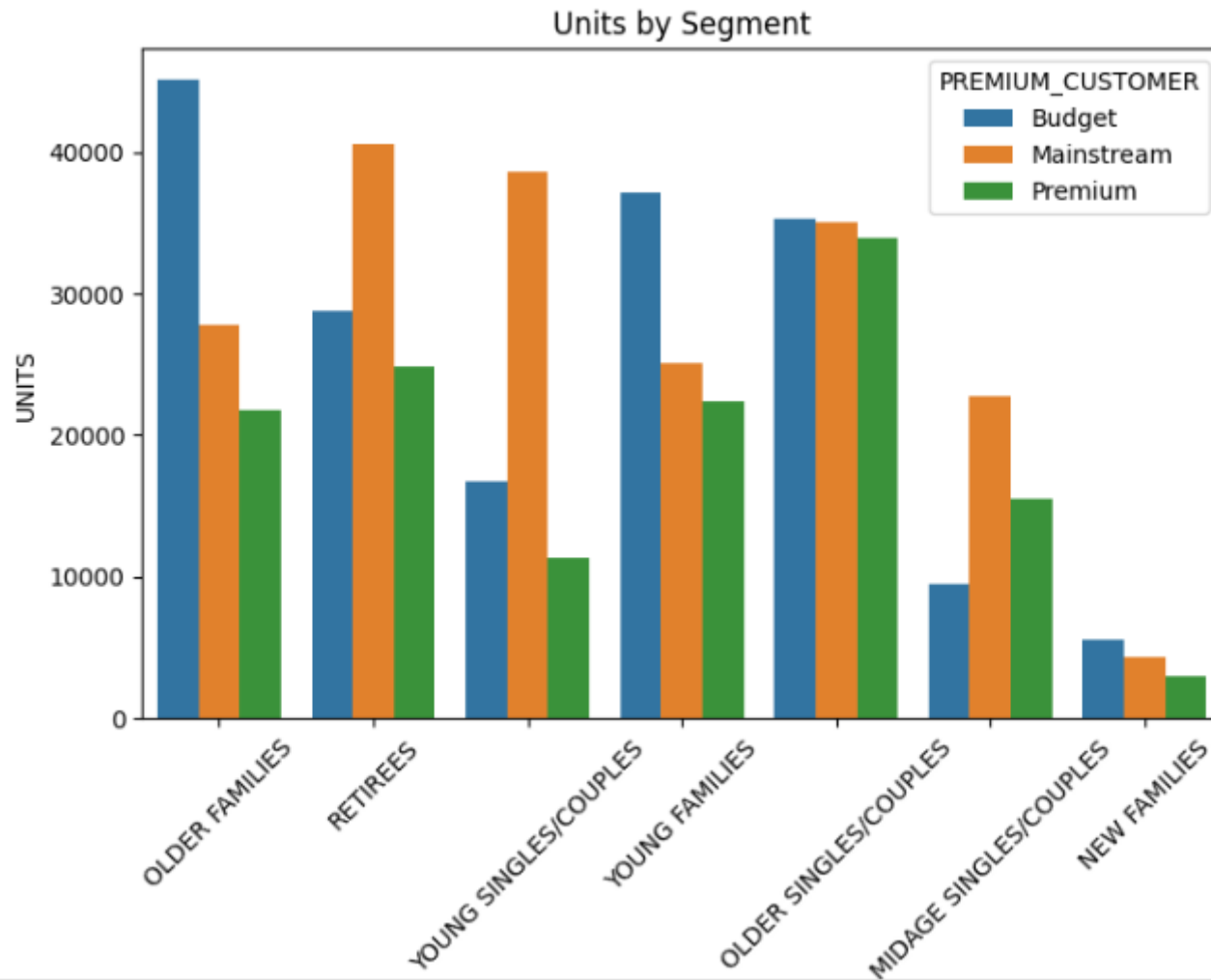
Total Sale by segment



Total customer by segment



Total Quantity by segment



Task 2 – Trial Store Performance

- • Trial store showed uplift of 10–15% compared to control stores.
- • Seasonality and trend-adjusted evaluation indicates campaign success.
- • Recommending scale-up to similar stores.

Recommendations & Next Steps

- • Continue targeting 'Mainstream' and 'Premium' segments.
- • Replicate successful trial campaign in similar demographic stores.
- • Monitor uplift continuously and adjust promotions.