

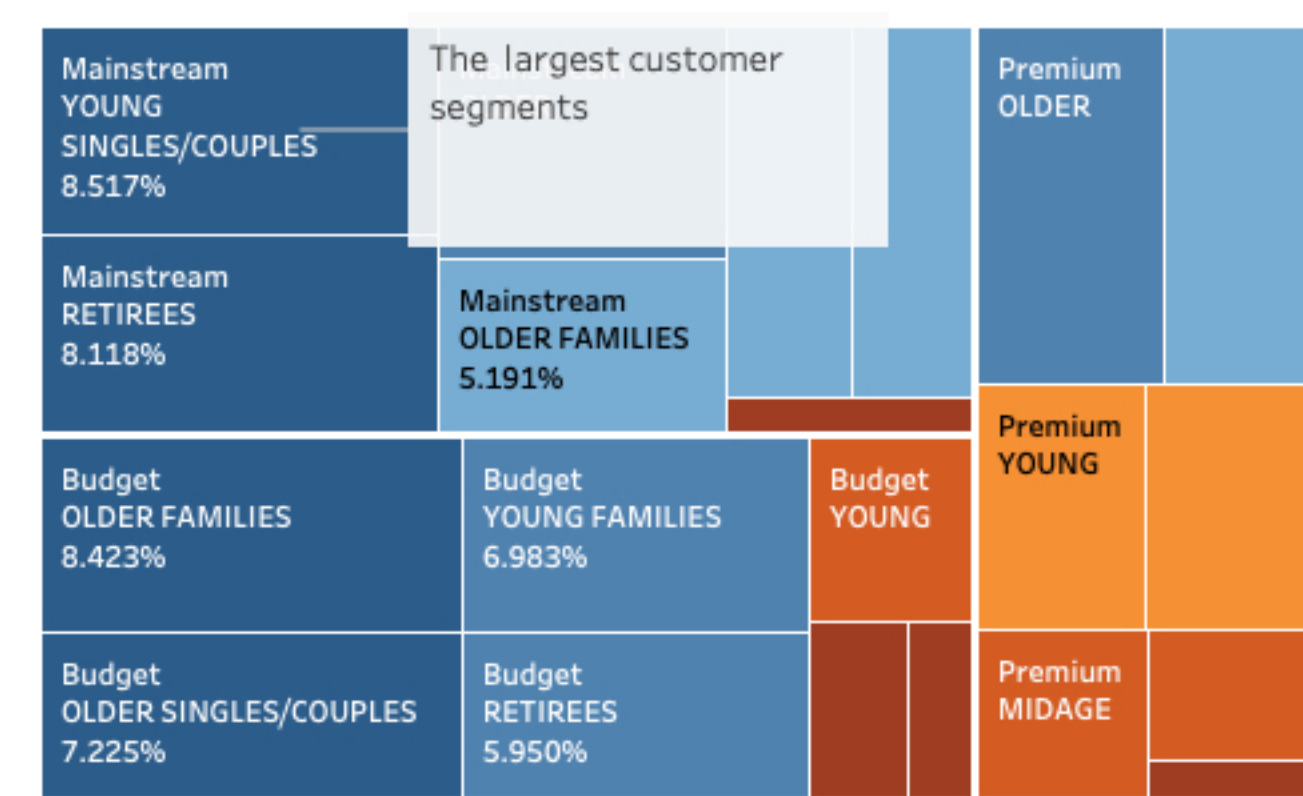
The Chips Market of Quantum

The following Dashbroad is showing our current market emvironment:who is our target segments and what is the popular brands.

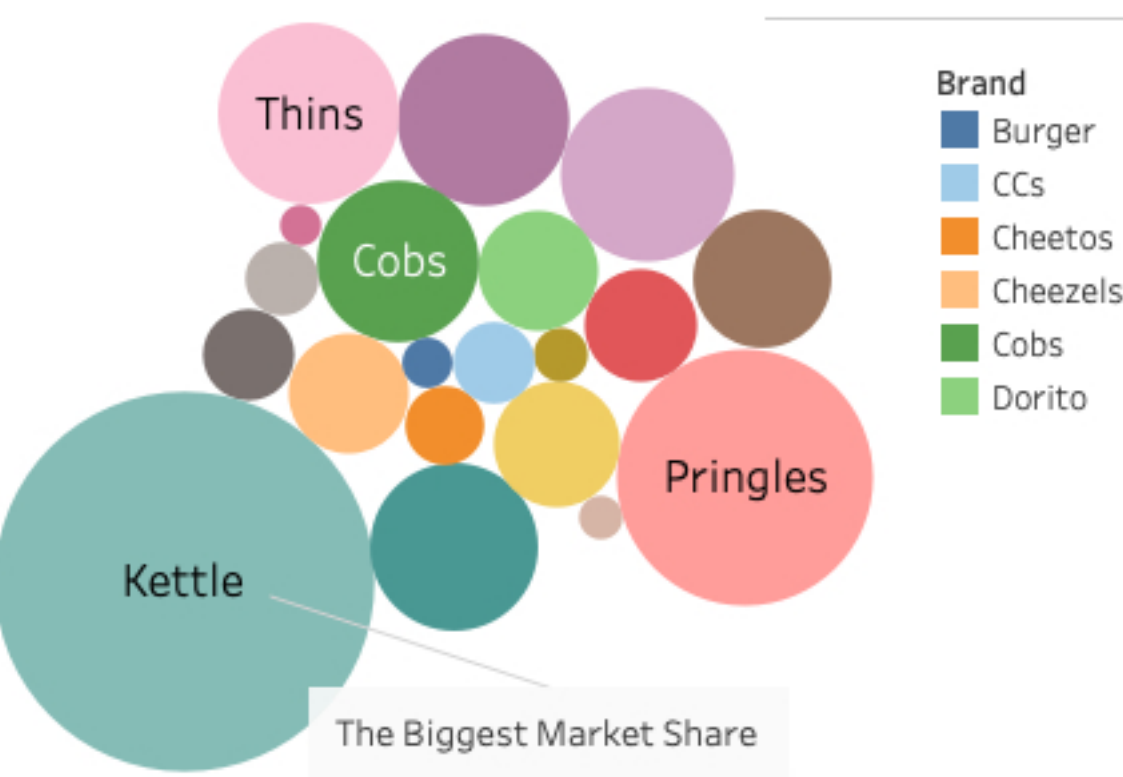
The following is showing the relationship between product sizes and sales

Quantum Sales Report

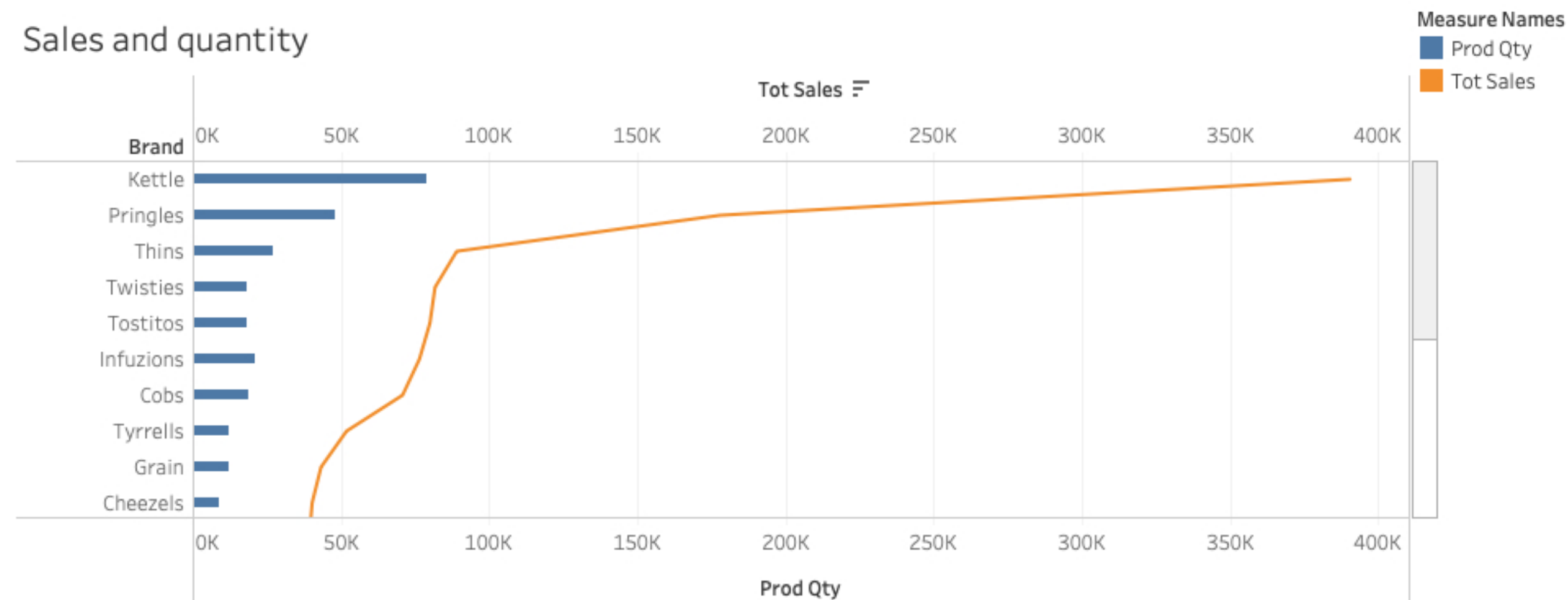
Customer Segments



Market Share of Different Brands



Sales and quantity



The Chips Market of Quantum

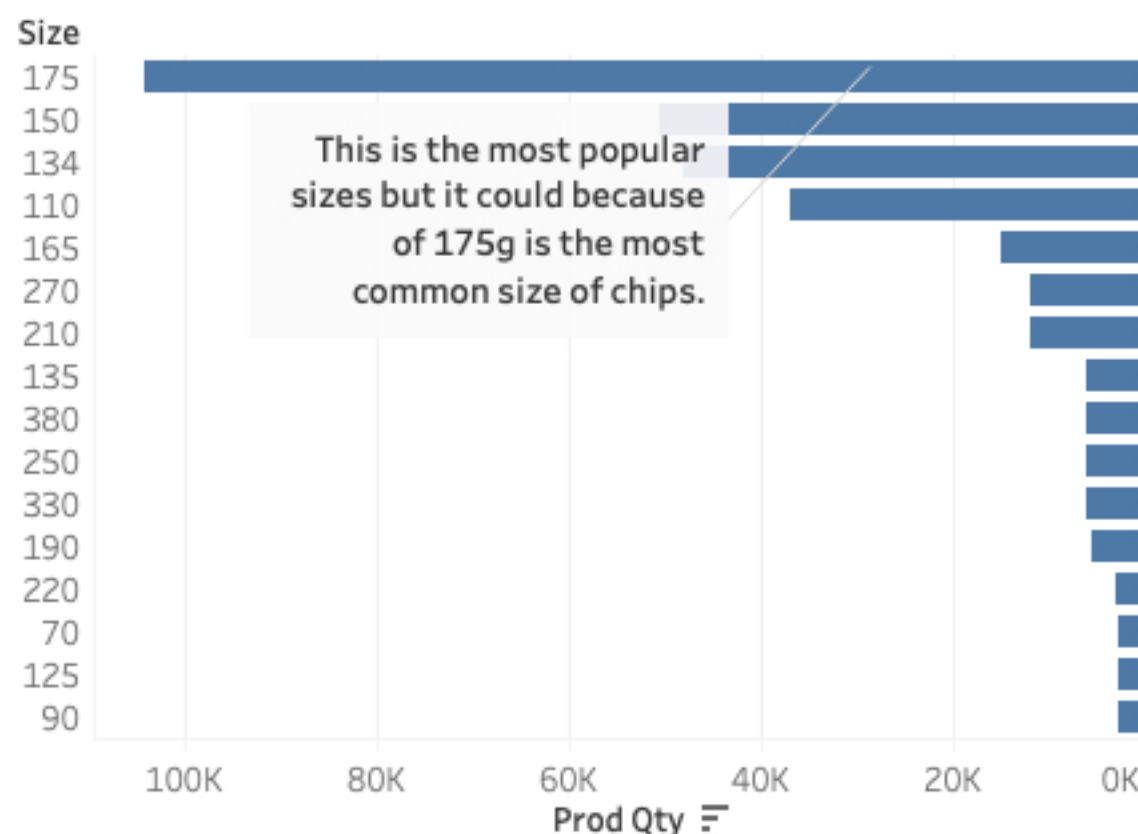
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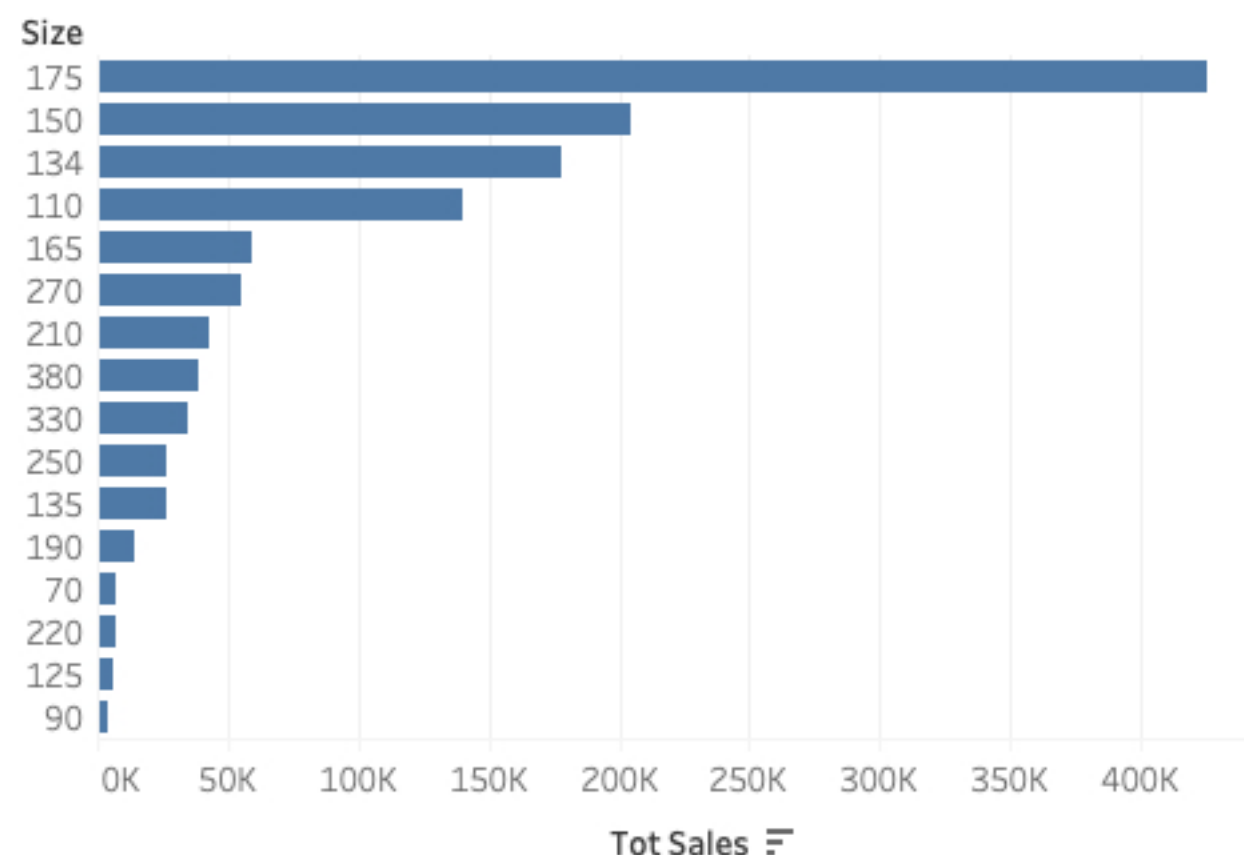
Deep Dive into the target segments: Mainstream Young Singles/Couples, Mainstream Retirees an...

Quantum Sales Report

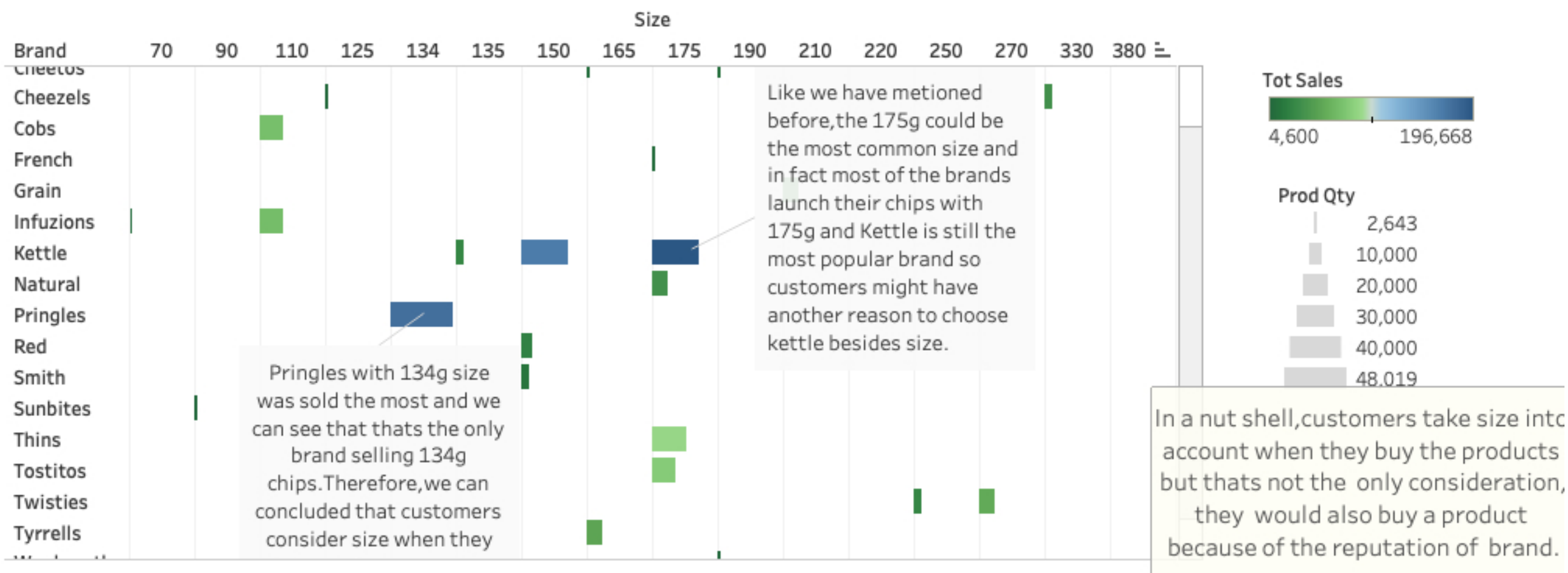
Sales Quantity of Sizes



Sales of Sizes



Sales of Brands with different Sizes



The Chips Market of Quantum

The following is showing the relationship between product sizes and sales

Deep Dive into the target segments:Mainstream Young Singles/Couples,Mainstream Retirees and Budget older customers.

Quantum Sales Report

Top 10 Products in Mainstream Young Singles/Couples

Prod Name	Rank along Pr..	Tot Sales
Dorito Corn Chp Supreme 380g	1	3,660
Kettle Mozzarella Basil & Pesto 175g	2	3,380
Cheezels Cheese 330g	3	3,089
Kettle Sweet Chilli And Sour Cream 175g	4	3,089
Kettle Original 175g	5	2,965
Kettle Honey Soy Chicken 175g	6	2,916
Kettle Sea Salt And Vinegar 175g	7	2,851
Kettle Tortilla ChpsHny&Jlpno Chili 150g	8	2,778
Kettle Chilli 175g	9	2,662
Kettle Sensations Camembert & Fig 150g	10	2,645

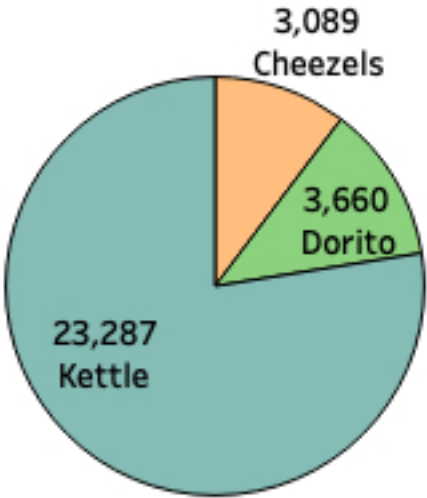
Top 10 Products in Mainstream Retirees

Prod Name	Rank along Prod ..	Tot Sales
Dorito Corn Chp Supreme 380g	1	3,039
Kettle Honey Soy Chicken 175g	2	2,846
Cheezels Cheese 330g	3	2,822
Kettle Mozzarella Basil & Pesto 175g	4	2,630
Kettle Sea Salt And Vinegar 175g	5	2,554
Kettle Sweet Chilli And Sour Cream 17..	6	2,511
Kettle Original 175g	7	2,511
Kettle Tortilla ChpsHny&Jlpno Chili 15..	8	2,461
Kettle Sensations Camembert & Fig 1..	9	2,424

Top 10 Products in Budget older customers

Prod Name	Rank along Prod ..	Tot Sales
Dorito Corn Chp Supreme 380g	1	5,821
Cheezels Cheese 330g	2	5,518
Kettle Mozzarella Basil & Pesto 175g	3	5,508
Kettle Sweet Chilli And Sour Cream 175g	4	5,443
Kettle Sea Salt And Vinegar 175g	5	5,179
Kettle Original 175g	6	4,925
Kettle Honey Soy Chicken 175g	7	4,925
Kettle Chilli 175g	8	4,660

Top 10 Products' Brands in Mainstream Young Singles/Couples

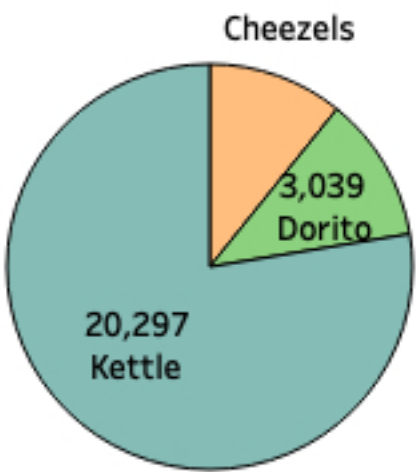


Brand

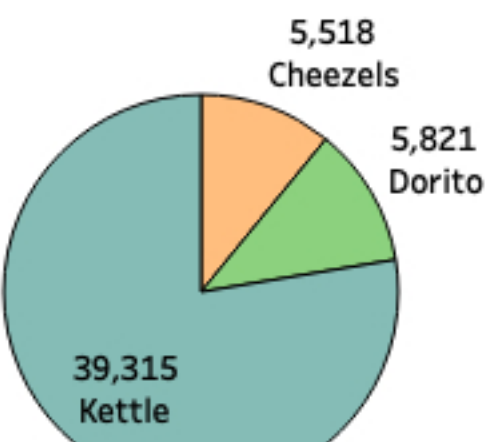
- Cheezels
- Dorito
- Kettle

Surprisingly, the top 10 products of these three segments are not exactly all from the 3 brands that having the greatest sales. The most popular product across these segments is Dorito Corn Chips 380g. In addition, Cheezels cheese 330g is also one of the popular product besides Kettle's Products.

Top 10 Products' Brands in Mainstream Retirees



Top 10 Products' Brands in Budget older customers



Next Step:

- Kettle would still be our star brand so we can do more promotion on it
- Introduce the medium size of Dorito Corn Chip and Cheezels Cheese