

July 2024

Category Review: Chips

Retail Analytics



Classification: Confidential



Executive Summary

01

Task 1

- **Kettle Brand Dominance:** Kettle brand tops the list across all customer affluence levels – premium, mainstream and budget.
- **Customer Demographics:** The majority of customers are in the older singles/couples life stage
- **Seasonal Sales:** There is a significant dip in sales in mid May and mid August and a rise in the last week of December.

02

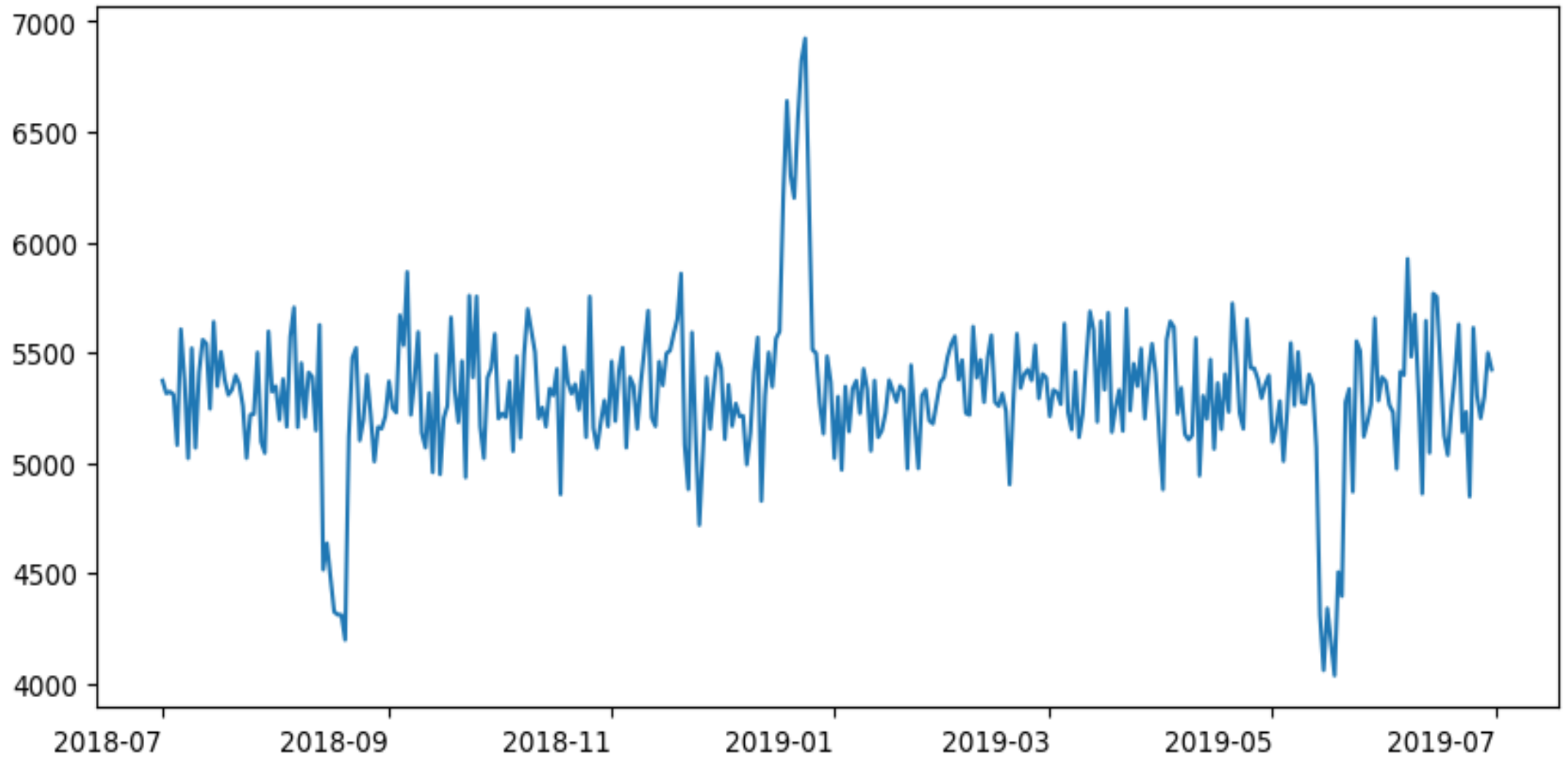
Task 2

- **Improved Performance:** The trial stores with the new performance outperformed other stores.
- **Enhanced Efficiency:** The redesigned layout contributed to increased store efficiency.
- **Scalable Success:** The trial's success suggests potential benefits in expanding the new layout to more stores.

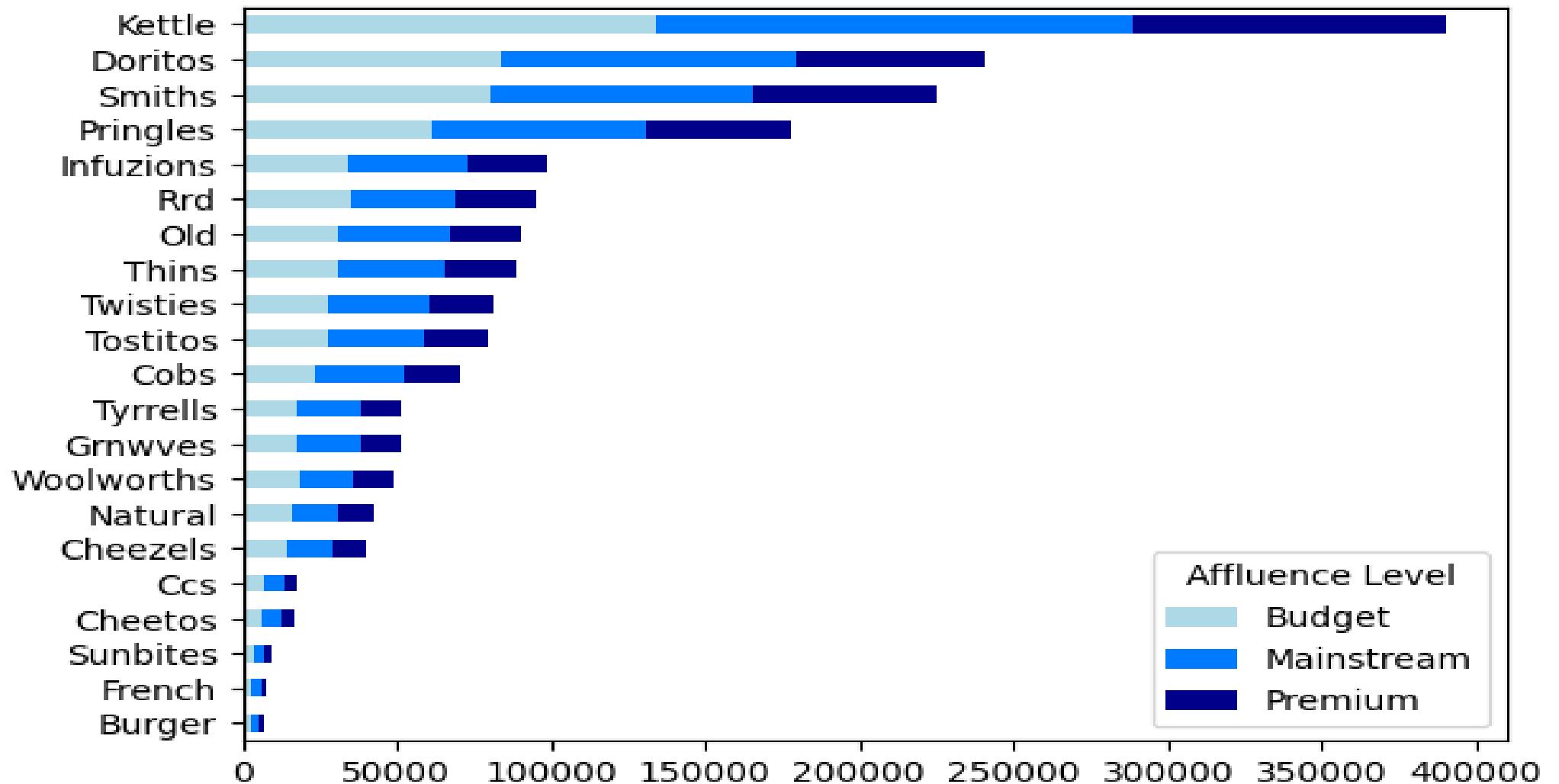
01

Category

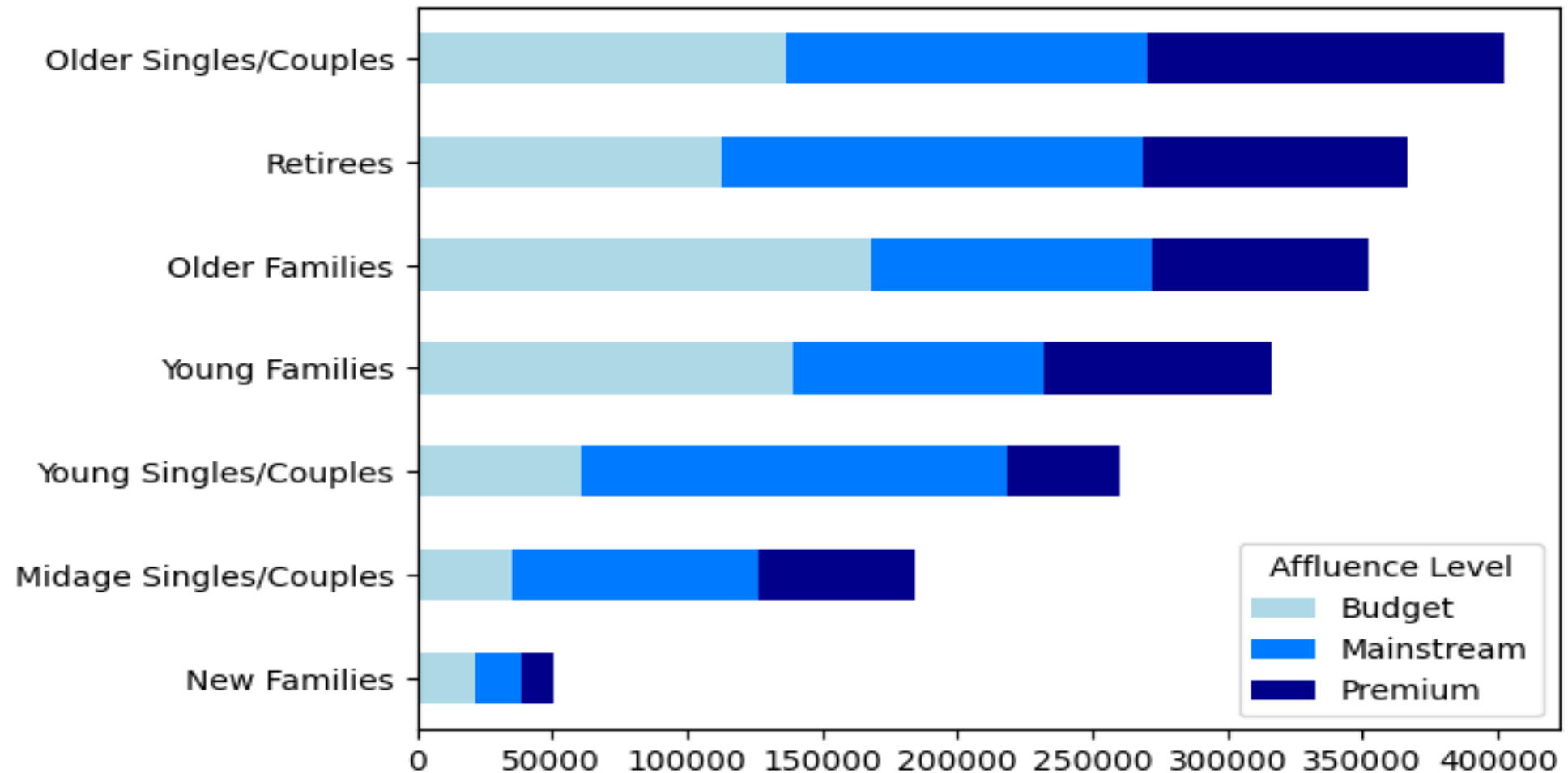
DAILY SALES TREND



DISTRIBUTION OF BRAND BY AFFLUENCE LEVEL



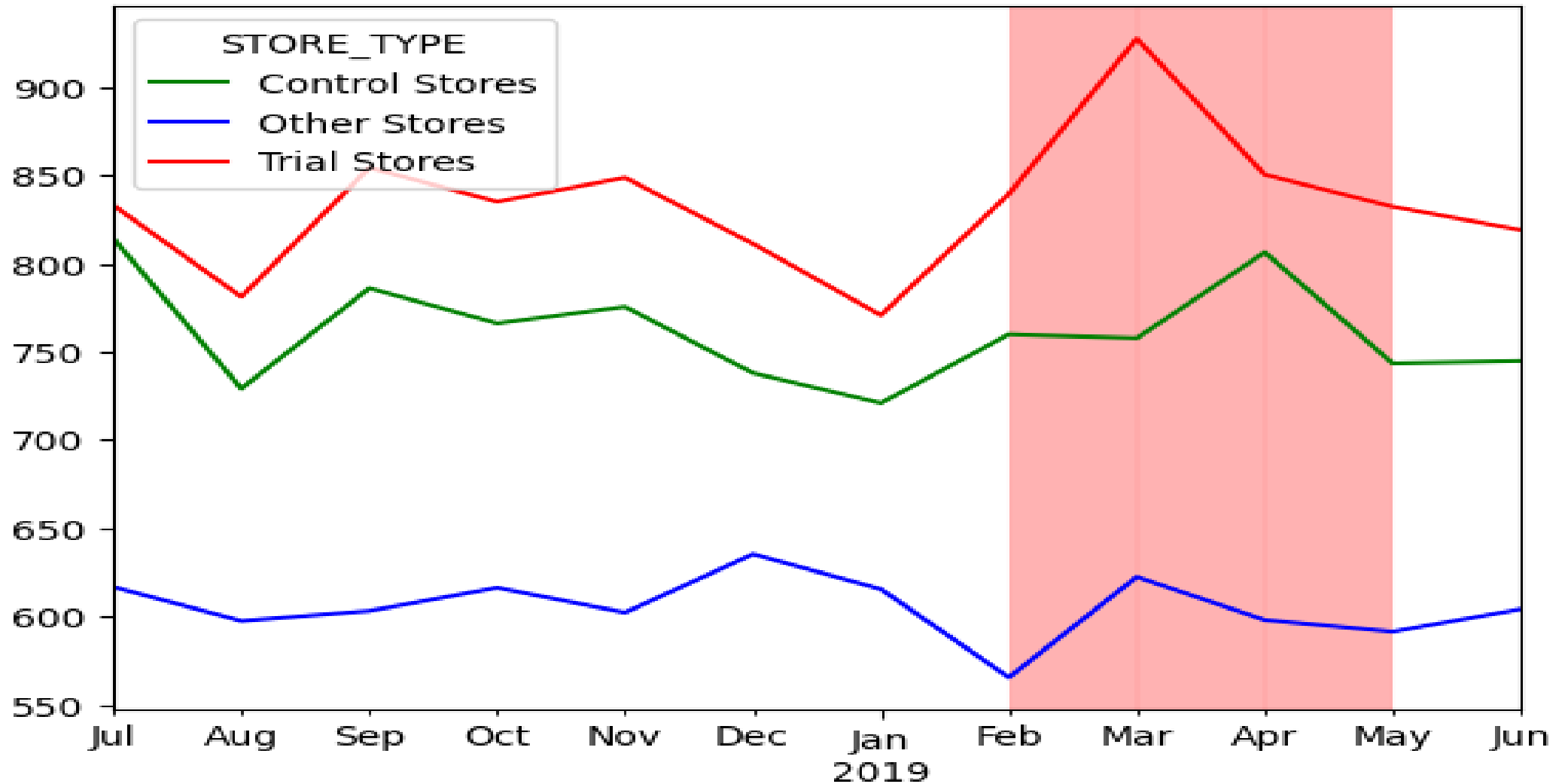
DISTRIBUTION OF CUSTOMERS BY AFFLUENCE AND LIFE STAGE



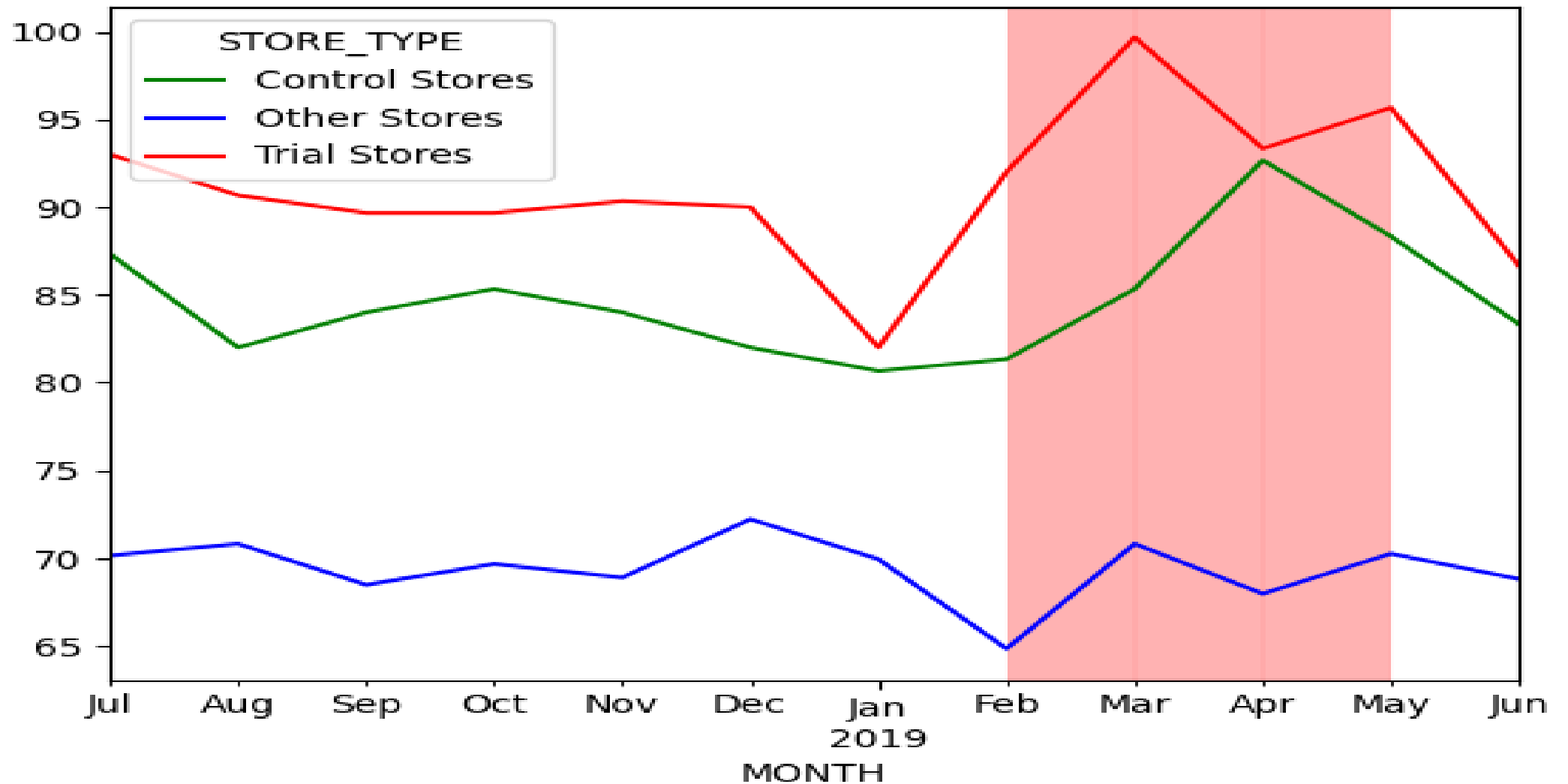
02

Trial Store Performance

AVERAGE SALES ACROSS THE STORE TYPES



AVERAGE NO OF CUSTOMERS ACROSS THE STORE



RECOMMENDATIONS

- **Expand New Layout:** Roll out the new layout to more stores to enhance efficiency and customer experience
- **Leverage Kettle Brands:** Increase visibility and availability of Kettle products with dedicated displays and promotions.
- **Address Sales Dips:** Implement targeted marketing campaigns and special promotions in mid May and mid August.
- **Engage Older Demographics:** Tailor marketing and in-store experience to appeal to older singles and couples.