

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

## Data Preparation and Customer Analytics

Most Lucrative Customer Segments:

- Budget Older Families
- Mainstream Young Singles and Couples
- Mainstream Retirees

Most Popular Brands:

- Kettle
- Smiths
- Doritos
- Pringles

Most Popular and Lucrative Stores:

- Store 226
- Store 88
- Store 165

Most Popular Pack Sizes

- 175g
- 150g
- 134g

02

## Experimentation and Uplift Testing

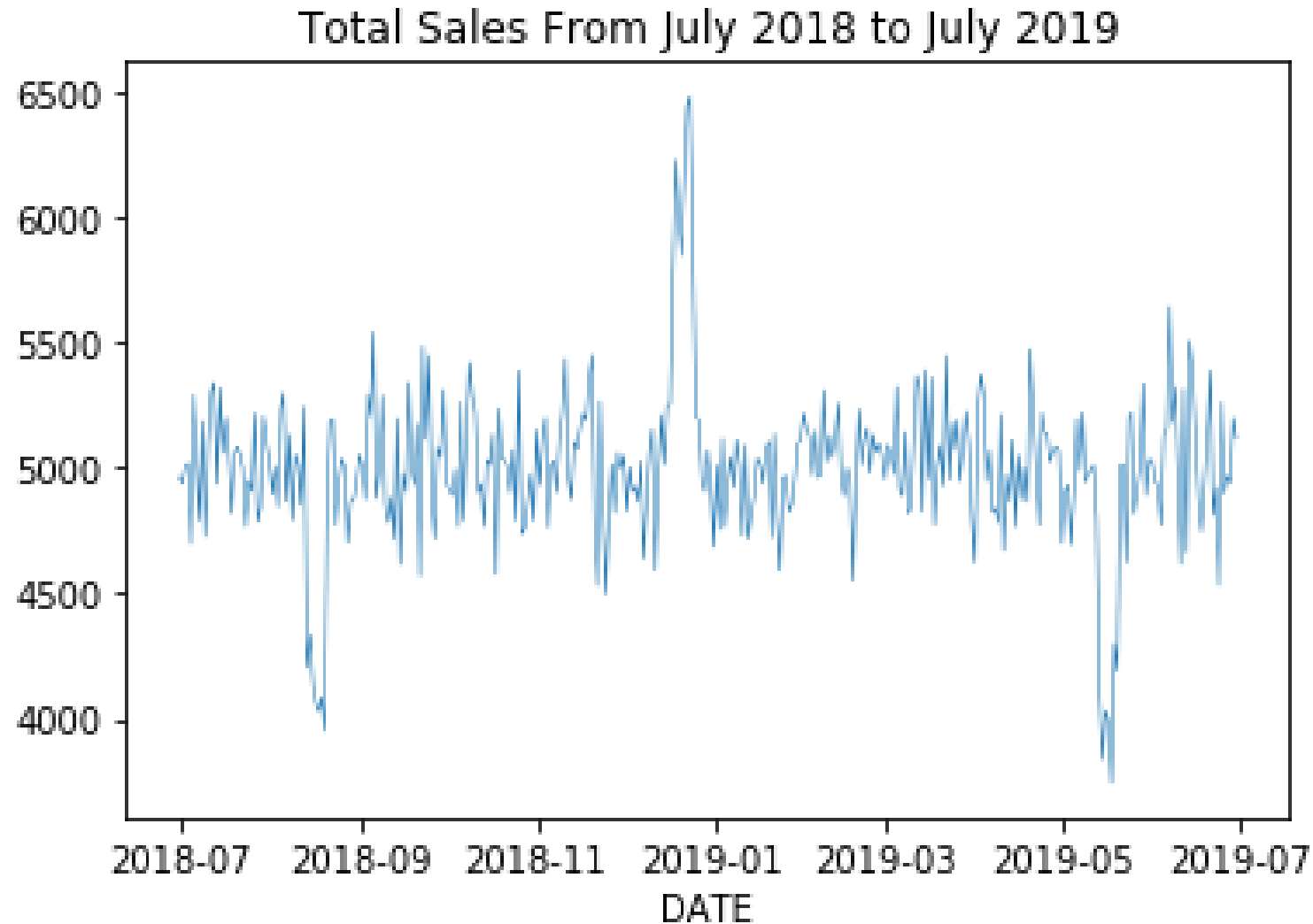
Key Callout:

Trial store layout has a **positive effect** on **total sales** and **total customers**.

# 01

## Category

## Category Key Callouts



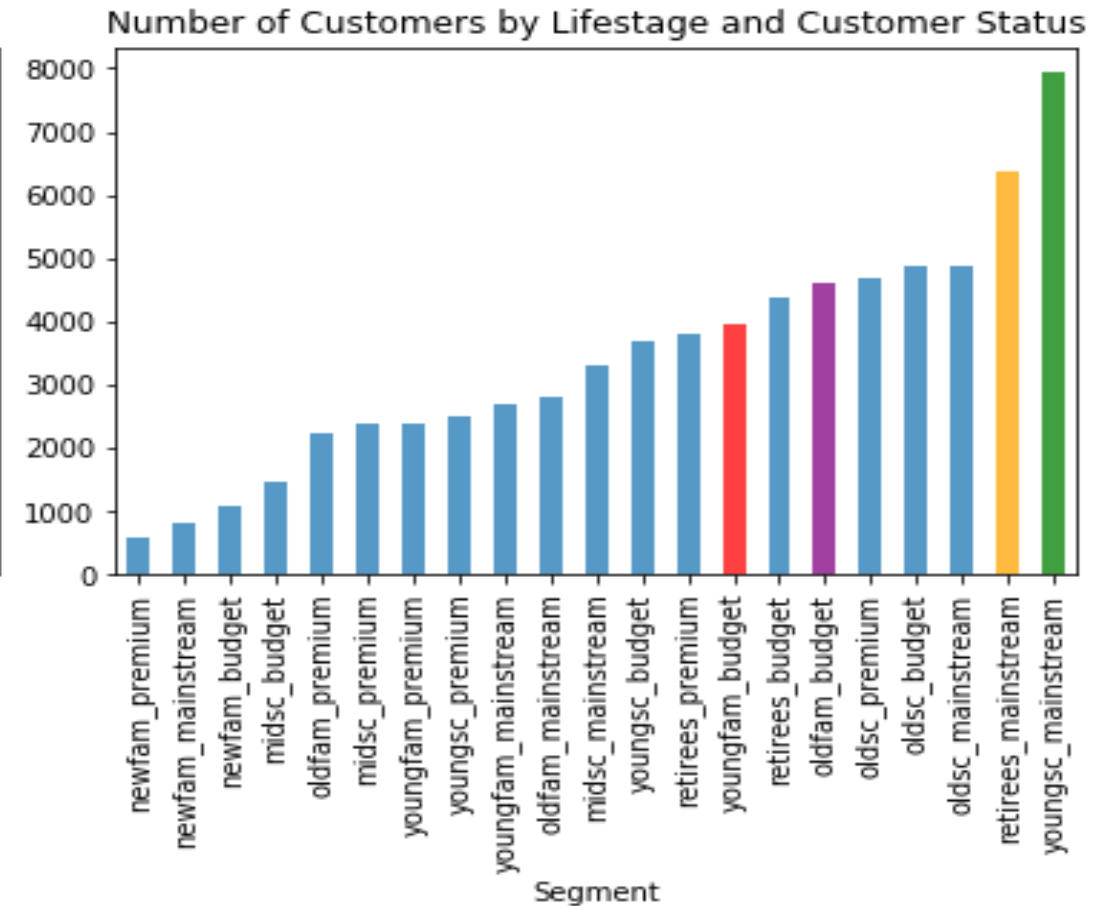
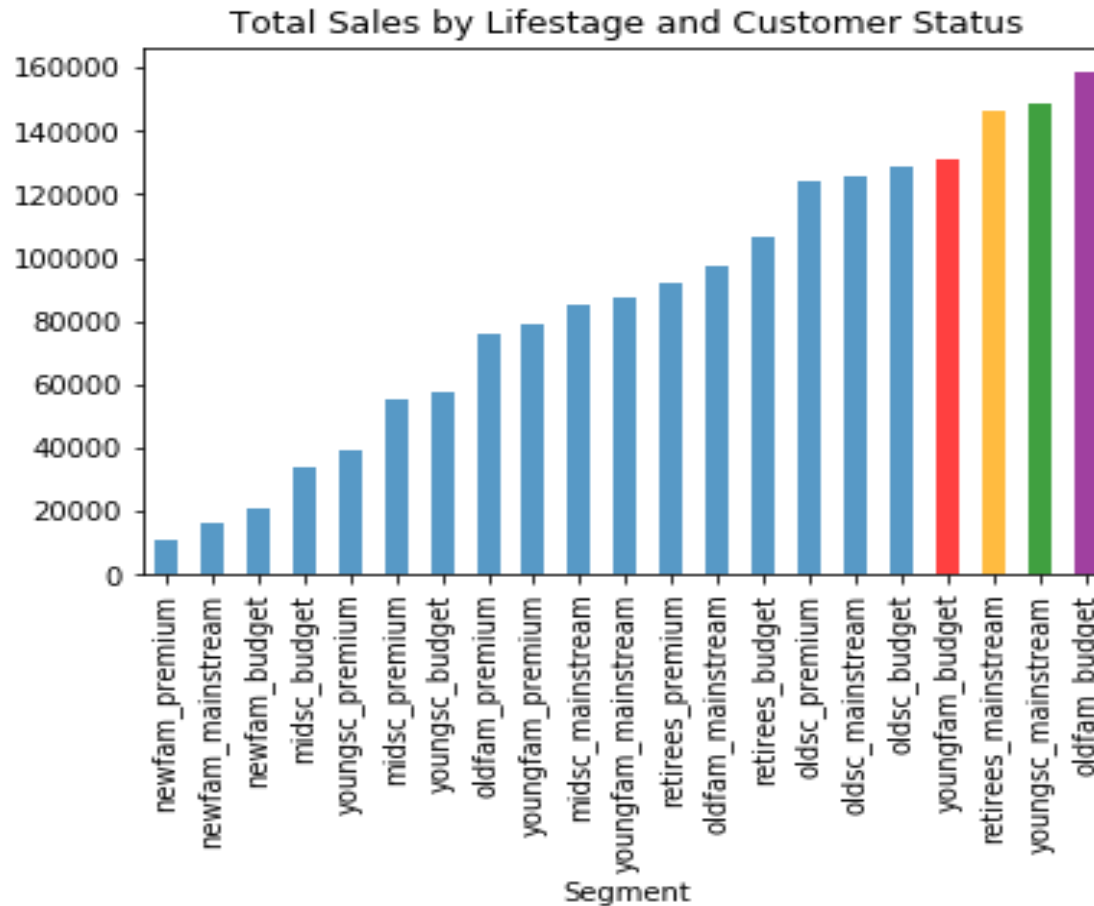
**Total Sales** of chip products **peaks** over Christmas and **dips** in August and May.

**Kettle** is the most popular brand and **175g** is the most popular pack size across the board.

Budget Old Families is the **highest spending** customer segment in terms of total sales, but is only **6<sup>th</sup> largest**.

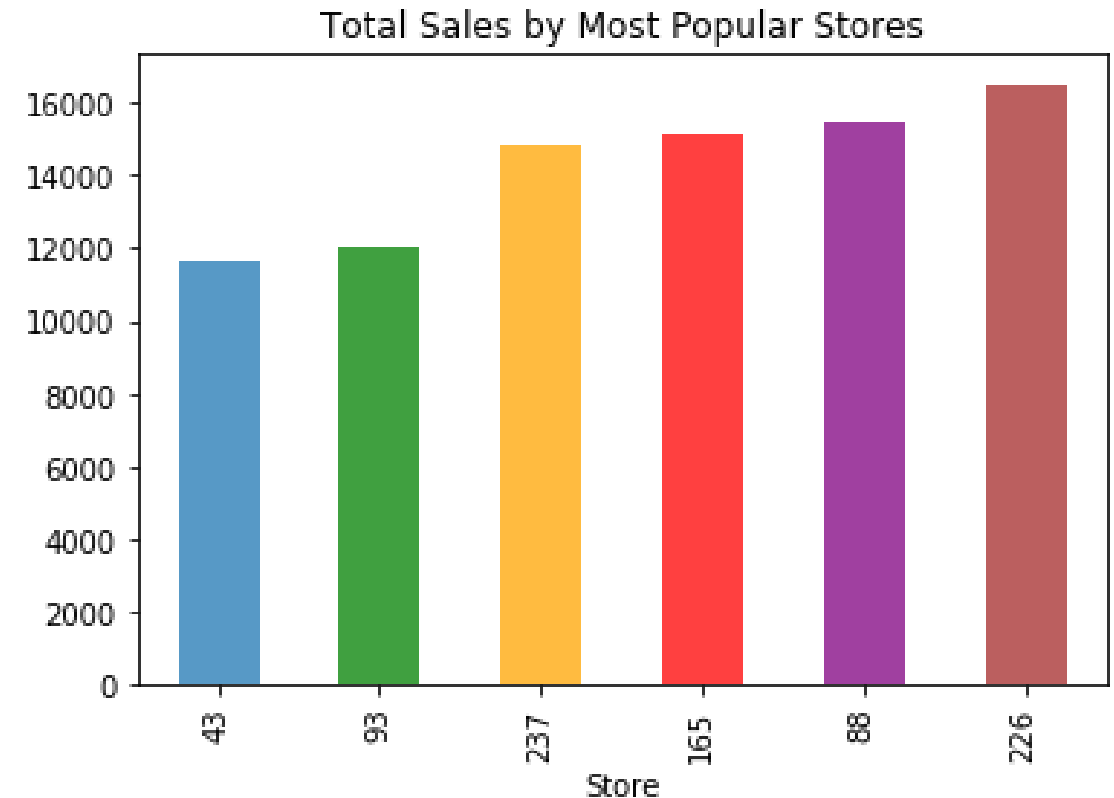
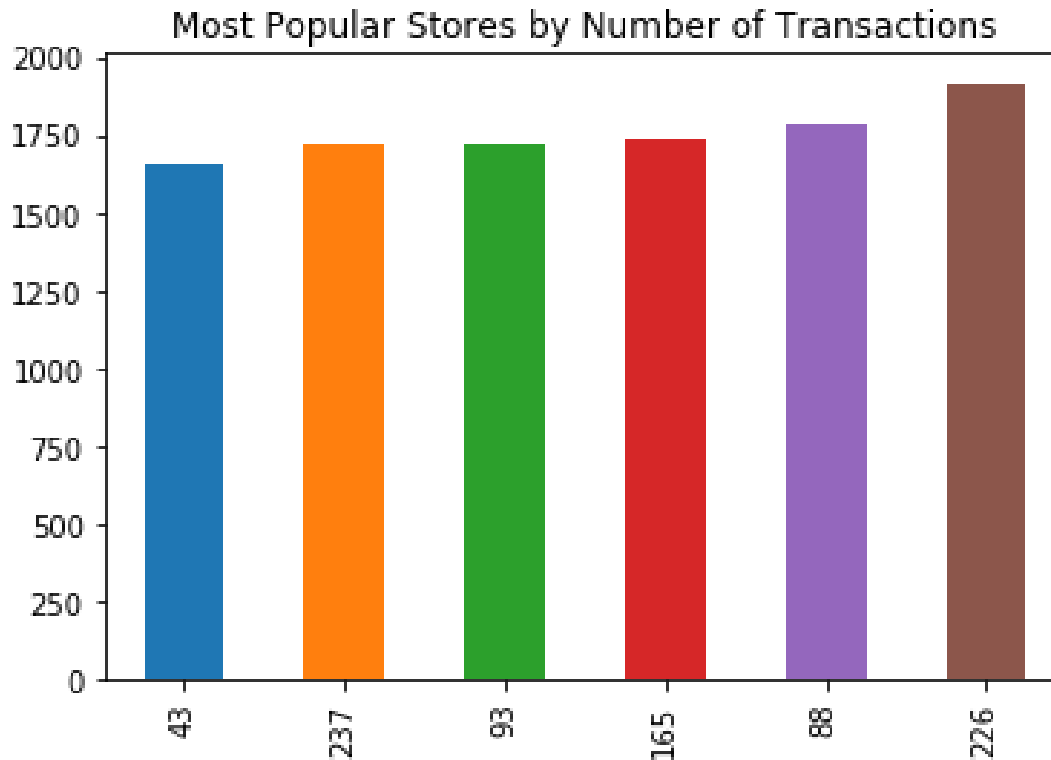
# Total Sales vs Proportion of Customers

The **total sales** by customer segment does not seem to follow the order of **size** of customer segment in any meaningful way.



## Stores by Popularity and Total Sales

The order of **total sales** follows the order of **store popularity** almost exactly, with only stores 93 and 237 reversed in order.

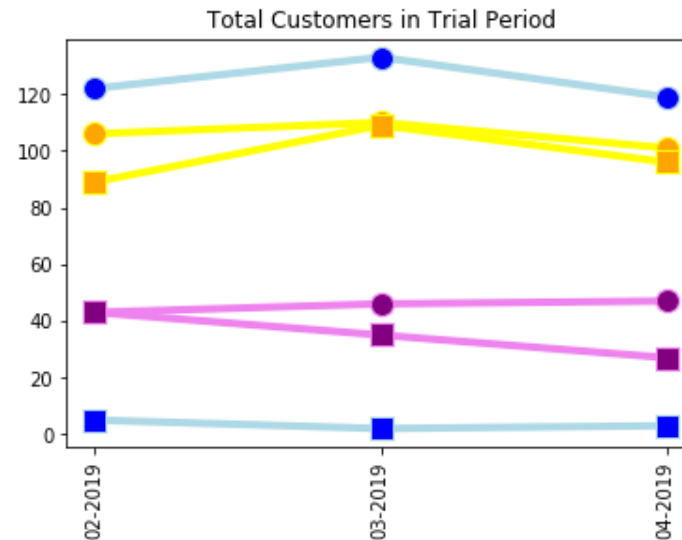
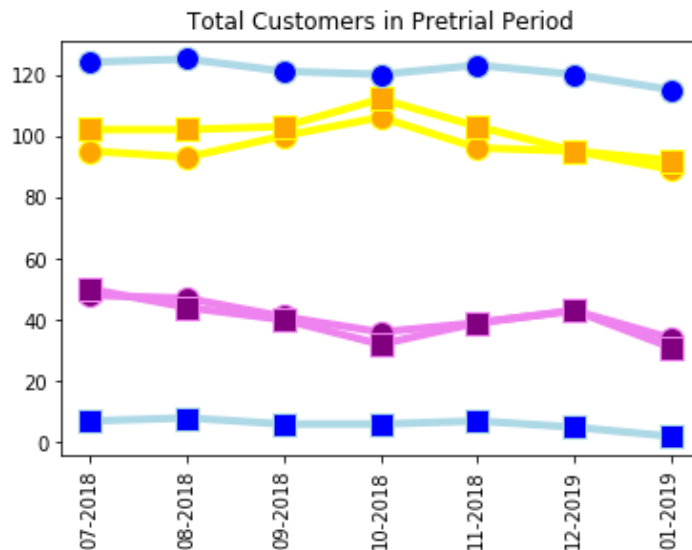
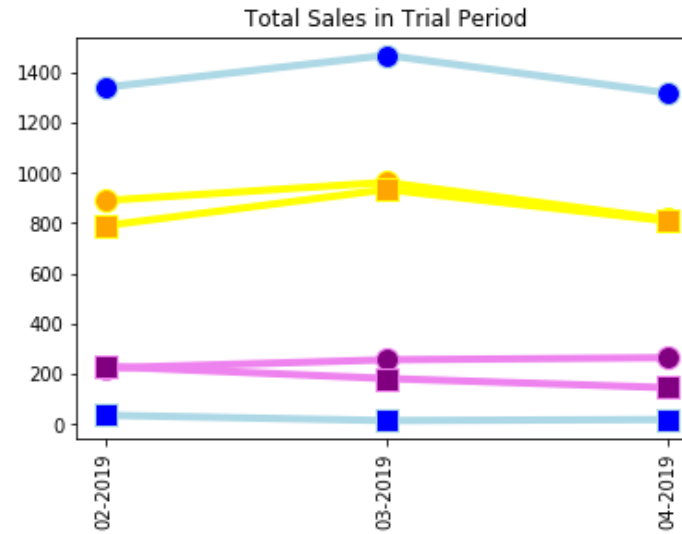
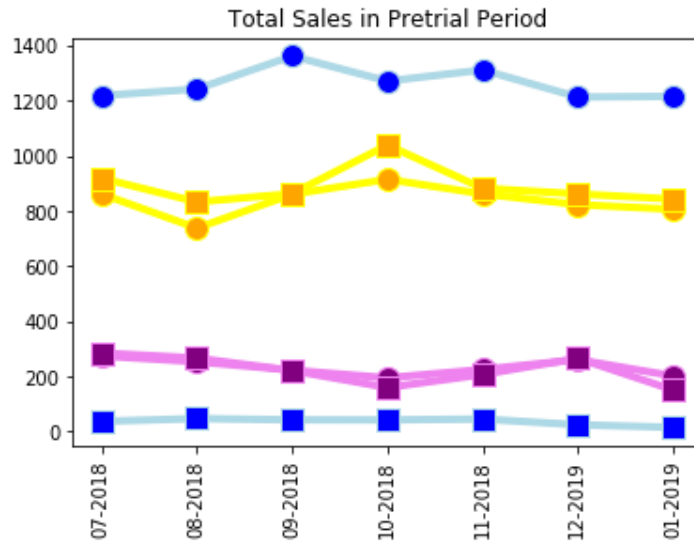


# 02

## Trial store performance



# Trial Stores and Control Stores



To measure performance of the **trial stores** (circles) we compare them to the performance of **control stores** (squares).

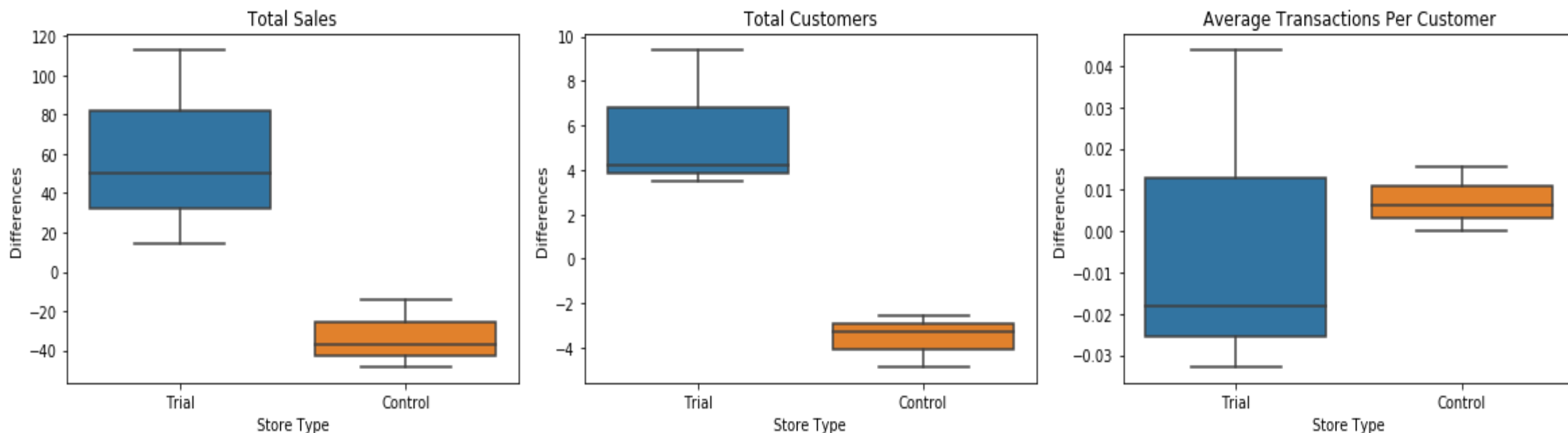
These are the stores with the **maximum correlation** over total sales and total customers in the pretrial period.

Each colour is a different **trial-control store pair** showing the **correlation** in the pre-trial period and the **divergence** in performance during the trial period.

## Performance Of Trial Stores

On **total sales** and **total customers**, we see that the trial stores **performed better** than the control stores over the trial period.

On **average transactions** per customer, there was **no overall increase** in performance.



These inferences were **verified** with one-sided two sample t-tests.



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