

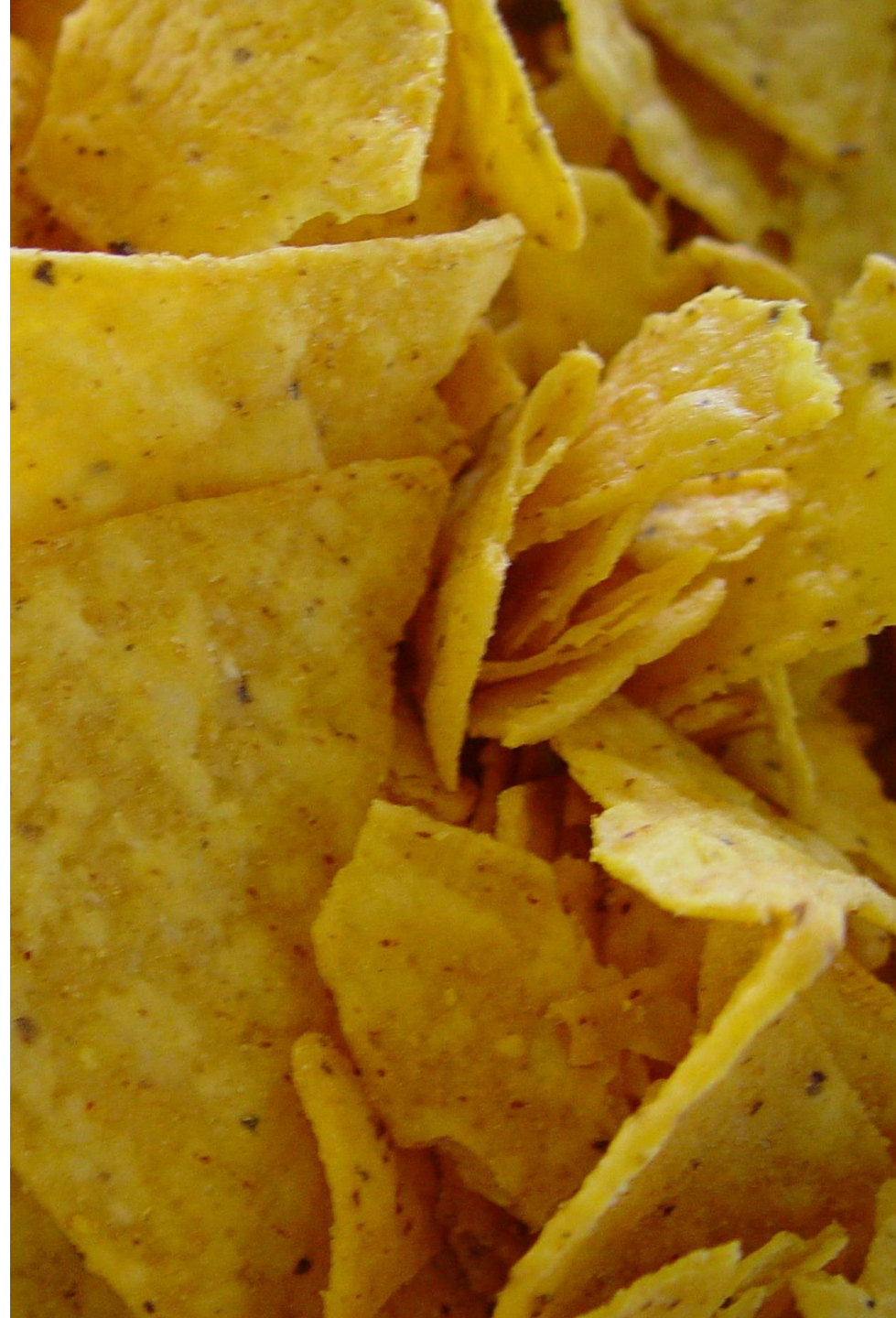
April 2025

# 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

## Chip Category

- Yearly sales overview
- Customer category and its effect on consumer buying chips

02

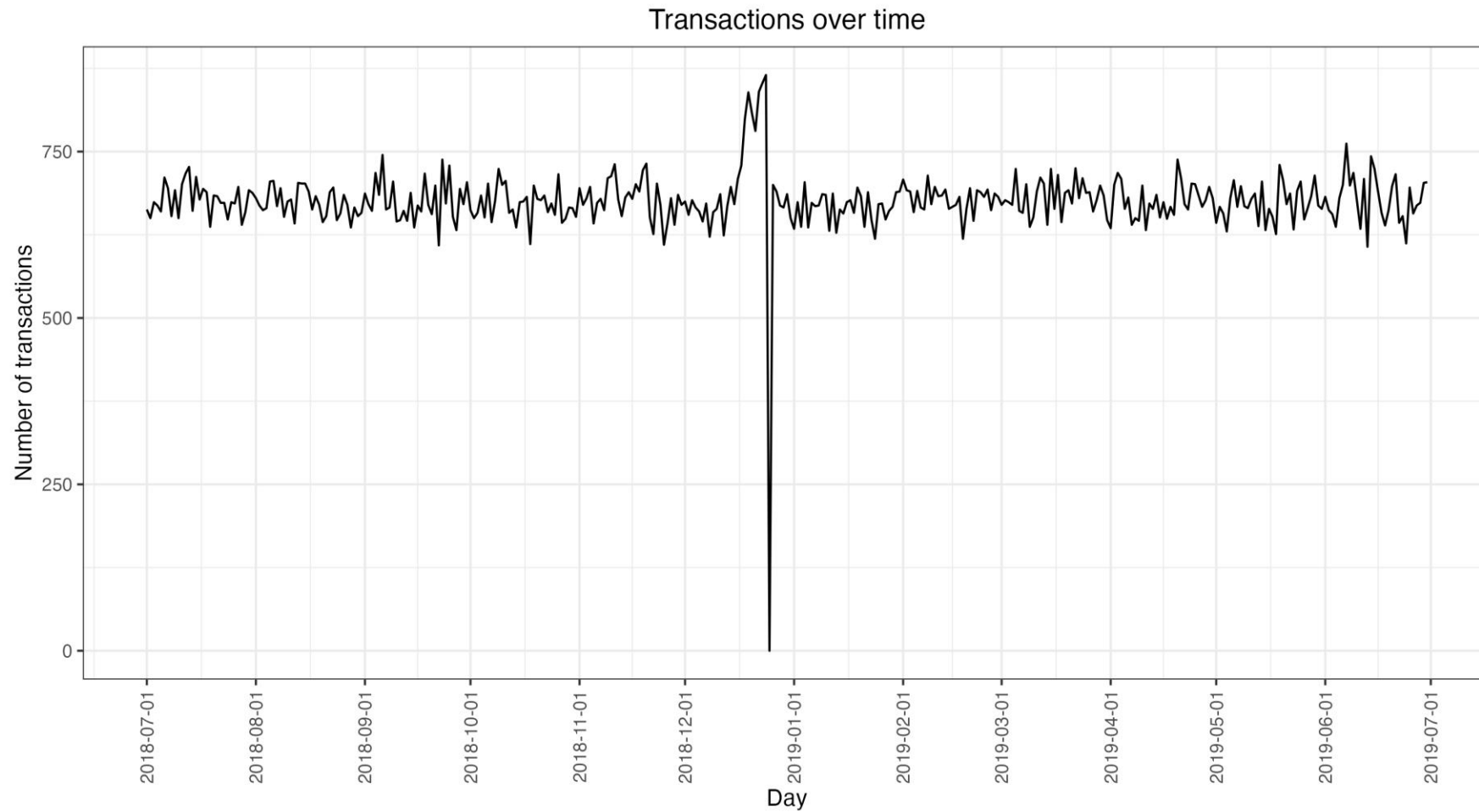
## Trial Store Performance

- Choice of control stores
- Trial store results

# 01

## Category

# Yearly sales overview



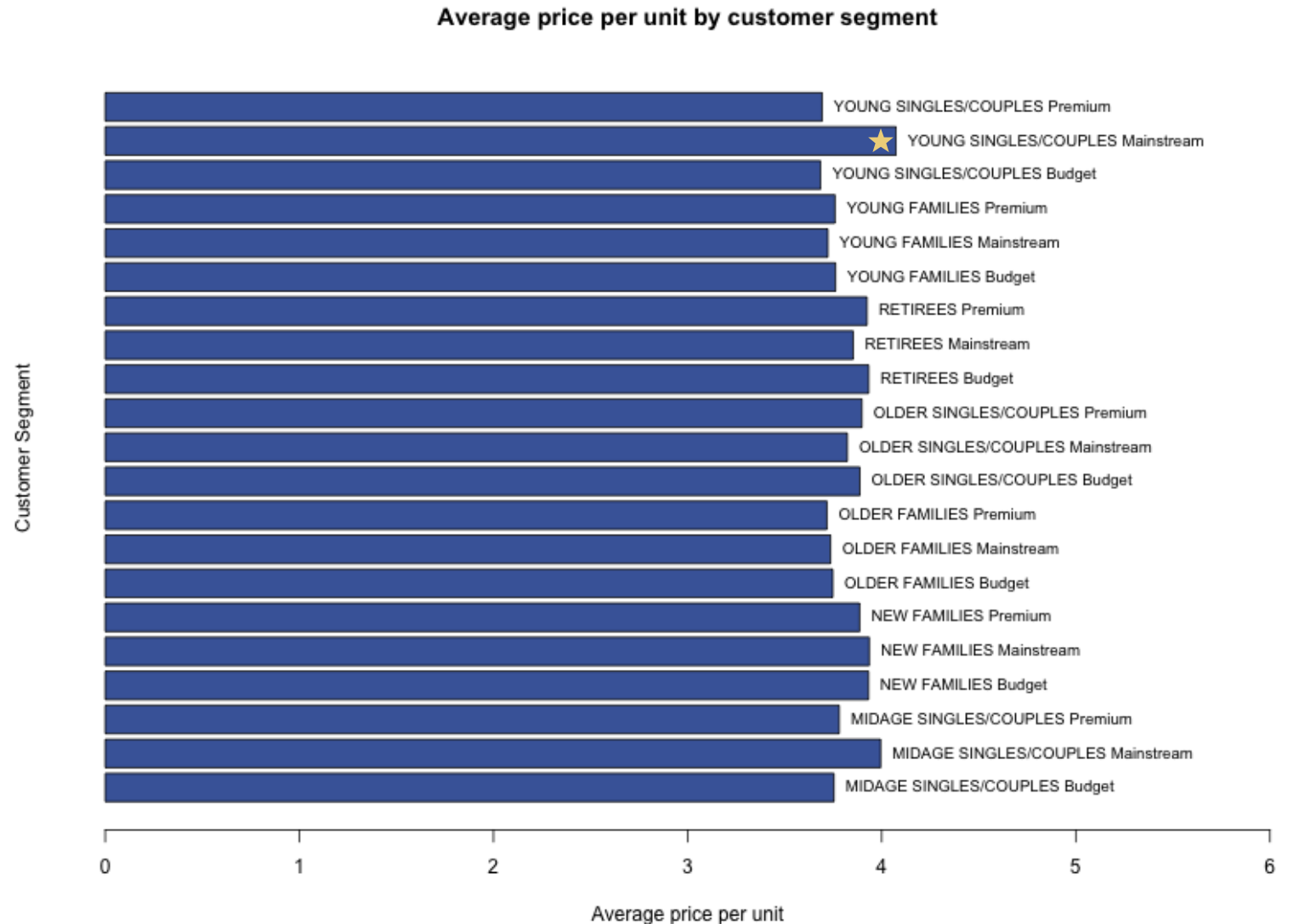
A clear spike in sales in the leadup to Christmas 🎄

# Customer category and its effect on consumer buying chips

Mainstream young singles and couples are more willing to pay more per packet of chips than any other category. This is indicative of impulse buying behaviour.

Mainstream young singles and couples also make up one of the largest proportions of total sales (8.2%).

They are also 23% more likely to purchase Tyrrells chips compared to the rest of the population.



# 02

## Trial store performance

# Choice of control stores

- Control stores were chosen based on the similarity to the trial stores in the total sales (shown below) and number of customers in the leadup to the trial period.

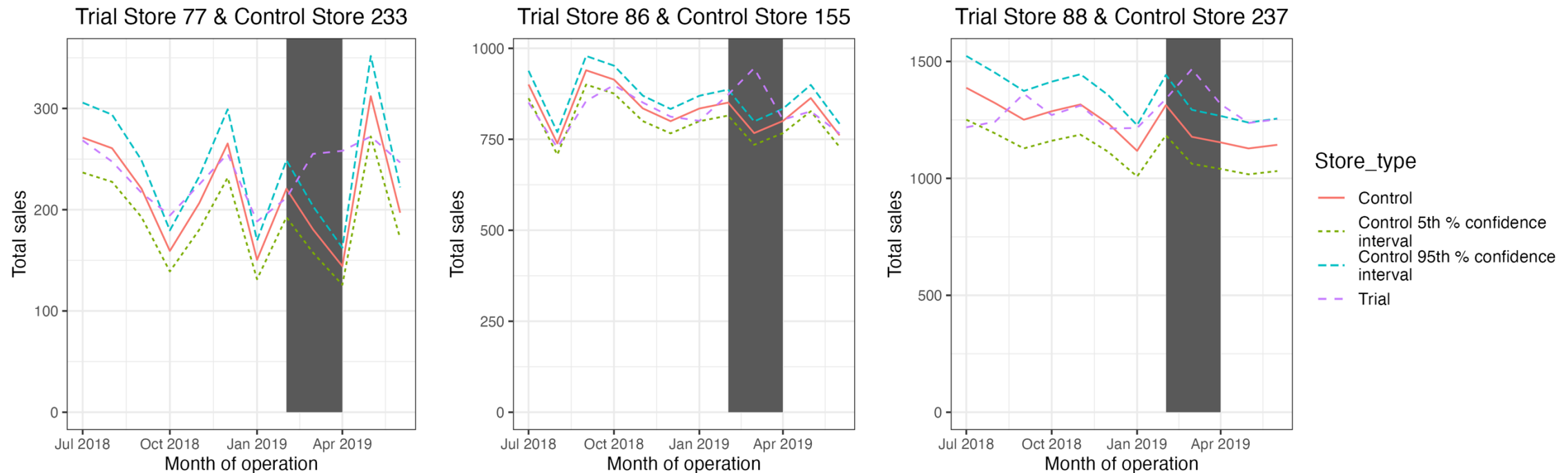




# Trail Store Results

The results for trial stores 77 and 88 during the trial period show a significant increase customers and sales (shown below) in at least two of the three trial months.

Trial store 86 only showed a significant increase customers and sales for one of the three trial months.



# Summary

- Chip sales rise in December in the leadup to Christmas.
- The Mainstream Young singles and couples category is one of the largest. They are more willing to pay more per packet of chips than any other category. This is indicative of impulse buying behaviour.
- For each of the three stores trialling the new layout, control stores with similar sales patterns were chosen.
- Results showed that two out of the three trial stores had a significant difference in customers and sales for two out of three months of the trial period.

## Next steps

1. Stocks should be high in December before the Christmas
2. Stocks of chips popular with the Mainstream Young singles and couples category, such as Tyrell's, should be prominently displayed in off-locations to take advantage of impulse buying.
3. More work should be put into investigating the effectiveness of the new store layouts, but current results indicate that the layout has worked in increasing customers and sales and should be considered in more stores.



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