

Summary of Findings

Top 3 Most Profitable Products

From our analysis, the best-selling and most profitable products are:

1. **Dorito Corn Chips Supreme 380g** – ₹40,352 in total sales
2. **Smiths Crinkle Chips Original Big Bag 380g** – ₹36,367.6 in total sales
3. **Smiths Crinkle Chips Salt & Vinegar 330g** – ₹34,804.2 in total sales

These products might have likely performed well due to their

- Popular flavors
 - Larger pack sizes (which offer better value for money)
 - Strong brand recognition.
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Who Are Our Most Loyal Customers?

Our most frequent and loyal customers come from **Older Families (both Mainstream & Budget buyers)** and **Young Families (both Budget & Premium buyers)**.

- **Older Families:** Tend to make repeat purchases, possibly because they buy in bulk for their households.
 - **Young Families:** Likely buy frequently for children and family snacking needs.
 - **Premium vs Budget Buyers:** While both segments contribute significantly, budget-conscious buyers tend to buy more frequently, possibly looking for deals and bulk offers.
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Key Insights for Marketing Strategy

1. **Focus on Families** – Older and young families are key customer groups. Target them with family-sized packs and promotional discounts.
2. **Leverage Bestsellers** – Since larger pack sizes are performing well, bundle offers and loyalty rewards for these products can increase retention.
3. **Segment-Based Promotions** – Personalized marketing for budget buyers (discount-driven offers) and premium buyers (exclusive or gourmet options) could be effective.