

# ML INTERNSHIP ASSIGNMENT FINDINGS

From the data, I found that there are mainly three premium customers that are premium, budget, and mainstream. First, to understand the data, we need to understand the difference between them.

- **Premium:** These products are priced significantly higher than mainstream or budget options. for more options
- **Budget:** Budget products are the most affordable options available, focusing primarily on cost-effectiveness.
- **Mainstream:** Mainstream products strike a balance between quality and price.

## Top 3 most profitable products are:

- 1.Dorito Corn Chip Supreme 380g
- 2.Smiths Crinkle Chip Orgnl Big Bag 380g
- 3.Smiths Crinkle Chips Salt & Vinegar 330g

## Most Profitable Customers:

- 1.Older Families(MainStream)
- 2.Older singles/couples(premium)
- 3.Young Families(Budget,Premium)
- 4.Young singles/couples(premium)

## Reasons for Customers preferring this products:

### 1.Older Families choosing:

- Families with older children often buy in bulk for home consumption.
- Large-size chips are cost-effective and perfect for family snacking.

#### Marketing Strategies:

- Offer "Buy More, Save More" promotions on 330g–380g packs.

### 2.Older Singles/Couples choosing:

- Older individuals may have strong brand loyalty and prefer trusted names.
- Premium customers often look for better quality & unique flavors.

#### Marketing Strategies:

- Introduce new premium flavors and offer limited-edition releases.

### 3.Young Families choosing:

- Budget-conscious parents look for affordable but tasty snacks for their kids.
- Chips are easy to store, share, and serve, making them a go-to snack for busy parents.

#### Marketing Strategies:

- Offer family pack bundles at a discounted price.

### 4.Young Singles/Couples choosing:

- Young professionals & couples often snack while socializing, working.
- Premium customers here care about branding, packaging, and social image.

#### Marketing Strategies:

- Promote chips as a trendy, fun, and social snack.

