

July 2025

Category review: Chips

Retail Analytics



Classification: Confidential



Executive summary

01

Category Insights

- Sales show a cyclical trend; strong months often follow weak ones. Seasonal and recovery phase promotions can help stabilize sales
- Small and large chip bags are most popular; mid sized items underperform
- Older and younger customers are the main buyers, suggesting a focus on affordable and bulk options

02

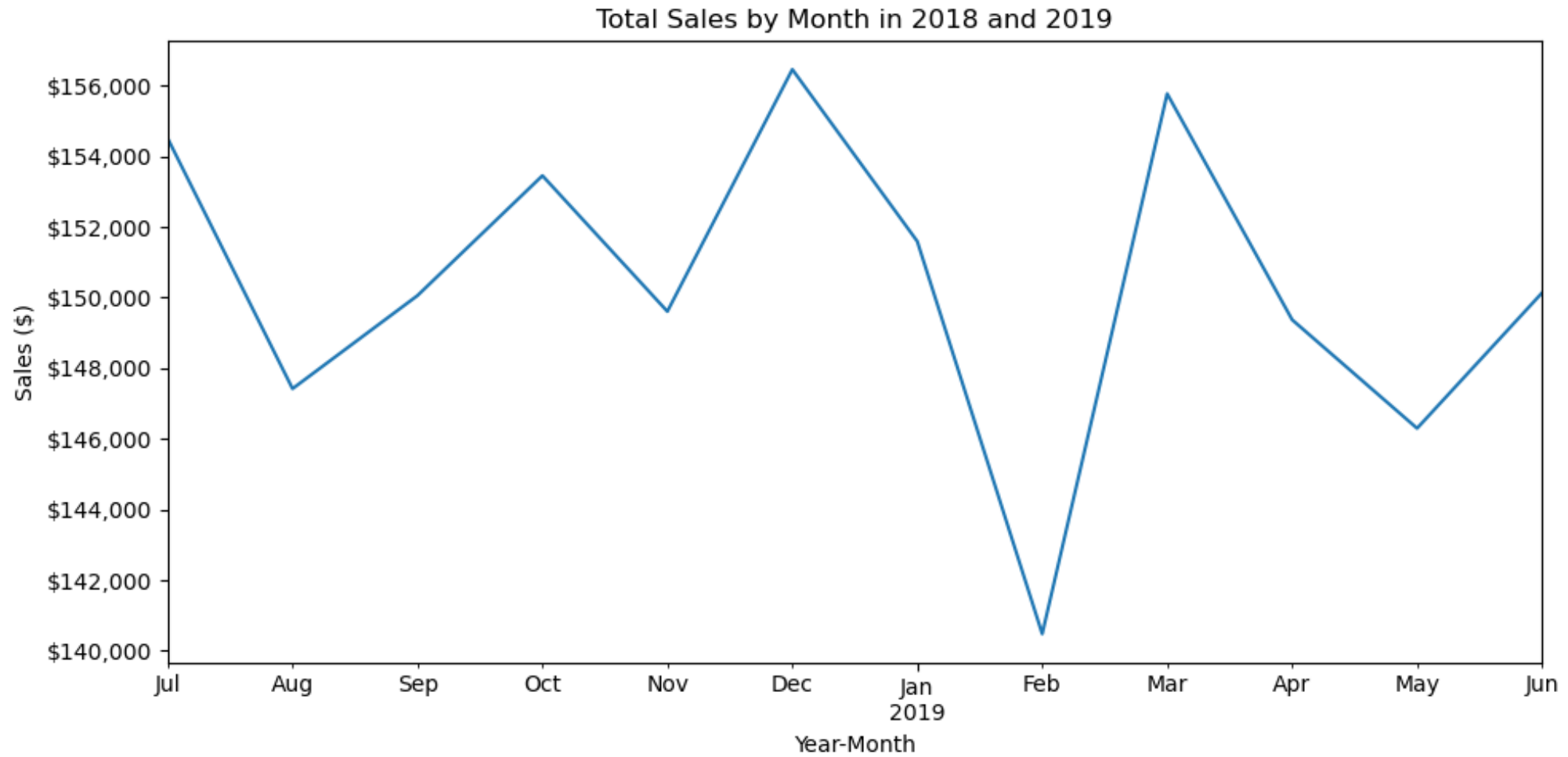
Trial Store Performance

- Sales increased ~6.5% across all three trial stores post layout changes
- One of the control store (201) also saw growth (~6.7%), suggesting that layout alone isn't the only driver
- Unique customers increased significantly, indicating the layout draws more foot traffic
- Recommendation: Pair layout changes with promotional displays and "hot items" rotations to convert visits into purchases

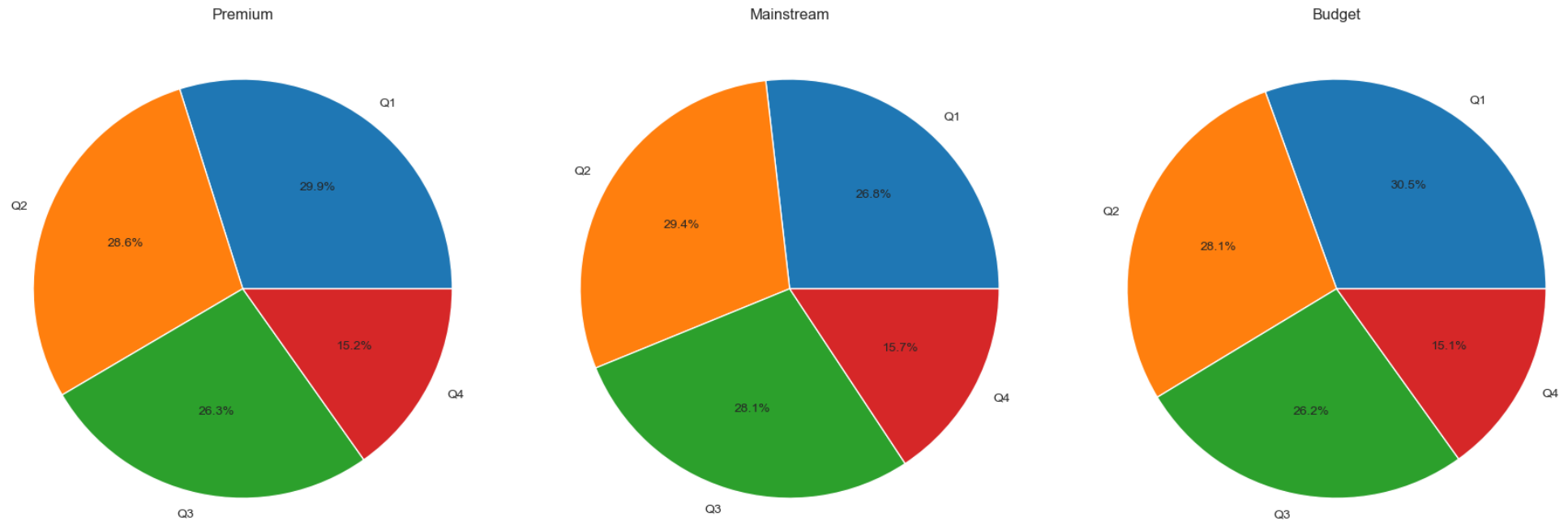
01

Category Insights

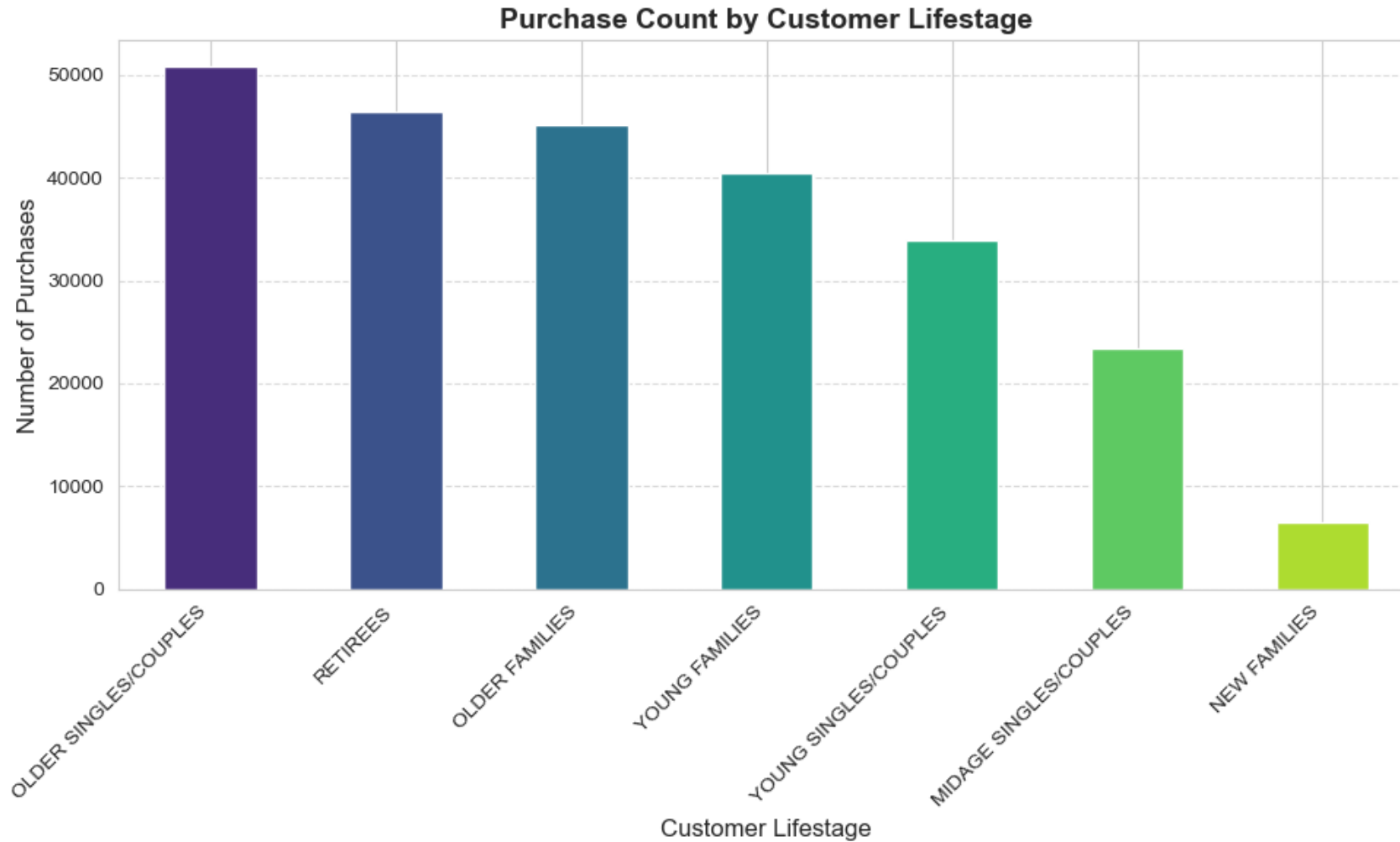
The total sales among store remained relatively consistent throughout the year; A notable drop in sales in February due to overstocking



The purchasing pattern between all affluence remains consistent; with cheaper items having a higher purchase rate



Families dominate chip sales, especially younger and older families, but are less purchased by middle age segment

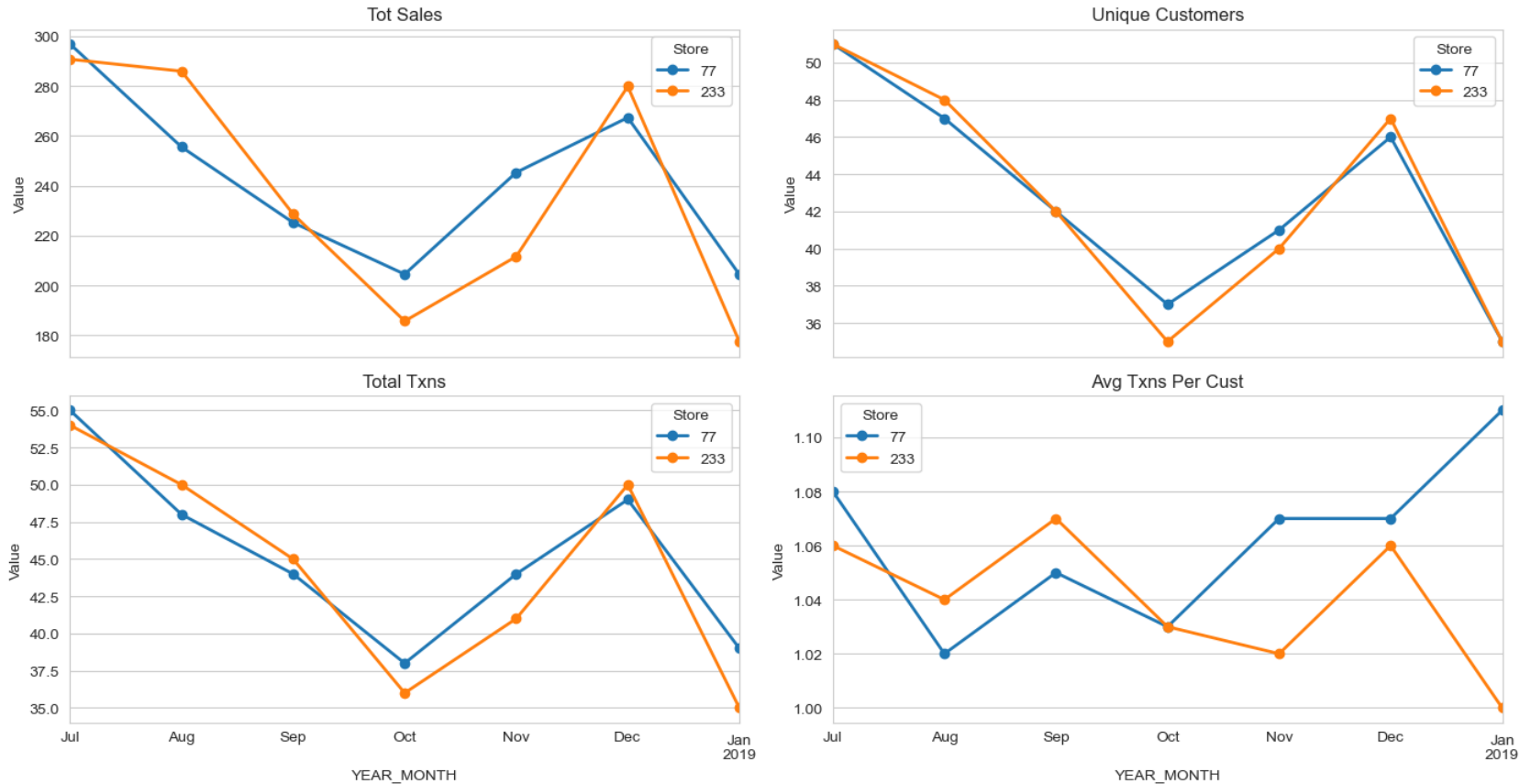


02

Trial store performance

The control store is constructed to reflect performance of trial store

Store 77 vs Control Store 233: Monthly Metric Comparison



From February to April, the trial store saw an increase in total sales, unique customers, and total transactions

Store 77 vs Control Store 233: Full Timeline Comparison

