

Chips Customer Analysis Report

This report contains Python analysis, visualizations, and key insights into chips purchasing behavior.

Summary of Analysis:

Key Insights:

- The highest sales come from Older Families and Retirees.
- Premium customers buy more frequently than Budget/Mainstream customers.
- 175g is the most popular pack size.
- The best-selling brand is Kettle.
- Sales have seasonal peaks, especially during holidays.

Total Sales by Customer Segment

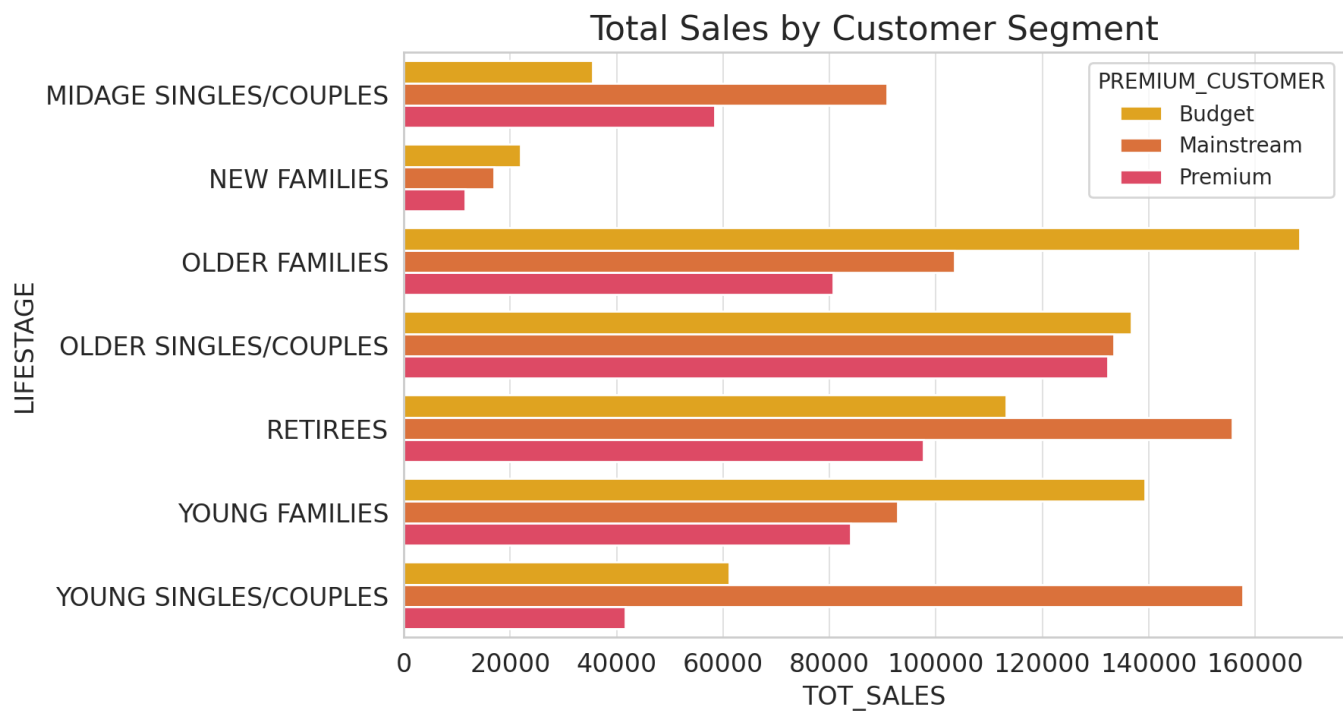
LIFESTAGE PREMIUM_CUSTOMER		TOT_SALES
MIDAGE SINGLES/COUPLES	Budget	35514.80
MIDAGE SINGLES/COUPLES	Mainstream	90803.85
MIDAGE SINGLES/COUPLES	Premium	58432.65
NEW FAMILIES	Budget	21928.45
NEW FAMILIES	Mainstream	17013.90

Top 5 Selling Brands

BRAND	TOT_SALES
Kettle	390239.8
Smiths	210076.8
Doritos	201538.9
Pringles	177655.5
Old	90785.1

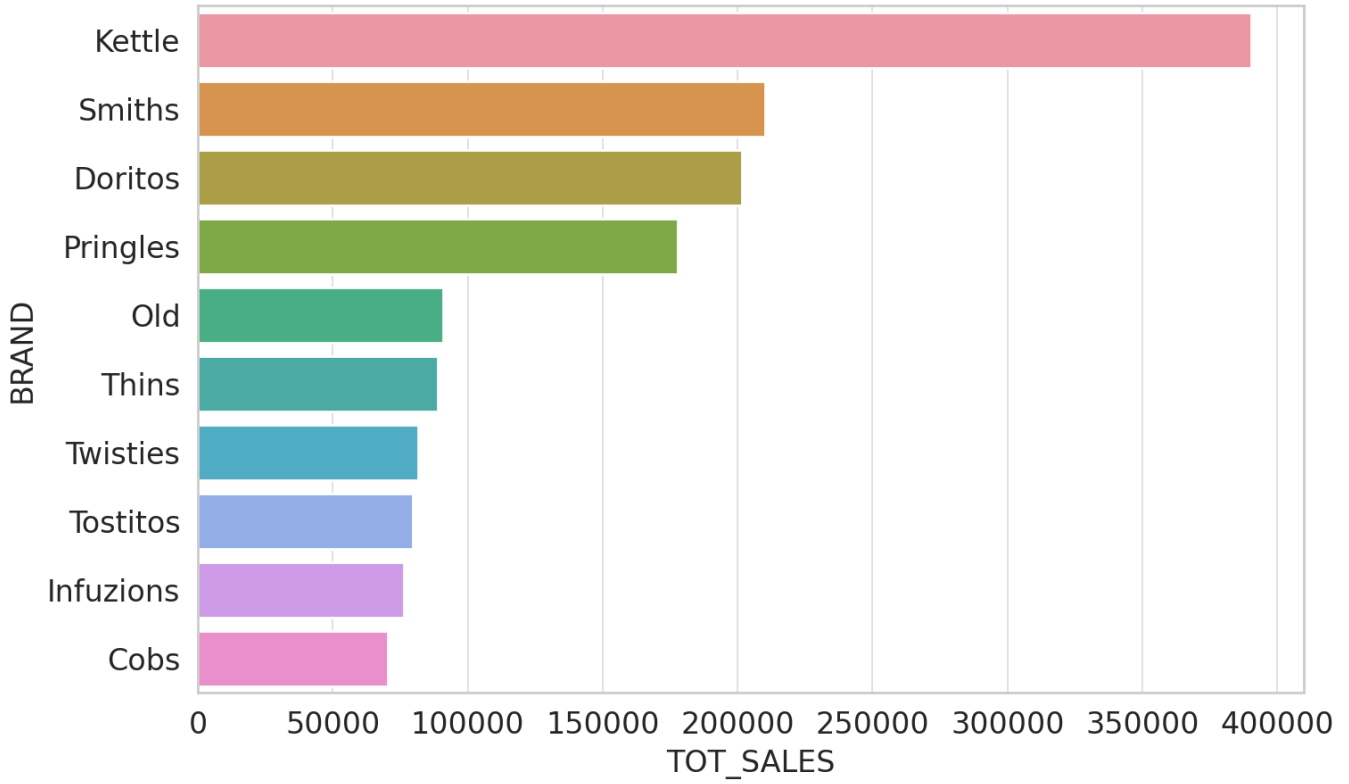
Top 5 Selling Pack Sizes

PACK_SIZE	TOT_SALES
175.0	485437.4
150.0	304288.5
134.0	177655.5
110.0	162765.4
170.0	146673.0



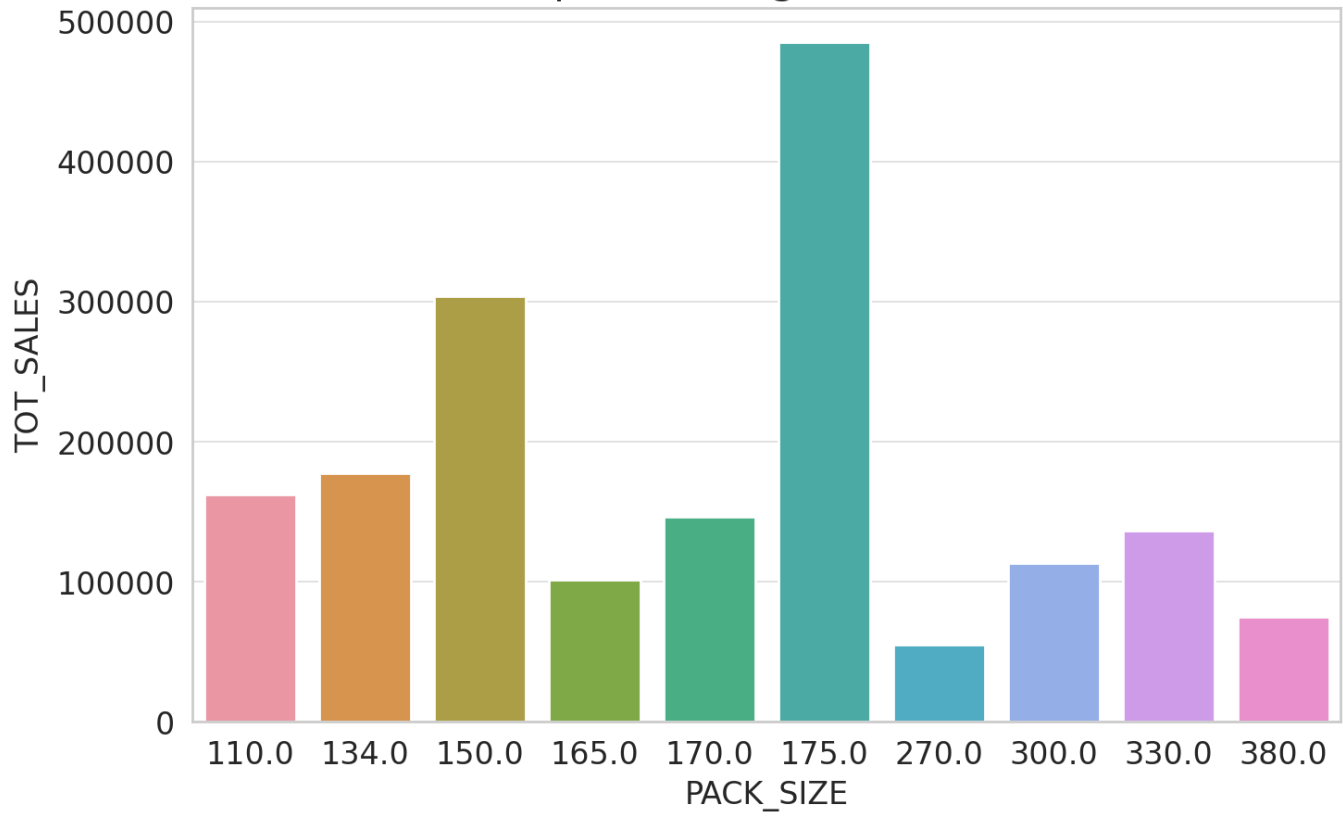
Total Sales by Customer Segment

Top 10 Selling Brands



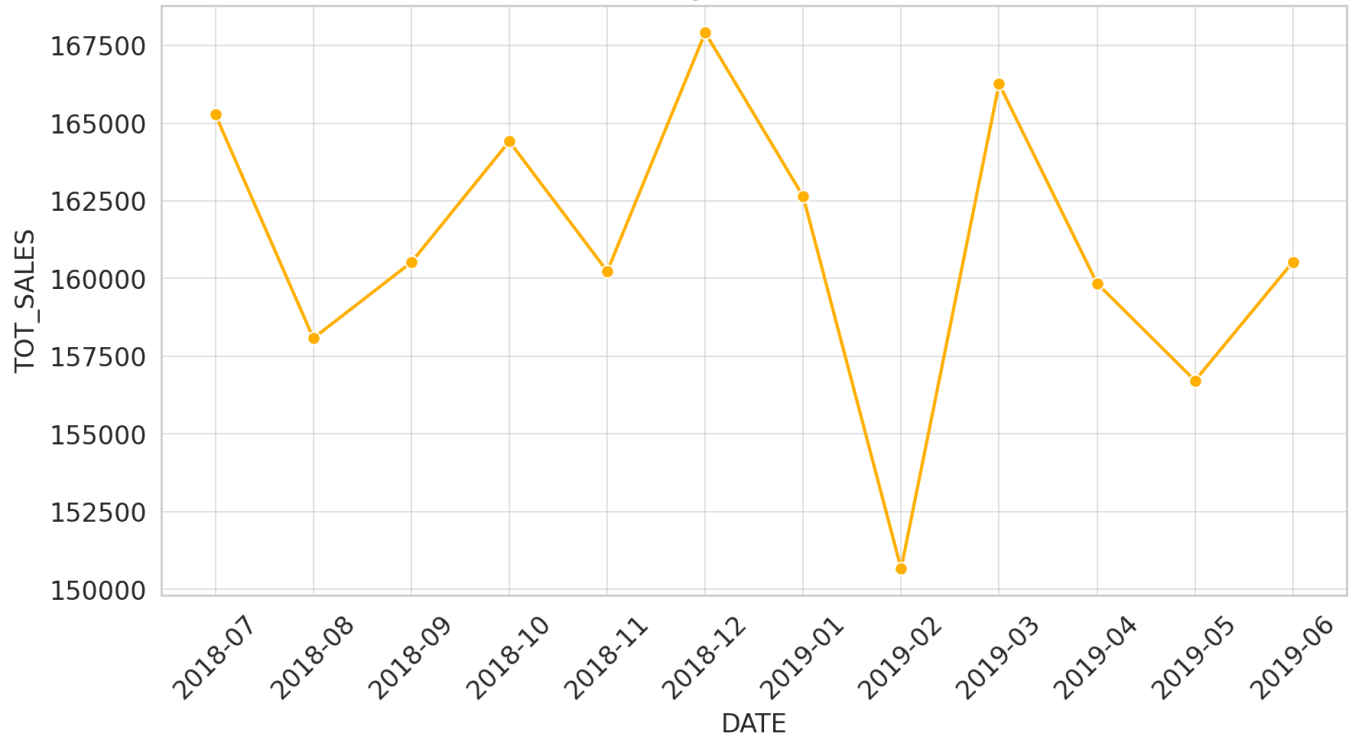
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Top 10 Selling Pack Sizes



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Monthly Sales Trends



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