

April 2025

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 confidence nature of this document.

Executive summary

01

Task 1 Customer Segment Review - Chips Category

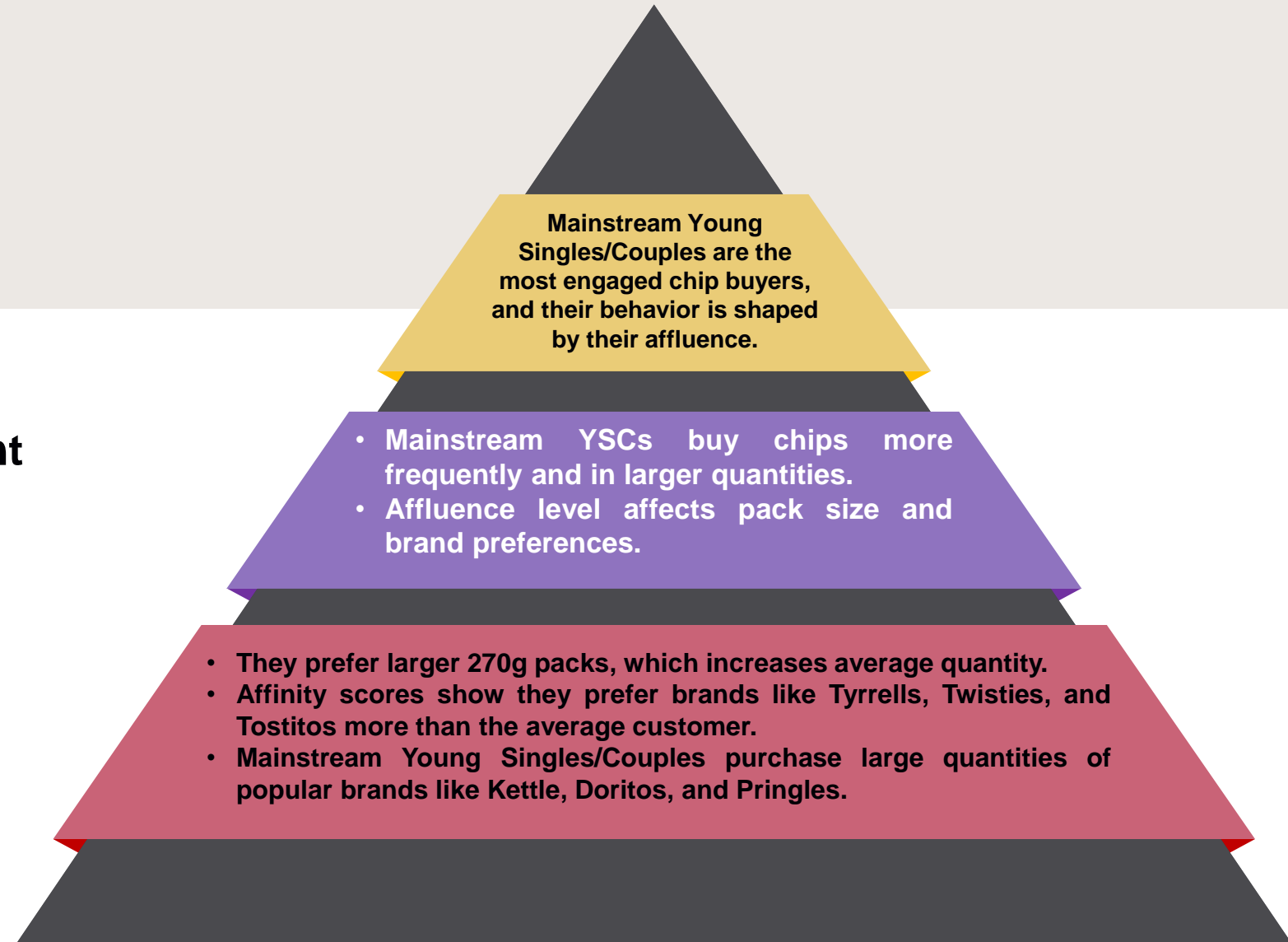
- Mainstream Young Singles/Couples are the largest chip-buying group. They make up 56.4% of YSC customers but contribute 60.5% of YSC sales, showing strong engagement and higher spend in the chips category.
- Older Families” and “Young Families” buy more chips per customer, suggesting they prefer bulk purchases over frequent small ones.
- Mainstream Young Singles/Couples and Mid-age Singles/Couples pay a statistically significantly higher average price per unit (~ 4.0) compared to Budget/Premium customers in the same lifestages.
- Mainstream Young Singles/Couples mostly buy popular brands like Kettle, Doritos, and Pringles, but they show a stronger preference for niche brands like Tyrrells and Twisties compared to other groups.
- Packs like 270g, 330g, and 380g have the highest preference in the Mainstream Young Singles/Couples group.

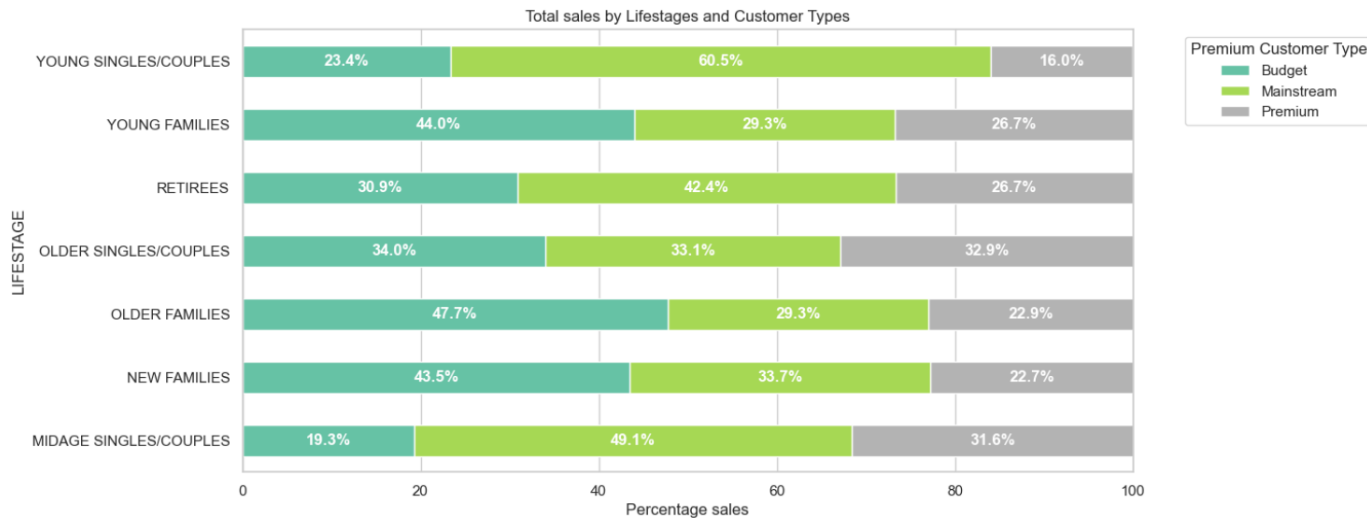
02

Task 2 Trial store performance

- Customer numbers at Trial Stores 77 and 88 went up a lot during the trial. Especially from March 2019 onwards, both stores had more people visiting than before the trial.
- The jump in customers was not random it's statistically significant. The t-values for March and April were clearly above the 95% confidence level, showing real change, not chance.
- Store 86 had more customers too, but sales didn't follow the same trend. Even though more people came in, they didn't spend more in April.
- February was neutral for all trial stores, meaning the trial didn't seem to impact the first month much.

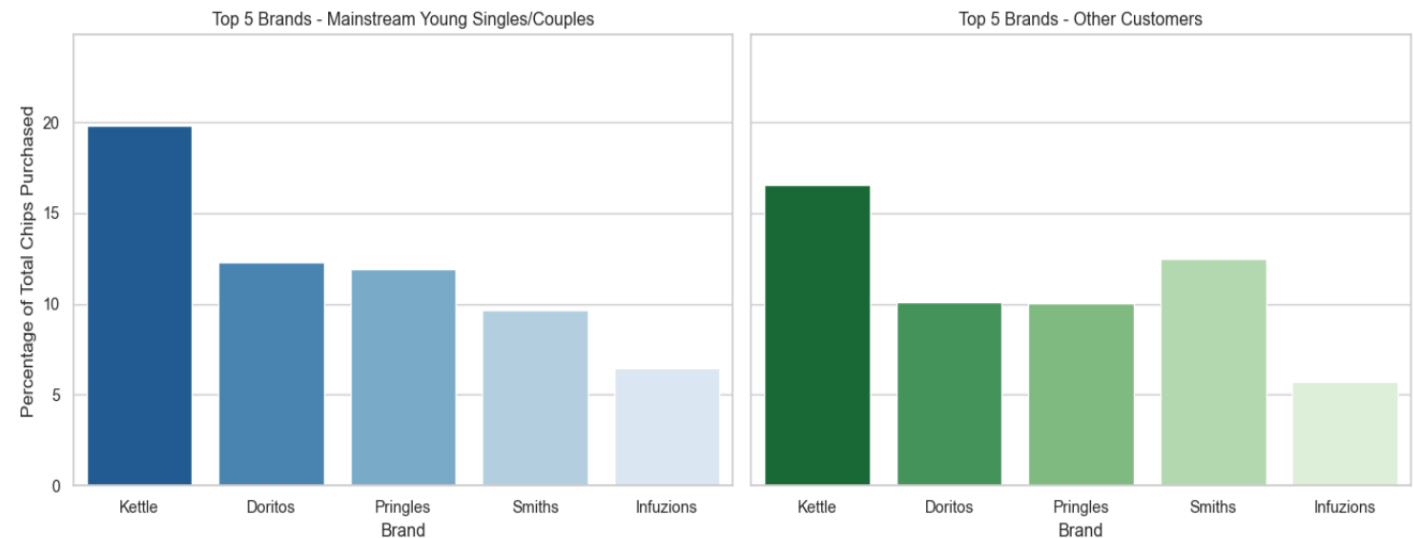
Customer Segment Review - Chips Category

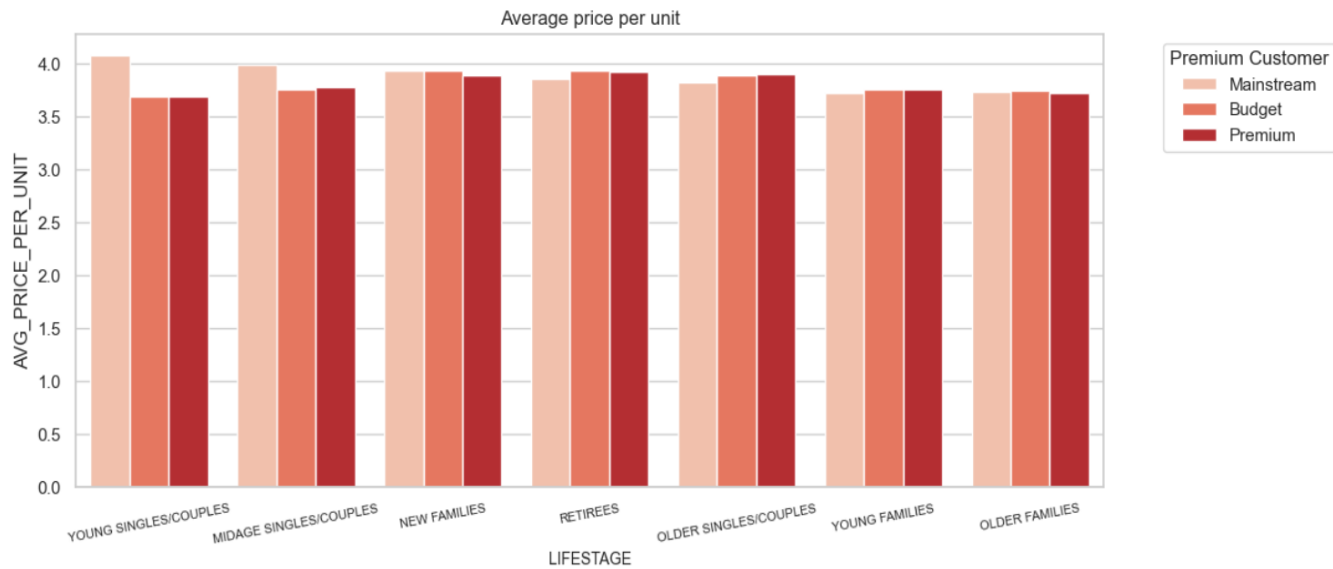




- Older Singles/couples show an even distribution across all the three customer segments but they also lead in premium customer spending, suggesting a preference for premium products.
- Mainstream customers constitute the largest segment among Young Singles/Couples, Older Singles/Couples, and Retirees. This suggests that these lifestages favor mid-range priced chips.
- Older Families lifestage contribute the most to total sales across all lifestages, yet their highest sales comes from the budget customer segment. Similarly, the budget customer category or budget spending is mostly found among Young Families and New Families lifestages.

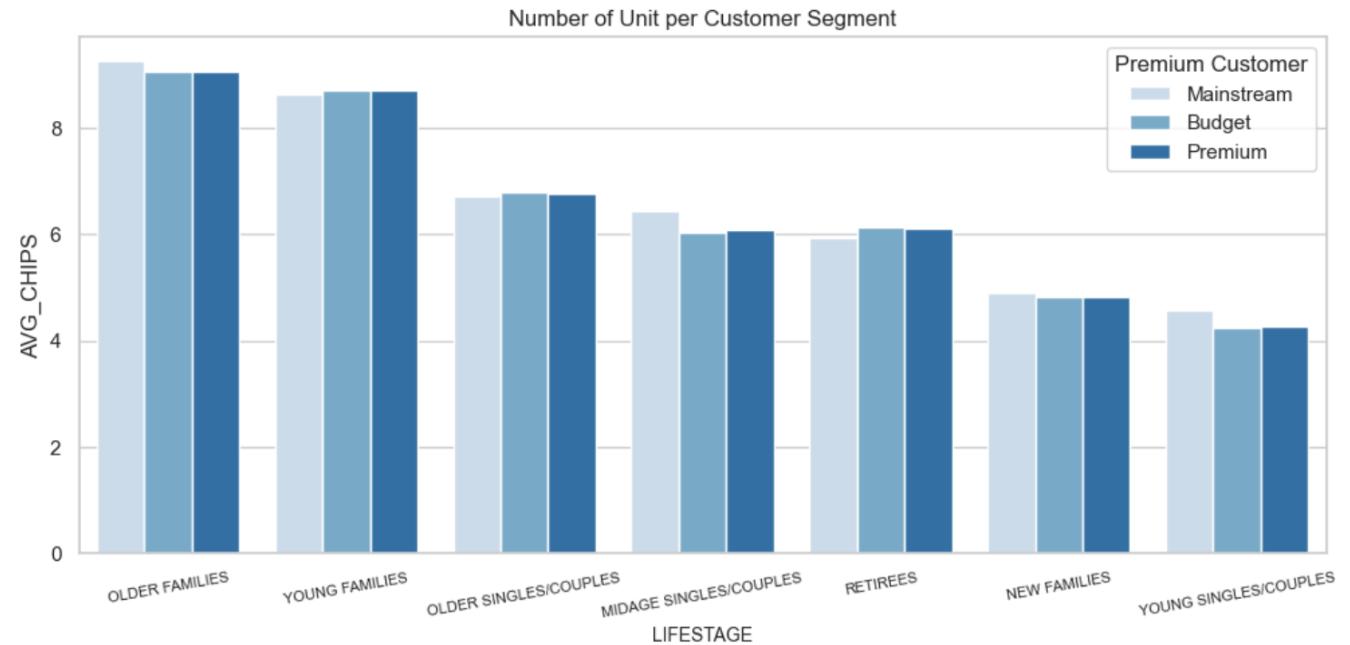
- Kettle, Doritos, Pringles, Smiths, and Infuzions have the highest total purchases, but are these brands more popular among the target group compared to the rest of the population.
- Kettle, Doritos, Pringles and Infuzions appear in both rankings, meaning they are both popular and have a strong preference among the target segment.
- Smiths, which was in the top 5 purchases, has an affinity score of only 0.77, meaning it is more popular among other customers and not uniquely preferred by Young Singles/Couples.

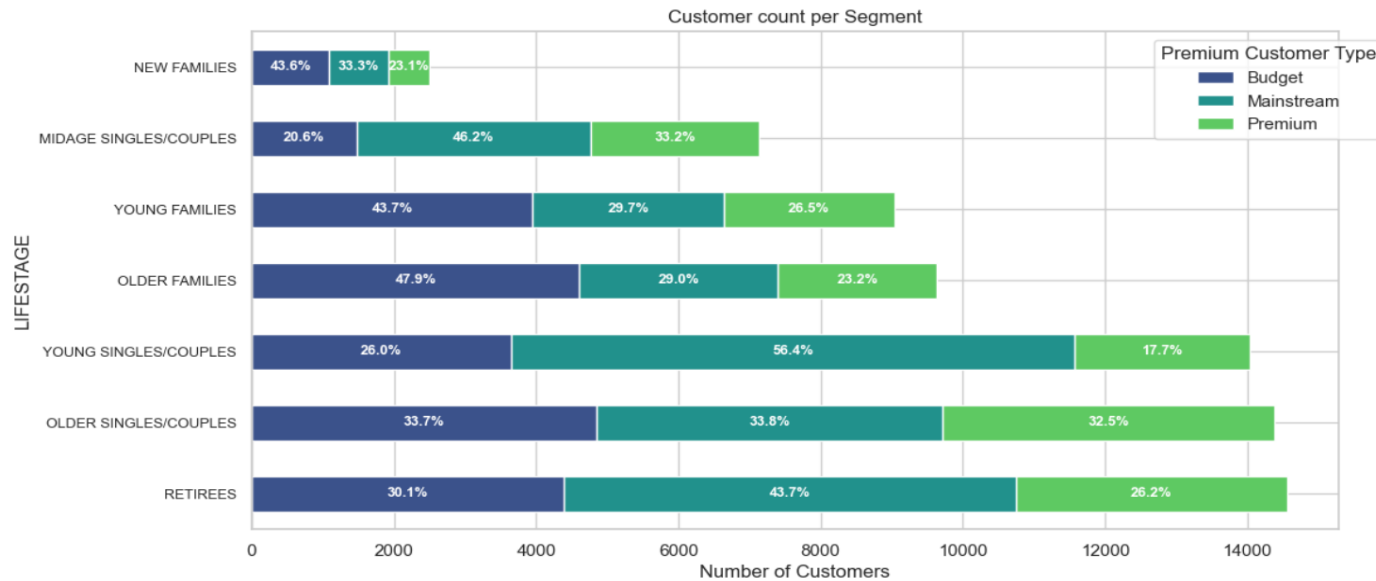




- Mainstream Midage & Young Singles/Couples have the highest price per unit, meaning they are willing to spend more per packet of chips.
- Other segments don't have significant price differences, for example Premium Retirees and Budget Retirees have nearly the same price per unit around 3.92 & 3.93 respectively, might suggest that they shop based on deals rather than strict price categories.

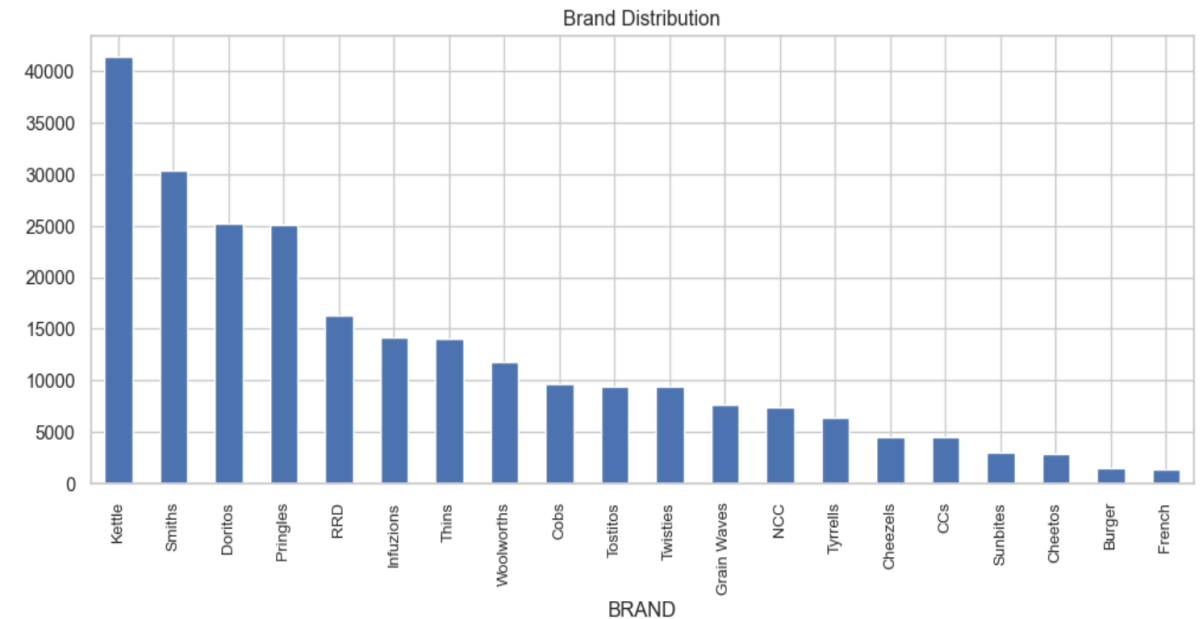
While Older Families and Young Families don't have the highest customer counts, these customers buy more chips on average than those in other lifestyles, this suggests these customers prefer bulk buying rather than frequent small purchases.



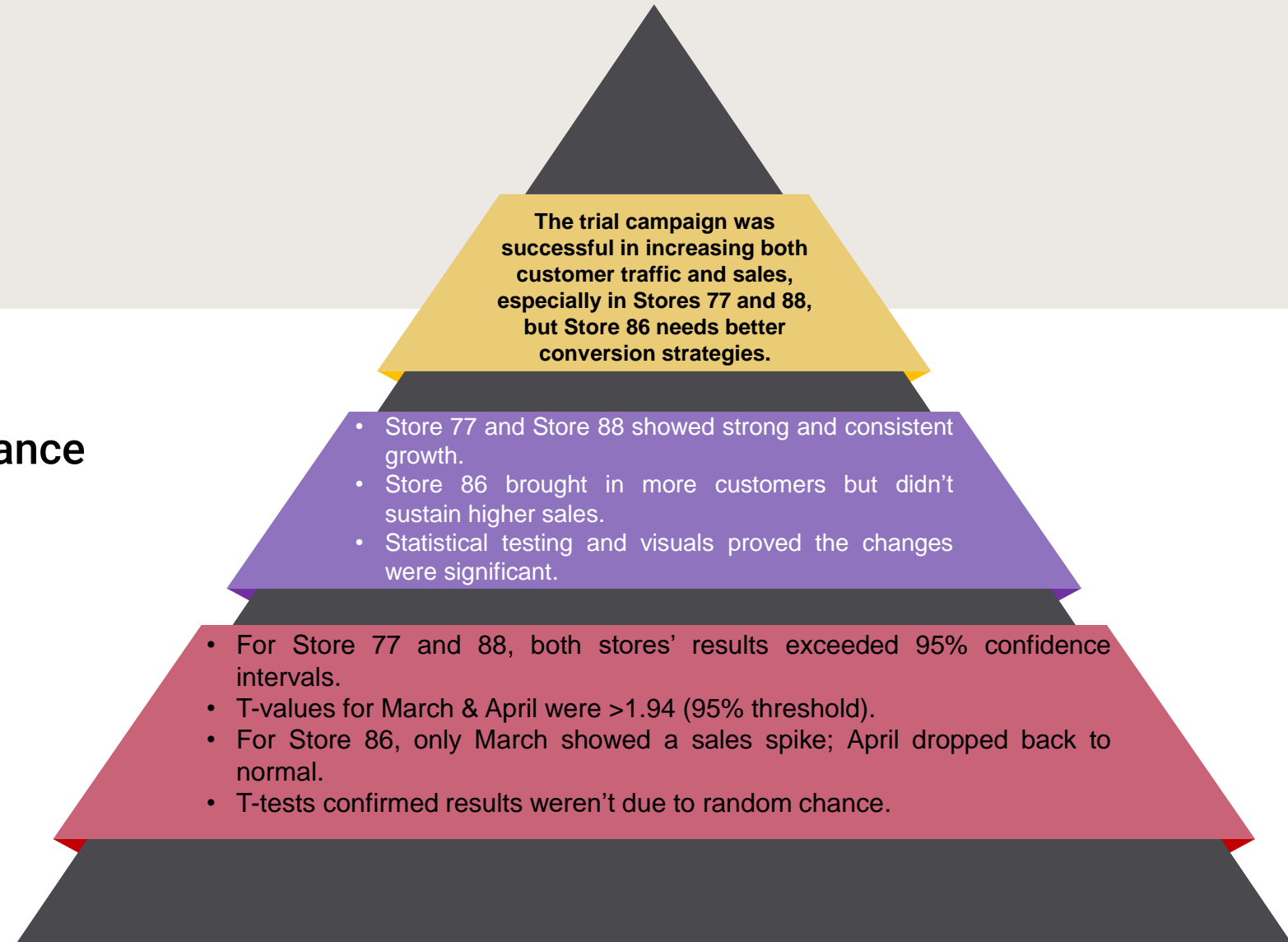


- Mainstream customers are higher in number among Young Singles/Couples and Retirees. This aligns with higher sales in these segments, suggesting that their total sales contribution is driven by having more customers.
- Whereas, Budget customers are more prevalent in Older Families and Young Families. This matches with higher sales in these segments, meaning the total sales here are also likely driven by a larger customer base rather than individual spending behavior.

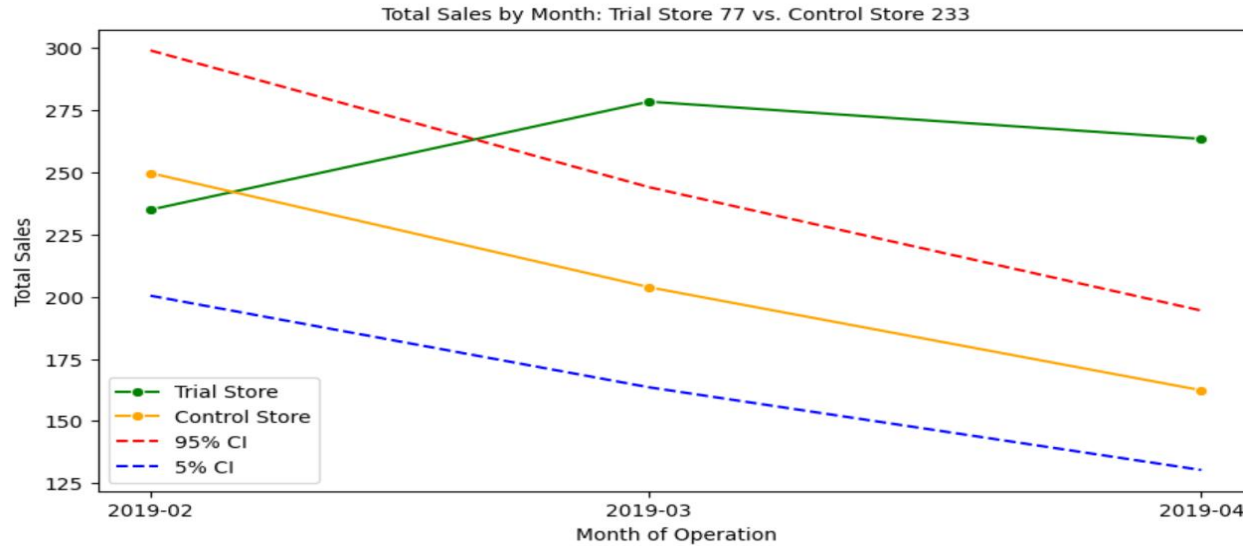
The bar chart shows that Kettle, Smiths, Doritos, and Pringles have the highest transaction counts, each exceeding 20,000 purchases. This suggests that these brands are the most popular among customers, likely due to their strong market presence, brand loyalty, or wide availability.



Trial store performance

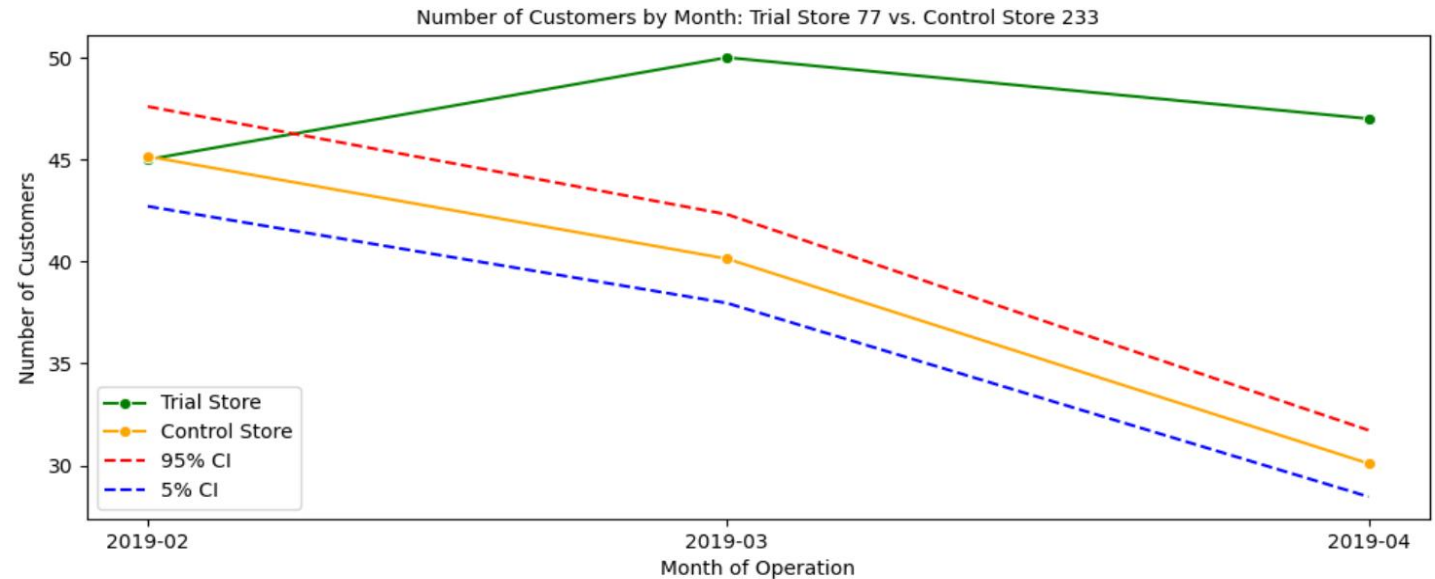


TRIAL STORE 77 vs CONTROL STORE 233

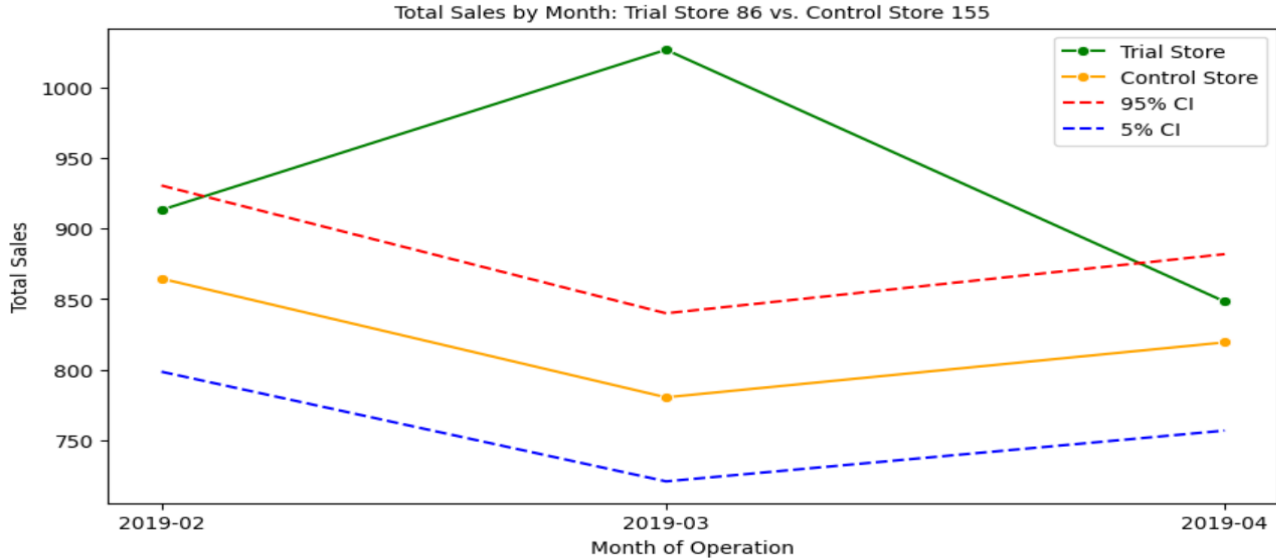


- In March and April, the Trial Store's sales were clearly higher than the Control Store's sales and even above the 95% confidence line this suggests that the trial likely had a positive effect.
- The Trial Store line crosses above the red dashed 95% CI line, meaning the increase is unlikely to be random and is statistically significant.
- Trial Store 77 seems to have been successful in boosting chip sales. The strongest impact was in April (+47.5%), showing a growing positive trend.

- The Trial and Control stores had a similar number of customers for Feb 2019 and then there is a sharp increase in customer numbers, going above the 95% confidence interval for March and April 2019 suggesting that this increase is statistically significant and not just random.
- Trial store 77 from March onward was statistically significant thus was successful in driving more customers, by April 2019 the impact was even stronger.

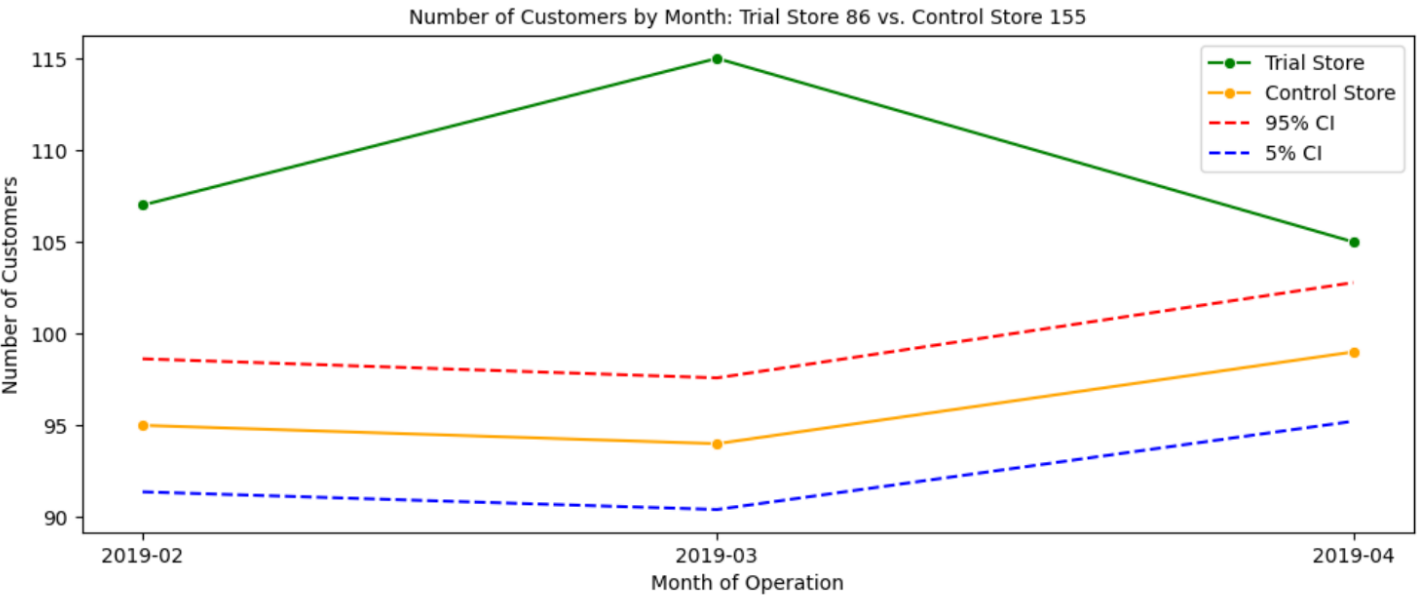


TRIAL STORE 86 vs CONTROL STORE 155

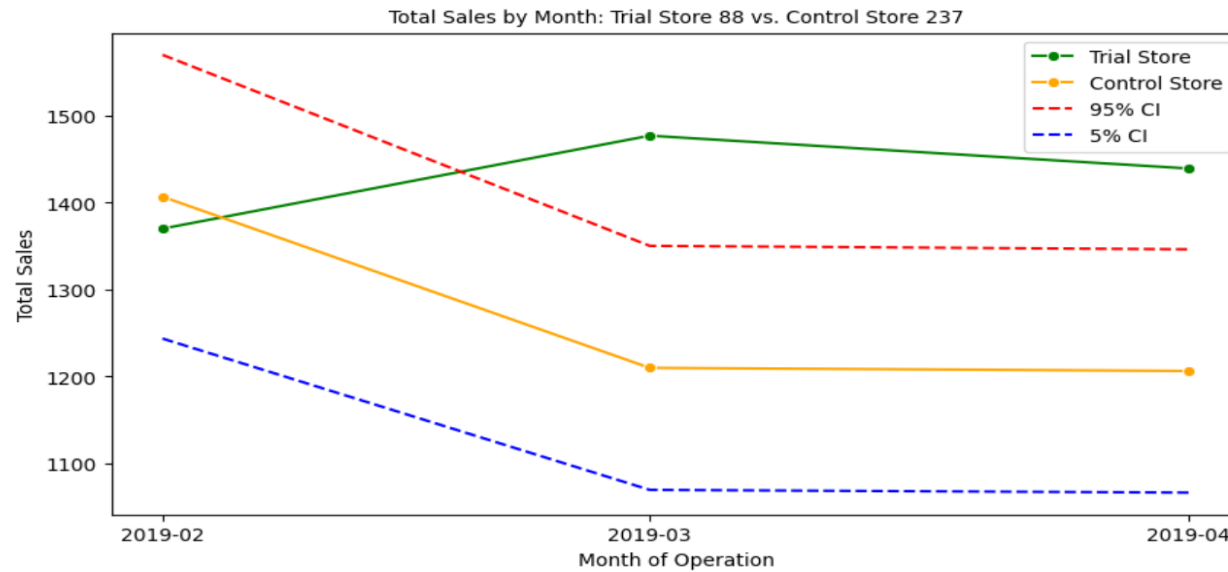


- The Trial store sales for Feb stayed within the 95th confidence interval, so no meaningful difference, but for March the sales for Trial store are very well above the threshold showing significant increase, however in April the sales have dropped below threshold line suggesting the effect didn't last long.
- Trial store 86 showed a short-term positive impact from the trial, with the peak effect seen around the second month.

- For all three month of trial period, the Trial store consistently exceeded the 95% confidence interval, specifically in March.
- For Trial store 86 throughout all three trial months, the customer counts at the trial store consistently exceeded those of the scaled control store in a way that could not be explained by chance alone.

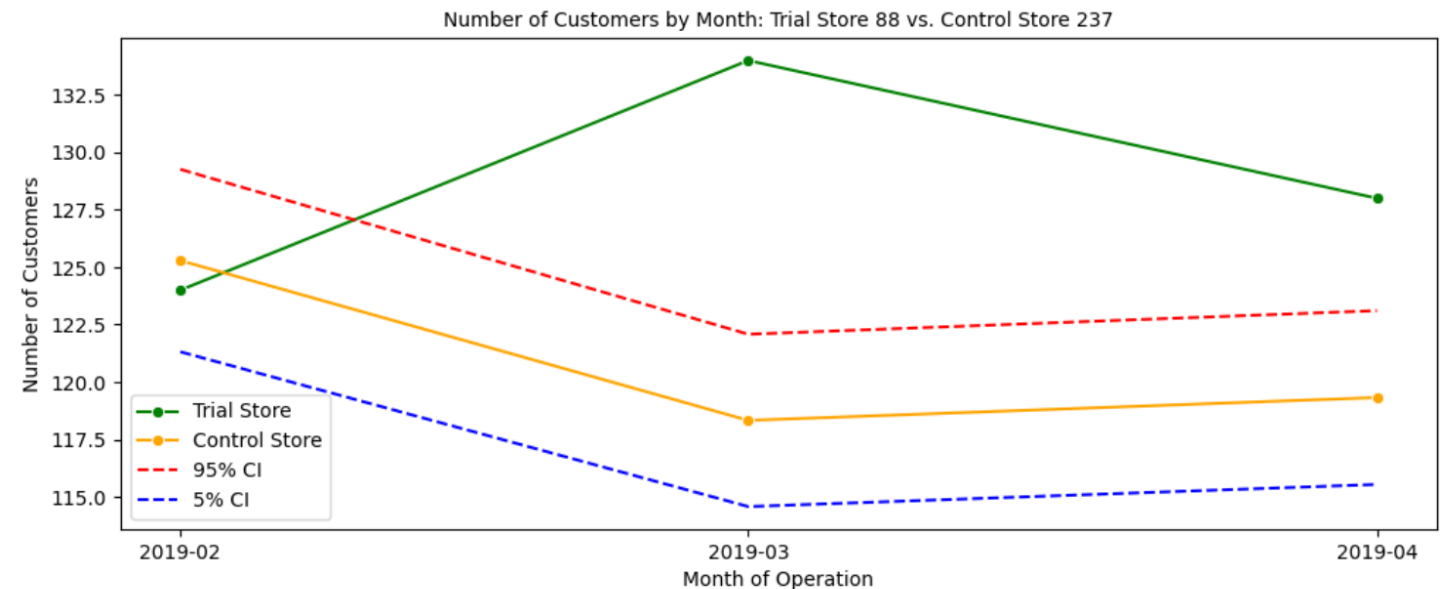


TRIAL STORE 88 vs CONTROL STORE 237



- For Feb 2019 the sales were slightly below and within the confidence range, but for March and April the sales are above the 95% confidence line, showing strong and meaningful boost due to the trial.
- Trial store 88 results highlight a clear positive impact of the trial on sales performance, with March at the peak of the effect.

- Trial store 88 customer analysis results highlight a clear and positive trial effect on customer engagement, especially from the second month onward.
- Sales in the Trial Store 88 started below the control store sales in February, then jumped above the 95% confidence range in March and April, showing a clear positive impact from the trial during those months.





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