June 2020

Category review: Chips

Retail Analytics

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

Privacy

- We have built our business based on privacy by design principles for the past 17 years
- Quantium 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.

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We all have a responsibility to use data for good

Quantium 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 Mainstream category of Young and Mid-age Singles/Couples have the highest spending of chips per purchase.
- The Older Families(Budget) have the highest frequency of purchase followed by Young Singles/Couples (Mainstream) and at last Retirees (Mainstream) contributing to a total 25% sales revenue.
- Chips Brand Kettle and Doritos is the most purchased brand in all stores.
- Young and Mid-age Singles/Couples is the only segment having Doritos as the highest purchase brand while Smiths is for other segments.
- Most frequent chip size purchased is 175 gr followed by 150 gr size for all segments.
- Chips transactions increase a lot before Christmas which can be an advantage with the help of promotional offers.

02 Task 2

- Trial stores 77 and 88 have significant increase in total sales and number of customers during trial as compared to control store.
- Trial store 86 had increase in number of customers but not as much in Sales.

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01

Category

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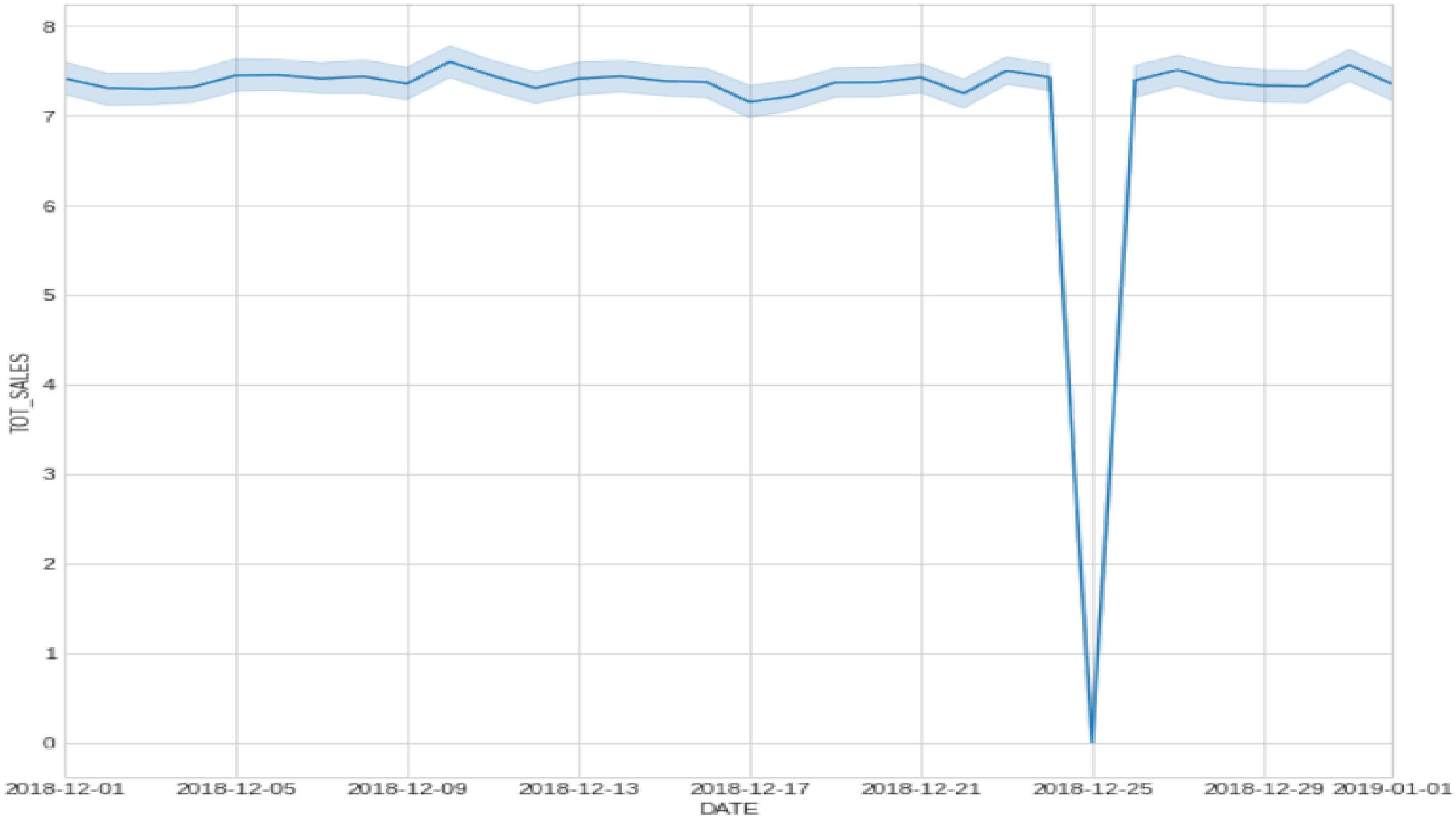
- The day with no transaction is a Christmas day that is when the store is closed hence there is a dip in sales on 25th December as shops were non-operational.
- Sales increase steadily as the Christmas day approaches and return again to early December sales level during New Year Eve.



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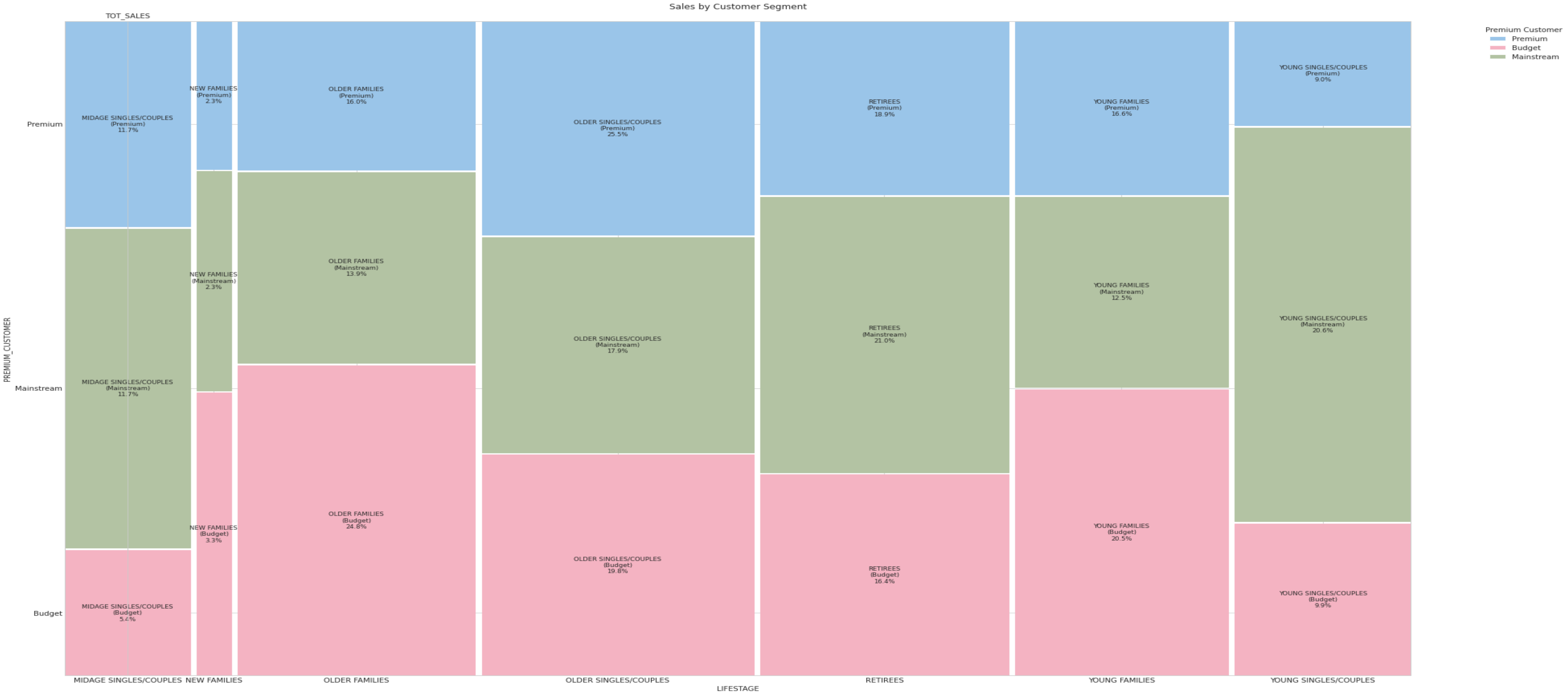
- Sales mainly came from Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees. In total contributing 25% of sales revenue.
- Older and Young Family segment have the highest average purchase units per unique customer



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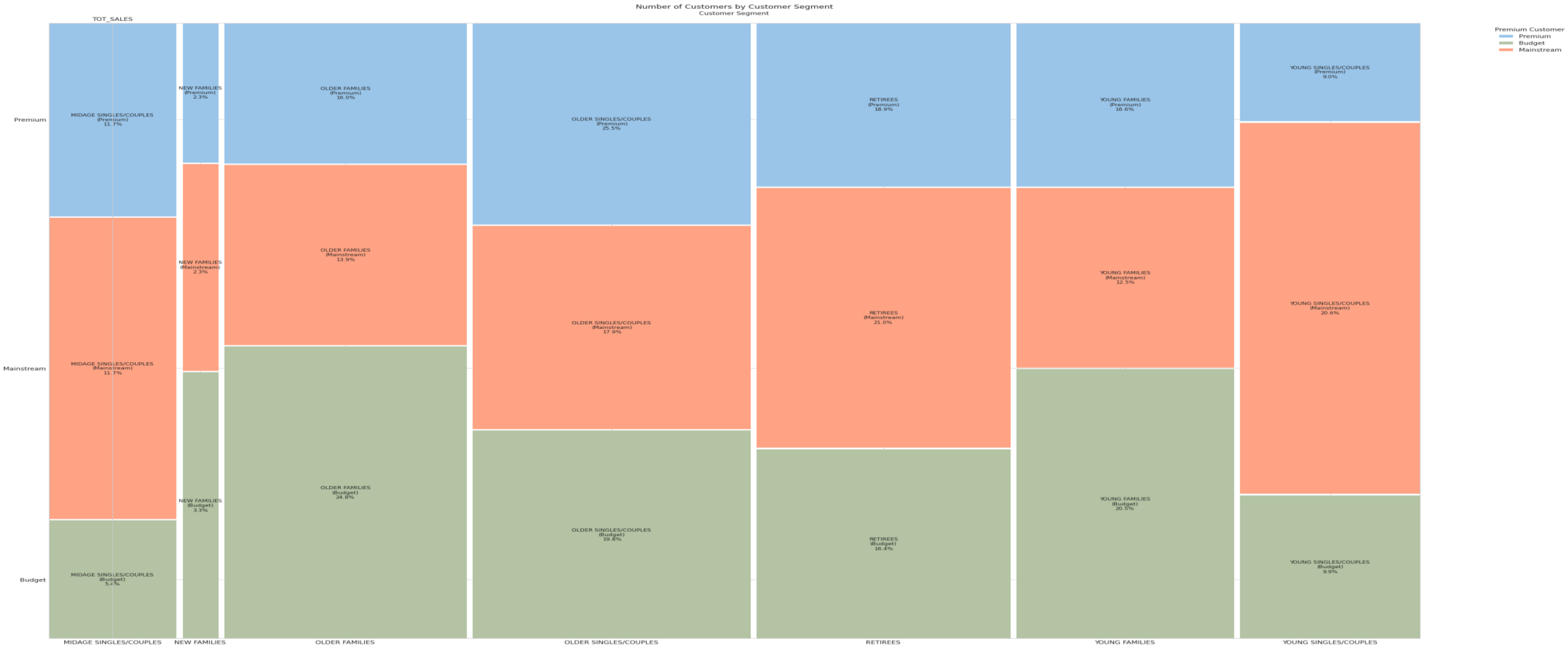
- There's Max number of Customer from Older Families Lifestage of budget category and lowest is New Families.
- There are more Mainstream - young singles/couples and Mainstream - retirees who buy chips.
- This contributes to there being more sales to these customer segments but this is not a major driver for the Budget- Older families segment.



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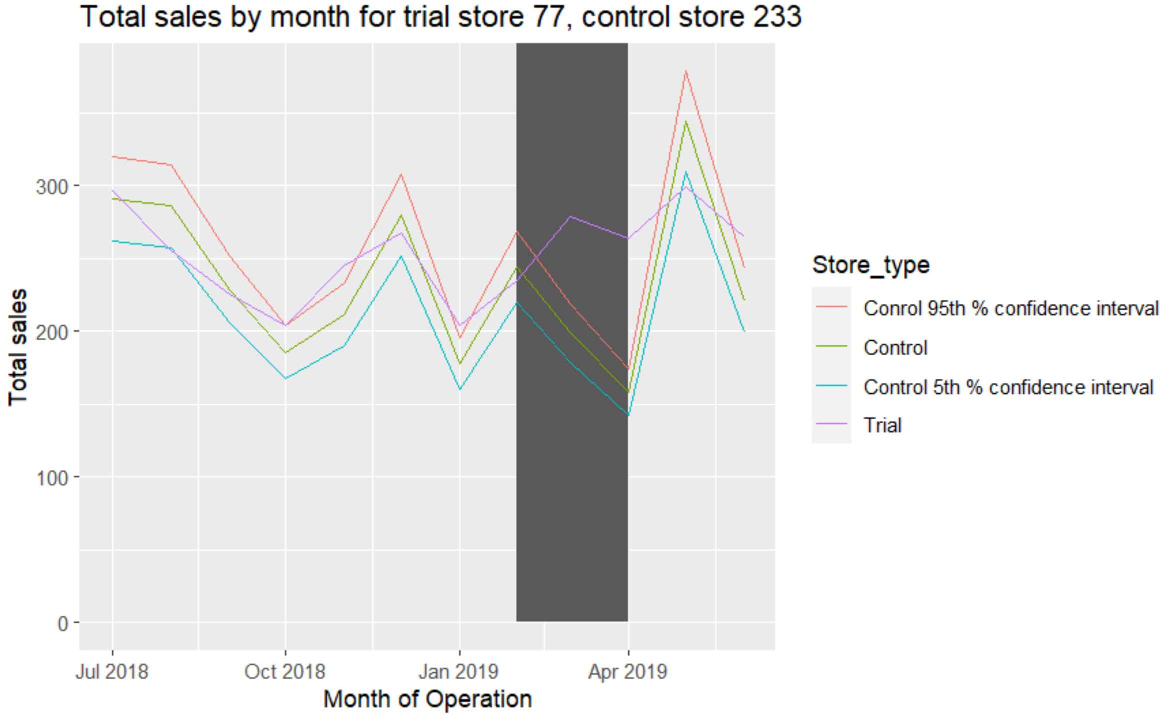
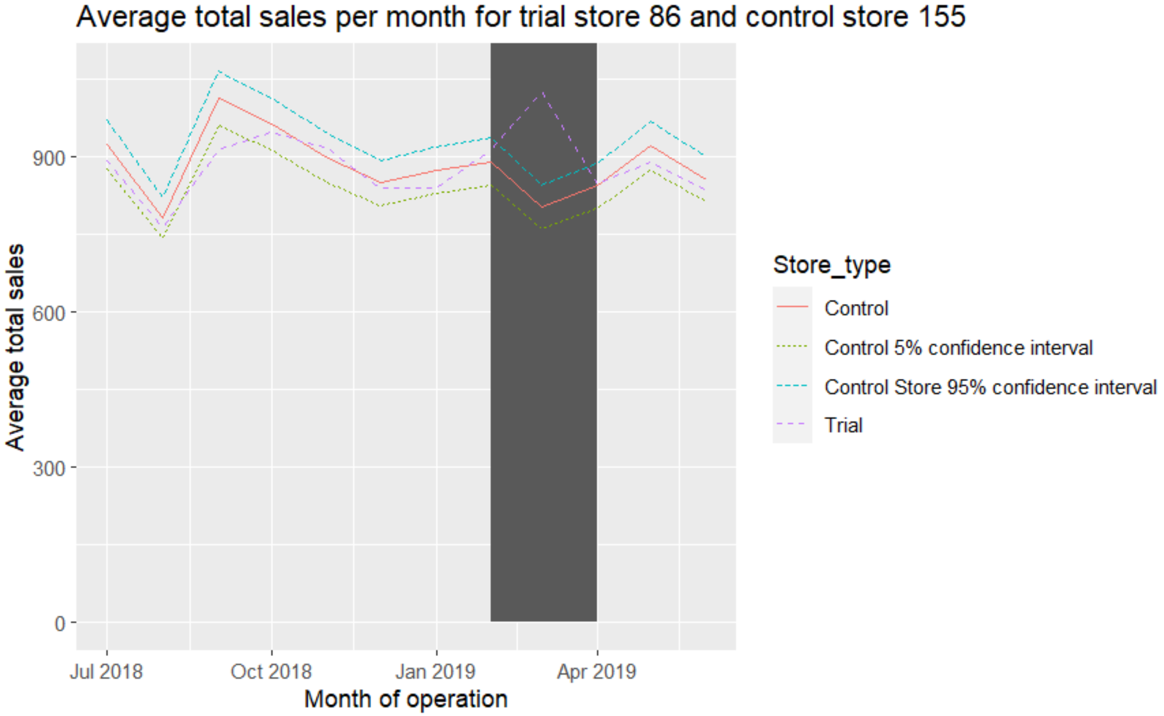
02

Trial store performance

Trial Store 77 , 88 show a significant positive increase in Sale for the trial period which is Feb to April. On the other hand trial store 86 show an increase in number of customers but not enough sales.





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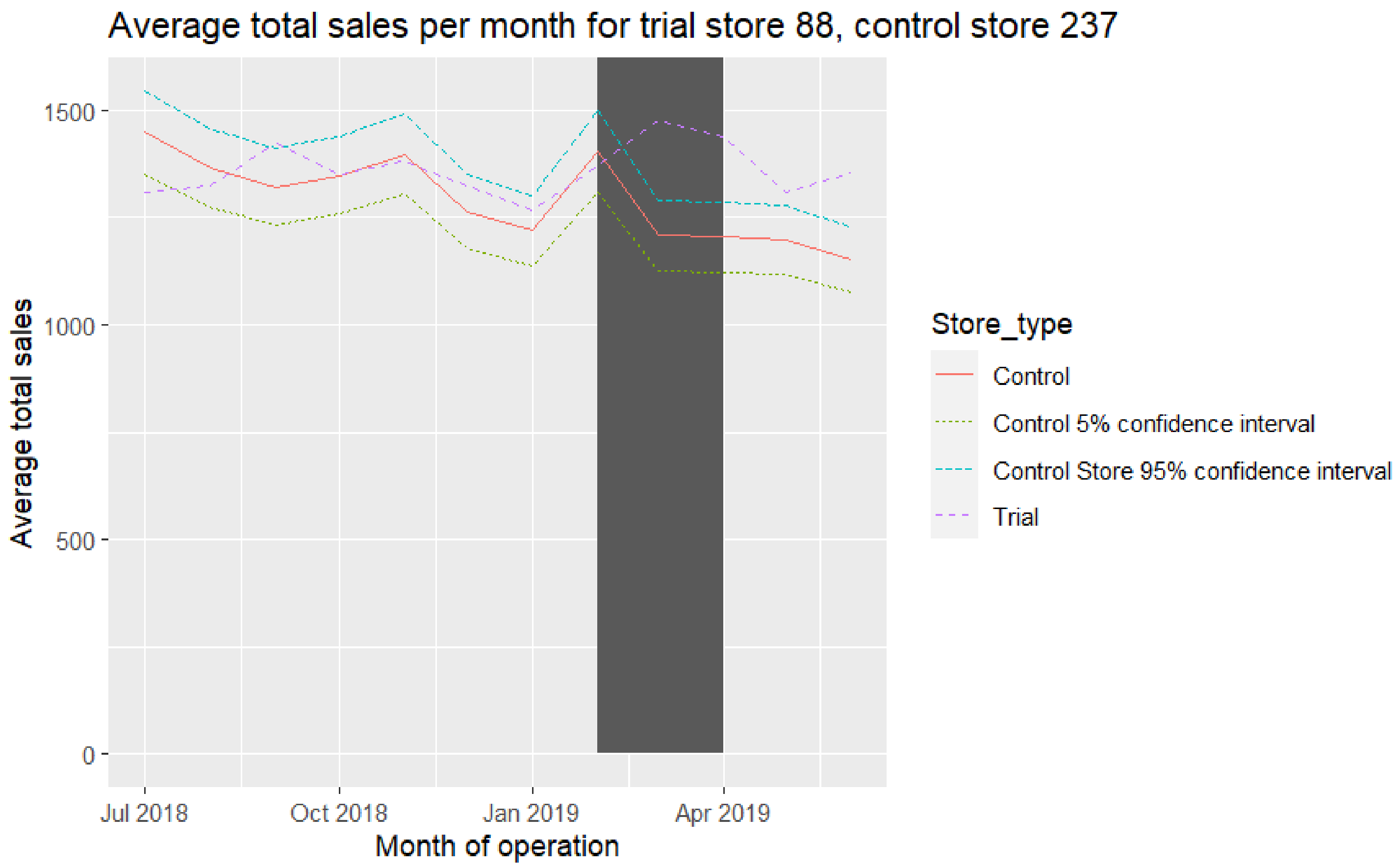
Average total sales per month for trial store 88, control store 237
1500
1000
500
0
Average total sales
Jul 2018
Oct 2018
Jan 2019
Apr 2019
Month of operation
Store_type
Control
Control 5% confidence interval
Control Store 95% confidence interval
Trial

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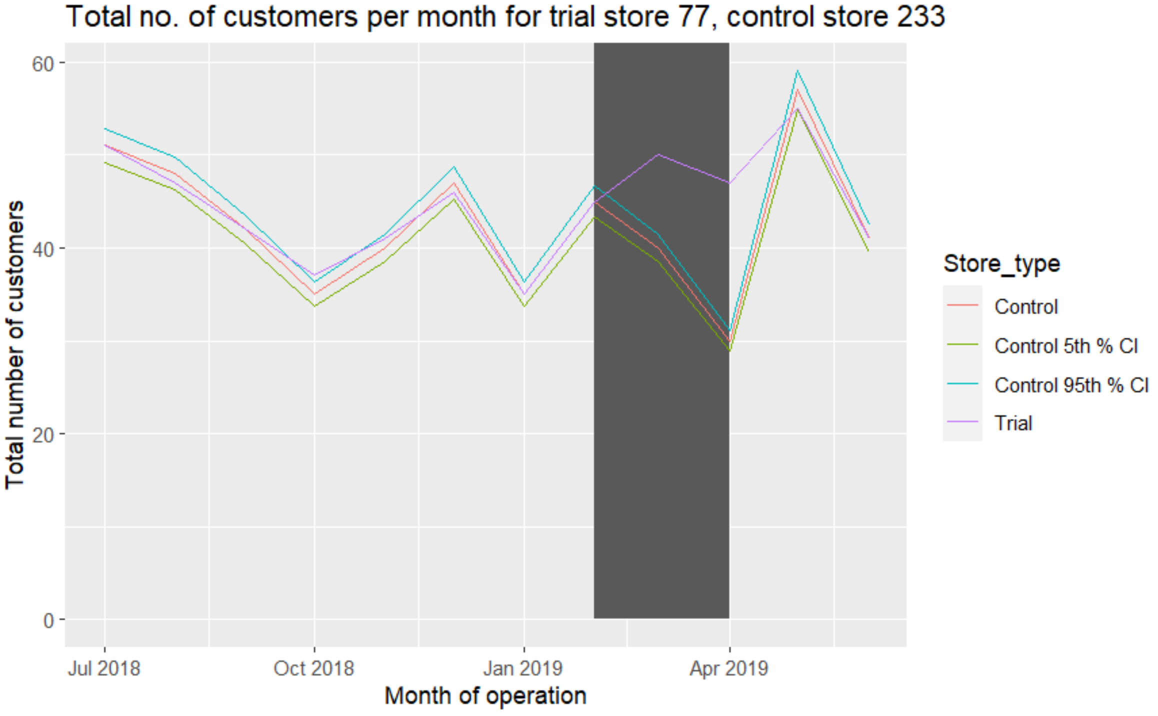
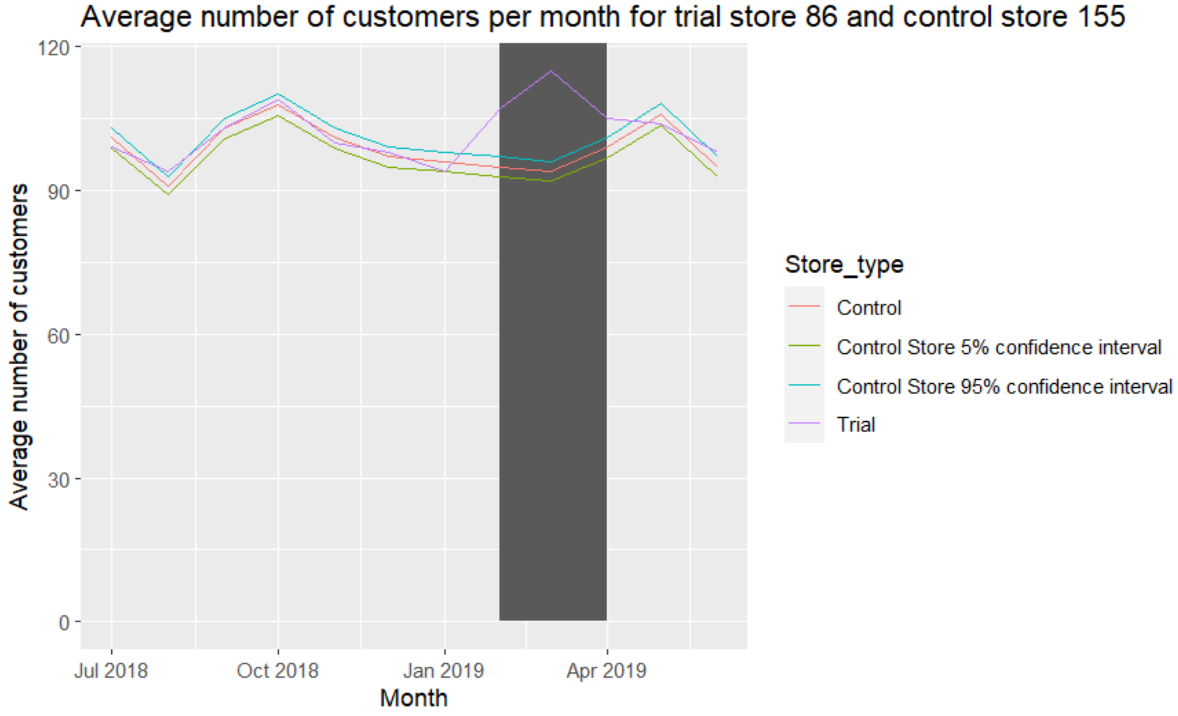
1. Trial store 77: Control store 233
2. Trial store 86: Control store 155
3. Trial store 88: Control store 237





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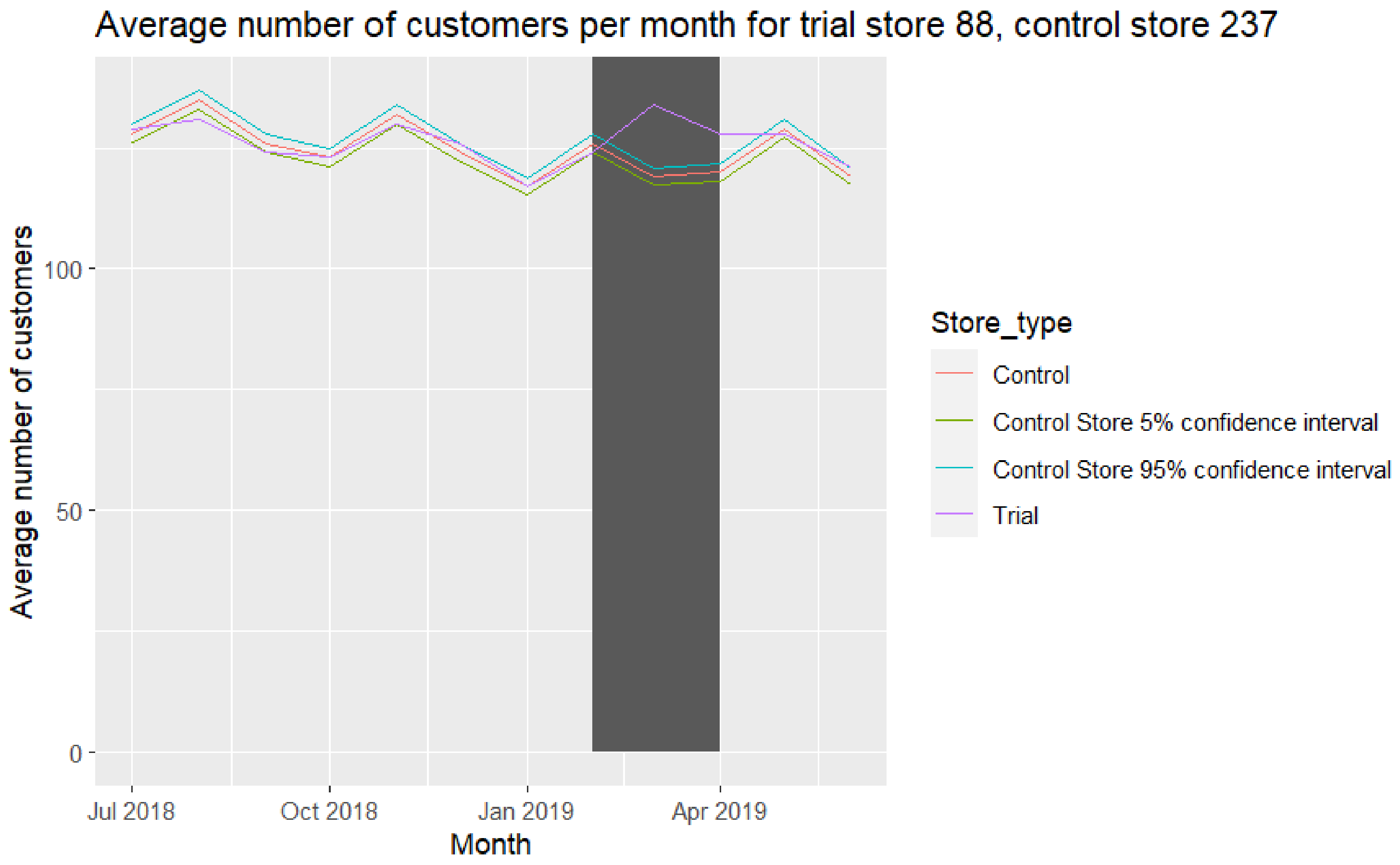
Average number of customers per month for trial store 88, control store 237
Average number of customers
100
50
0
Jul 2018
Oct 2018
Jan 2019
Apr 2019
Month
Store_type
Control
Control Store 5% confidence interval
Control Store 95% confidence interval
Trial

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