

Retail Strategy and Analytics

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Executive Summary

Chips Category Review

Older families and young families in general buy more chips per customer

Compared to budget and premium counterparts, mainstream mid-age and young singles and couples are more willing to pay more for each packet of chips.

Young and Older Families make up 26% of Chips shoppers and on average purchase larger baskets. There is more opportunity for sales with these shoppers.

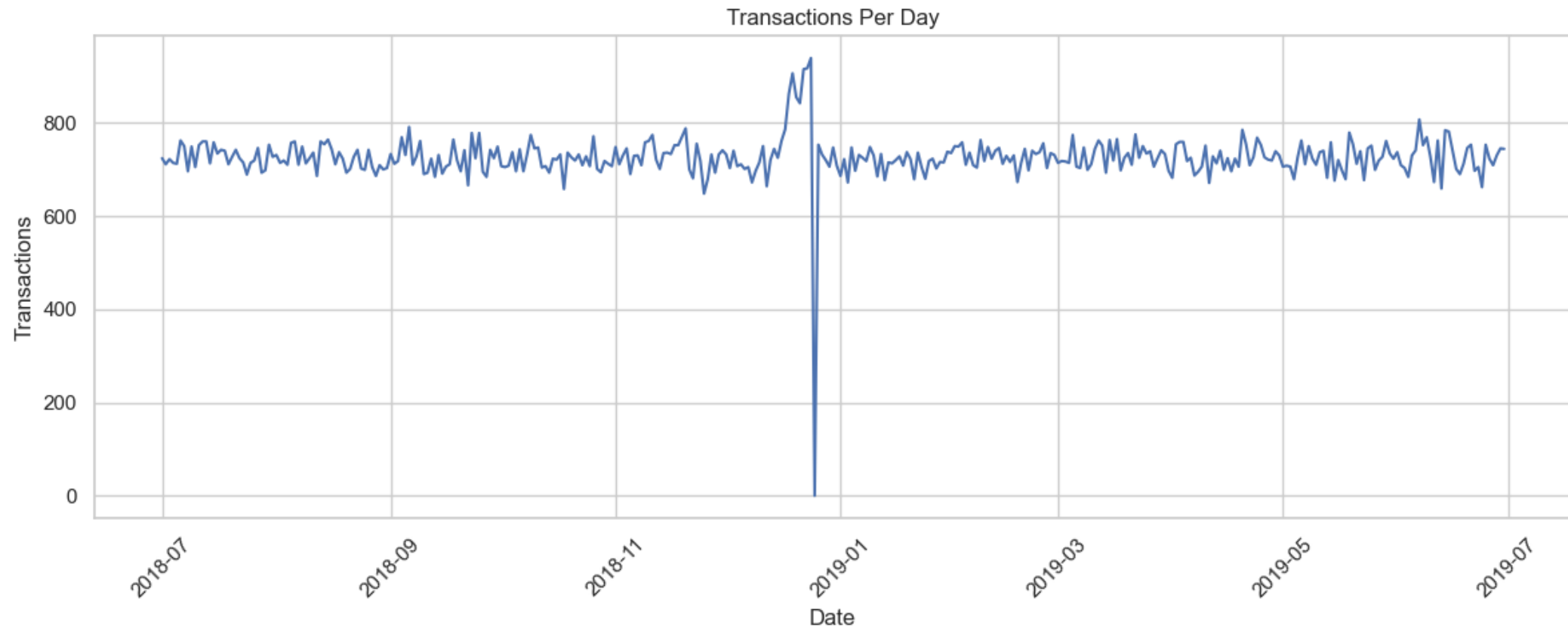
Trial Store Analysis

Control stores were chosen to be the baseline for the Trial Stores

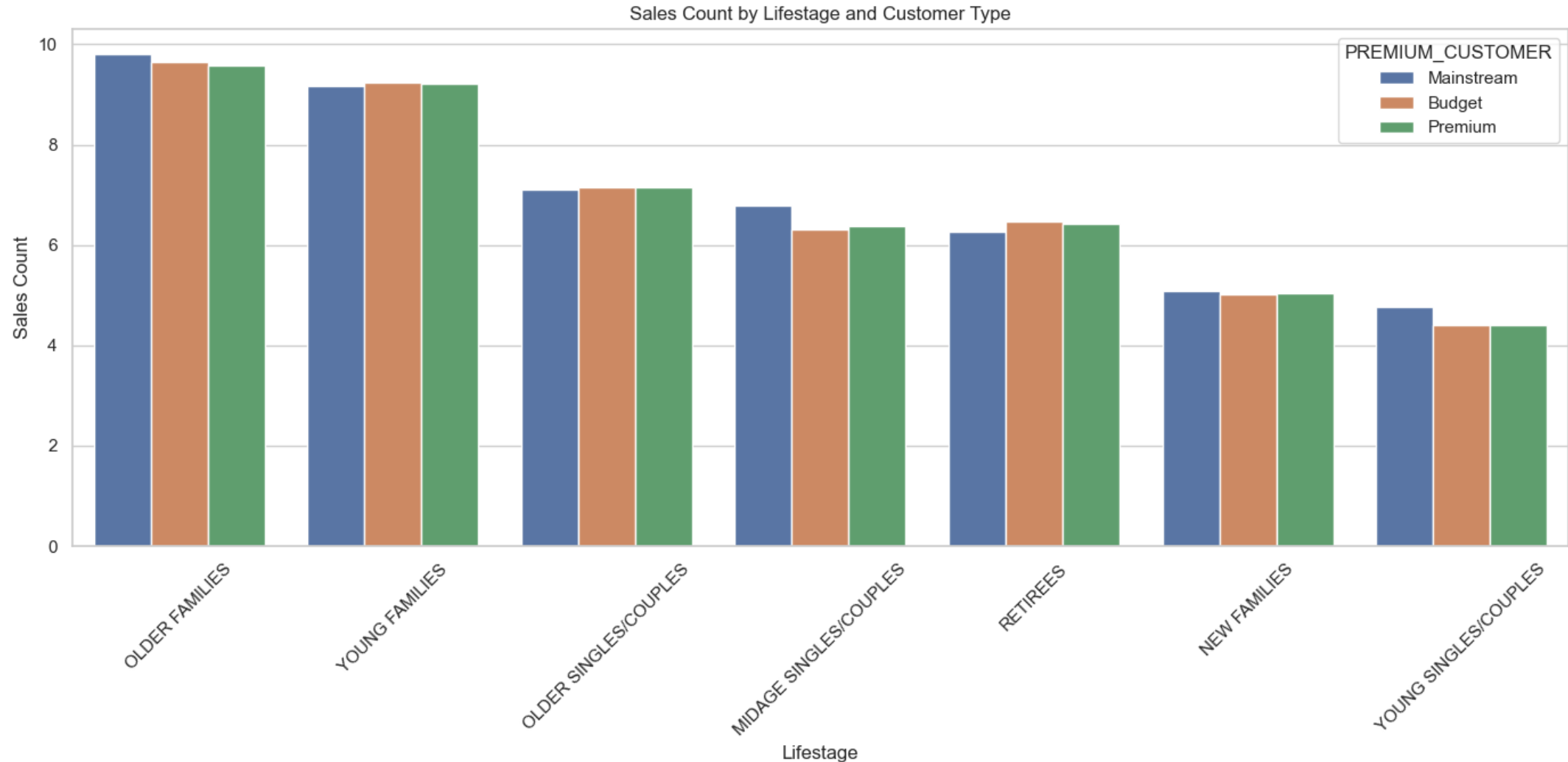
After implementing the new store layout the performance of the store increased

Customer Analysis

The number of transactions are mostly consistent but a notable increased near Christmas



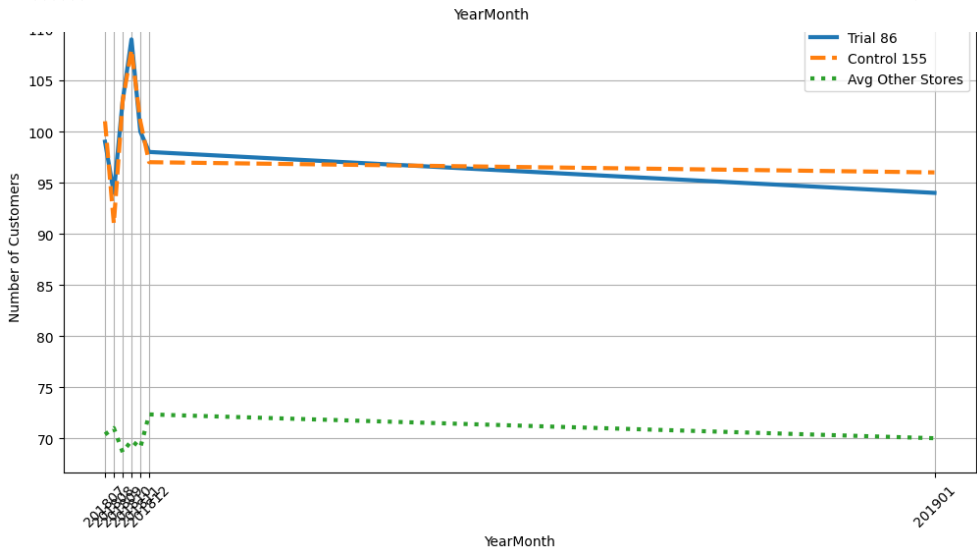
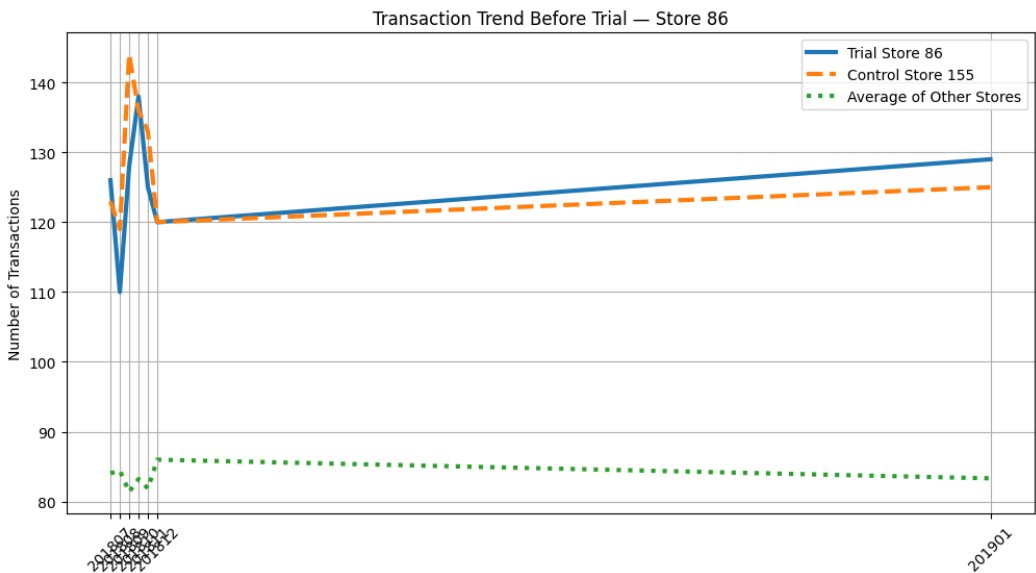
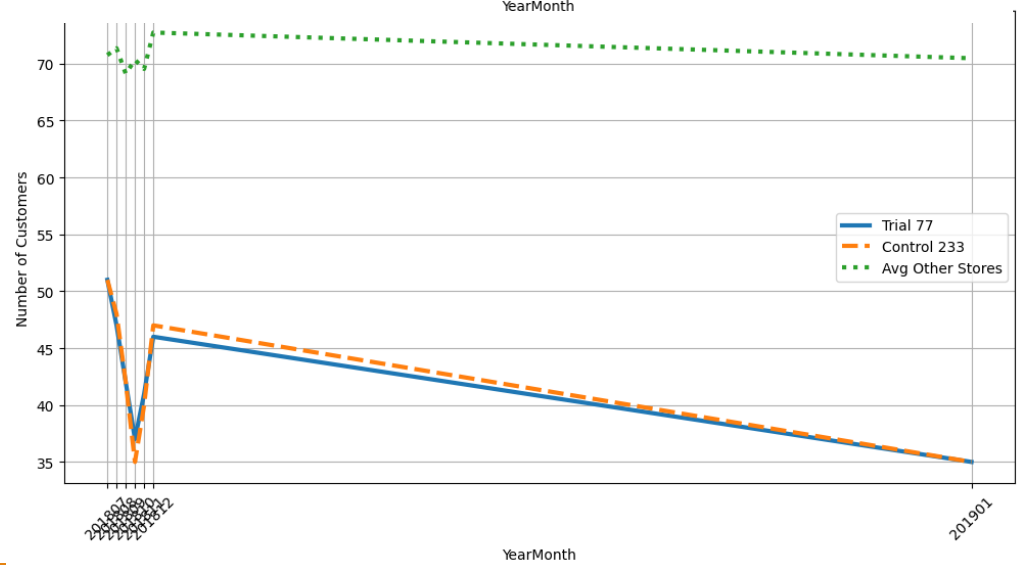
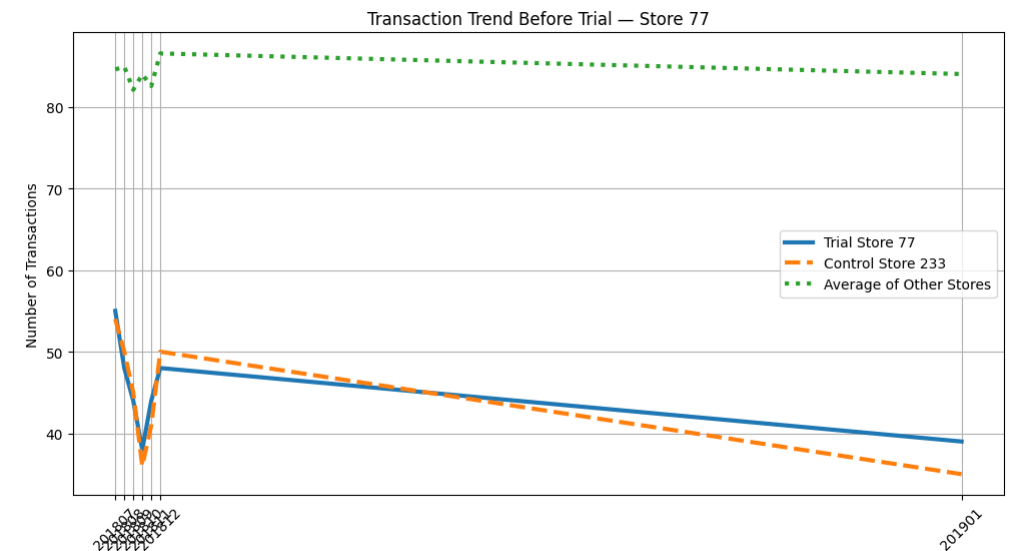
Older and Young Family shoppers purchase the highest avg units per transaction



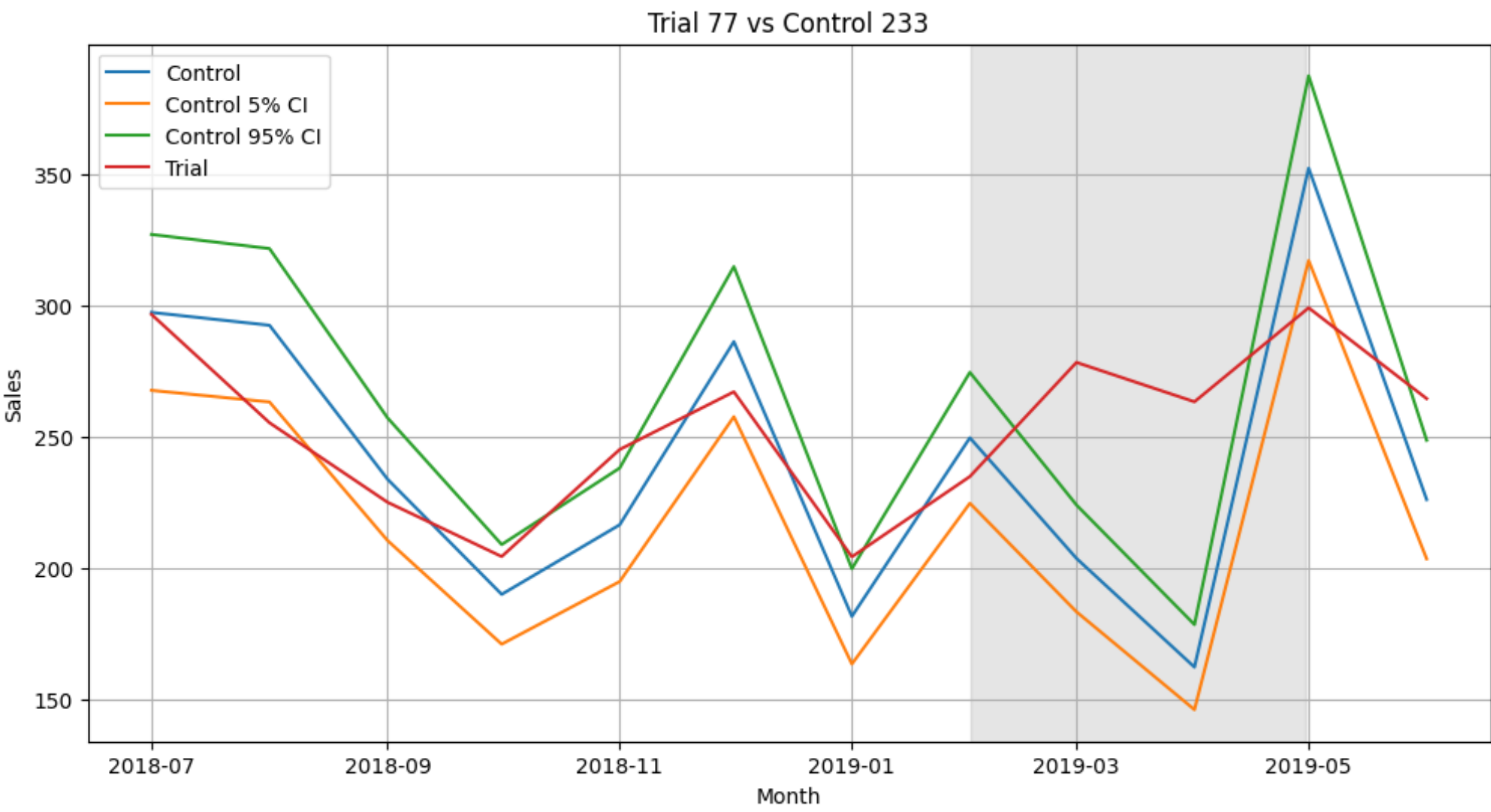
Trial Store Performance



The Control Store was selected to reflect the performance of the trial store



Trial Store vs Control Store Performance



Trial 86 vs Control 155

