

June 2020

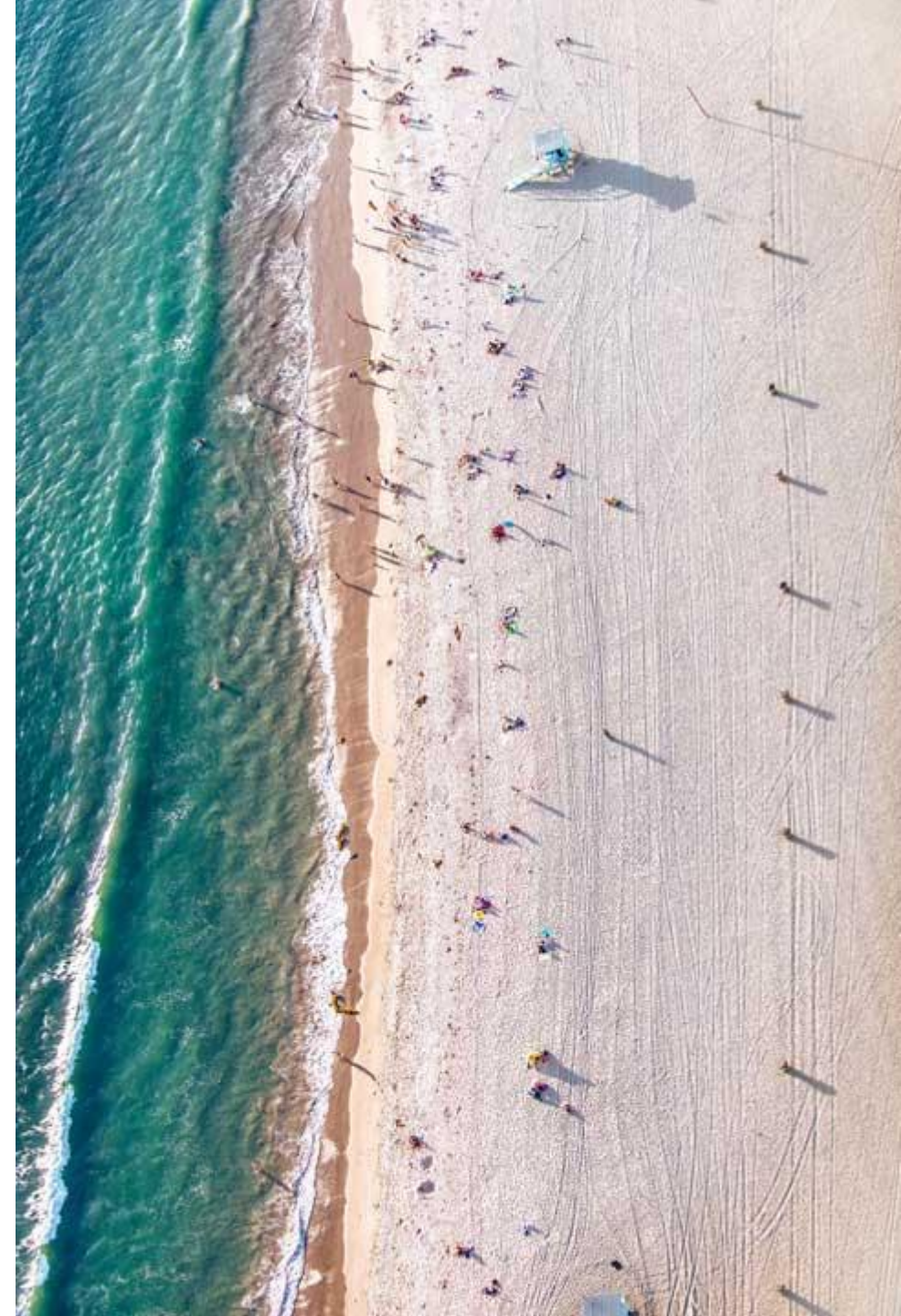
# Inside Sherpa : Chips – Snack Foods

Retail Analytics

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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

## Chips Category Review

There is a significant increase in chip transactions leading up to Christmas. To capitalize on this trend, enhancing visibility through promotional displays or gondola ends can boost purchases and drive sales growth during the holiday season. Mainstream Young Singles and Couples are the primary consumers of chips, while Young and Older Families represent 26% of chip shoppers, typically purchasing larger baskets. This indicates a substantial opportunity for increased sales among these shopper segments

02

## Trial Store Analysis

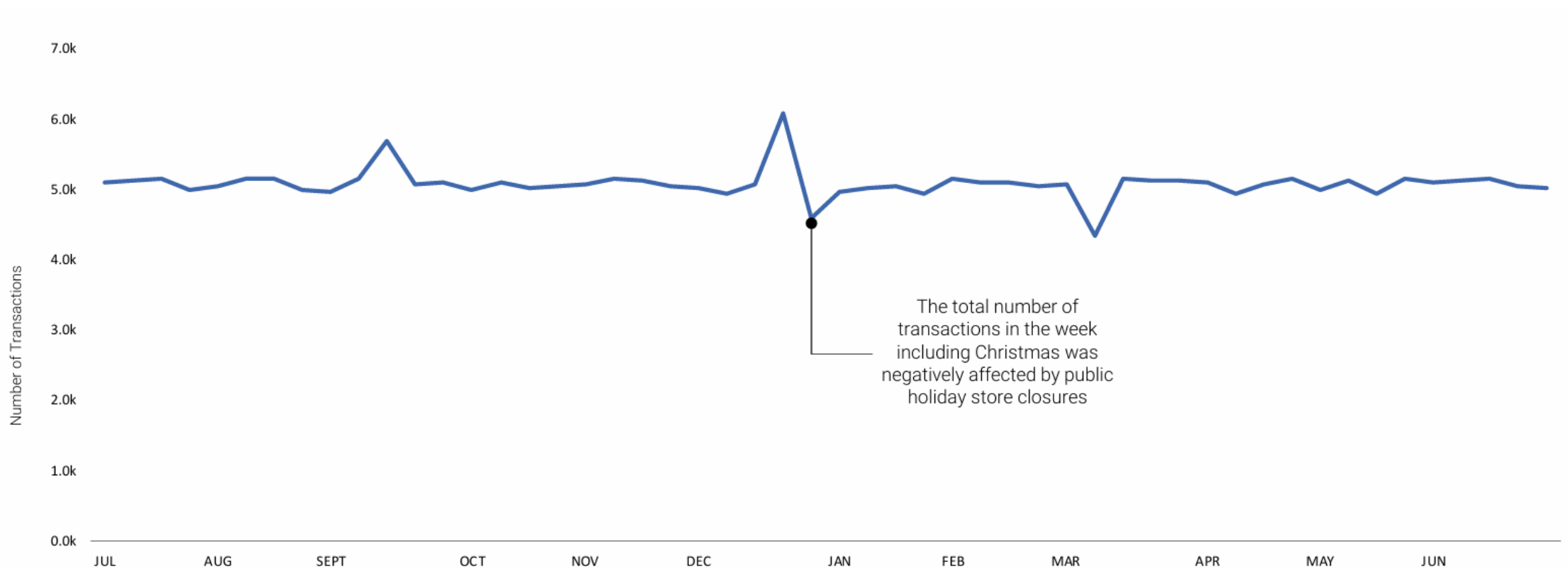
A control store was established to benchmark the prior performance of the selected trial store. Following the implementation of a new store layout, we compared the performance of the trial store against the control store. The trial store demonstrated a significant uplift in performance attributed to the revised layout

# 01

## Category

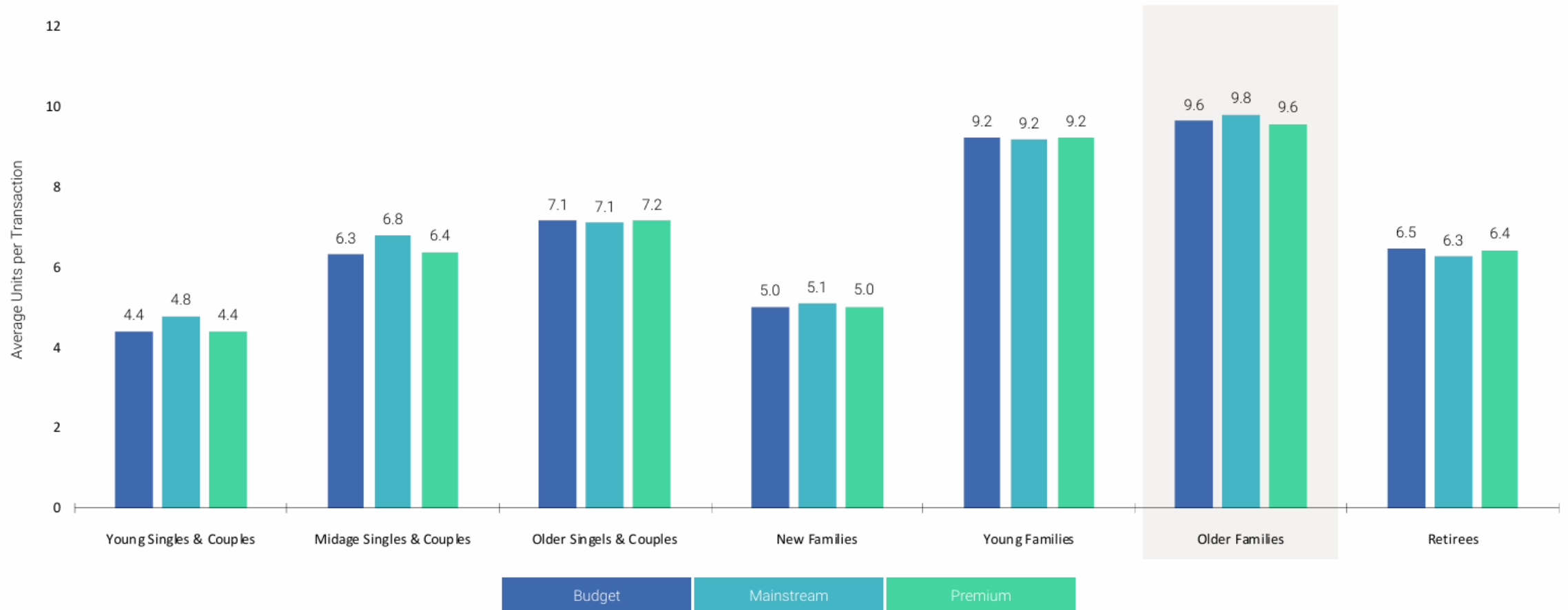
Overview: The number of chip transactions has remained relatively stable over the past 52 weeks, with a notable increase observed in the week leading up to Christmas.

### Snack Food - Chips – Weekly transactions over time



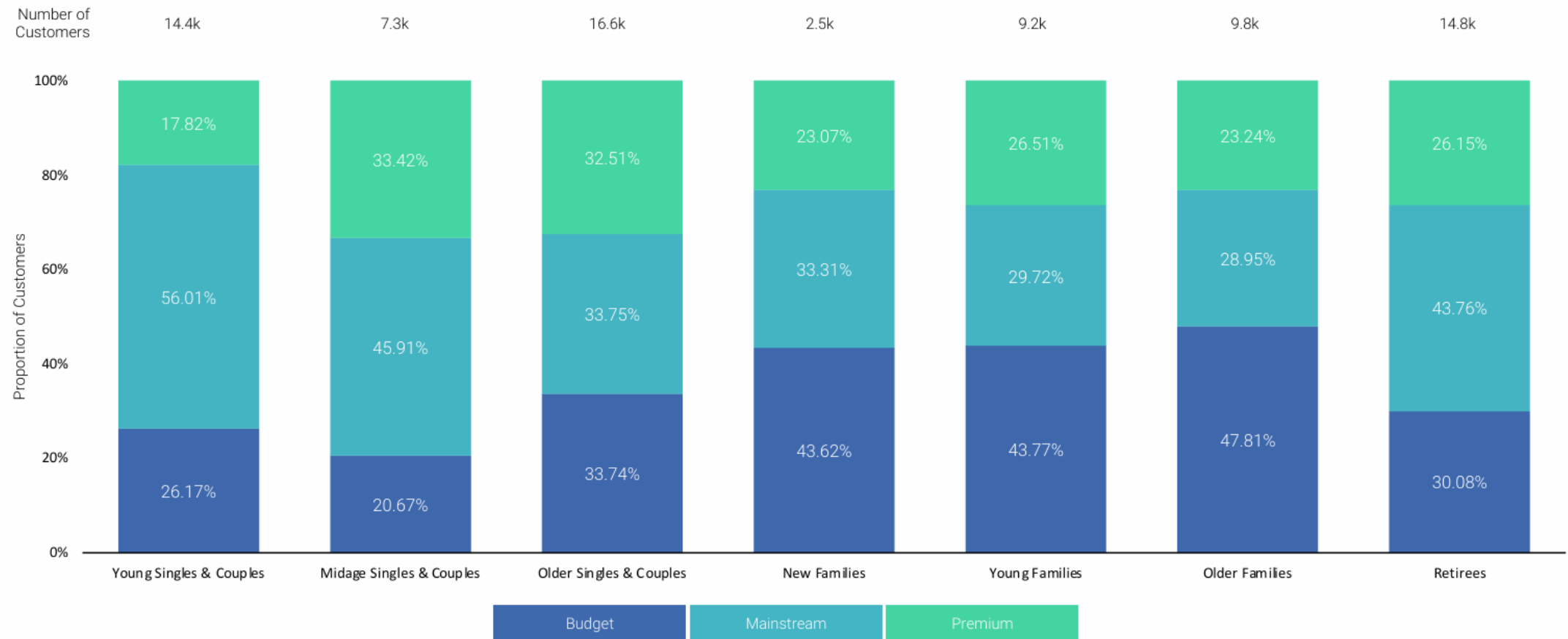
Affluence seems consistent across all life stage profiles, with Older and Young Family shoppers purchasing the highest average number of units per transaction.

Snack Food -Chips –Average units per transaction by affluence and life stage profile



Mainstream Young Singles and Couples represent the largest segment of Snacking Chips shoppers, while Mainstream Retirees also hold a significant share of the market.

Snack Food -Chips –Proportion of Customers by affluence and life stage profile



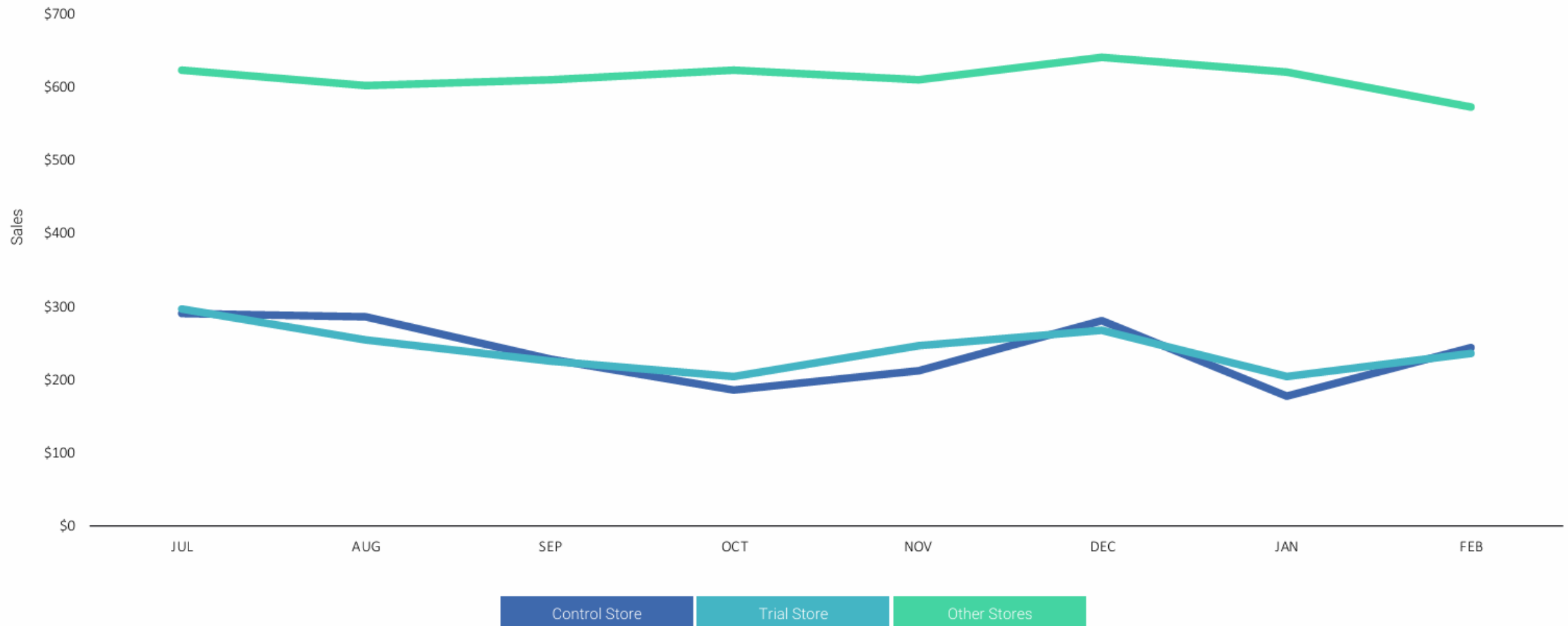
# 02

## Trial store performance



The control store is designed to mirror the performance of the trial store rather than the average performance of other stores.

Snack Food - Chips – Avg monthly store sales over time



From February to May, the trial store outperformed the control store, underscoring the effectiveness of the new store layout.

Snack Food –Chips –Number of customers over time





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