

## **SUMMARY OF FINDINGS: CUSTOMER SEGMENTATION AND PROFIT ANALYSIS**

### **TOP-SELLING PRODUCTS**

- Large pack sizes (330g–380g) dominate sales, indicating bulk purchases for families or gatherings.
- Top 3 most profitable products:
  - Dorito Corn Chip Supreme 380g – Highest total sales.
  - Smiths Crinkle Chip Original Big Bag 380g
  - Smiths Crinkle Chips Salt & Vinegar 330g

### **CUSTOMER SEGMENTATION INSIGHTS**

- Most Profitable Segments (Highest Spending):
  - Older Families (Budget)
  - Young Singles/Couples (Mainstream)
  - Retirees (Mainstream)
- Most Frequent Segments (Highest Number of Unique Customers):
  - Young Singles/Couples (Mainstream)
  - Retirees (Mainstream)
  - Older Singles/Couples (Budget)

### **KEY CUSTOMER BEHAVIOR INSIGHTS & STRATEGY RECOMMENDATIONS**

- Young Singles/Couples (Mainstream): Prefer trendy, premium snacks; respond well to bundles and loyalty perks.
- Retirees (Mainstream): Value quality and bulk purchases; prefer bulk discounts and senior deals.
- Older Singles/Couples (Budget): Consistently buy budget-friendly options; prefer "buy more, save more" deals.

### **OVERALL BUSINESS RECOMMENDATIONS**

- Focus marketing and promotions on large-pack chips, as they generate the highest revenue.
- Tailor promotions for high-value customer segments:
  - Bundles and trendy snacks for young professionals.
  - Bulk purchase discounts for retirees.
  - Budget-friendly multipacks for cost-conscious shoppers.