

# Quantium Virtual Internship - Retail Strategy and Analytics

## Task 3 – Email to the client.

Hello Julia,

I'm happy to report that the analysis for the chip category has been concluded, with an emphasis on customer interaction and the trial shop design.

Some of the key insights are –

- The sales were strong since people often buy things to celebrate Christmas, and by the new year, they had increased to previous high levels. The manufacturing of chips should thus be boosted to meet consumer demand during holidays.
- The target consumers are Mainstream Young Singles & Couples and Young and Older Families. Hence, promotional advertising campaigns can be made with them in mind.
- Tyrrells Brand and 270g pack sizes of chips are more popular with consumers. So, we recommend raising the volume of those as well.
- The revised store design improved the trial store's performance in terms of Total Sales and number of customers.

Please analyze the attached report, which includes all of the findings. We can then talk about any potential discrepancies at our next meeting.

Regards,  
Vishal Gujarathi