

December 2022

# 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

- The month of December has shown maximum sales because of Christmas and New Year.
- People prefer buying chips on Sunday, Wednesday and Friday.
- New Families and Mid-age Singles/Couples are the only category of Life stage where we observed low sales.
- Mainstream and Budget Customers are driving maximum sales for us.
- People prefer buying 2 packets most of the time.
- Packet Size – 175g is the most preferred by People.

02

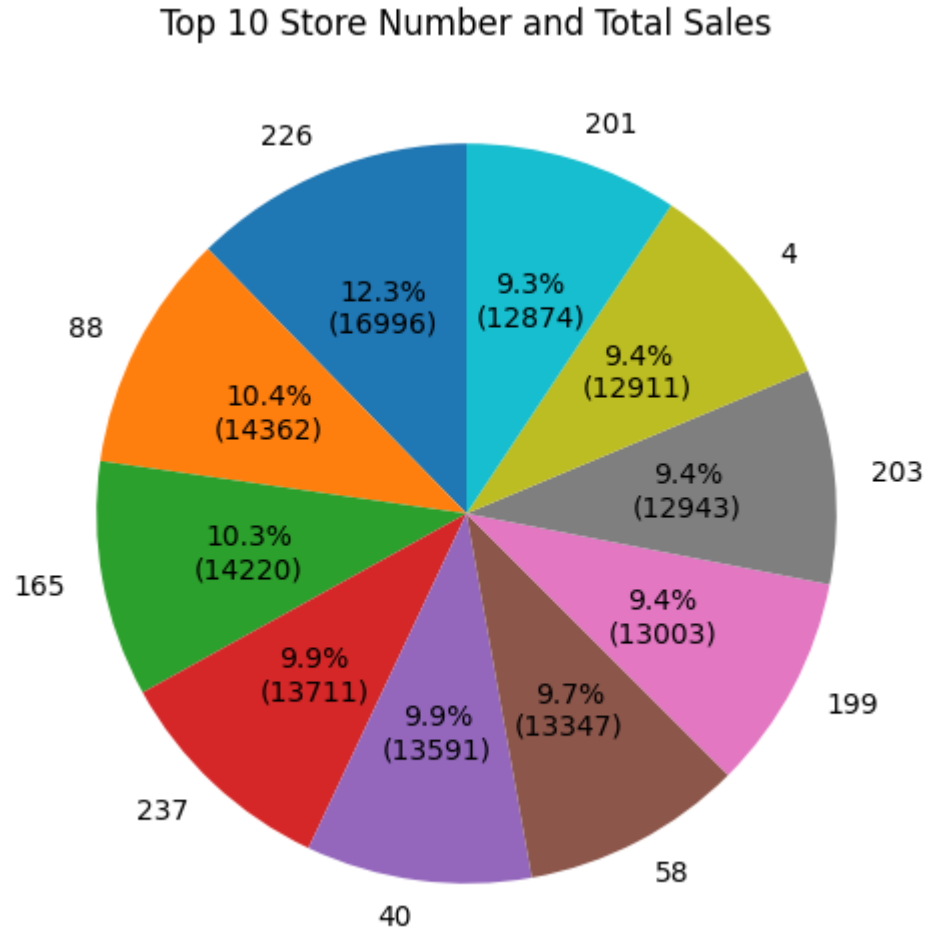
## Task 2

- The Total Sales Revenue is 1712562.1.
- The Total Number of Customers are 70367.
- Average Transaction per customer is approximately 3.33 ~ 3.
- 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. We can check with the client if the implementation of the trial was different in trial store 86 but overall, the trial shows a significant increase in sales.

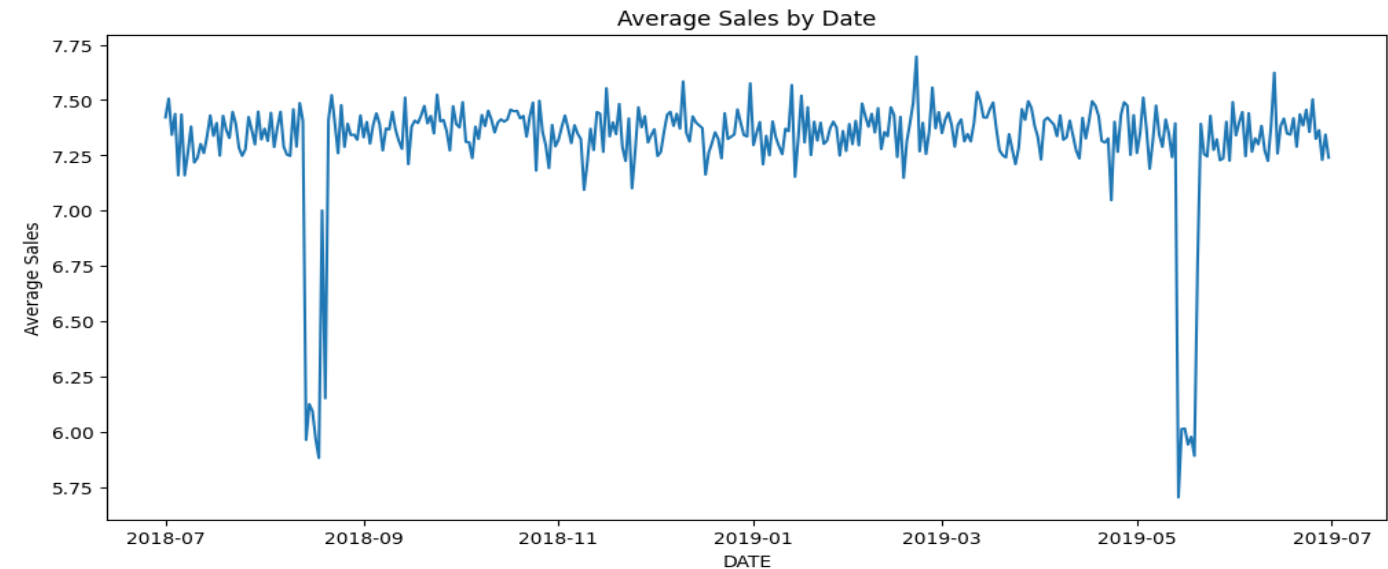
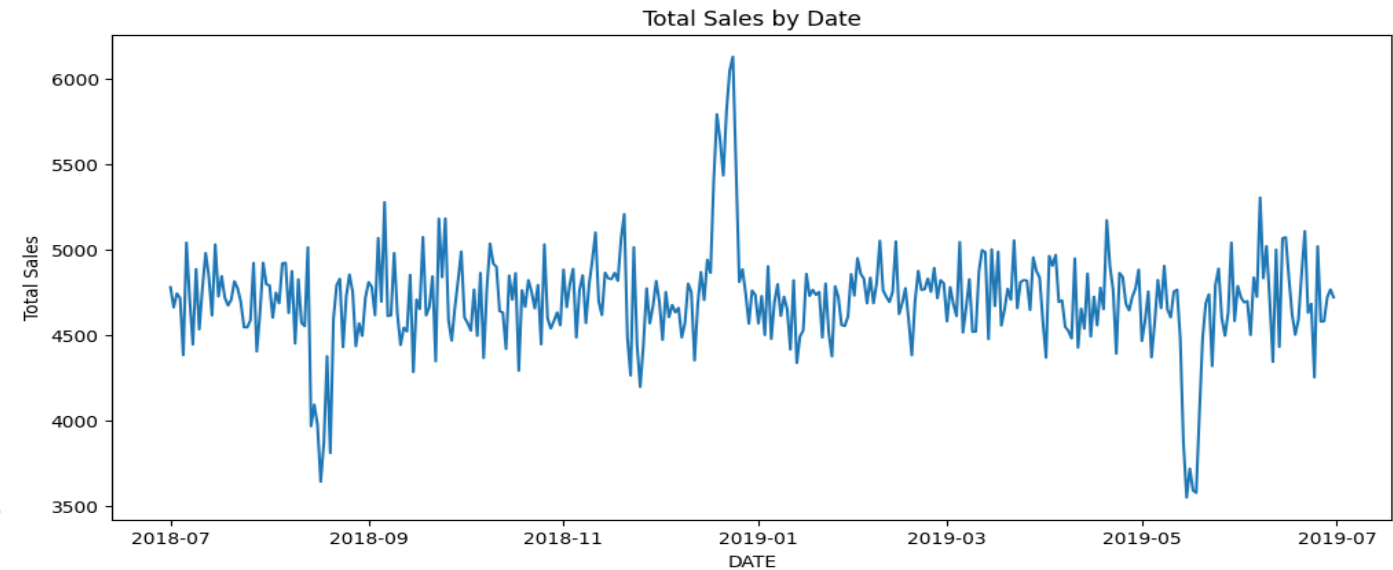
# 01

## Customer Analytics

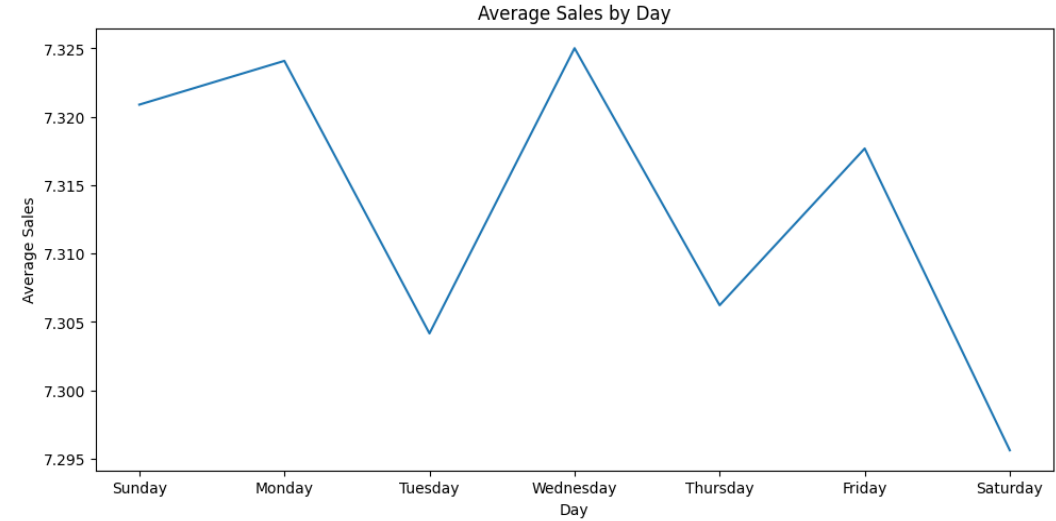
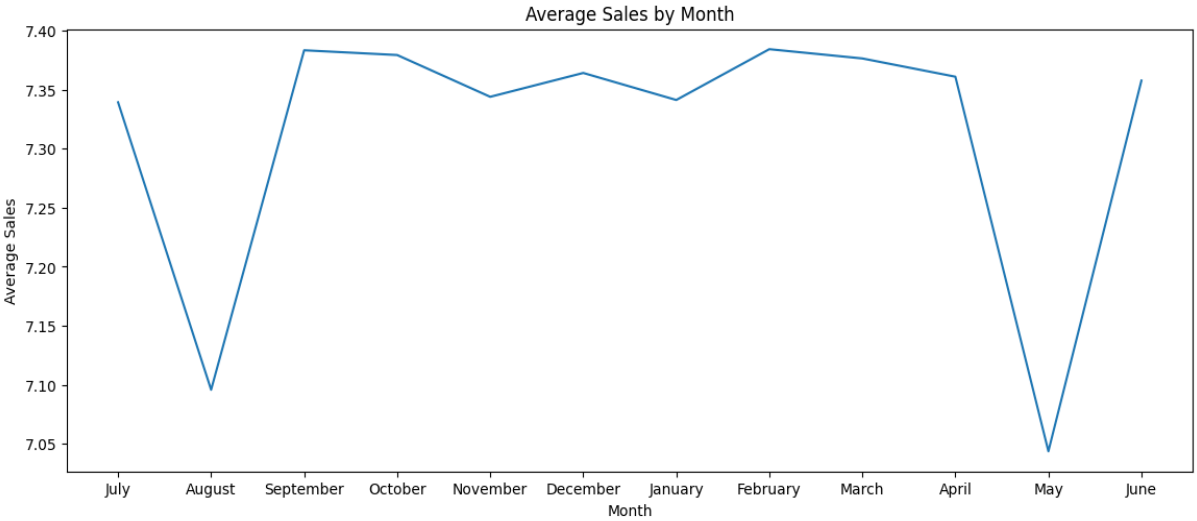
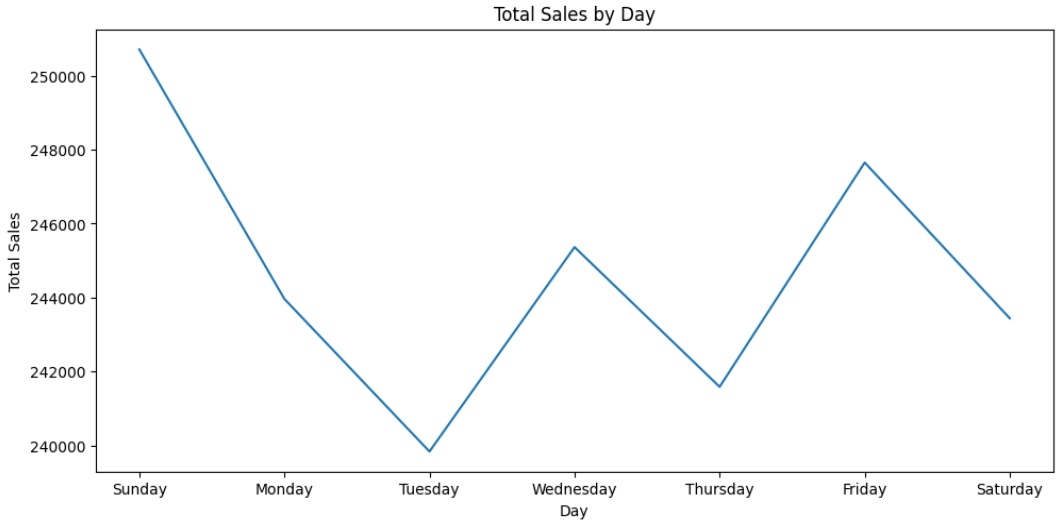
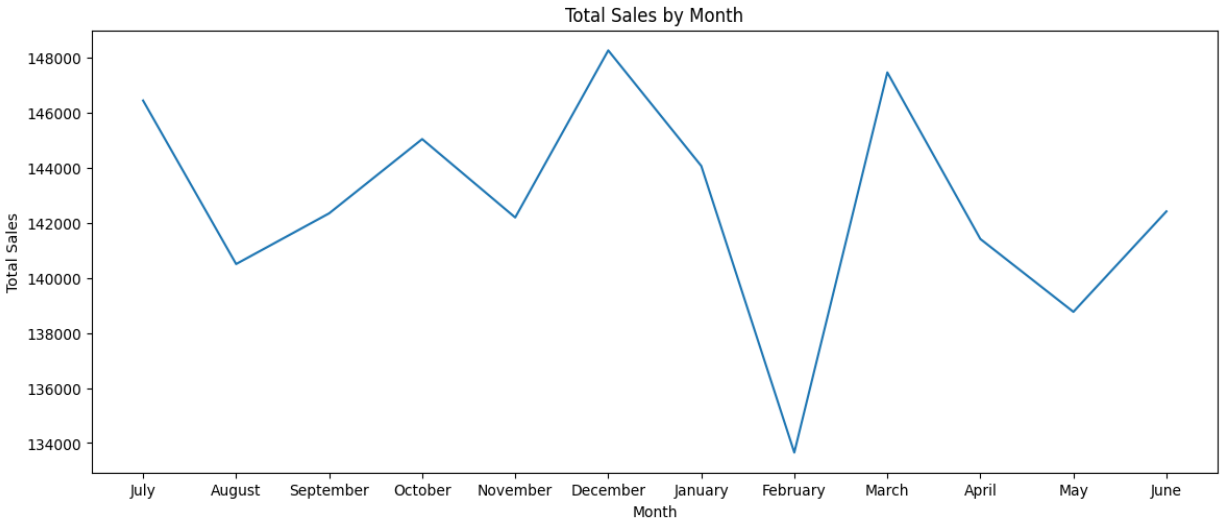
## Store Performance:



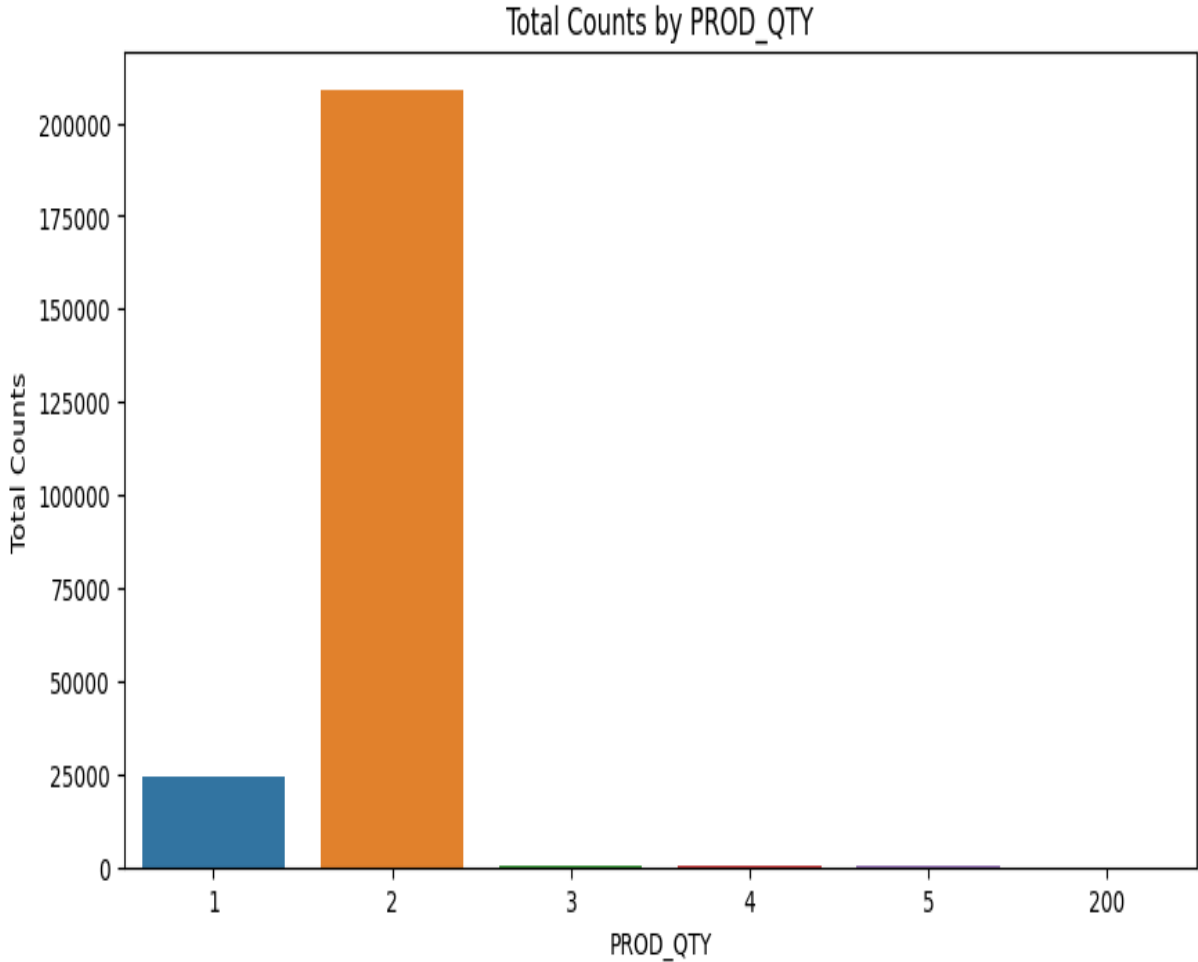
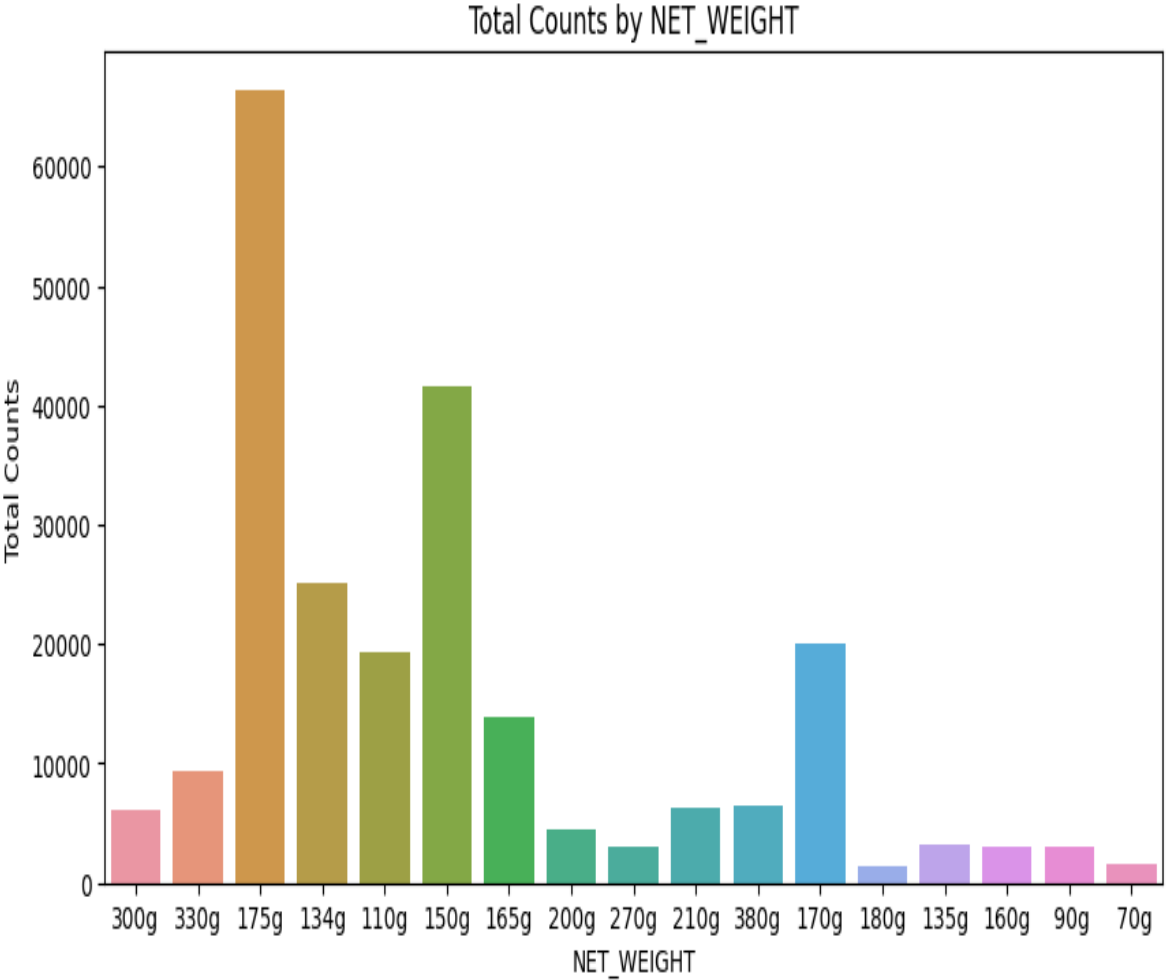
## Total and Average Sales by Date:



# Total and Average Sales by Month and Day:

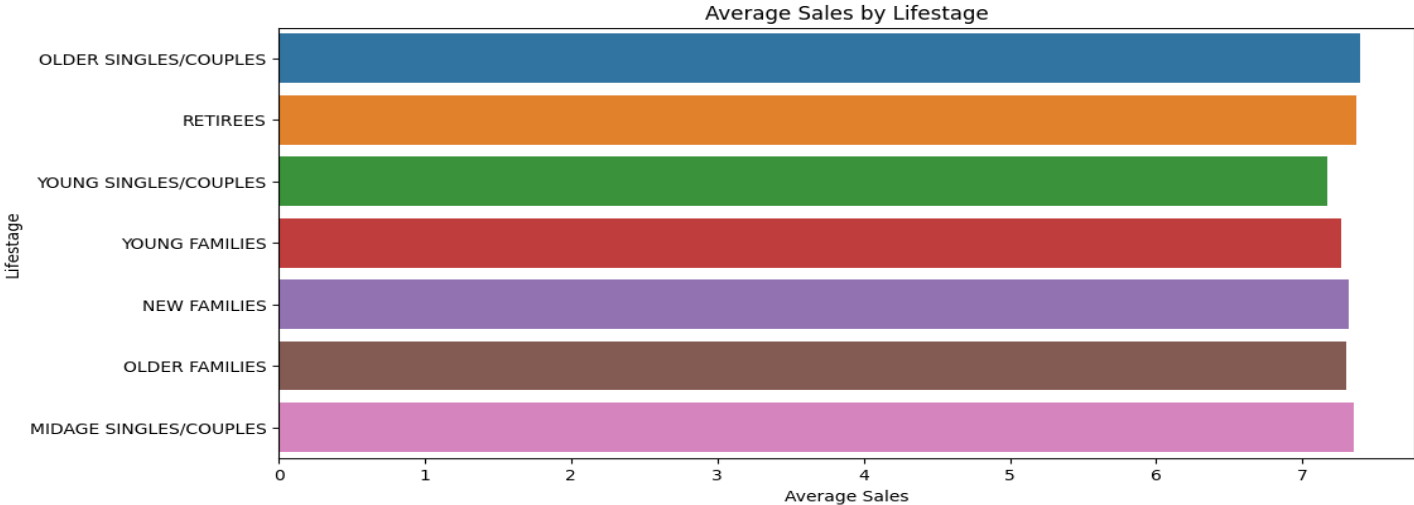
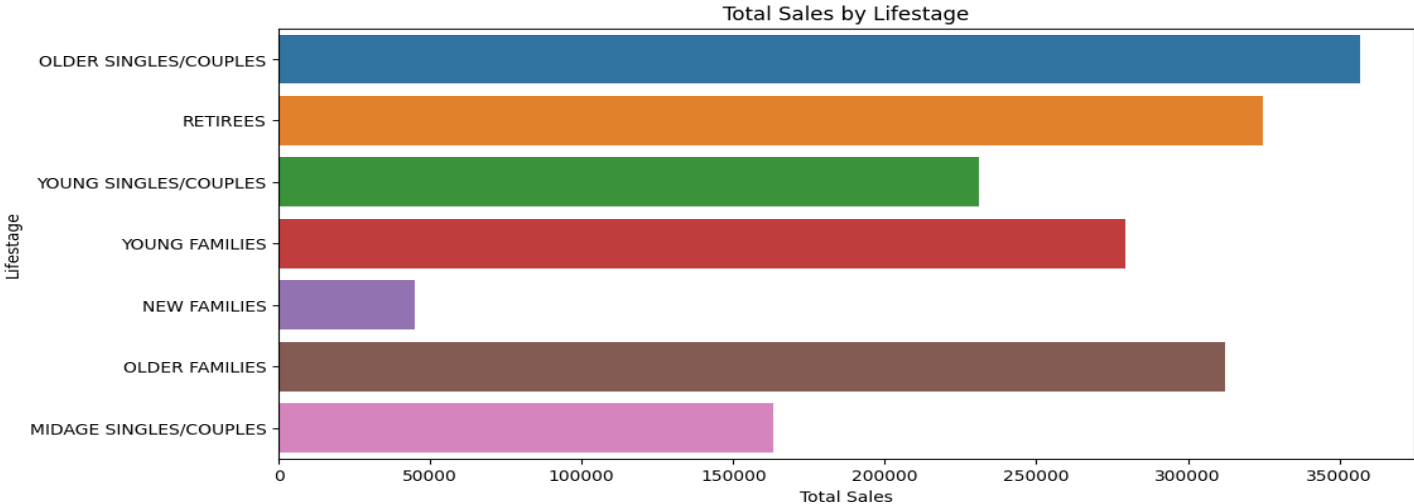
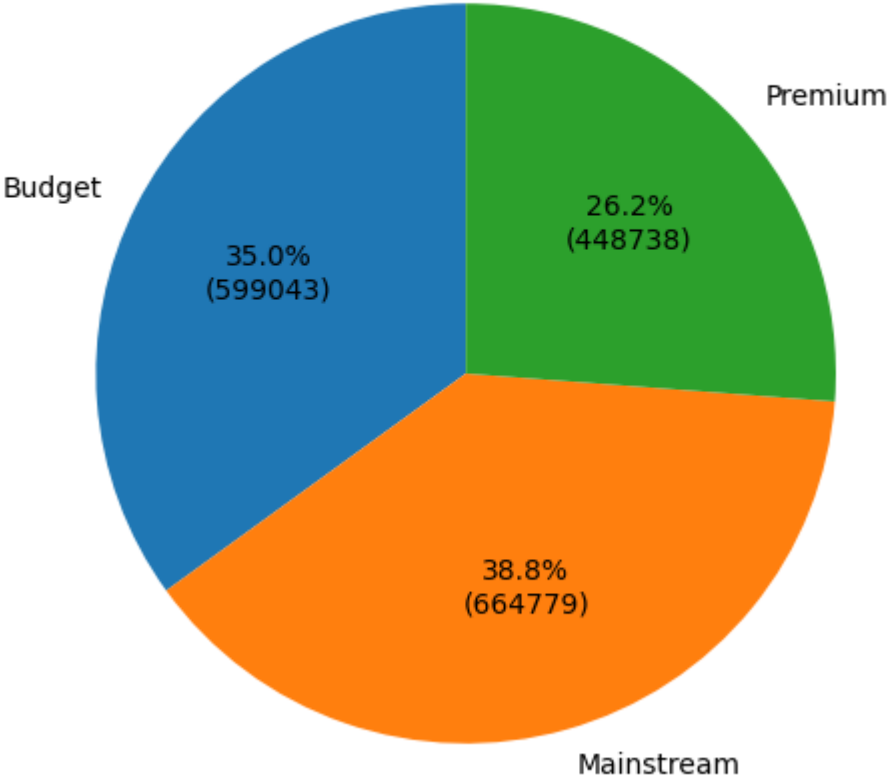


# Category of Chips preferred by Customer:



# Customer Type and Life-stage Analysis:

Premium Customer and Total Sales

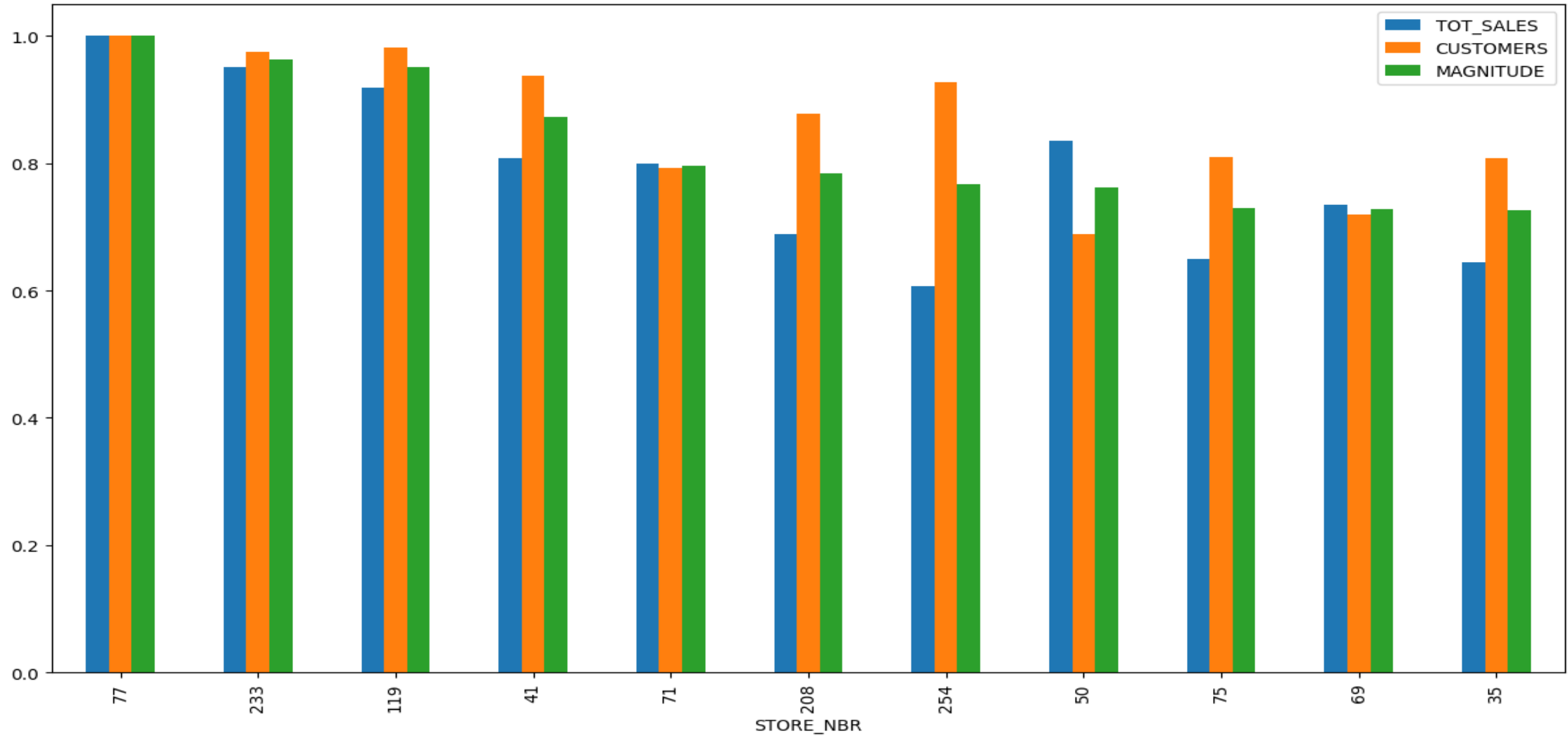




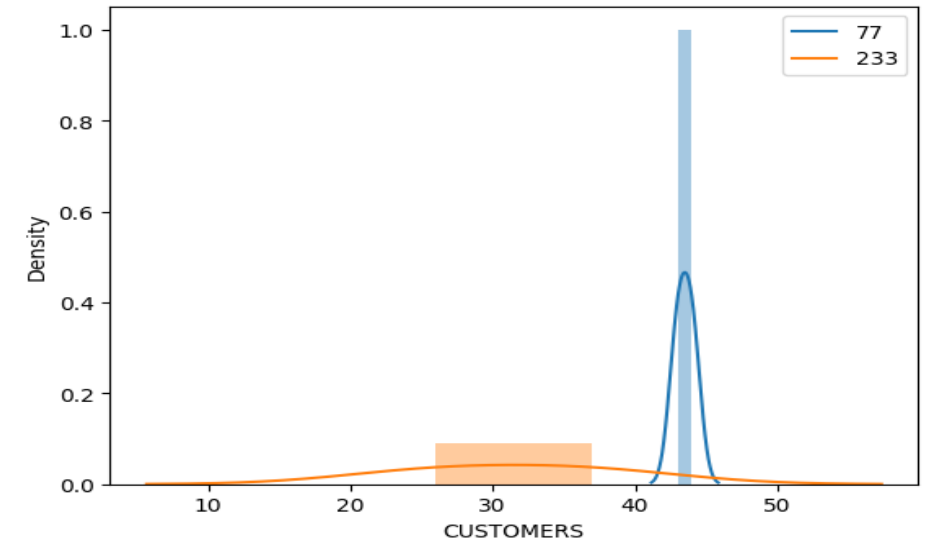
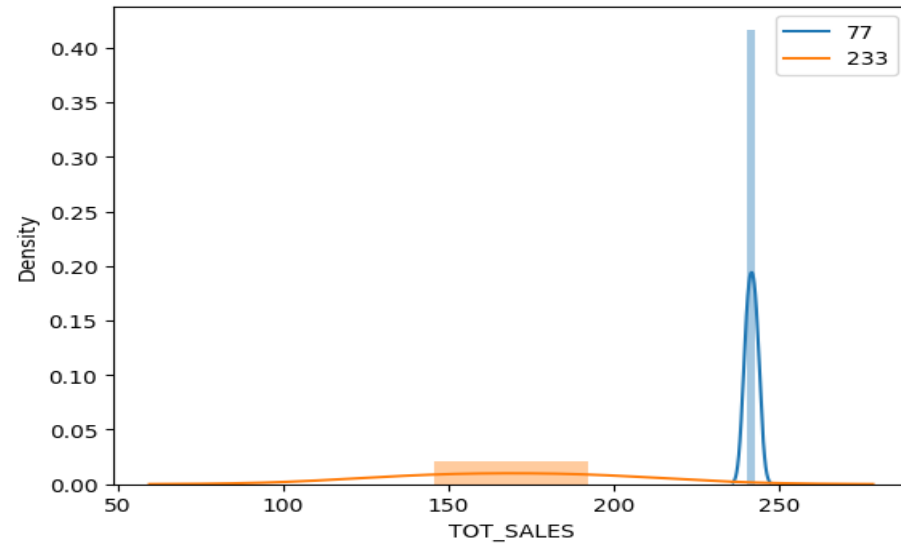
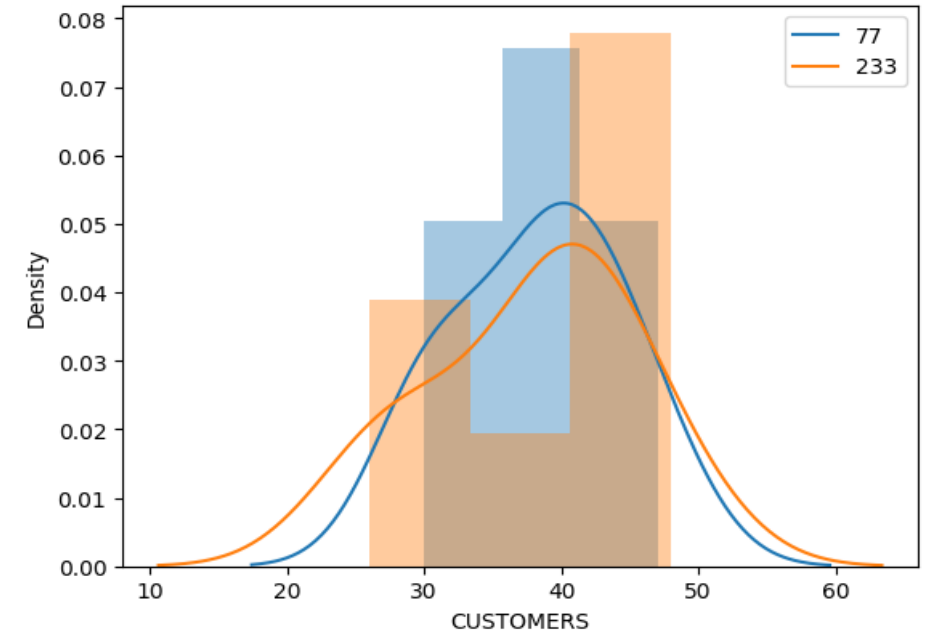
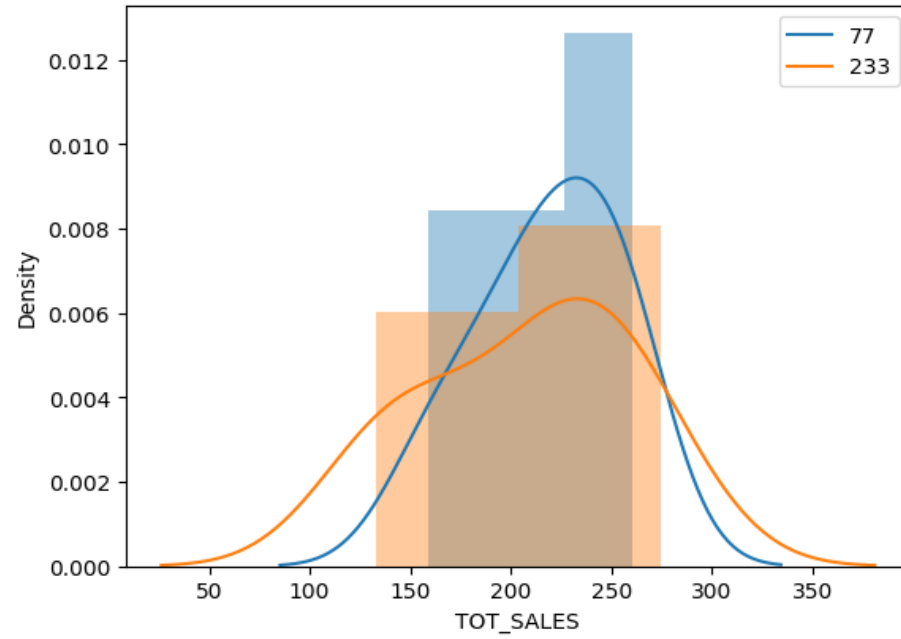
# 02

## Trial store performance

# Control Store 77 vs Other Stores:

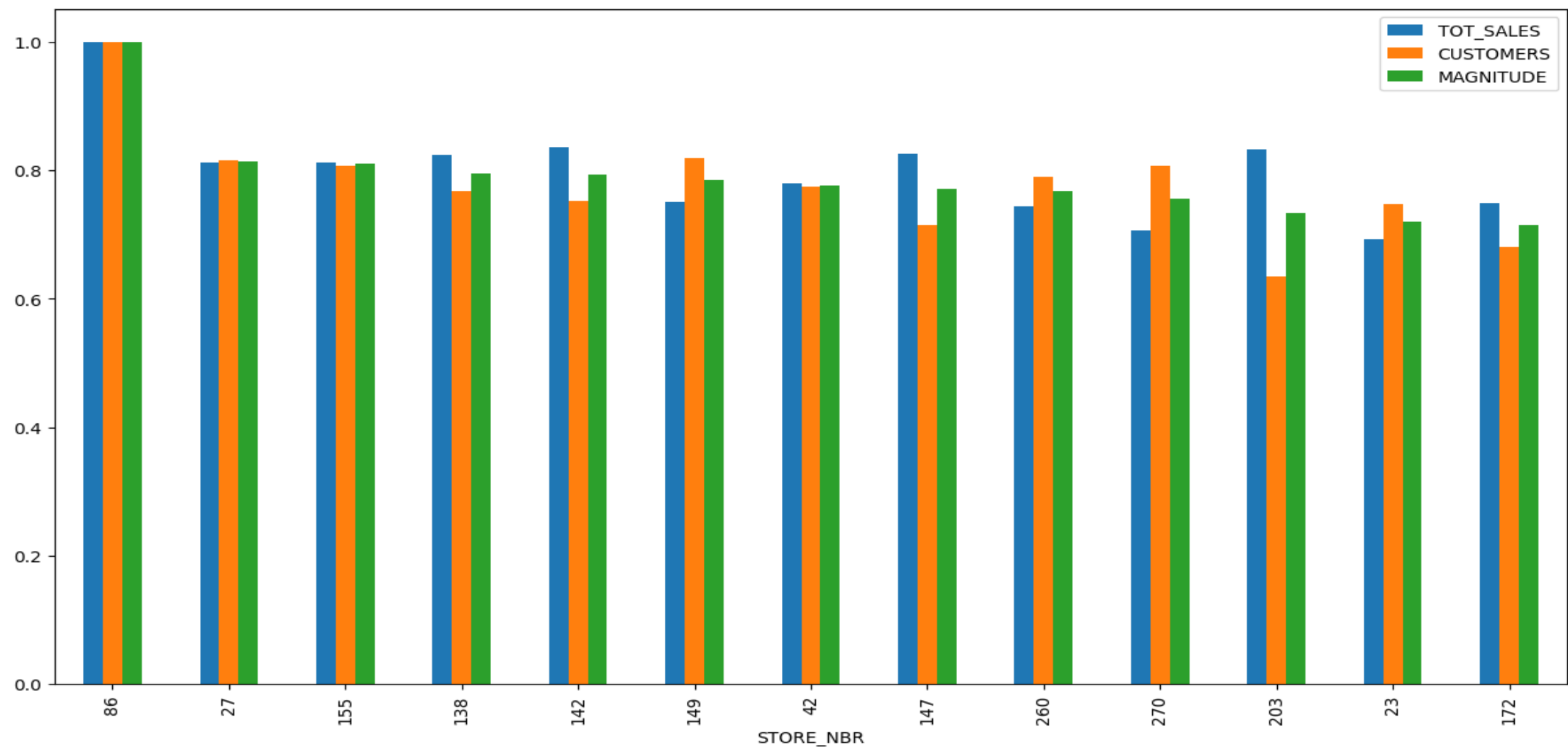


# Trial Store Performance:

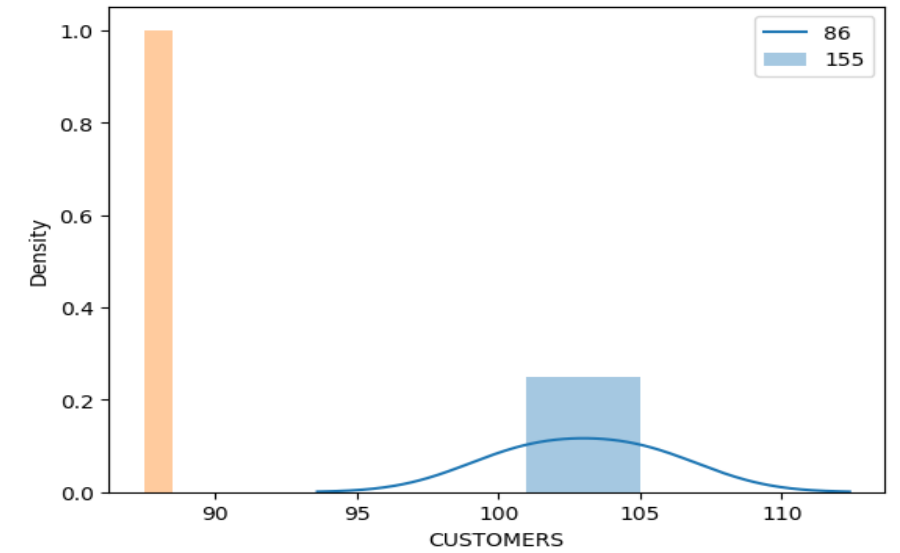
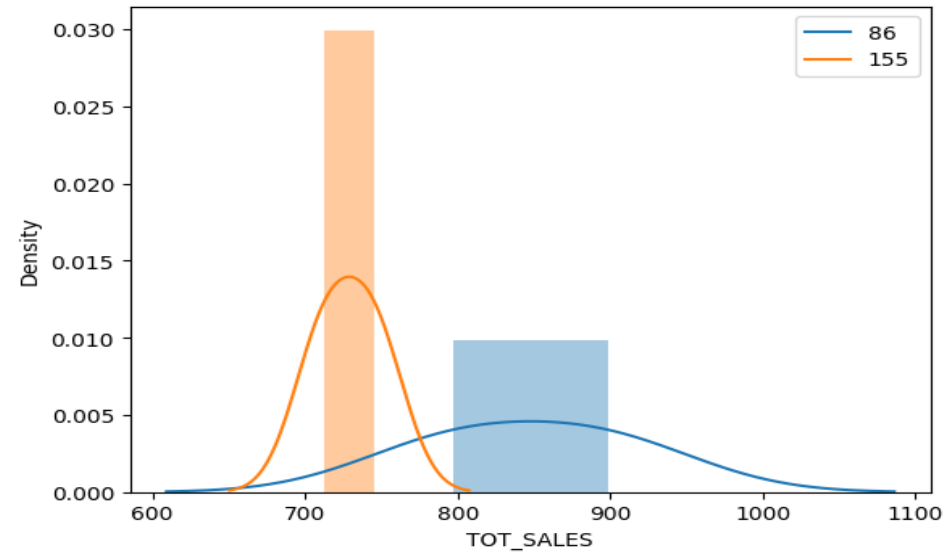
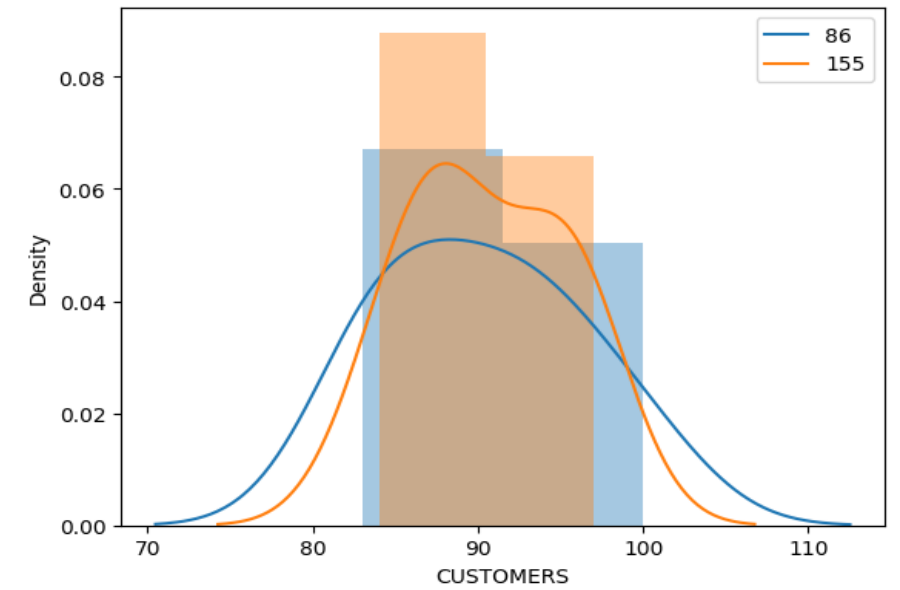
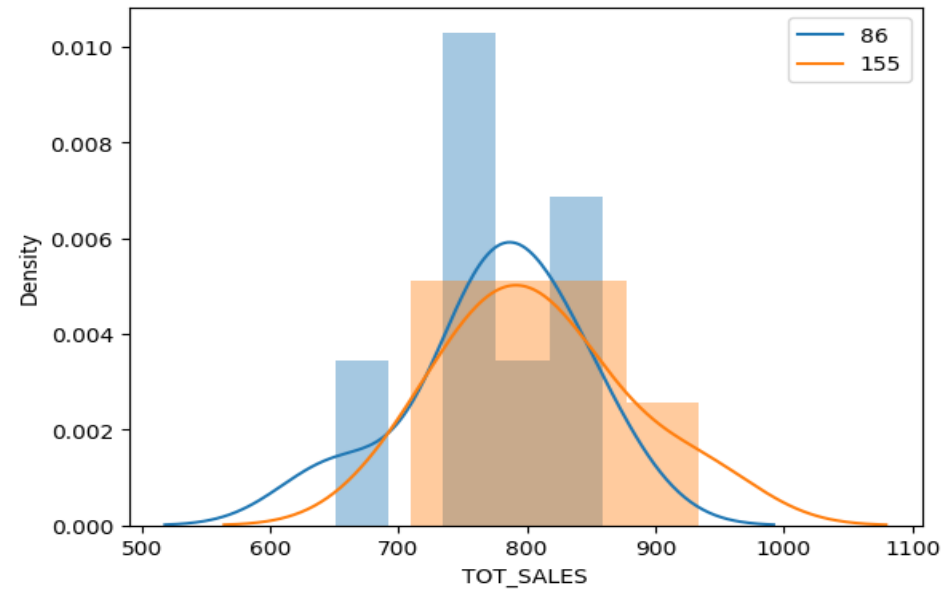


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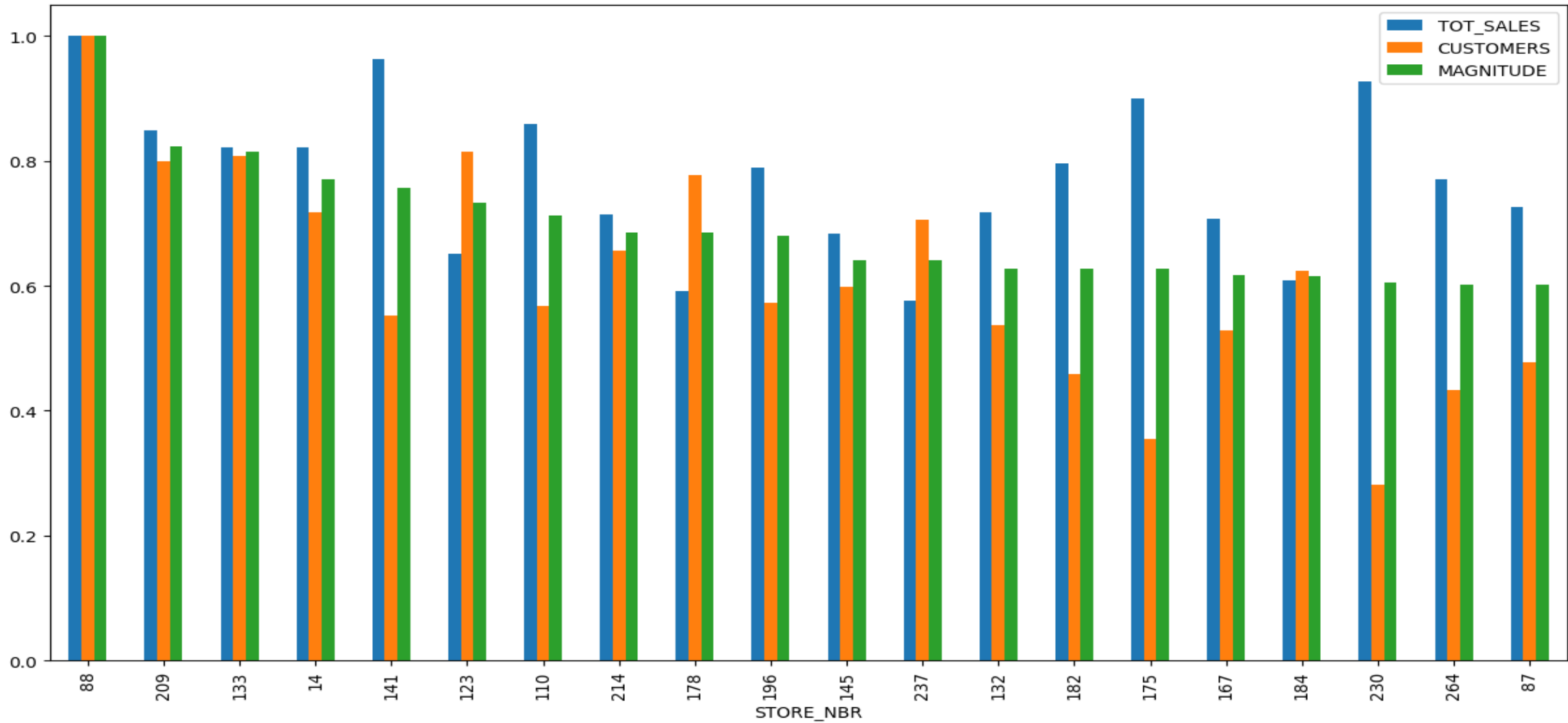
# Control Store 86 vs Other Stores:



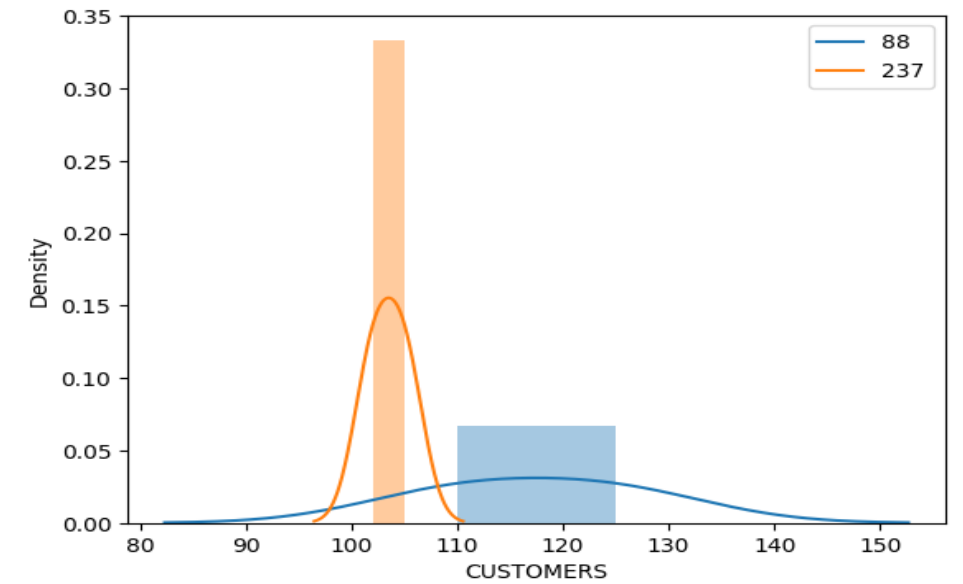
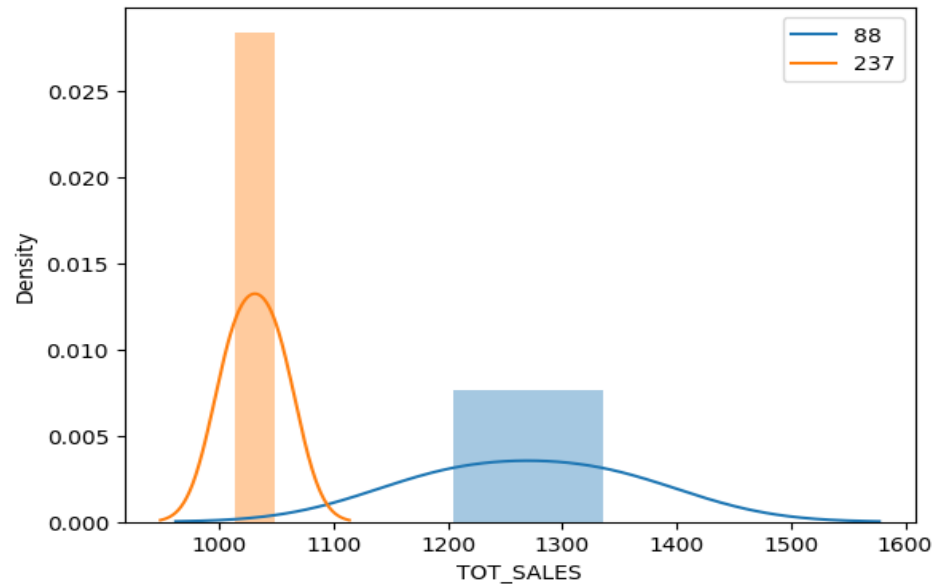
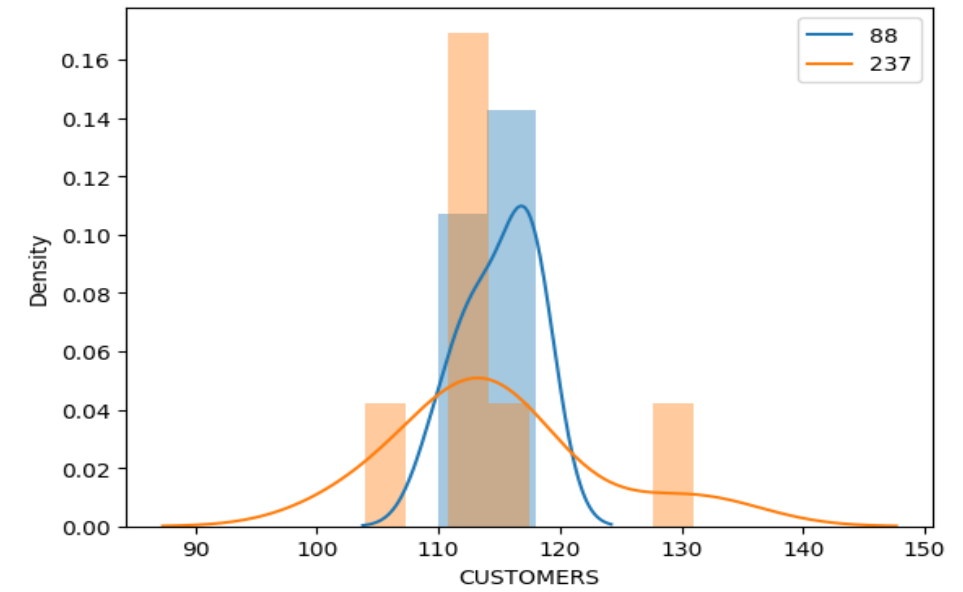
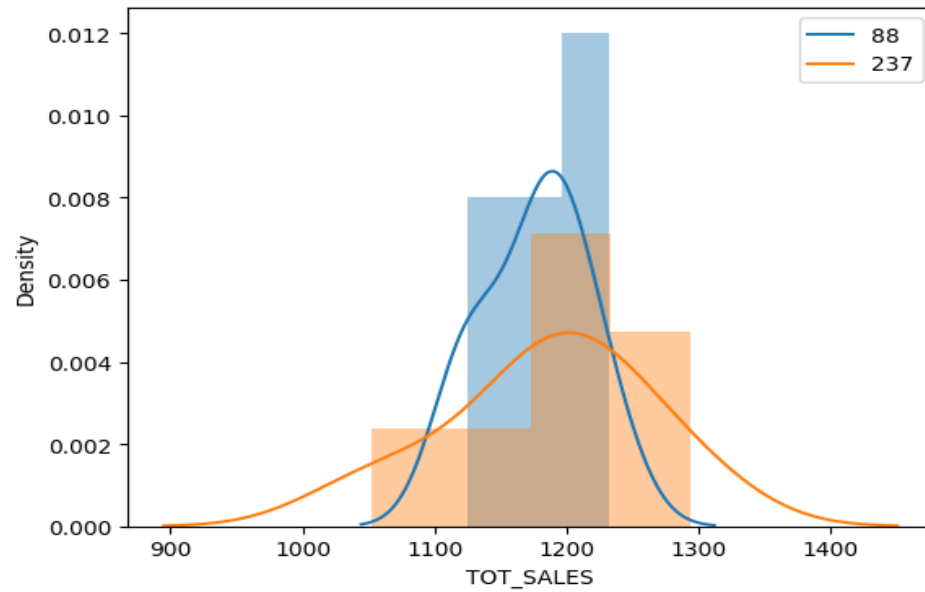
# Trial Store Performance:



Control Store 88 vs Other Stores:



# Trial Store Performance:



# Conclusion

- We've found control stores 233, 155, 237 for trial stores 77, 86 and 88 respectively.
- 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.
- We can check with the client if the implementation of the trial was different in trial store 86 but overall, the trial shows a significant increase in sales.

# Recommendations

1. Stocks should be high in December before the Christmas
2. Mainstream young singles/couples, retirees are the account for a great share of chips sale so they need much attention.
3. Budget older families have the maximum contribution to sales.
4. Control stores 233, 155, 237 for trial stores 77, 86 and 88 respectively would be a good choice





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