

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

- Among the top 5 brands, Kettle and Infuzions have the largest packet sizes, indicating a potential preference for larger quantities among consumers.
- Doritos, Pringles, and Smiths offer slightly smaller packet sizes, catering to varying consumer preferences for portion control or affordability.
- Recommendation: Focus marketing efforts on mainstream audiences, particularly young singles, couples, and retirees, while considering product diversification to include a range of packet sizes and implementing targeted promotional strategies to drive sales across specific demographic segments.

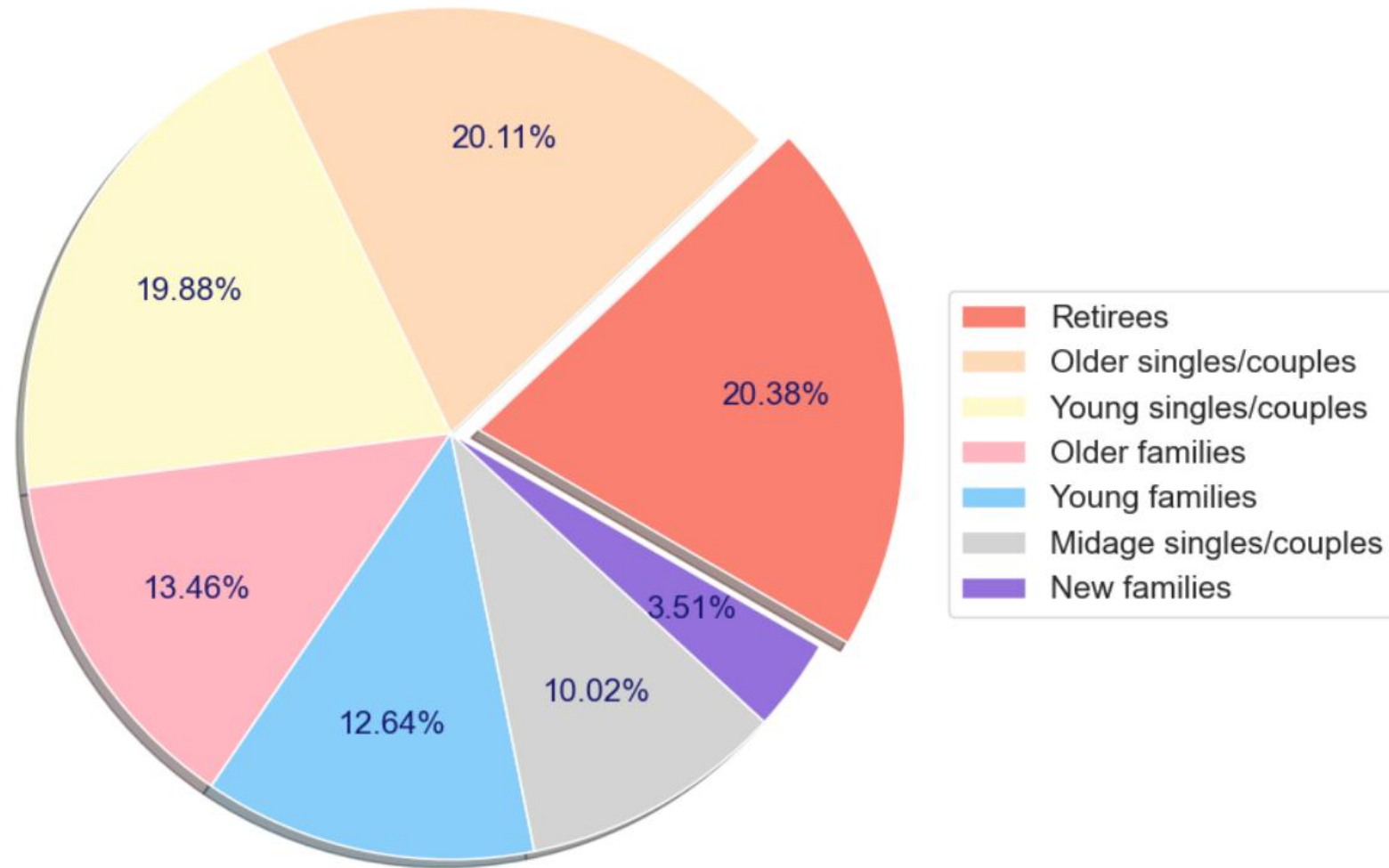
02

Task 2

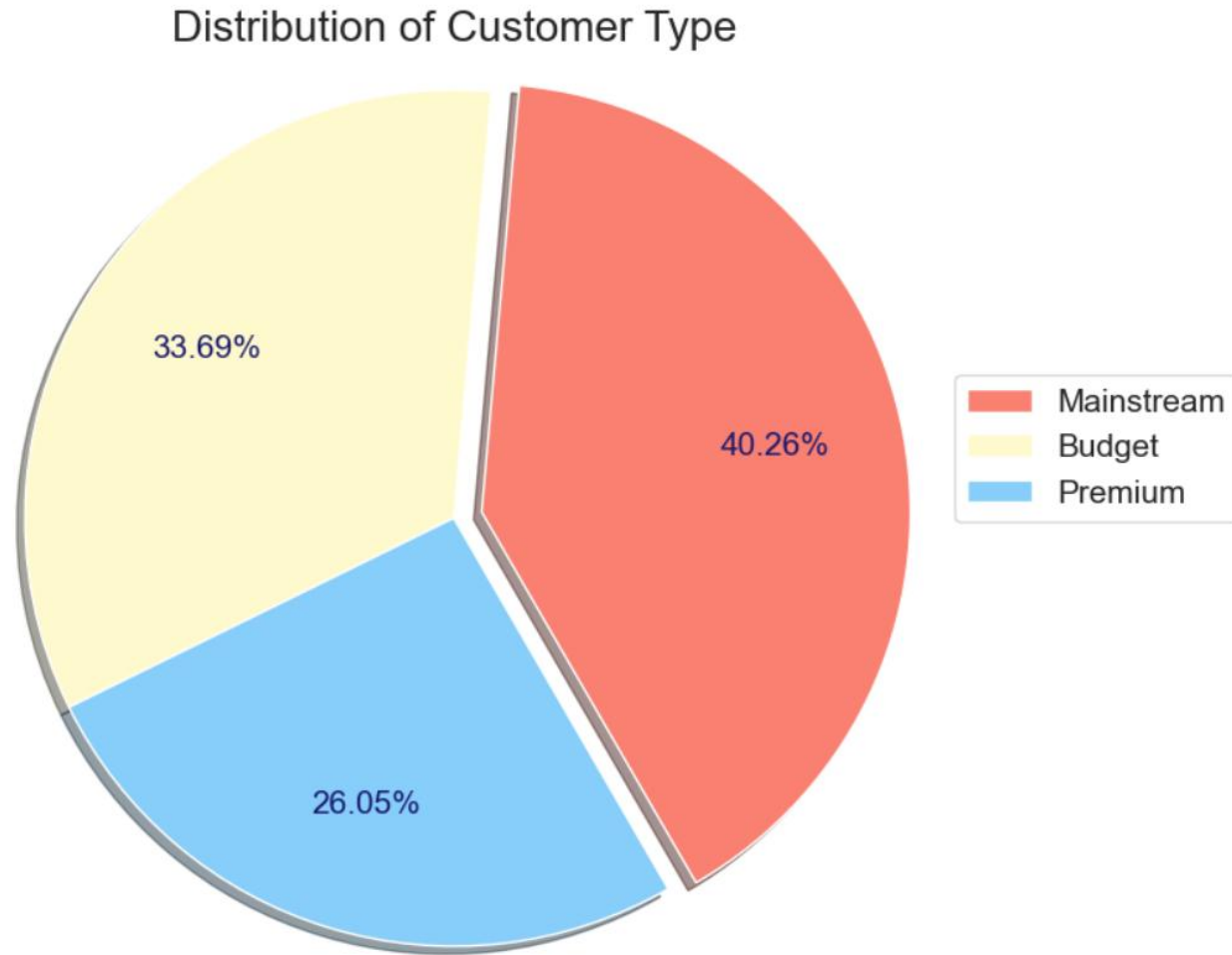
The comparison reveals that while most trial stores mirrored their corresponding control stores, STORE_NBR 88 stood out with superior performance across all metrics; STORE_NBR 86 and 88 notably differed in total sales compared to their controls, whereas STORE_NBR 77 did not, possibly due to variations in trial implementation; hence, STORE_NBR 88 emerges as the best-performing trial store based on the maximum difference in total sales, attributed primarily to increased customer footfall driving overall sales growth.

Overview: category

Distribution of Lifestage

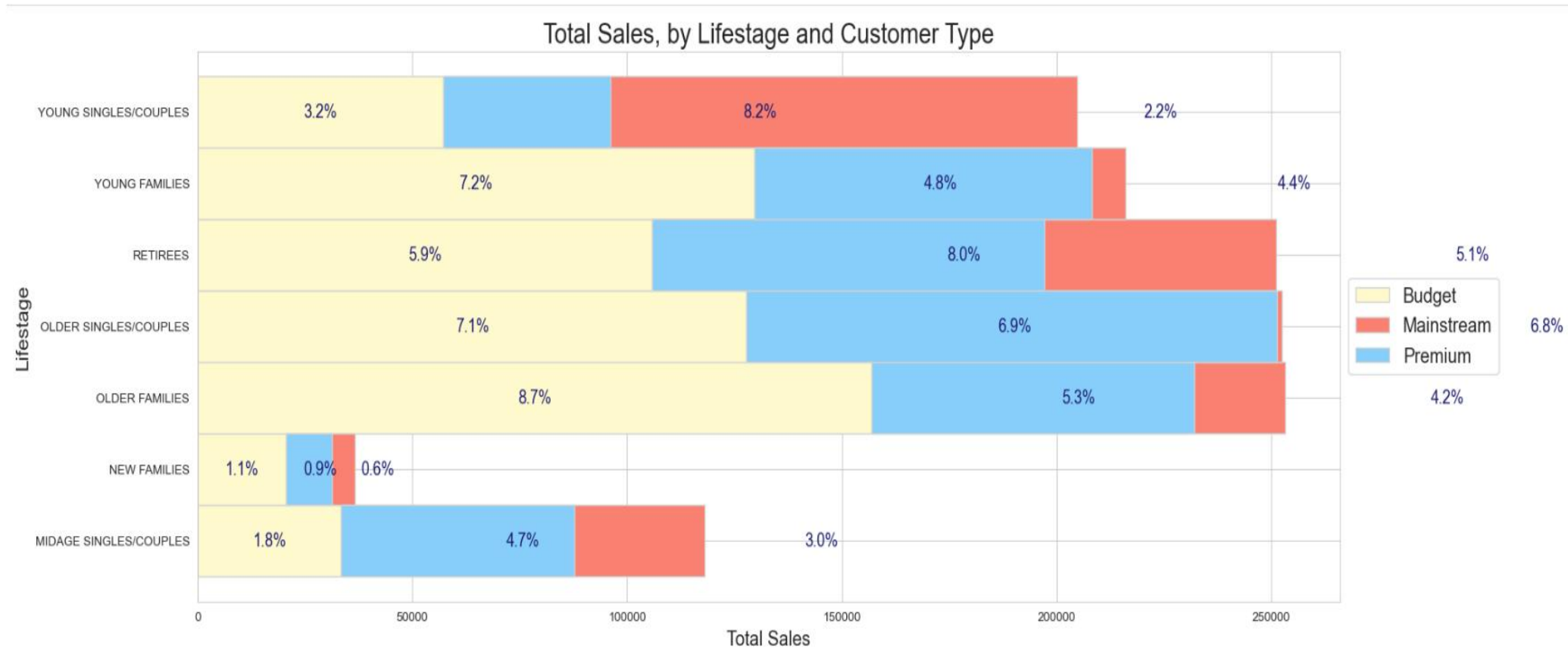


consumer buying for the category of chips



here are 72637 customer sample in this table. Among these customers, the majority are retirees, 20.38%, while the number of new families is the least, only 3.51%. For customer type, Mainstream customers account for the largest proportion, followed by Budget customers, and finally by the Premium customers.

The proportion of customers by affluence and life stage



02

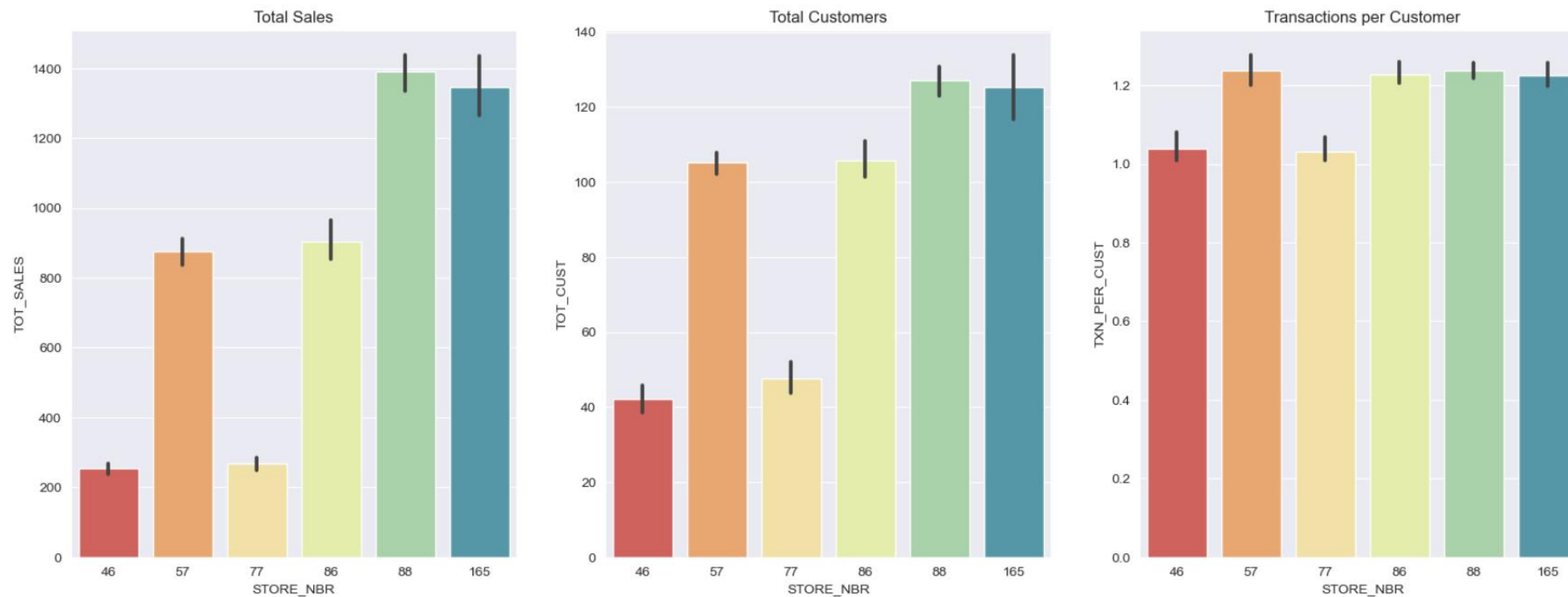
Trial store performance

Explanation of the control store vs other stores

The statement suggests that while most trial stores performed similarly to their corresponding control stores, one trial store, STORE_NBR 88, exhibited better performance across all attributes compared to its control store, STORE_NBR 165.

Performance of stores 77, 86, 88

Comparison of Total Sales, Total Customers, and Transactions per Customer for Each Trial and Control Store





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