

# Retail Strategy and Analytics

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# Executive Summary

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## 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 shoppes and on average purchase larger baskets. There is more opportunity for sales with these shoppers.

## Trial Store Analysis

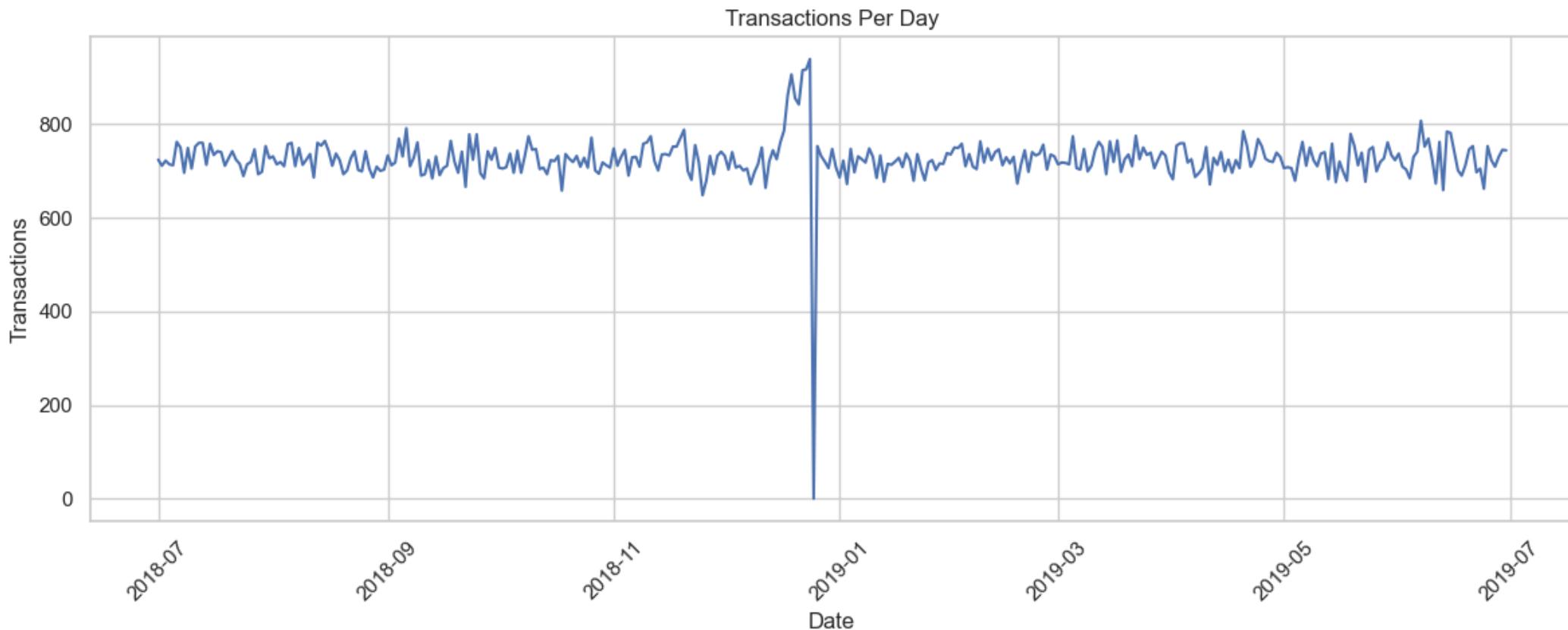
Control stores were chosen to be the baseline for the Trial Stores

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

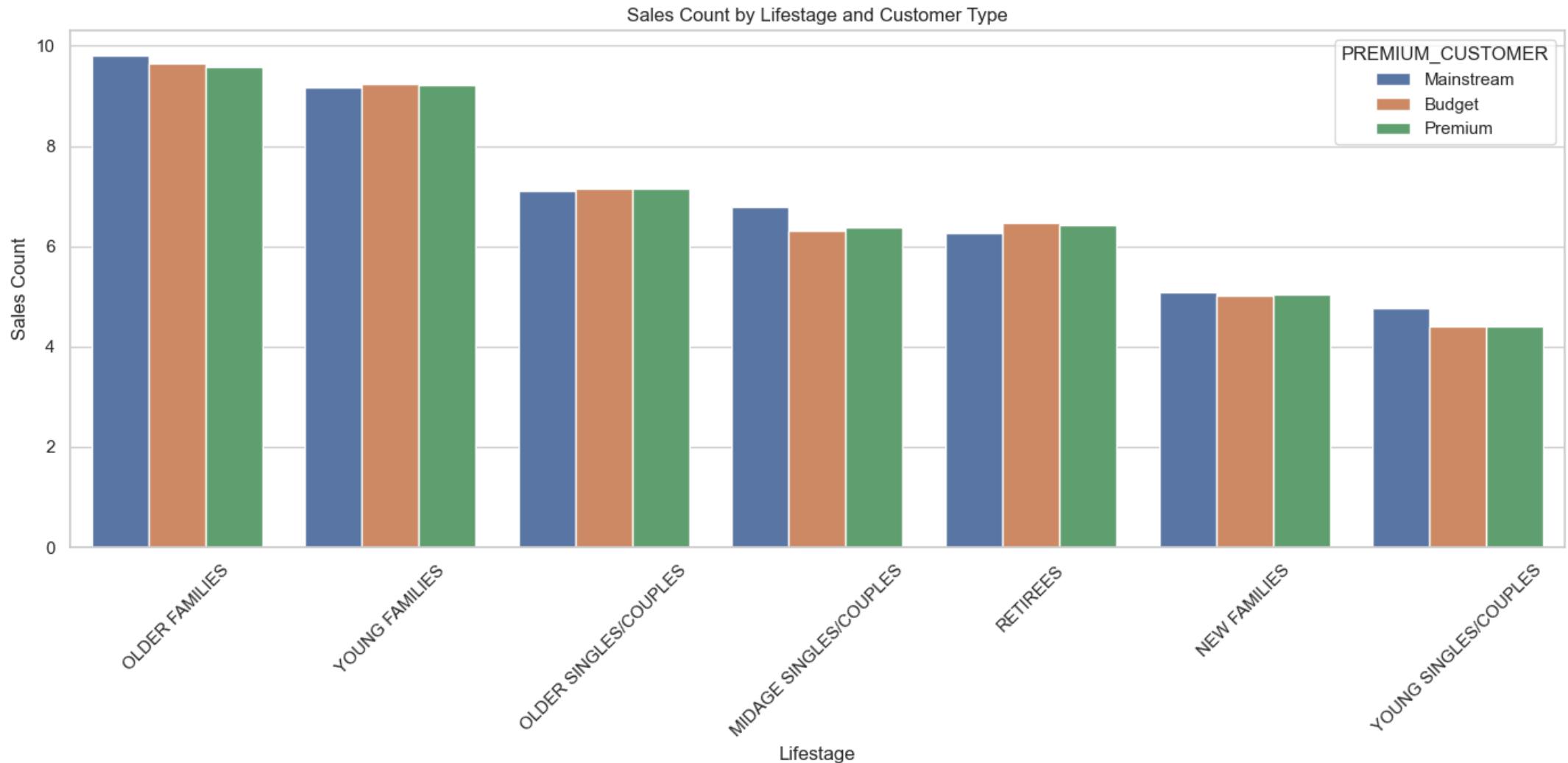
# **Customer Analysis**

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

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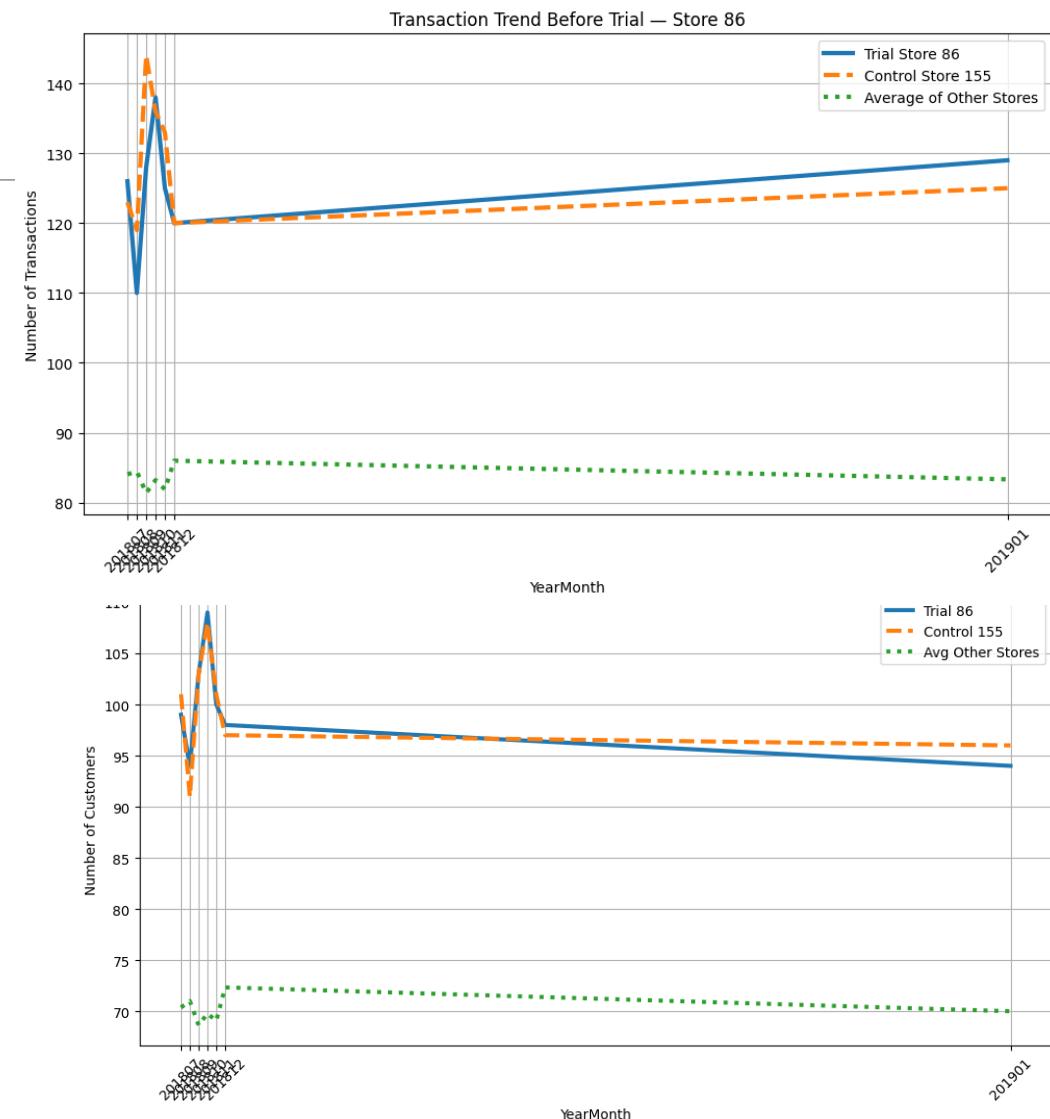
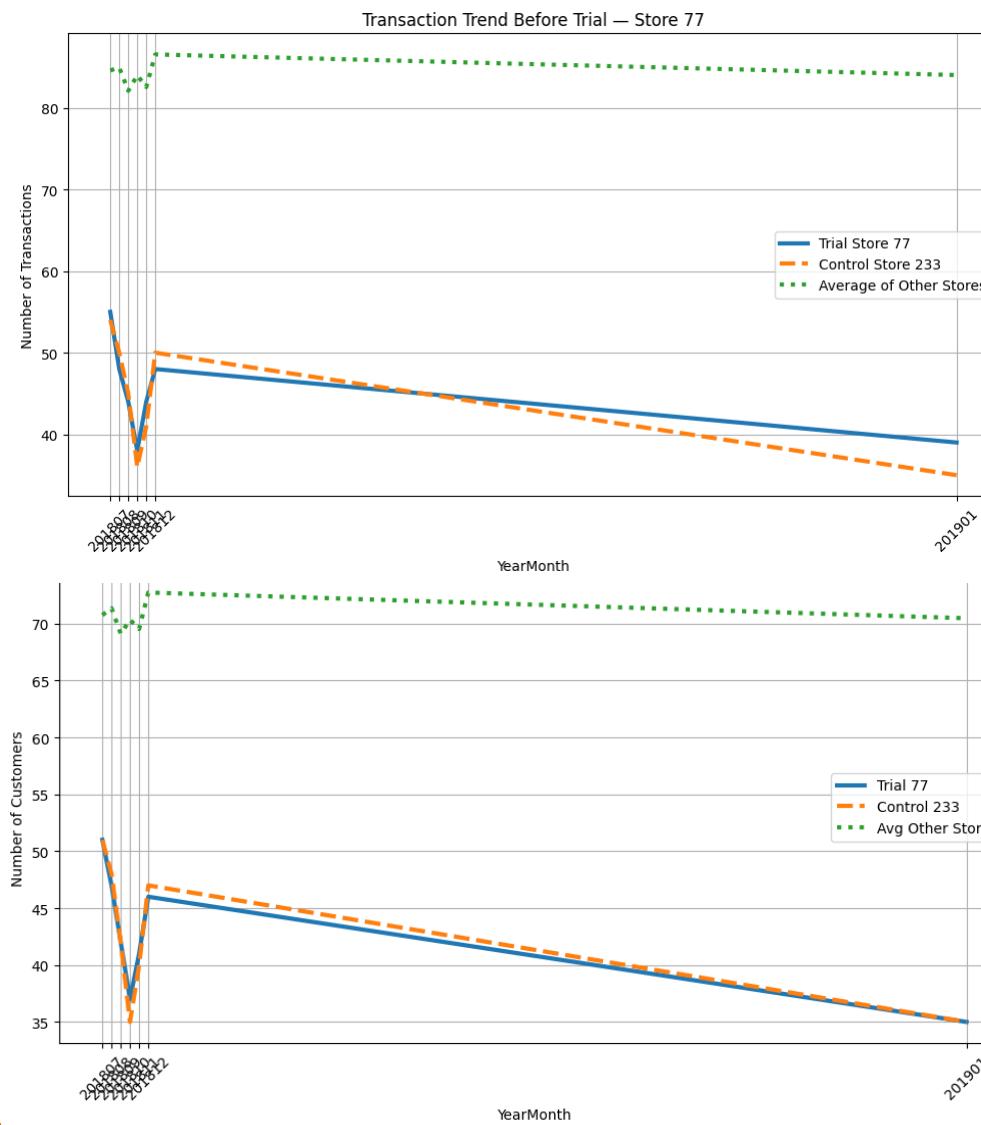
# Older and Young Family shoppers purchase the highest avg units per transaction



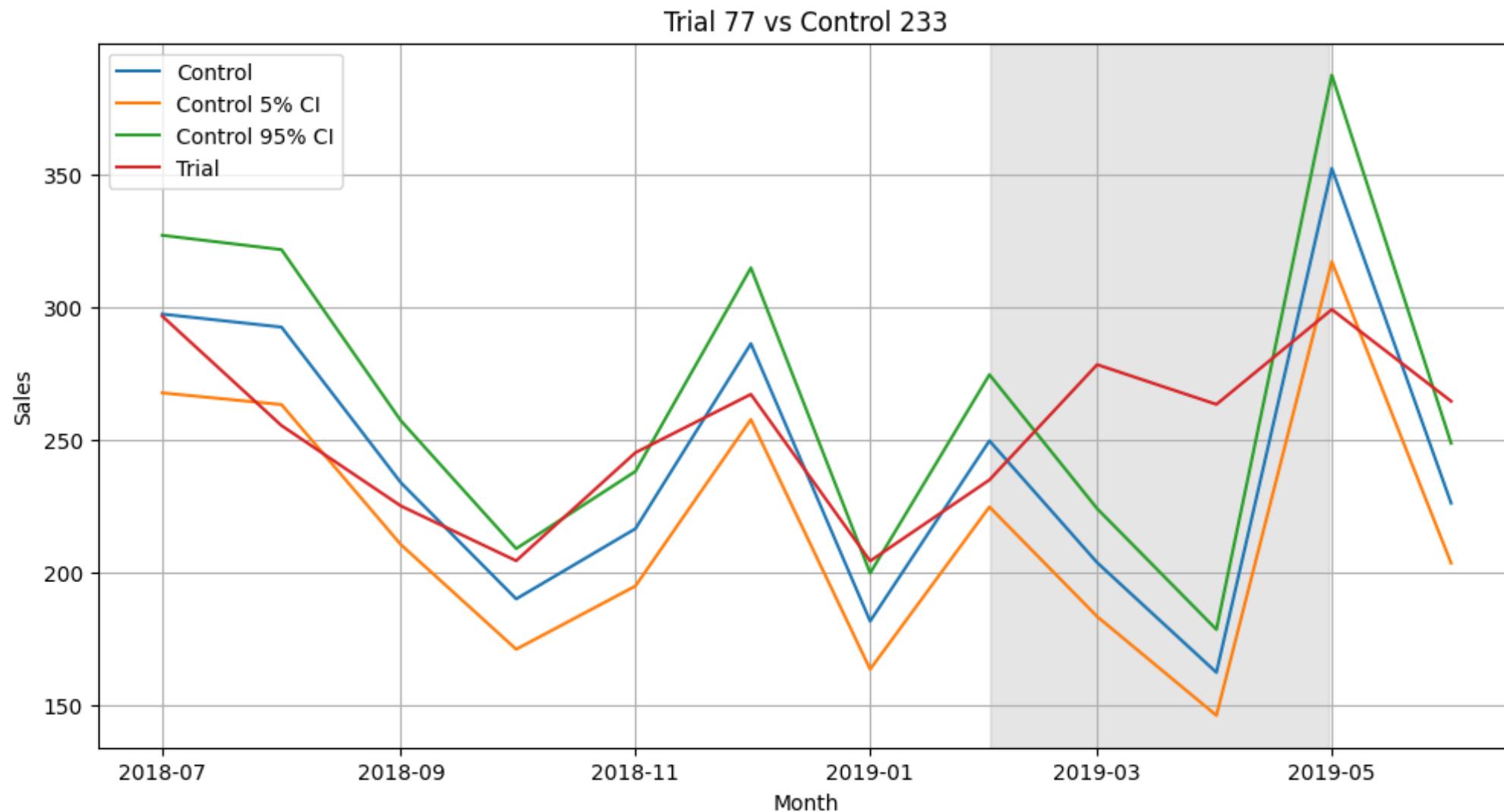
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## Trial Store Performance

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



# Trial Store vs Control Store Performance



Trial 86 vs Control 155

