

June 2020

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

1. The day with no transaction/sales was on 25th december,2018 which was a Christmas day so all stores were closed.
2. Top 3 sales contributor segment of chips are: Older families (Budget), Young Singles/Couples & Retires (Mainstream).
3. Young Singles/Couples (Mainstream) and Retirees (Mainstream) have higher population than Older Families(Budget) which explains there high total sales.
4. Midage singles/couples(Mainstream) and young singles/couples(Mainstream) are paying more per packets then other 2 premium customer Budgets and Premium.
 - >Mainstream customers have higher average price per unit than other non-mainstream customers like Budget and premium customers
 - >young singles/couples(Mainstream) are more likely to purchase Tyrrells chips compared to other brands.
5. Mainstream customers are mostly likely to purchase 270gm of "Twisties" brand chips.

02

Task 2

1. Trial store 77: Control store 233
2. Trial store 86: Control store 155
3. Trial store 88: Control store 40
4. Both trial store 77 and 86 showed significant increase in Total Sales and Number of Customers during trial period. But not for trial store 88. Perhaps the client knows if there's anything about trial 88 that differs it from the other two trial.
5. Overall the trial showed positive significant result.

01

Category

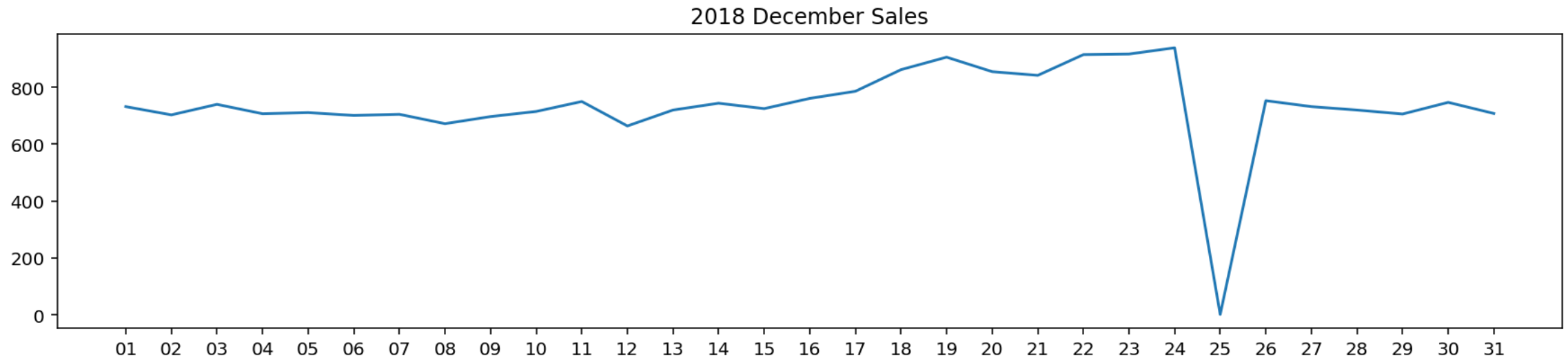
Conduct analysis on your client's transaction dataset and identify customer purchasing behaviors to generate insights and provide commercial recommendations.

Main goals of these tasks are:

1. Examine transaction data - check for missing data, anomalies, outliers and clean them
2. Examine customer data - similar to above transaction data
3. Data analysis and customer segments - create charts and graphs, note trends and insights
4. Deep dive into customer segments - determine which segments should be targeted

Overview: your key callout for the category should be included here

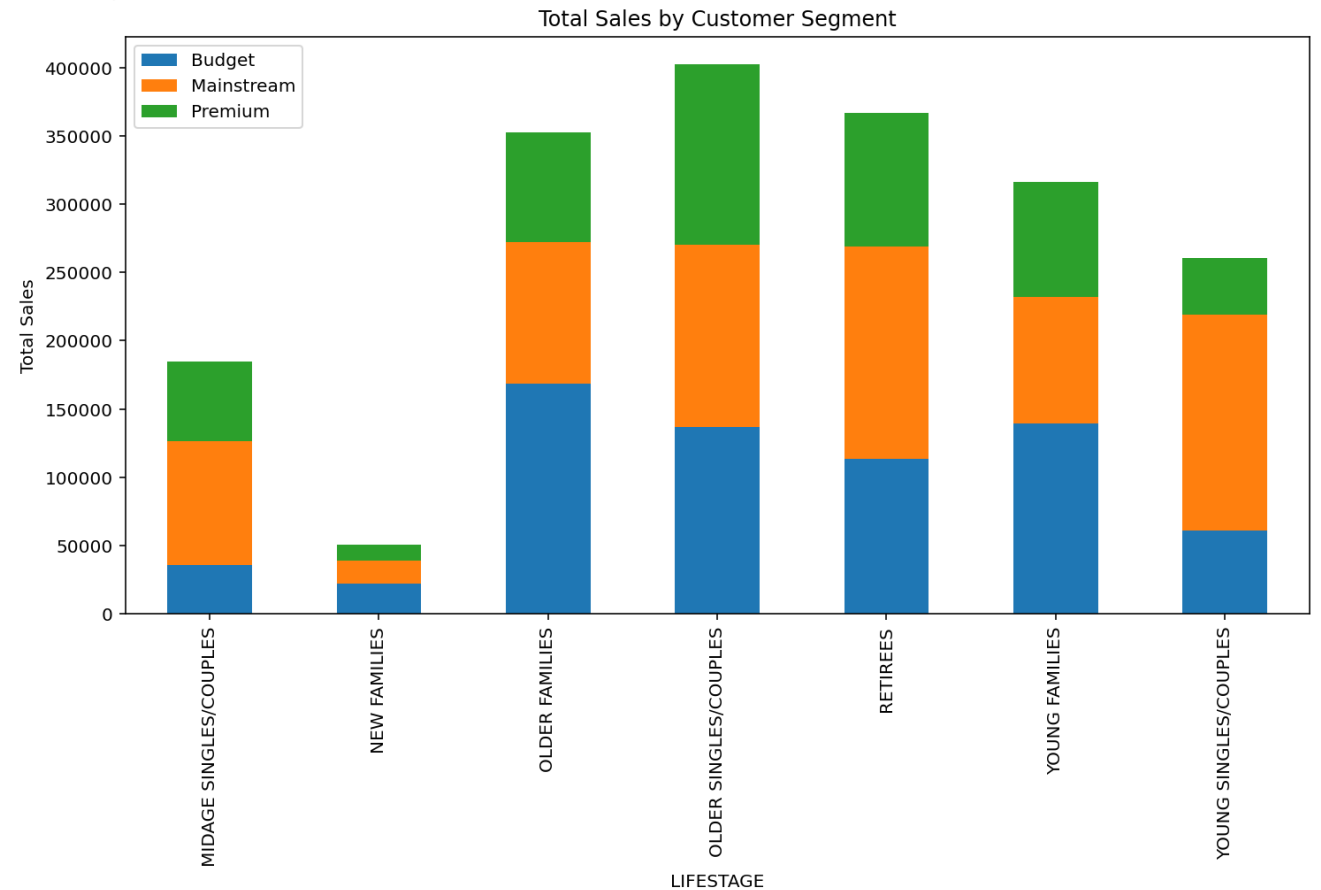
- The day with no transaction is a Christmas day that is when the store is closed hence there is a dip in sales on 25th December as shops were non-operational.
- Sales increase steadily as the Christmas day approaches and return again to early December sales level during New Year Eve.



This slide will be commentary on affluence and its effect on consumer buying for the category of chips

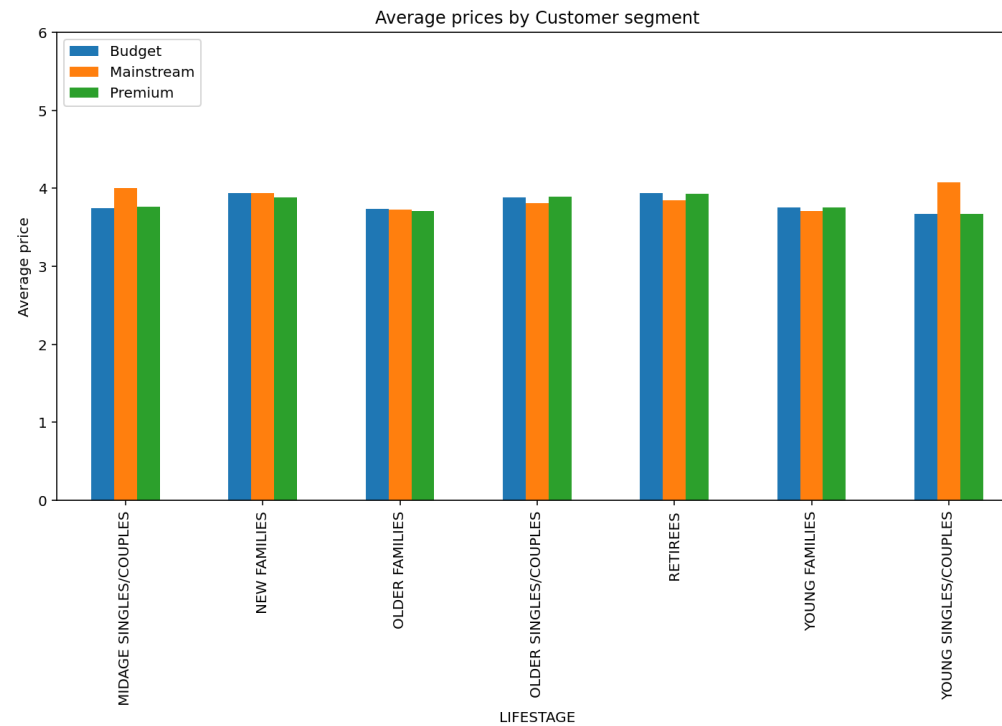
The top 3 total sales contributor segment are (in order):

- 1.Older Families(Budget)
- 2.Young Singles/Couples
(Mainstream)
- 3.Retirees (Mainstream)



Stretch: Try visualising the proportion of customers by affluence and life stage on this slide

Midage singles/couples(Mainstream) and young singles/couples(Mainstream) are paying more per packets then other 2 premium customer Budgets & Premium. This may be due to premium shoppers being more likely to buy healthy snacks and where chips are mostly used for entertainment purpose.



02

Trial store performance

Julia has asked us to evaluate the performance of a store trial which was performed in stores 77, 86 and 88.

This can be broken down by:

- 1. Total Sales Revenue**
- 2. Total Number of Customers**
- 3. Average Number of Transactions per Customer**

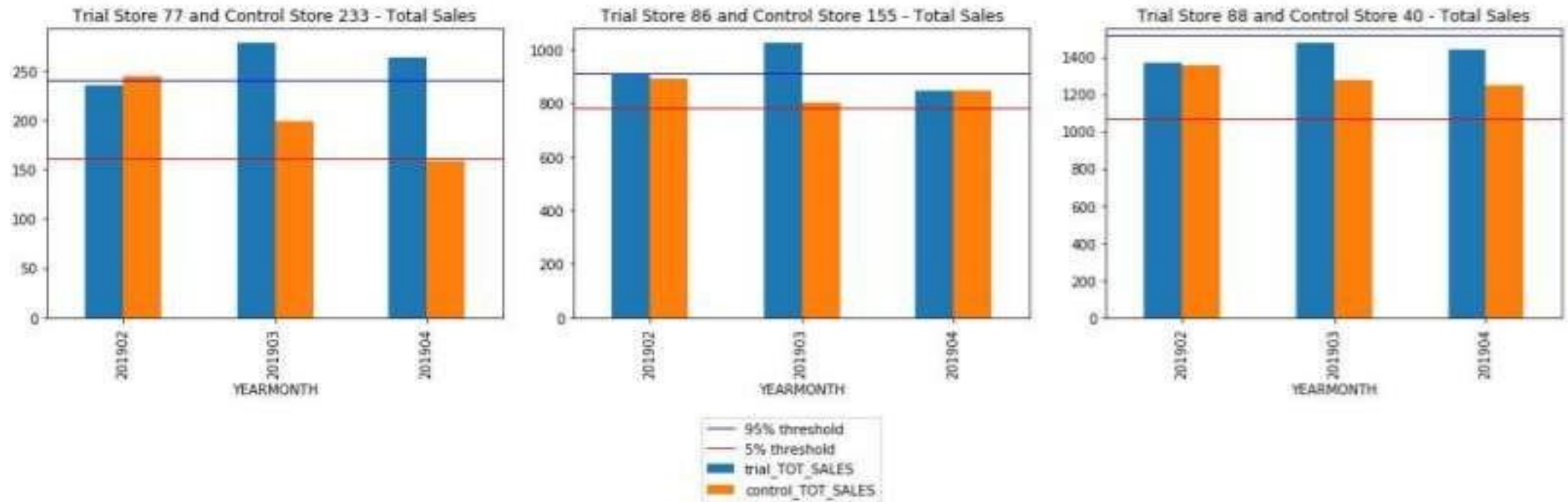
Main areas of focus are:

- 1. Select control stores – Explore data, define metrics, visualize graphs**
- 2. Assessment of the trial – insights/trends by comparing trial stores with control stores**
- 3. Collate findings – summarize and provide recommendations**

Explanation of the control store vs other stores

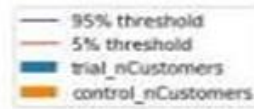
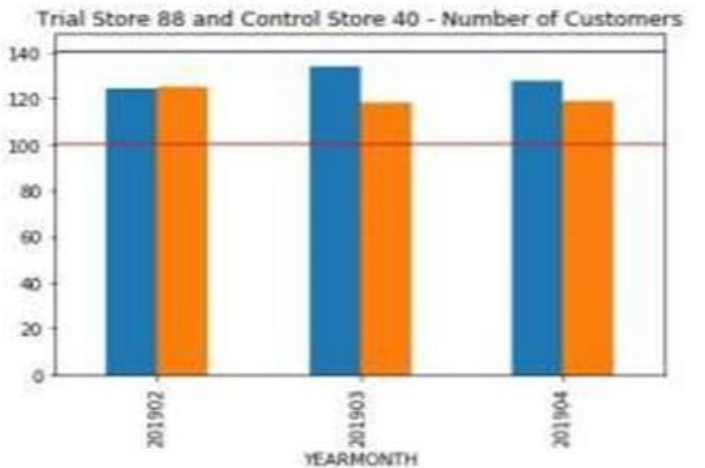
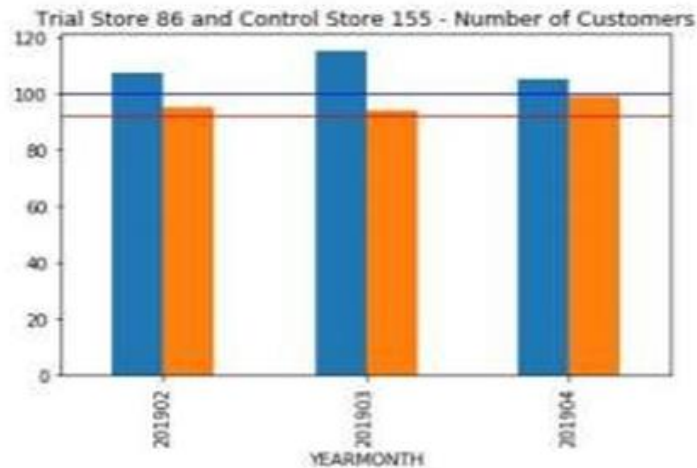
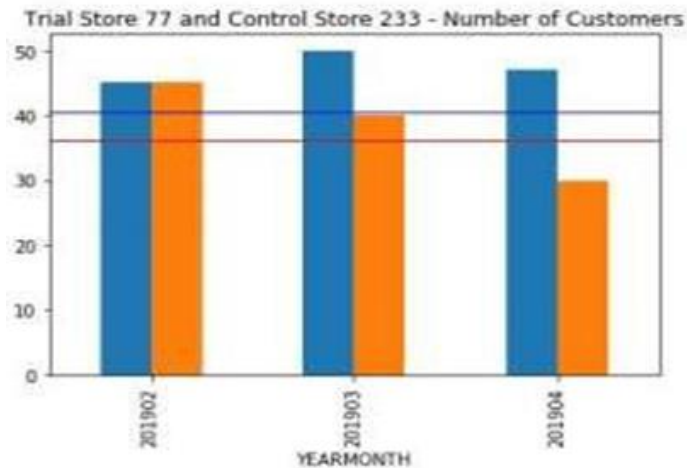
We can see that Trial store 77 sales for Feb, March, and April exceeds 95% threshold of control store. Same goes to store 86 sales for all 3 trial months.

Whereas trial store 88 sales increase is insignificant.



Call out of the performance in the trial store, determining if it was successful

- 1.Trialstore77:Controlstore233
- 2.Trialstore86:Controlstore155
- 3.Trial store 88: Control store 40
- 4.Bothtrialstore77and86showedsignificantincreaseinTotalSalesandNumberof Customersduringtrialperiod.But not for trial store 88. Perhaps the client knows if there's anything about trial 88 that differs it from the other two trial.
- 5.Overall the trial showed positive significant result.





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