

June 2023

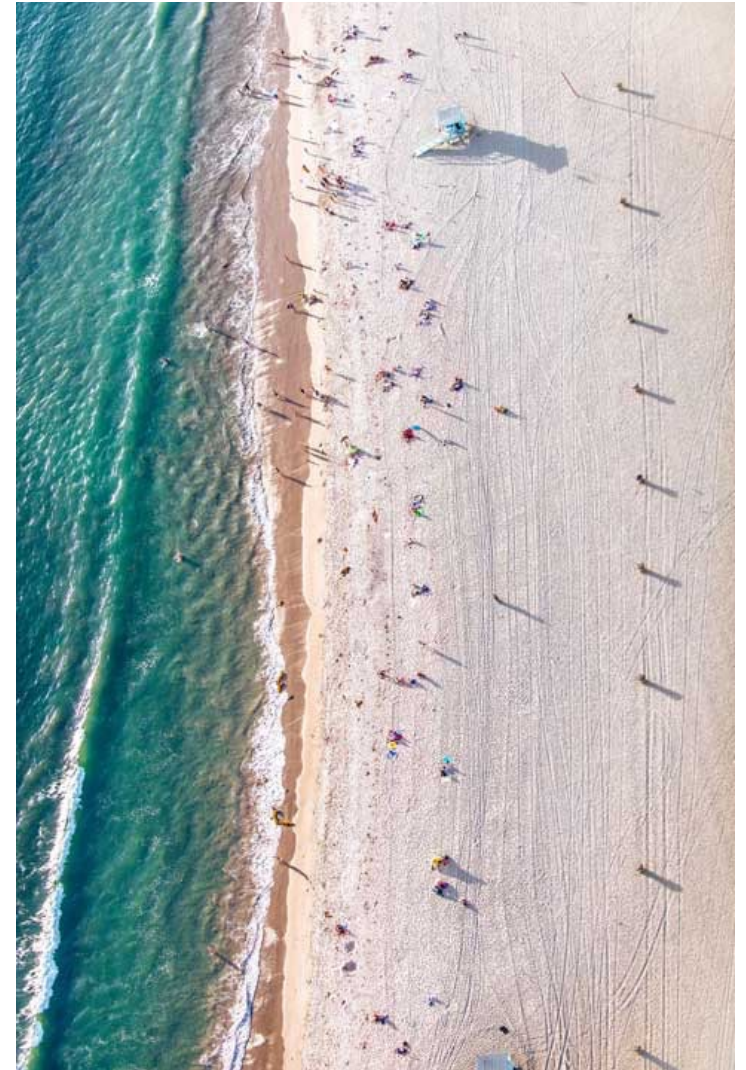
By Ashlesh Khajbage

Category review: Chips

Retail Analytics



Classification: Confidential



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
- 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.

We all have a responsibility to use data for good

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

- Young and middle-aged singles and couples in the mainstream group spend the most money per purchase in terms of chips.
- Older Families (Budget) are the most likely to make purchases, followed by Young Singles and Couples (Mainstream), and Retirees (Mainstream), who together account for 25% of all sales.
- For all divisions, the most popular chip size is 175 gr, followed by 150 gr.
- The most popular brand of kettle in all retailers is Chips Brand.
- The only segment where Doritos is the most frequently purchased brand, with Smiths being the case for all other segments, is young and middle-aged singles and couples.
- Before Christmas, there is a significant surge in chip transactions, which might be advantageous with the aid of special offers.

02

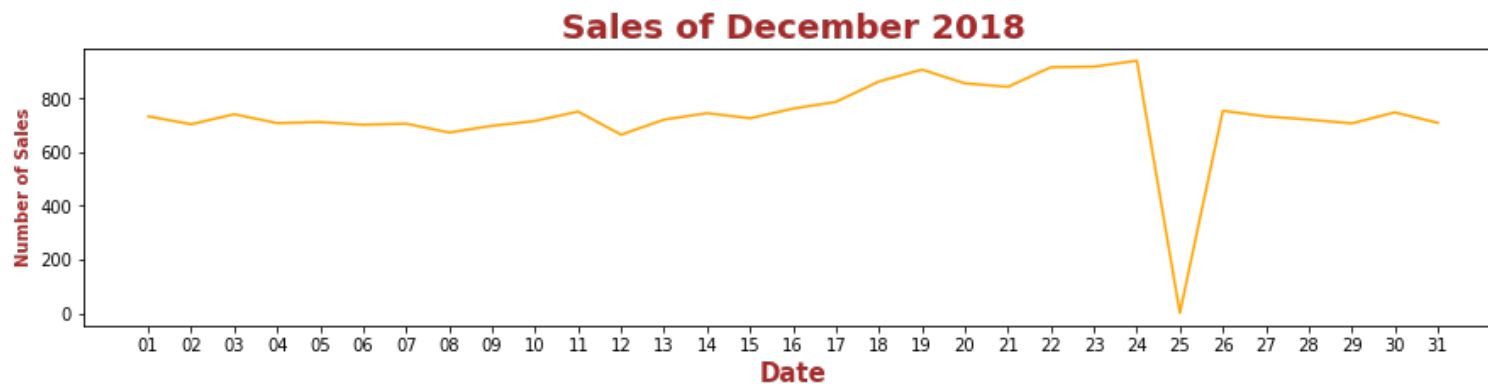
Store Analysis

- When compared to the control store, trial stores 77 and 86 saw a significant increase in total sales and customer count during the experiment.
- Trial store 88 also increased, although not as much as stores 77 and 86.

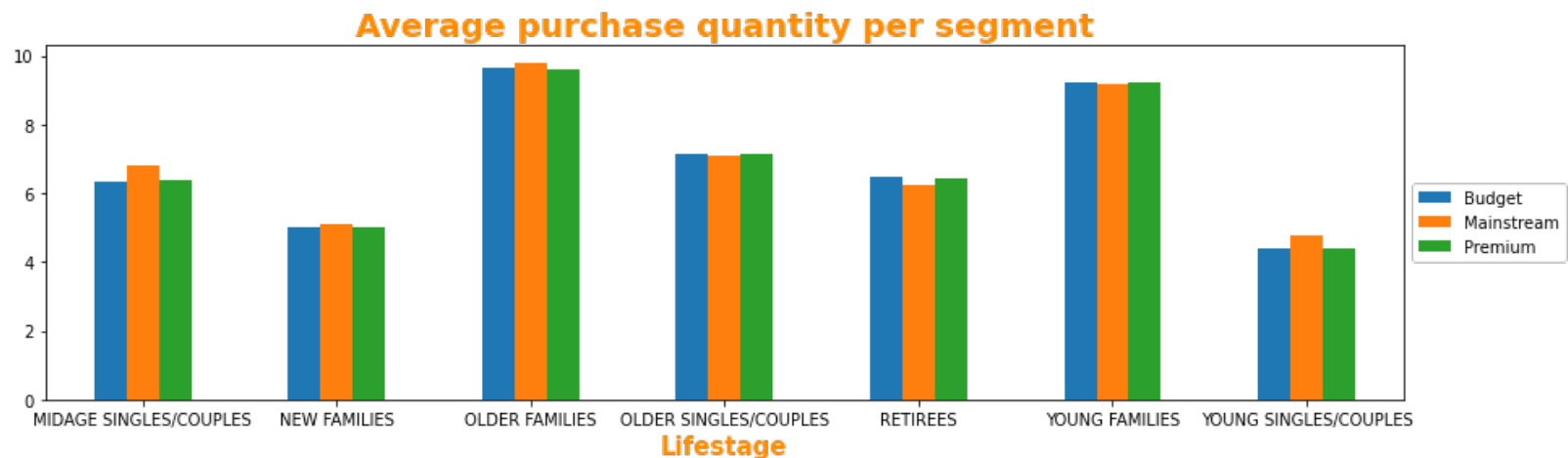
01

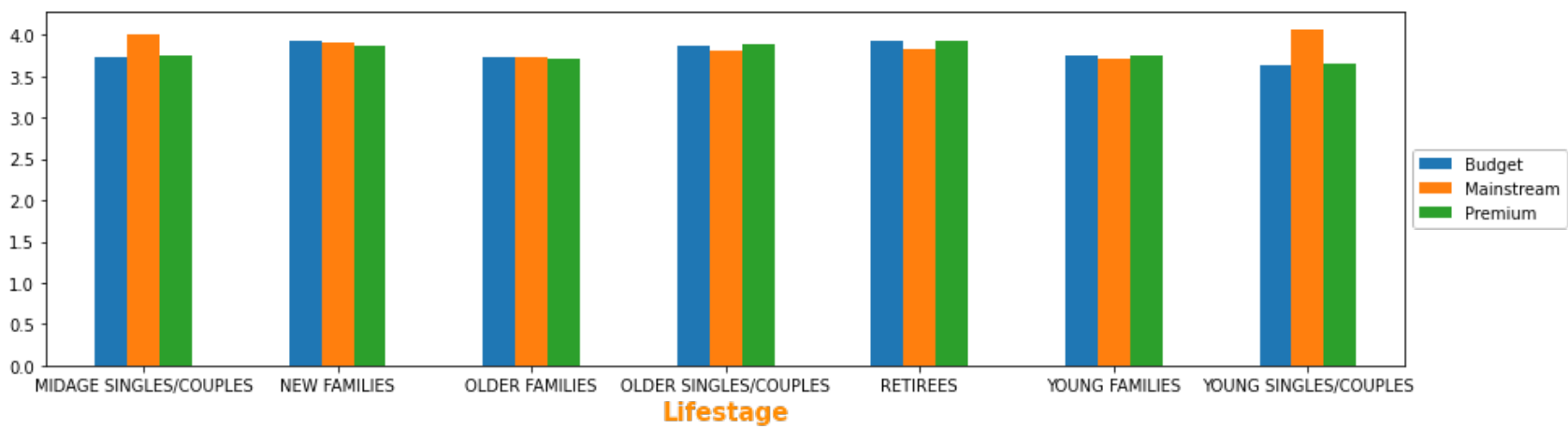
Customer Analytics

- The day with no transactions is a Christmas day, when the store is closed, thus there is a drop in sales on December 25th because the stores were closed.
- Sales rise gradually as Christmas approaches, then fall back to early December levels on New Year's Eve.

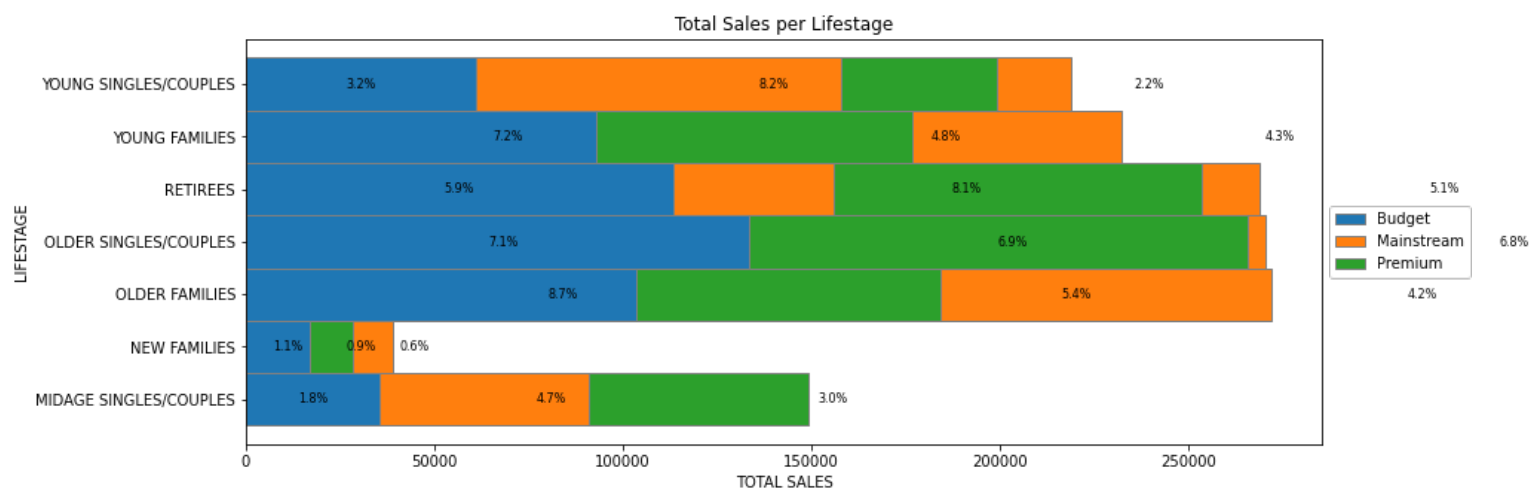


- Budget older families, Mainstream young singles/couples, and Mainstream retirees accounted for the majority of sales. Contributing 25 percent of overall sales revenue
- The average purchase unit per unique client is highest in the Older and Young Family segments.





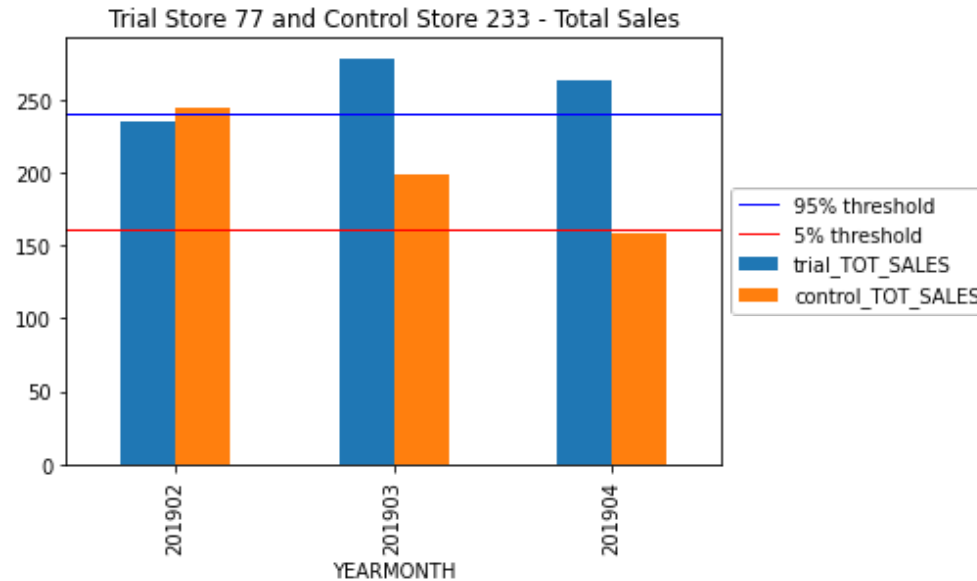
- Budget older families, Mainstream young singles/couples, and Mainstream retirees accounted for the majority of sales. Overall, elderly clients outnumber younger customers.
- Non-premium customers spend more money than premium customers.

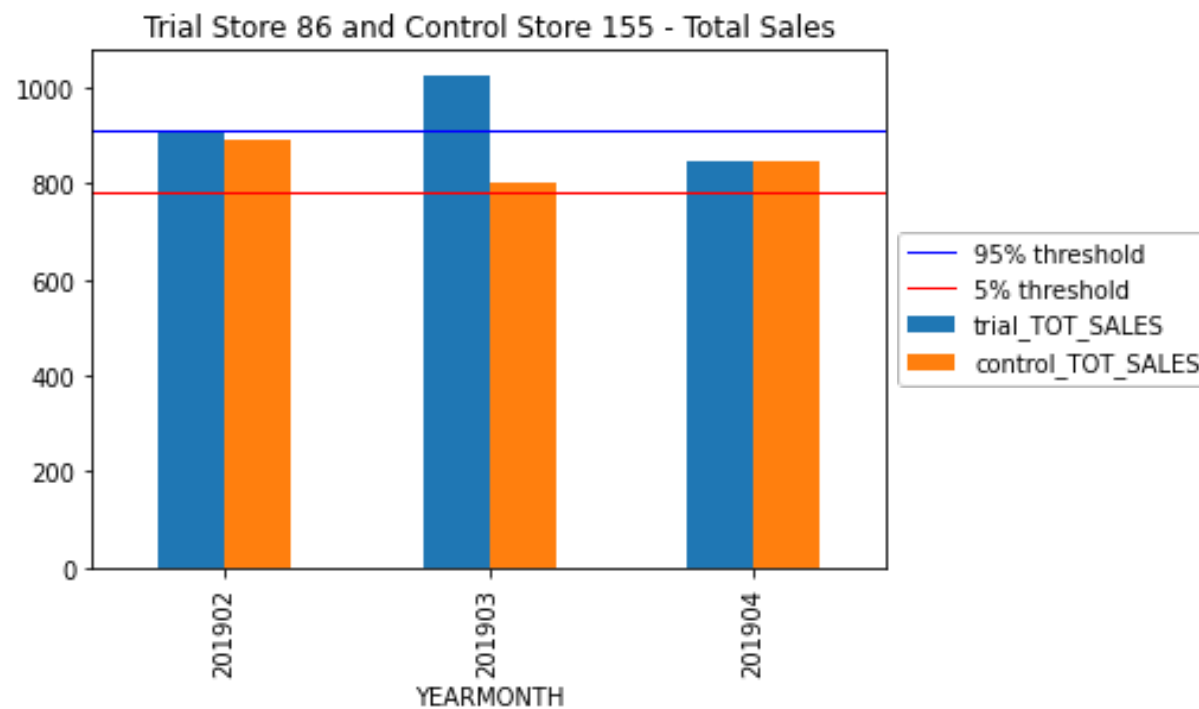


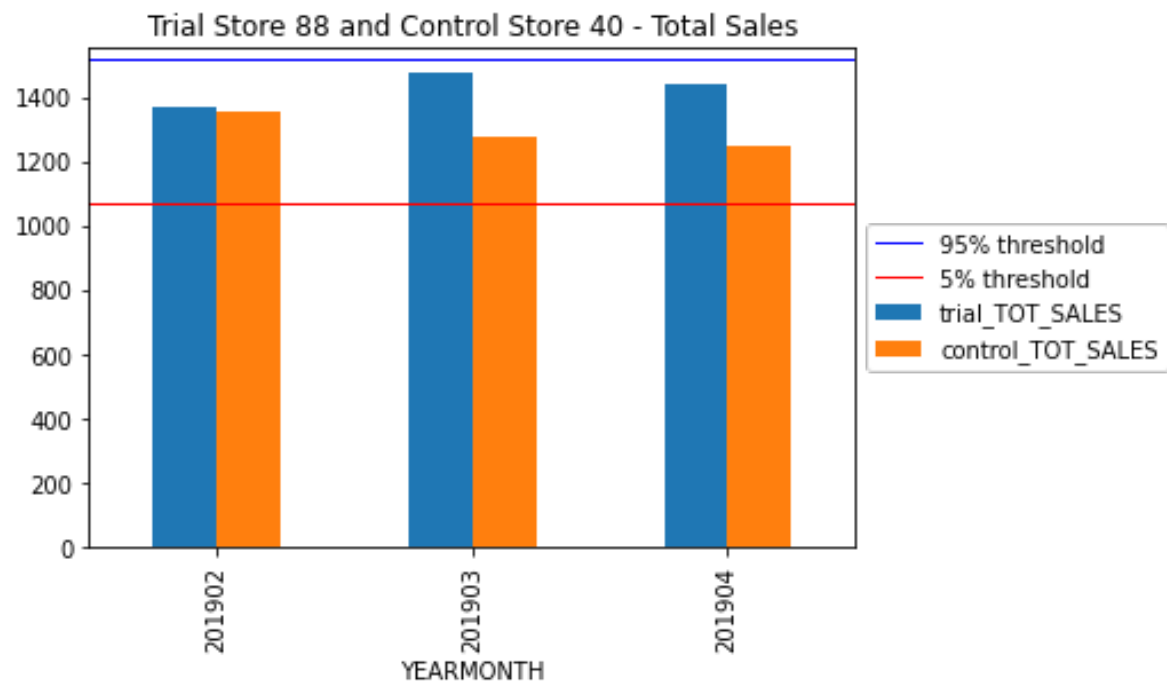
02

Trial store performance

- The sales of Trial store 77 in February, March, and April surpass the 95 threshold of the control store. This pattern is also observed for store 86 during the same three trial months.
- However, the increase in sales for trial store 88 is not significant.

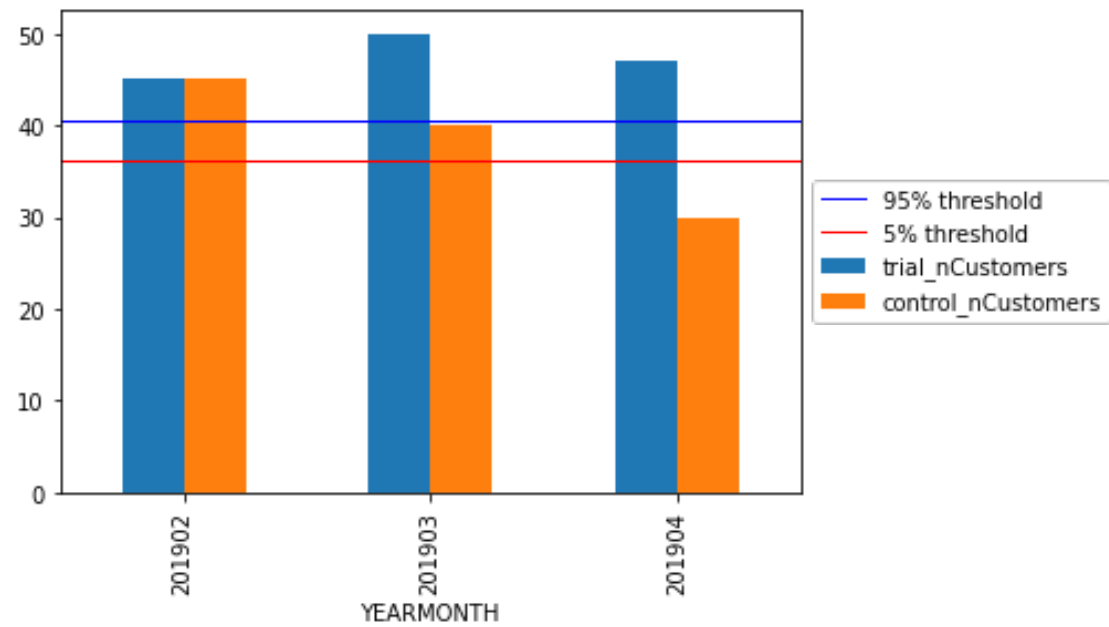


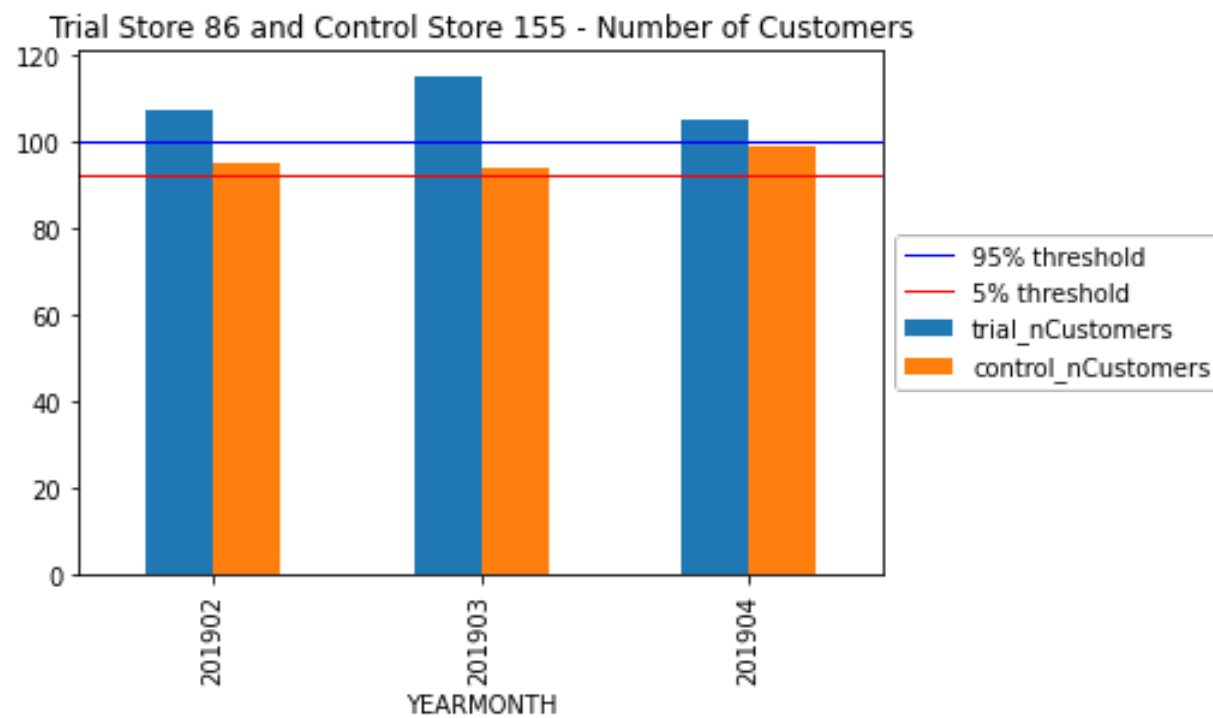


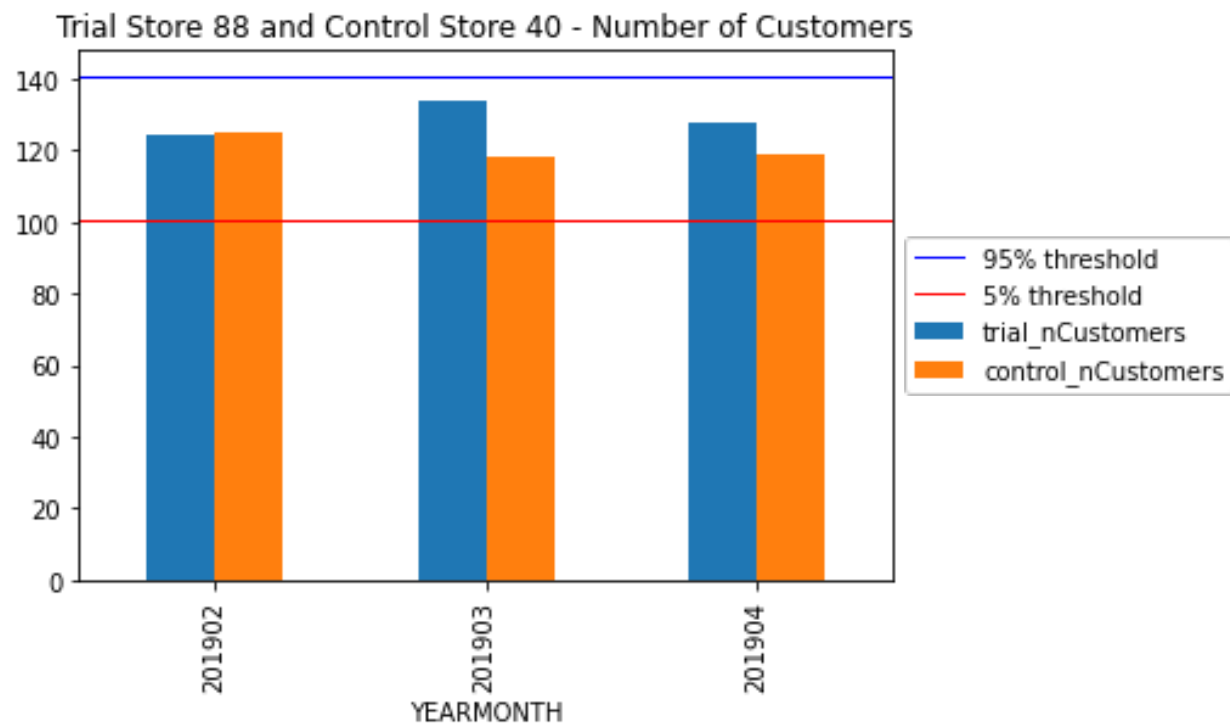


- We can see that Trial store 77 sales for Feb, March, and April exceeds 95% threshold of control store. Same goes to store 86 sales for all 3 trial months.
- Trial store 77: Control store 233
- Trial store 86: Control store 155
- Trial store 88: Control store 40
- Both trial store 77 and 86 showed significant 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.
- Overall, the trial showed positive significant result.

Trial Store 77 and Control Store 233 - Number of Customers









Disclaimer: This document comprises, and is the subject of intellectual property (including copyright) and confidentiality rights of one or multiple owners, including The Quantum Group Pty Limited and its affiliates (**Quantium**) and where applicable, its third-party data owners (**Data Providers**), together (**IP Owners**). The information contained in this document may have been prepared using raw data owned by the Data Providers. The Data Providers have not been involved in the analysis of the raw data, the preparation of, or the information contained in the document. The IP Owners do not make any representation (express or implied), nor give any guarantee or warranty in relation to the accuracy, completeness or appropriateness of the raw data, nor the analysis contained in this document. None of the IP Owners will have any liability for any use or disclosure by the recipient of any information contained in, or derived from this document. To the maximum extent permitted by law, the IP Owners expressly disclaim, take no responsibility for and have no liability for the preparation, contents, accuracy or completeness of this document, nor the analysis on which it is based. This document is provided in confidence, may only be used for the purpose provided, and may not be copied, reproduced, distributed, disclosed or made available to a third party in any way except strictly in accordance with the applicable written terms and conditions between you and Quantum, or otherwise with Quantum's prior written permission

Classification: Confidential