April 2023

Category review: Chips

Retail Analytics

quantium

Executive summary

01 **Task 1**

- Increase in sales occurs in the lead-up to Christmas and that there are zero sales on Christmas day itself
- Highest selling pack size is 175
- Highest selling brand is Kettle
- Sales have mainly been due to Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees shoppers
- High spend in chips for mainstream young singles/couples and retirees is due to there being more of them than other buyers
- Mainstream, midage and young singles and couples are also more likely to pay more per packet of chips
- Mainstream young singles and couples are 23% more likely to purchase Tyrrells chips compared to the rest of the population
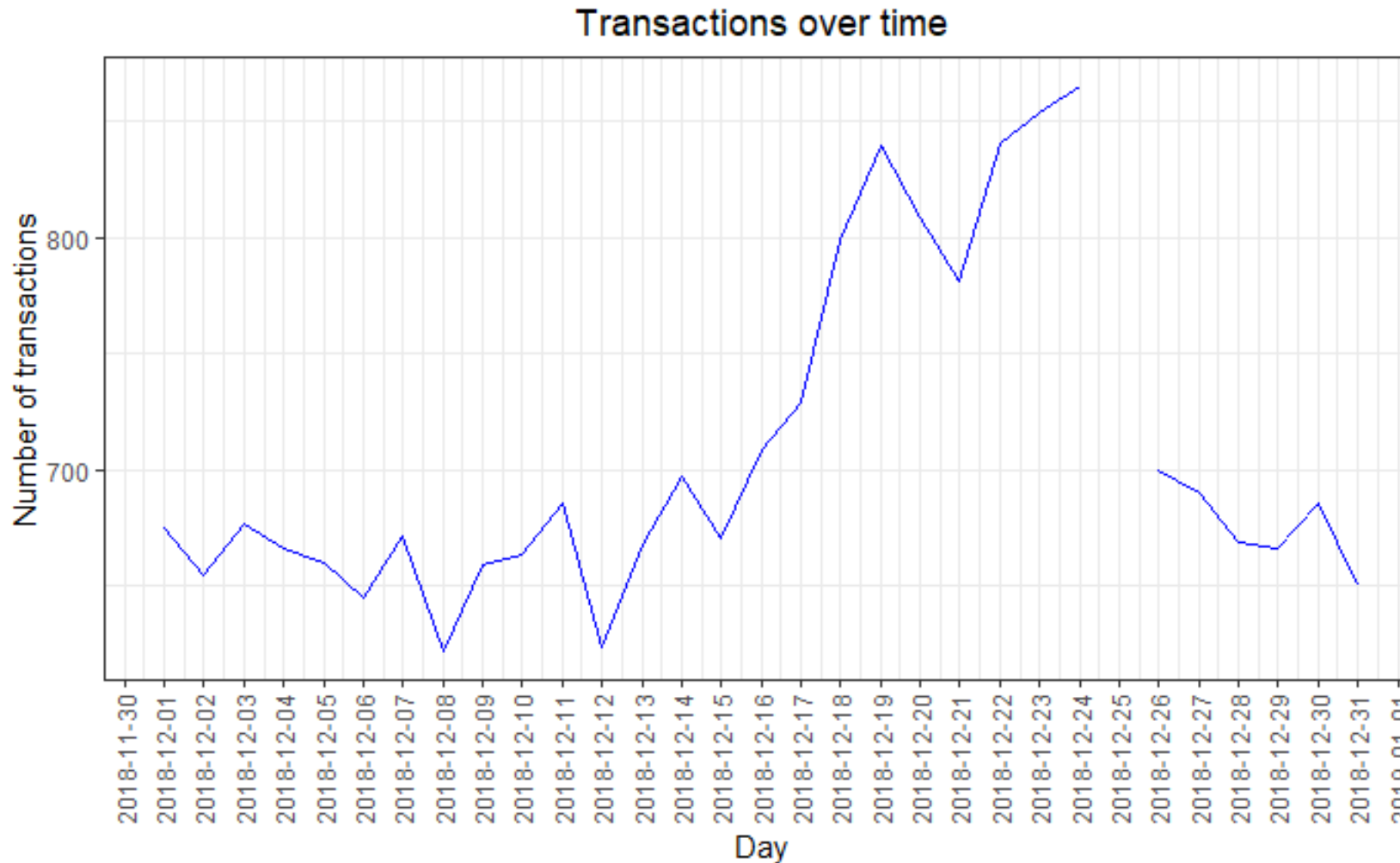
02 **Task 2**

- The results for trial stores 77 and 88 during the trial period show a significant difference in at least two of the three trial months but this is not the case for trial store 86.
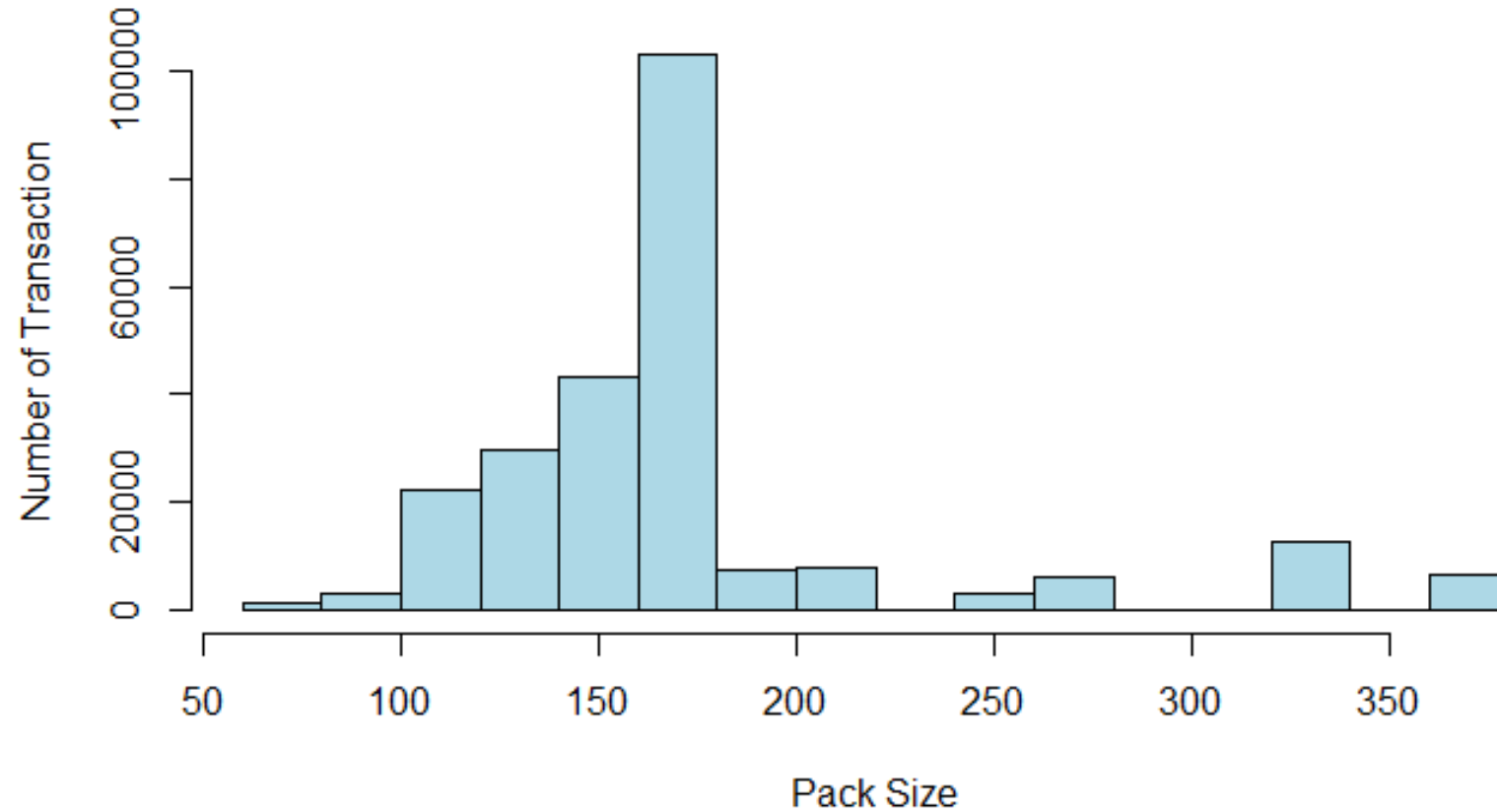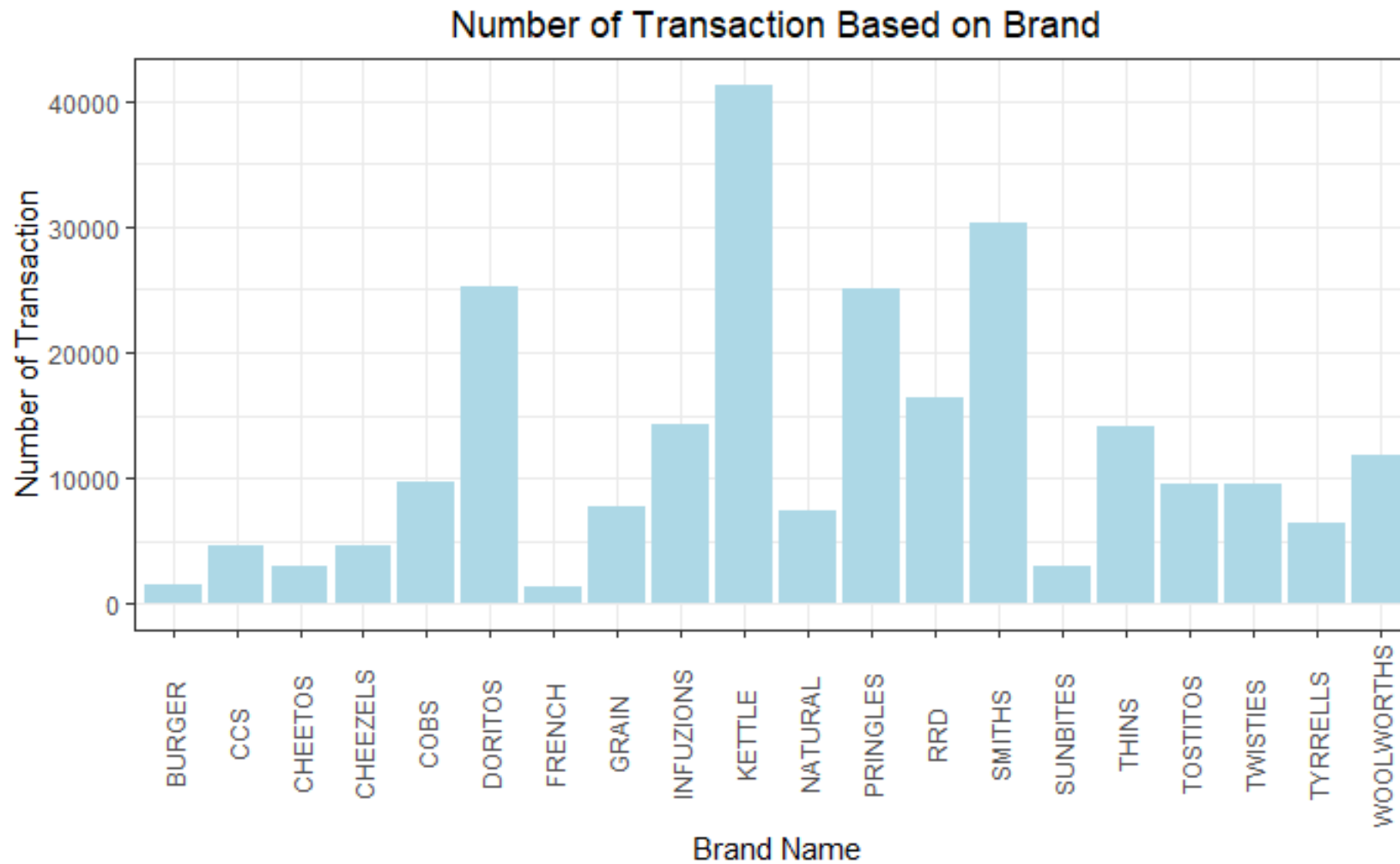- The trial shows a significant increase in sales

2

quantium

01

Category

quantium

Transactions over time

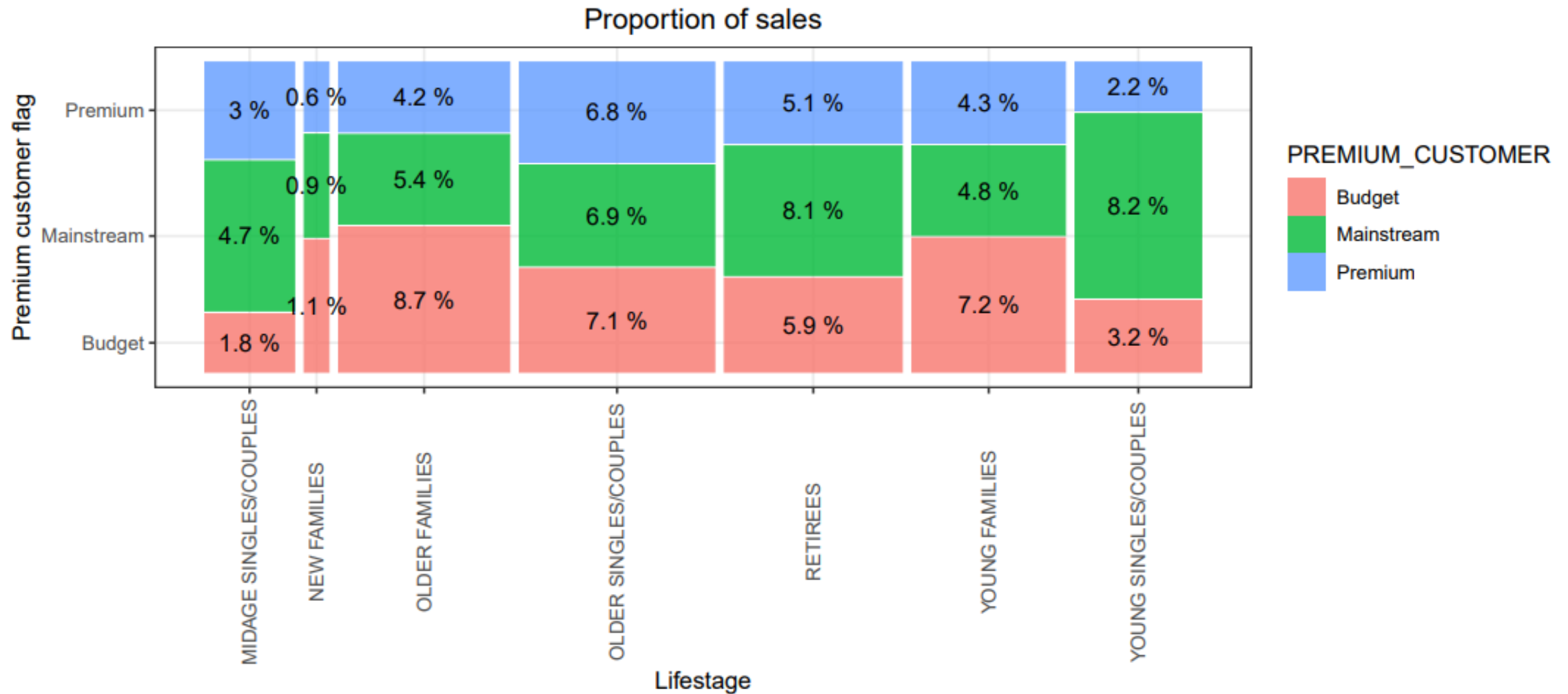Increase in sales occurs in the lead-up to Christmas and that there are zero sales on Christmas day itself
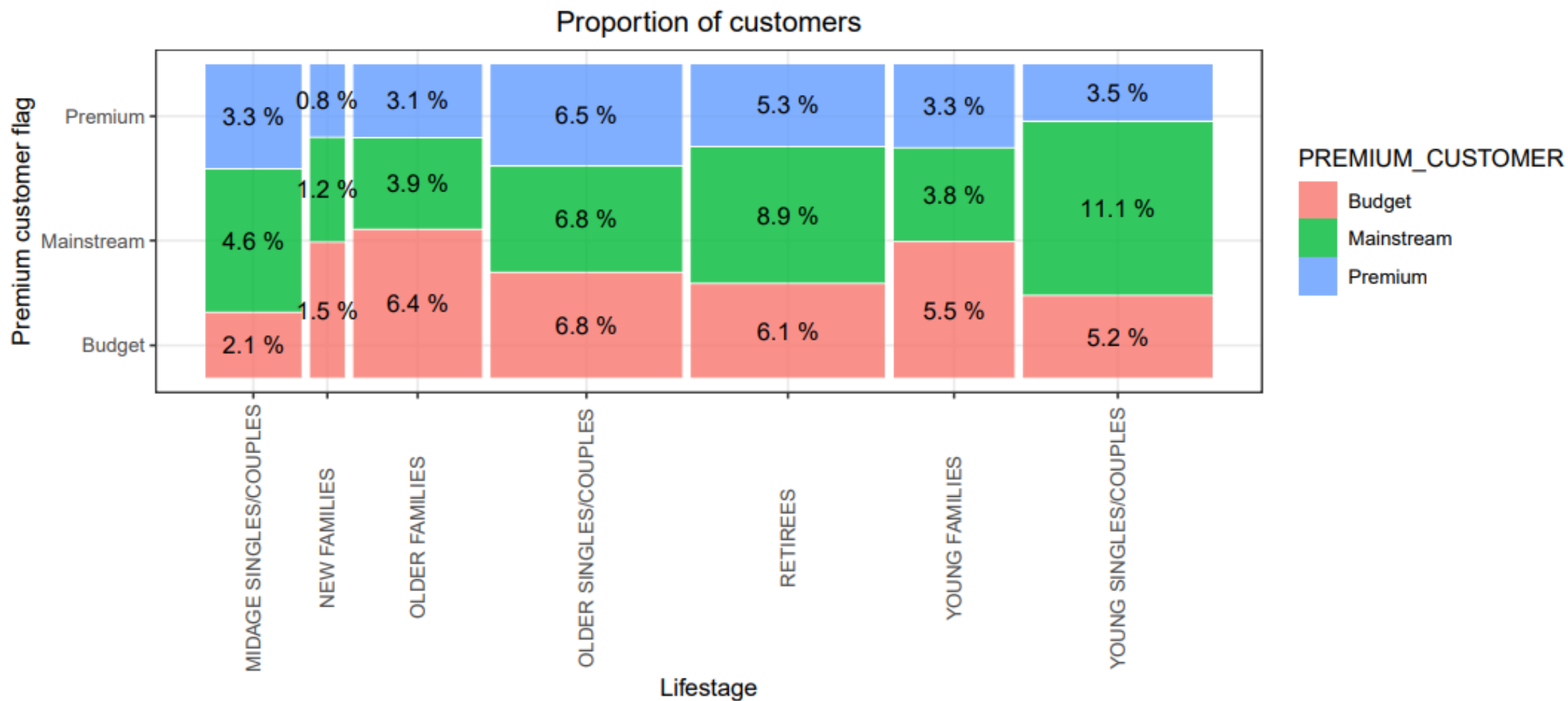
quantium

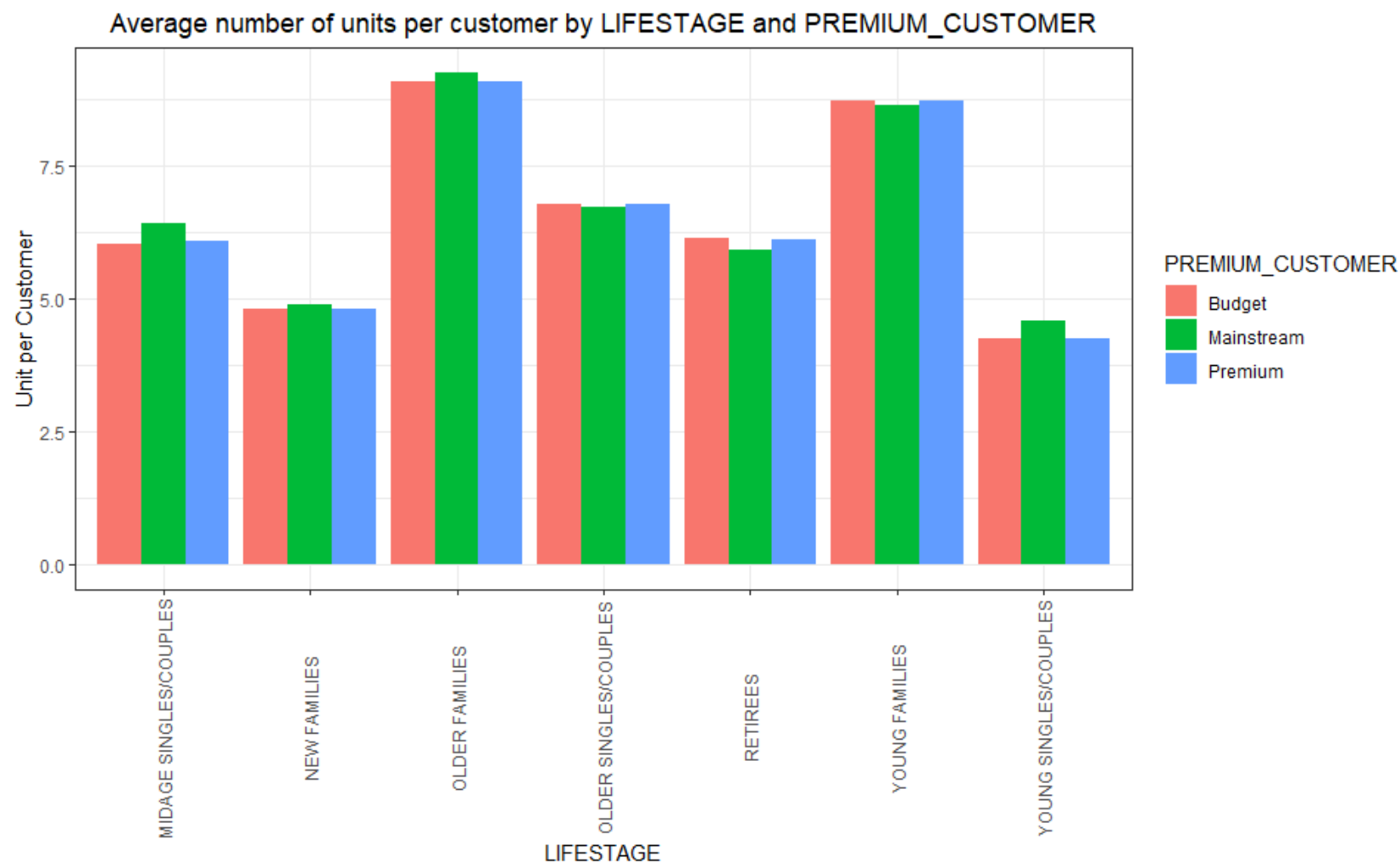Highest selling pack size is 175

quantium

Highest selling brand is Kettle

quantium

Sales have mainly been due to Budget - older families, Mainstream - retirees shoppers, and Mainstream - young singles/couples
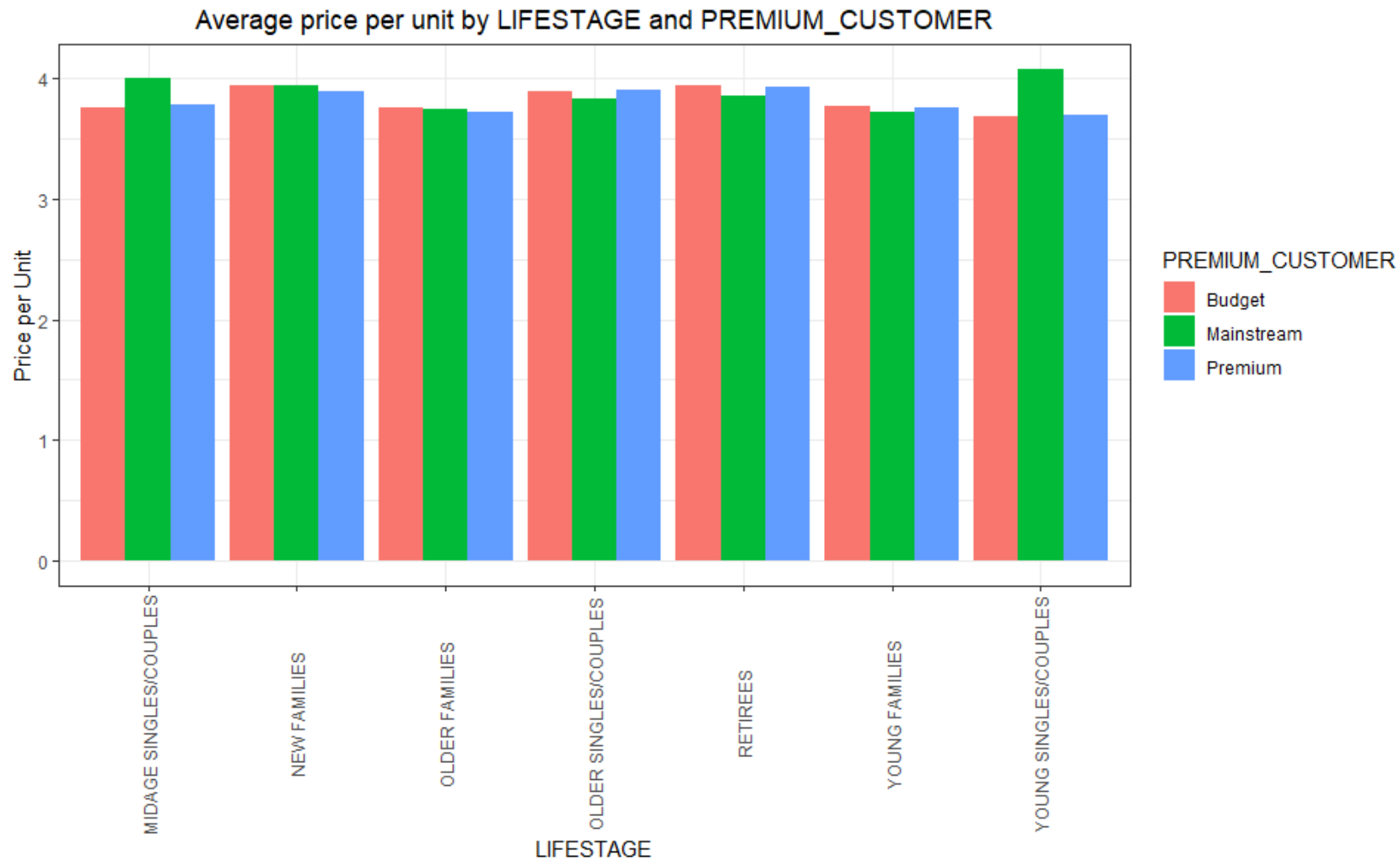
Proportion of customers

High spend in chips for mainstream young singles/couples and retirees is due to there being more of them than other buyers

Older and Young Families are more likely to buy more unit of chips

quantium

Average price per unit by LIFESTAGE and PREMIUM_CUSTOMER

Mainstream, midage and young singles and couples are more likely to pay more per packet of chips

quantium

```
##           BRAND  targetSegment         other  affinityToBrand
##  1:    TYRRELLS   0.029586871  0.023933043        1.2362352
##  2:    TWISTIES   0.043306068  0.035282734        1.2274011
##  3:      KETTLE   0.185649203  0.154216335        1.2038232
##  4:    TOSTITOS   0.042581280  0.035377136        1.2036384
##  5:         OLD   0.041597639  0.034752796        1.1969581
##  6:    PRINGLES   0.111979706  0.093743295        1.1945356
##  7:     DORITOS   0.122877407  0.105277499        1.1671764
##  8:        COBS   0.041856492  0.036374793        1.1507005
##  9:   INFUZIONS   0.060649203  0.053156887        1.1409472
## 10:       THINS   0.056611100  0.053083941        1.0664449
## 11:     GRNWVES   0.030674053  0.029052204        1.0558253
## 12:    CHEEZELS   0.016851315  0.017369961        0.9701412
## 13:      SMITHS   0.093419963  0.121714168        0.7675356
## 14:      FRENCH   0.003701595  0.005363748        0.6901134
## 15:     CHEETOS   0.007532615  0.011240270        0.6701454
## 16:         RRD   0.045376890  0.068426405        0.6631488
## 17:     NATURAL   0.018378546  0.028741107        0.6394516
## 18:         CCS   0.010483537  0.017601675        0.5955988
## 19:    SUNBITES   0.005953614  0.011718716        0.5080431
## 20:  WOOLWORTHS   0.028189066  0.057428576        0.4908543
## 21:      BURGER   0.002743839  0.006144710        0.4465369
##           BRAND  targetSegment         other  affinityToBrand
```

Mainstream young singles and couples are 23% more likely to purchase Tyrrells chips compared to the rest of the population

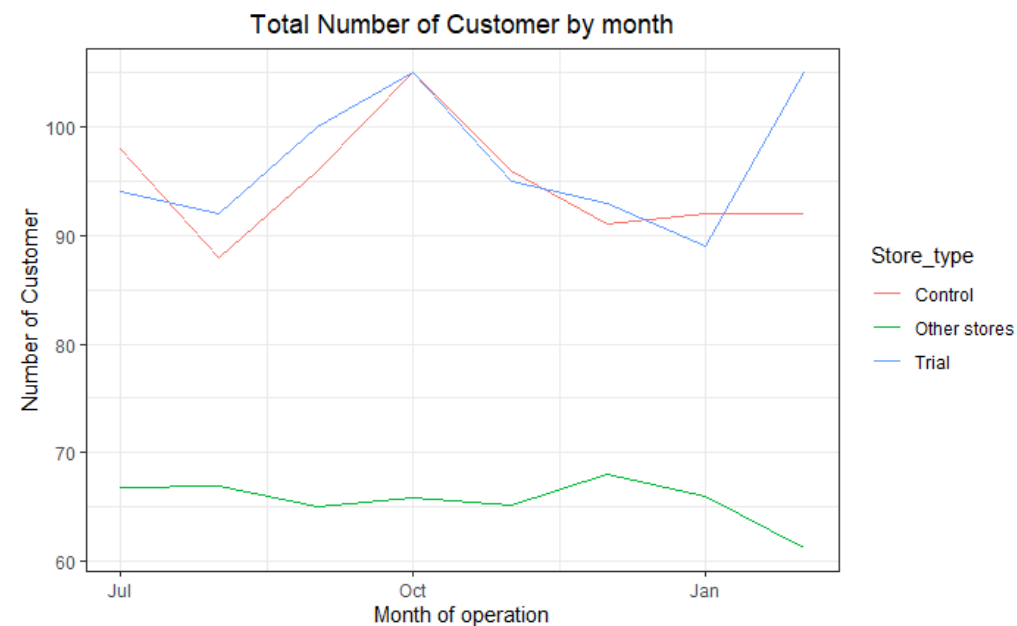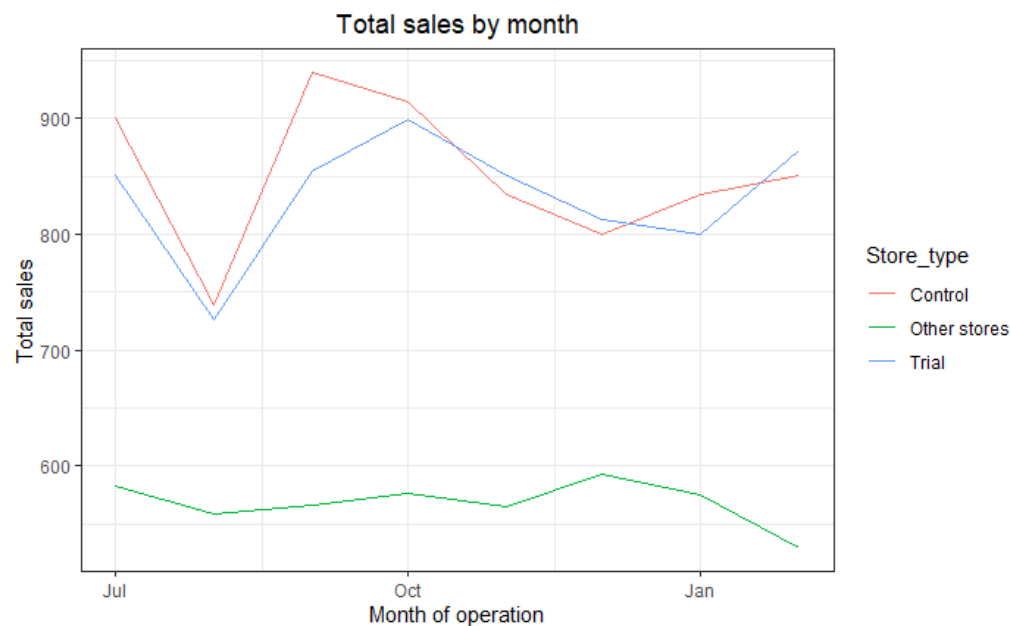quantium

02

Trial store performance

quantium

Control store vs other stores compared to trial store 77
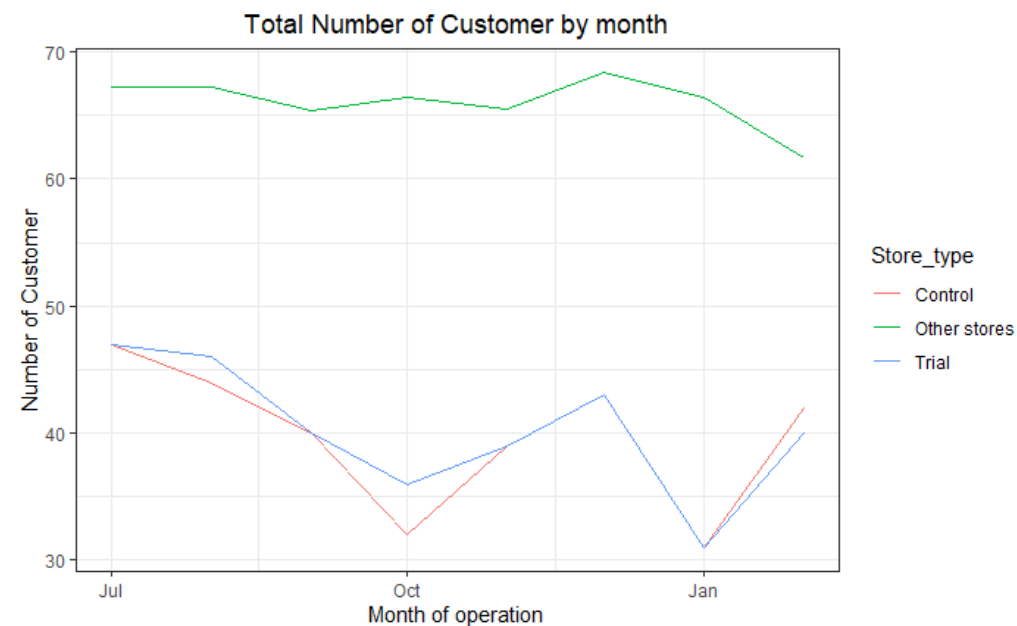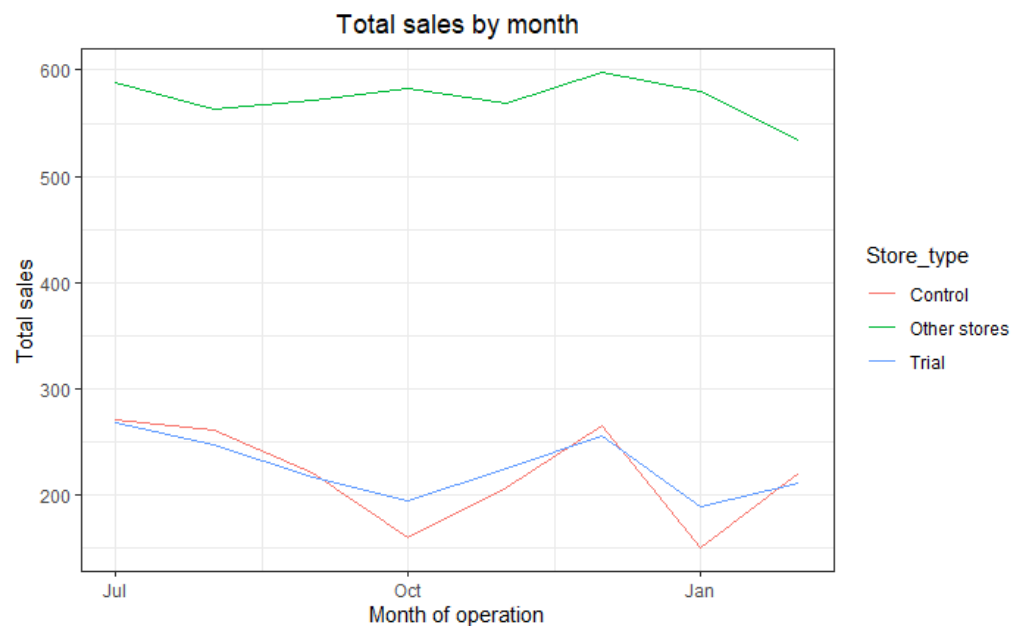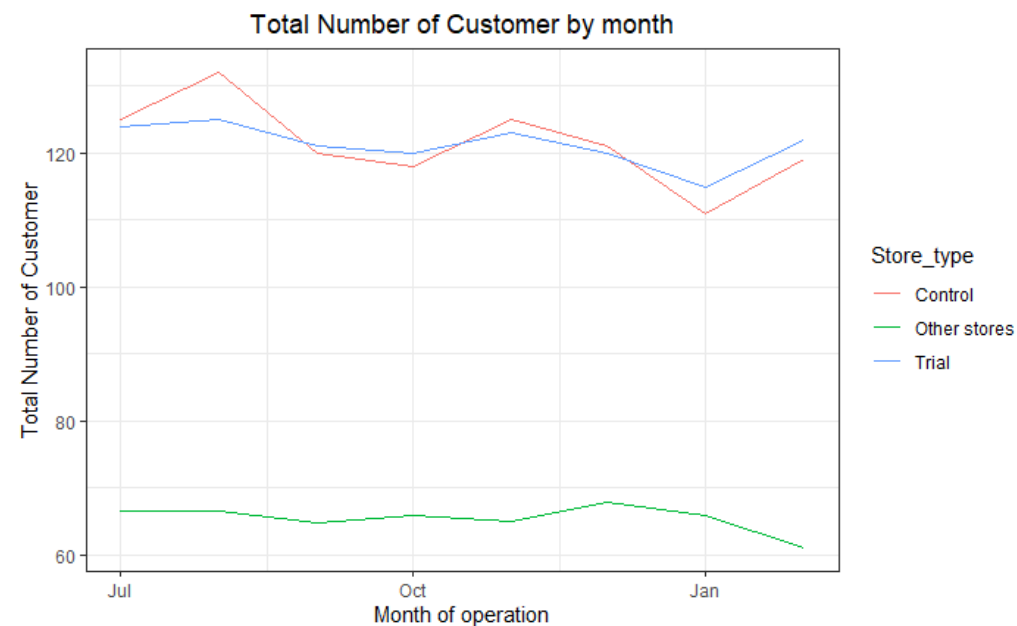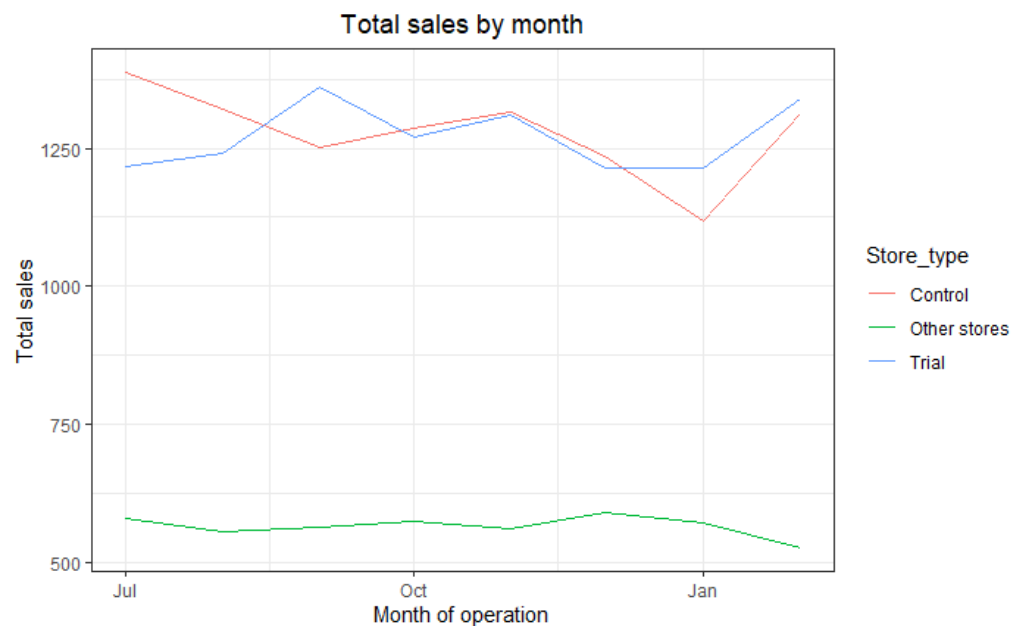

Similarity of the performance between control store and trial store

quantium

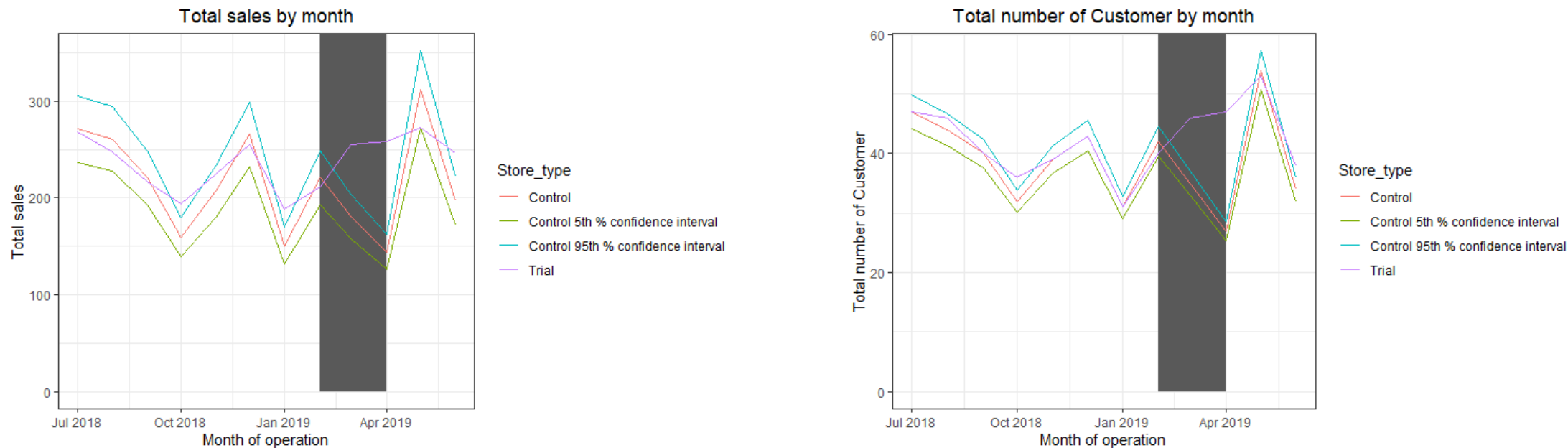# Control store vs other stores compared to trial store 86

Similarity of the performance between control store and trial store

quantium

Control store vs other stores compared to trial store 88

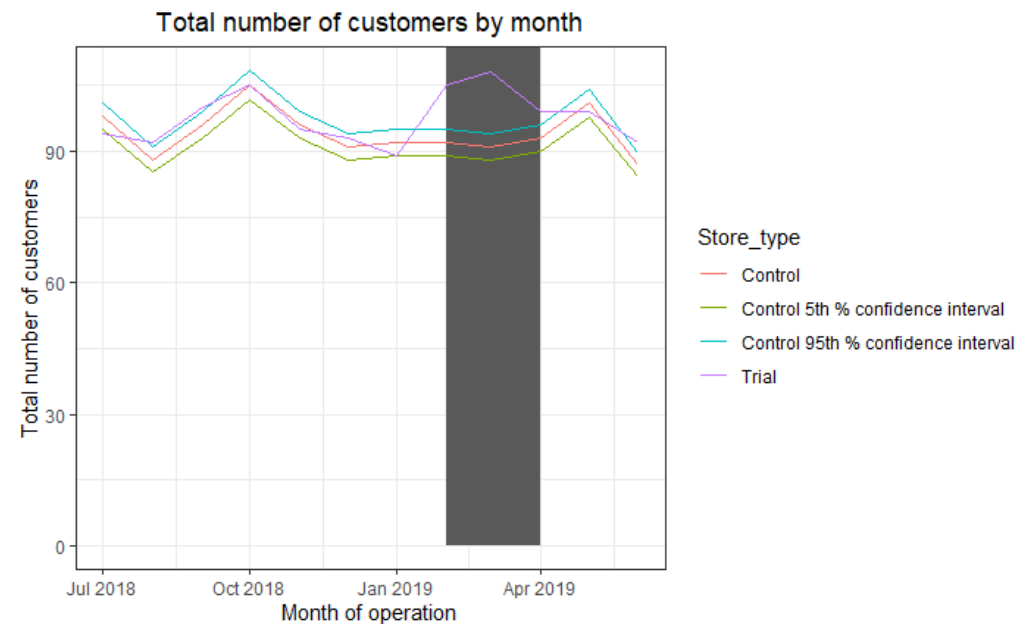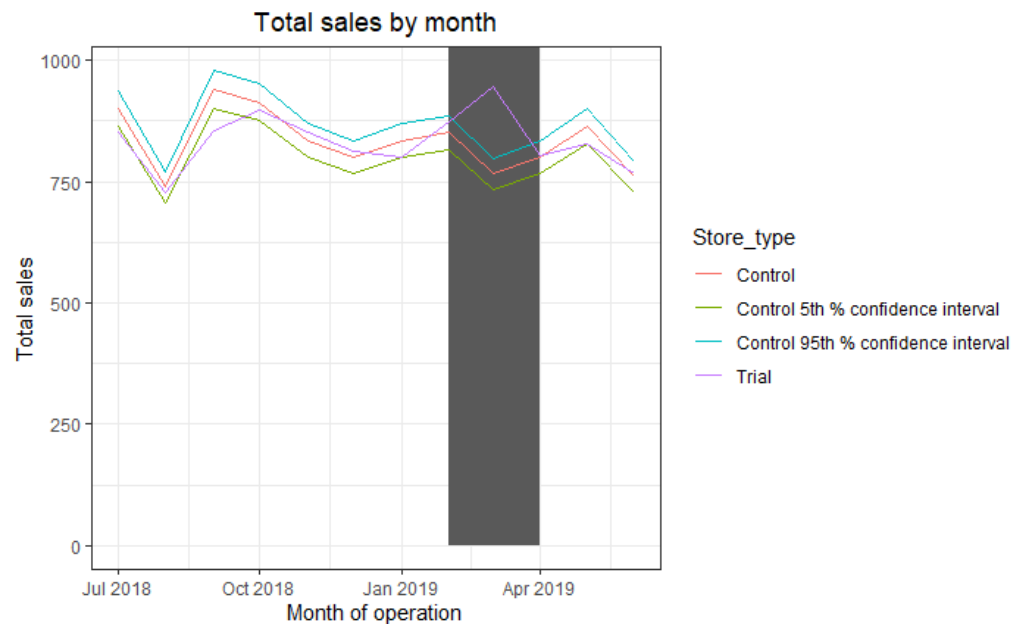Similarity of the performance between control store and trial store

Performance of the trial store 77

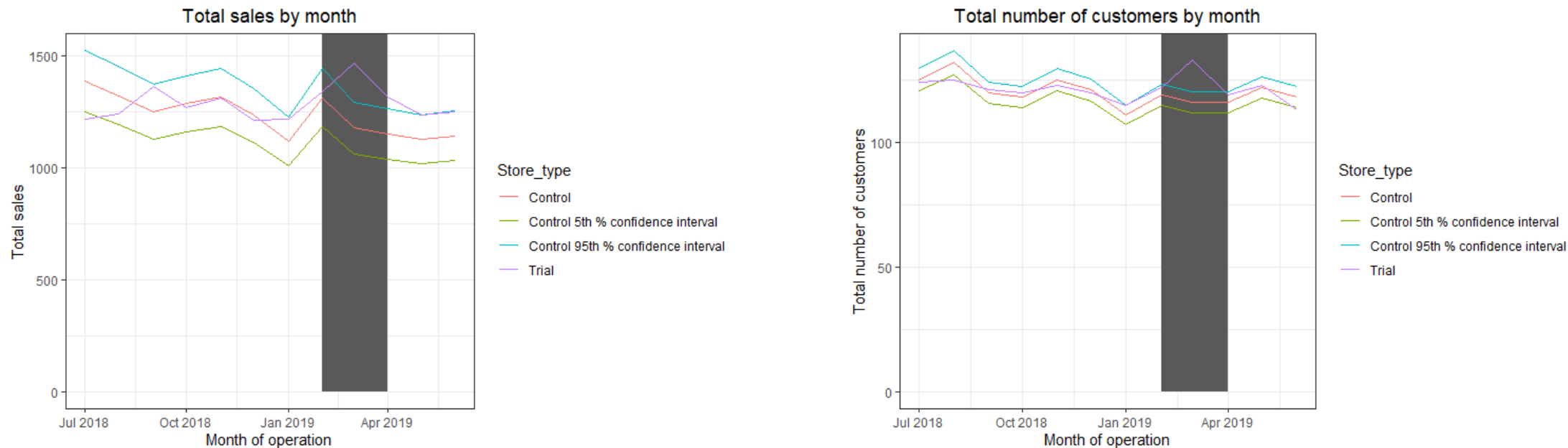Significant difference in performance of the sales for at least two of the three trial months

quantium

Performance of the trial store 86

No significant difference in the performance of the sales for at least two of the three trial months although the number of customer increased

quantium

Performance of the trial store 88

Significant difference in performance of the sales for at least two of the three trial months

quantium

Thank You!

quantium