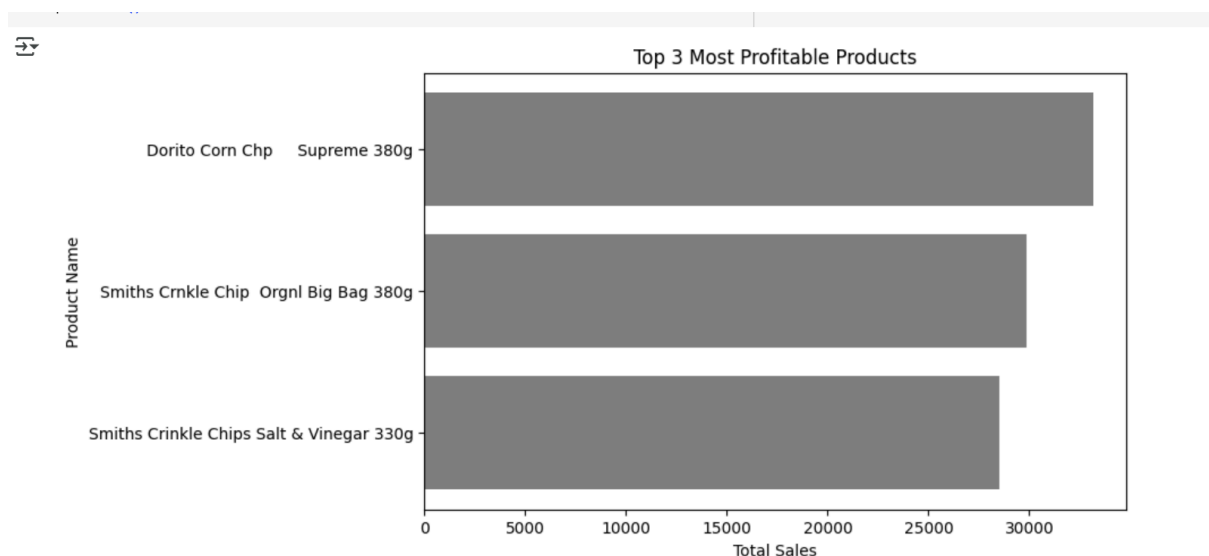


## Short Summary of Findings

Our analysis aimed to identify the most profitable products and the characteristics of our most loyal customers. Below are the key findings:

### Top 3 Most Profitable Products:

1. **Dorito Corn Chip Supreme 380g** - Total Sales: ₹40,352.0
2. **Smiths Crinkle Chip Original Big Bag 380g** - Total Sales: ₹36,367.6
3. **Smiths Crinkle Chips Salt & Vinegar 330g** - Total Sales: ₹34,804.2

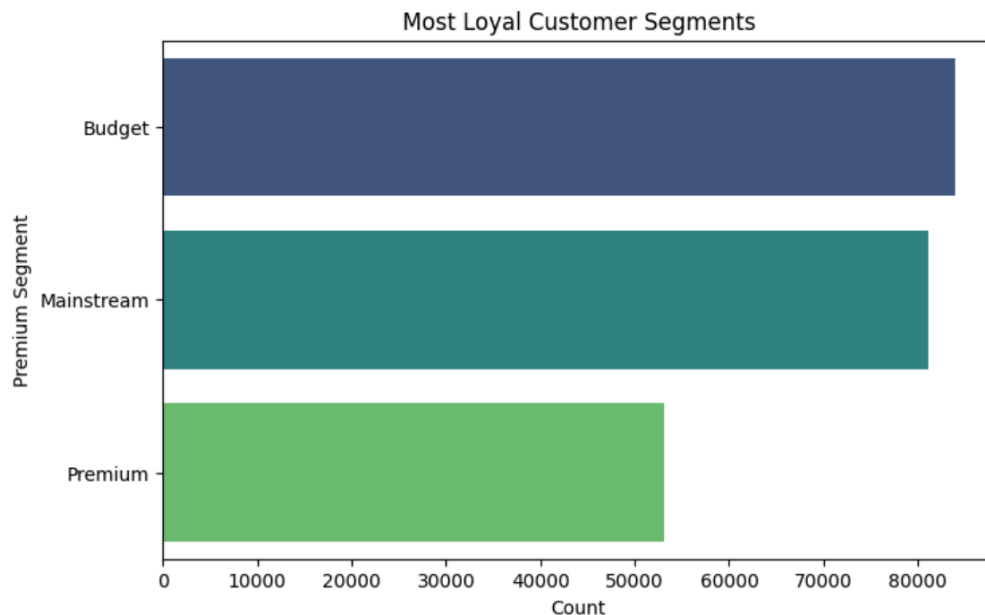
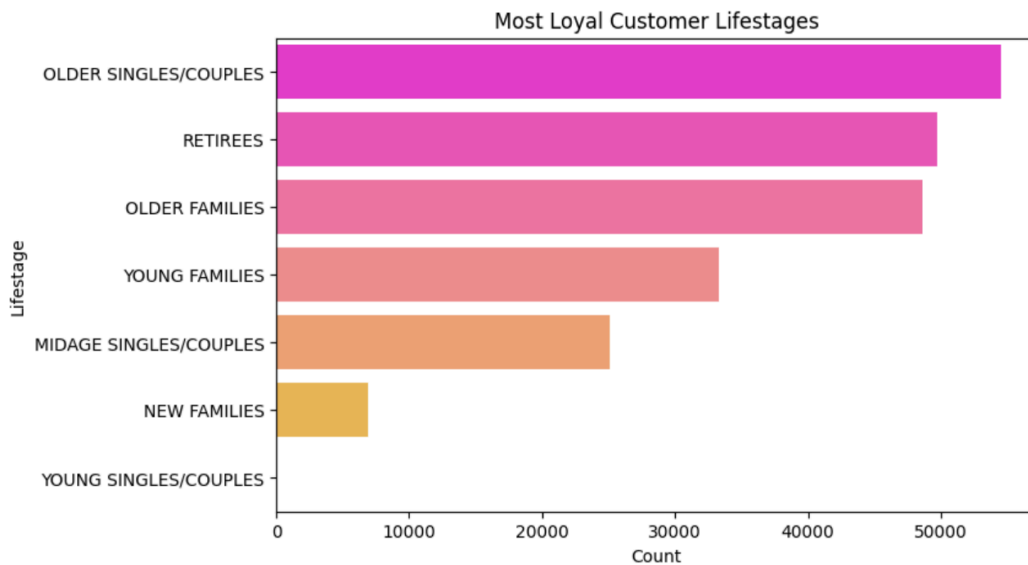


These products generate the highest revenue, indicating strong customer preference and demand.

### Most Profitable Customers:

- **Lifestage:** Older Singles/Couples
- **Marital Status:** Primarily unmarried
- **Employment Status:** Likely retired or near-retirement
- **Spending Category:** Mainstream Customers
- **Buying Behavior:** Regular buyers, preferring large-size or value-for-money packs

Our most profitable customers belong to the "Older Singles/Couples" category and primarily fall under the "Mainstream" segment. They exhibit consistent purchasing behavior and contribute significantly to overall sales. Their preference for mainstream products suggests they look for familiar, well-known brands that offer value for money.



## Hypothesis:

- Older singles and couples likely have stable purchasing habits, preferring familiar brands.
- Their loyalty may be driven by factors such as:
  - Brand trust
  - Consistent product availability
  - Pricing that balances affordability with quality
- As they are possibly retired or close to retirement, their purchasing decisions may prioritize:
  - Value-for-money products
  - Bulk purchases

- Well-established brands with consistent quality

## Visual Insights:

- A bar chart highlights the top-selling products.
- Customer loyalty is visualized using count plots categorized by lifestage and premium segment.
- Additional visualizations can provide insights into customer purchase frequency and product preferences over time.

## Summary:

This analysis provides valuable insights for targeted marketing strategies, helping the company focus on high-value customer segments and optimize product positioning. By understanding who the most profitable customers are, marketing efforts can be better directed towards products and offers that cater to their needs.

### Top 3 Most Profitable Products:

1. Dorito Corn Chp Supreme 380g - ₹33163.00
2. Smiths Crnkle Chip Orgnl Big Bag 380g - ₹29854.00
3. Smiths Crinkle Chips Salt & Vinegar 330g - ₹28528.50

### Most Loyal Customers:

- Lifestage: OLDER SINGLES/COUPLES
- Segment: Budget

### Hypothesis:

Older singles and couples are the most loyal customers as they likely have stable purchasing habits and prefer familiar brands. Mainstream buyers tend to choose well-known products for their balance of affordability and quality.