

June 2020

Category review: Chips

Retail Analytics



Classification: Confidential



Our 17 year history assures best practice in privacy, security and the ethical use of data

We all have a responsibility to use data for good

Privacy

- We have built our business based on privacy by design principles for the past 17 years
- Quantum has strict protocols around the receipt and storage of personal information
- All information is de-identified using an irreversible tokenisation process with no ability to re-identify individuals.

Security

- We are ISO27001 certified - internationally recognised for our ability to uphold best practice standards across information security
- We use 'bank grade' security to store and process our data
- Comply with 200+ security requirements from NAB, Woolworths and other data partners
- All partner data is held in separate restricted environments
- All access to partner data is limited to essential staff only
- Security environment and processes regularly audited by our data partners.

Ethical use of data

Applies to all facets of our work, from the initiatives we take on, the information we use and how our solutions impact individuals, organisations and society.

Quantum believes in using data for progress, with great care and responsibility. As such please respect the commercial in confidence nature of this document.

Executive summary

01

Task 1

- Sales are highest for (Budget, OLDER FAMILIES), (Mainstream, YOUNG SINGLES/COUPLES) and (Mainstream, RETIRES)
- We found that (Mainstream, YOUNG SINGLES/COUPLES) and (Mainstream, RETIRES) are mainly due to the fact that there are more customers in these segments.
- (Mainstream , YOUNG SINGLES/COUPLES) are more likely to pay more per packet of chips than their premium and budget counterparts.
- They are also more likely to purchase 'Tyrrells' and '270g' pack size than the rest of the population.

02

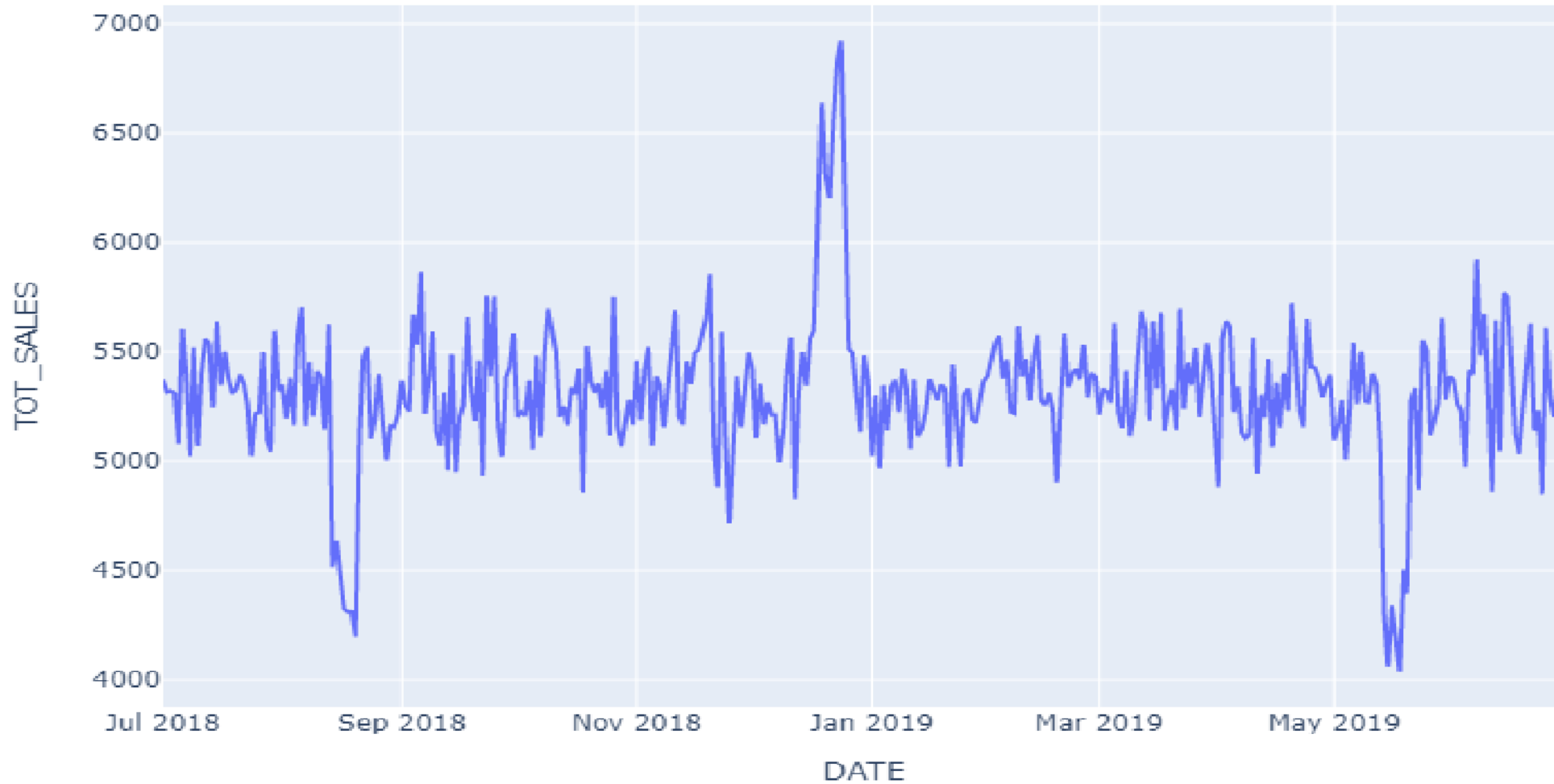
Task 2

It looks like the number of customers is significantly higher in all of the three months. This seems to suggest that the trial had a significant impact on increasing the number of customers in trial store 86 but as saw, sales were not significantly higher.

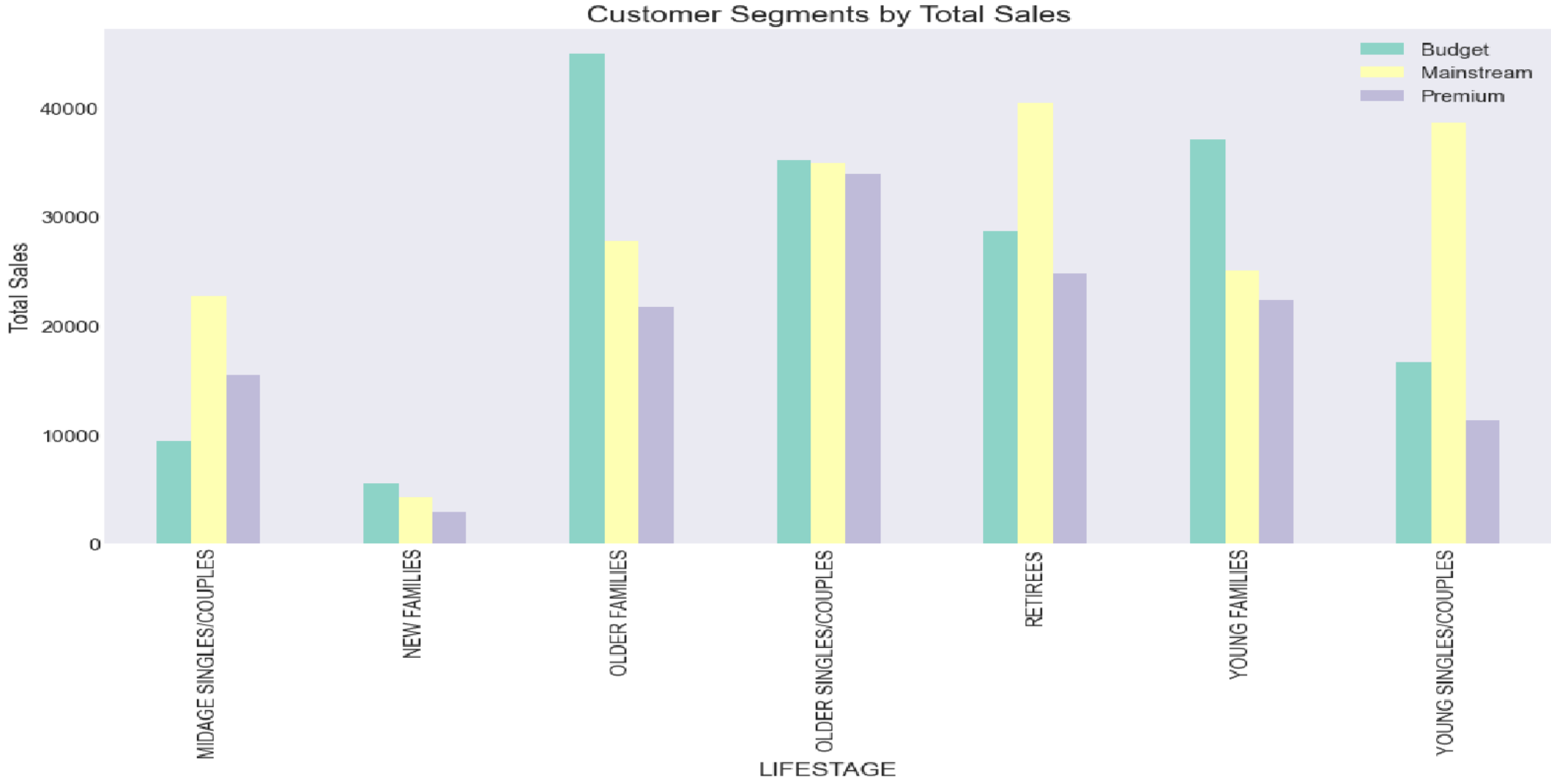
01

Category

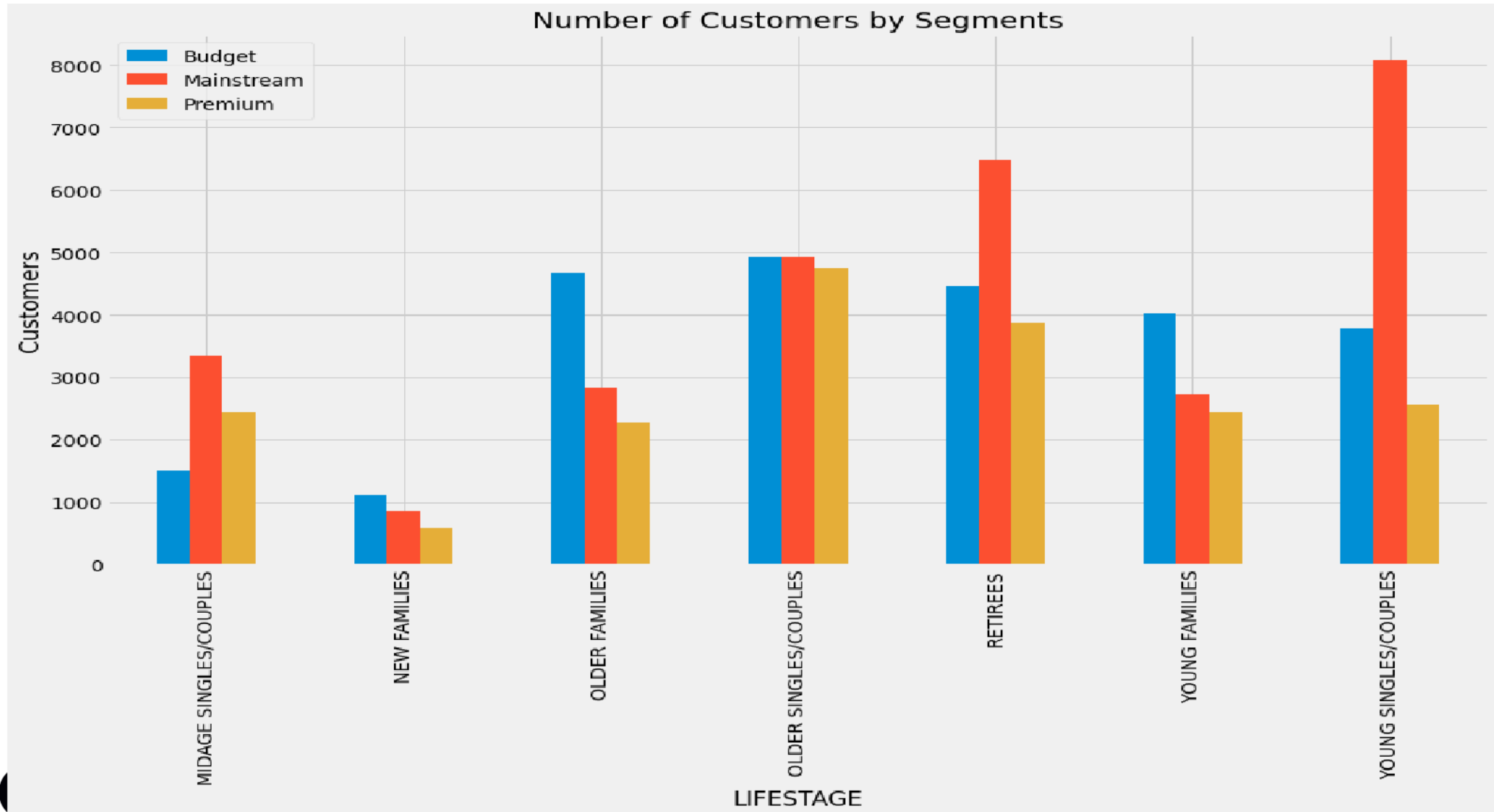
Overview: your key callout for the category should be included here



This slide will be commentary on affluence and its effect on consumer buying for the category of chips



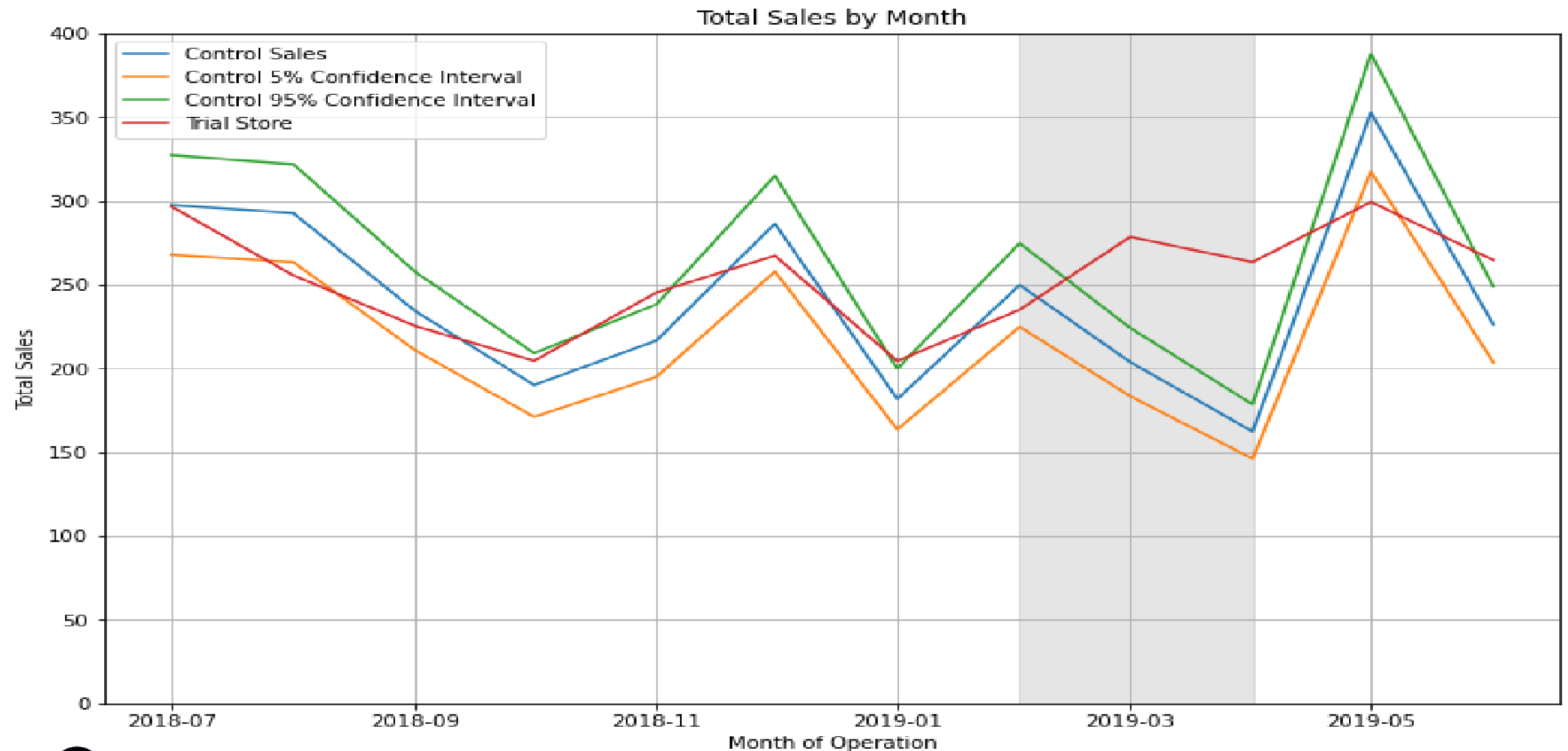
Stretch: Try visualising the proportion of customers by affluence and life stage on this slide



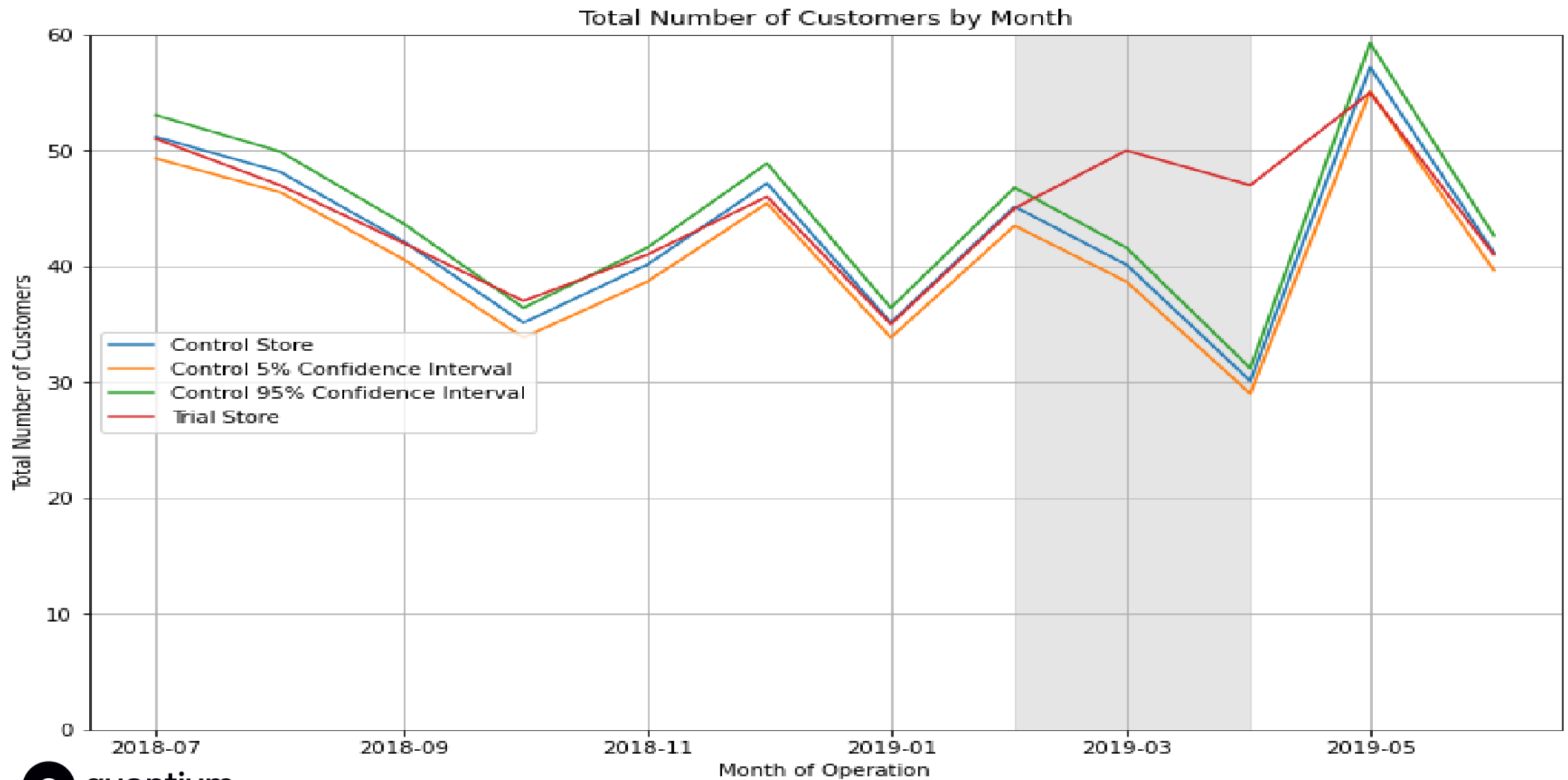
02

Trial store performance

Explanation of the control store vs other stores



Call out of the performance in the trial store, determining if it was successful





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