

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 confidence nature of this document.

Executive summary

01

Chips Category Review

Seasonal Sales Surge: There is a notable increase in chips transactions leading up to the Christmas season. To leverage this trend, it is recommended to enhance product visibility through promotional displays or gondola ends. This strategy could significantly boost sales during this crucial holiday period

Target Demographics: The main purchasers of chips are Mainstream Young Singles & Couples. However, Young and Older Families, who represent 27% of chip shoppers, tend to buy larger baskets on average. There is an opportunity to increase sales further by targeting these family segments with tailored promotions.

02

Analysis of Trial store

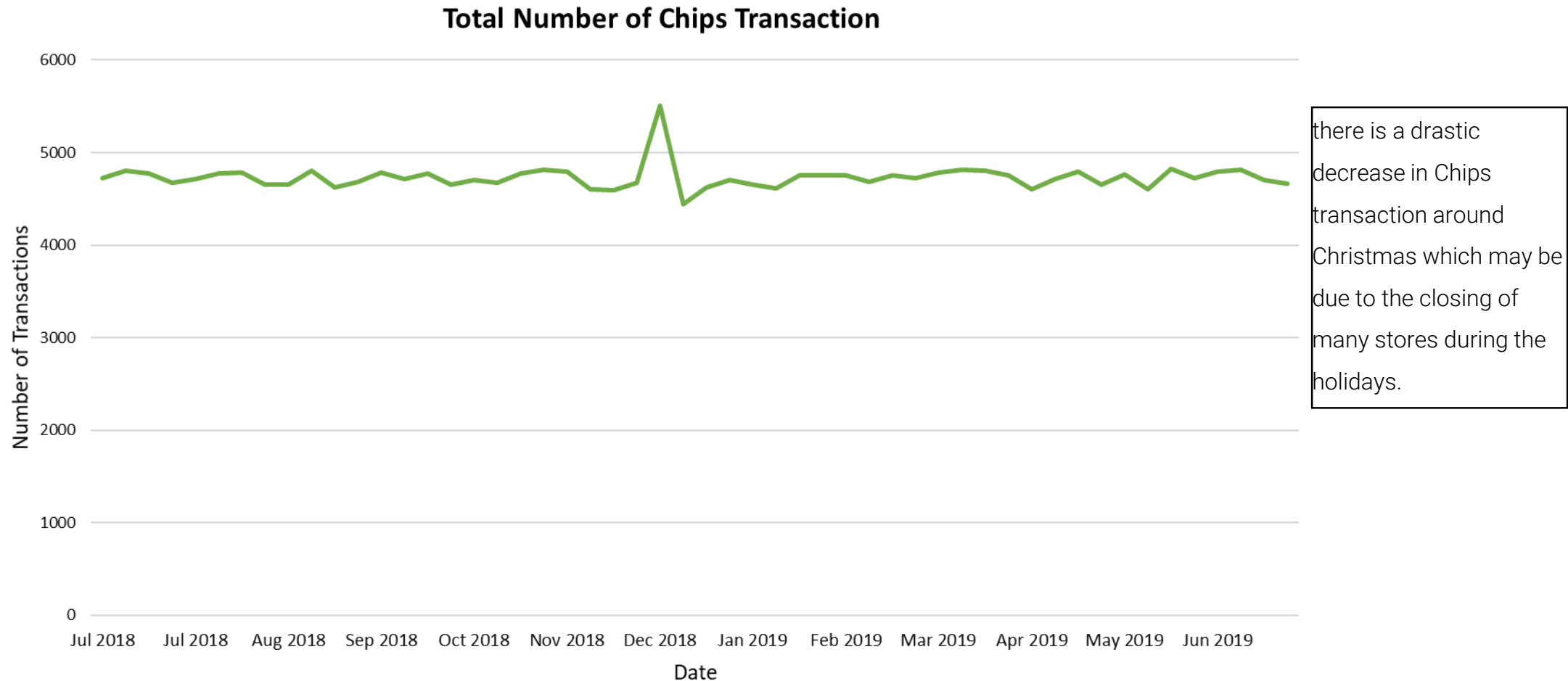
Control Store Construction: A control store was established to accurately reflect the prior performance of the selected trial store. his setup allows for a precise comparison of results following the new store layout implementation.

Trial Results: Post-implementation analysis revealed that the trial store experienced a significant uplift in performance compared to the control store. This indicates that the new store layout had a positive impact, enhancing customer engagement and driving sales.

01

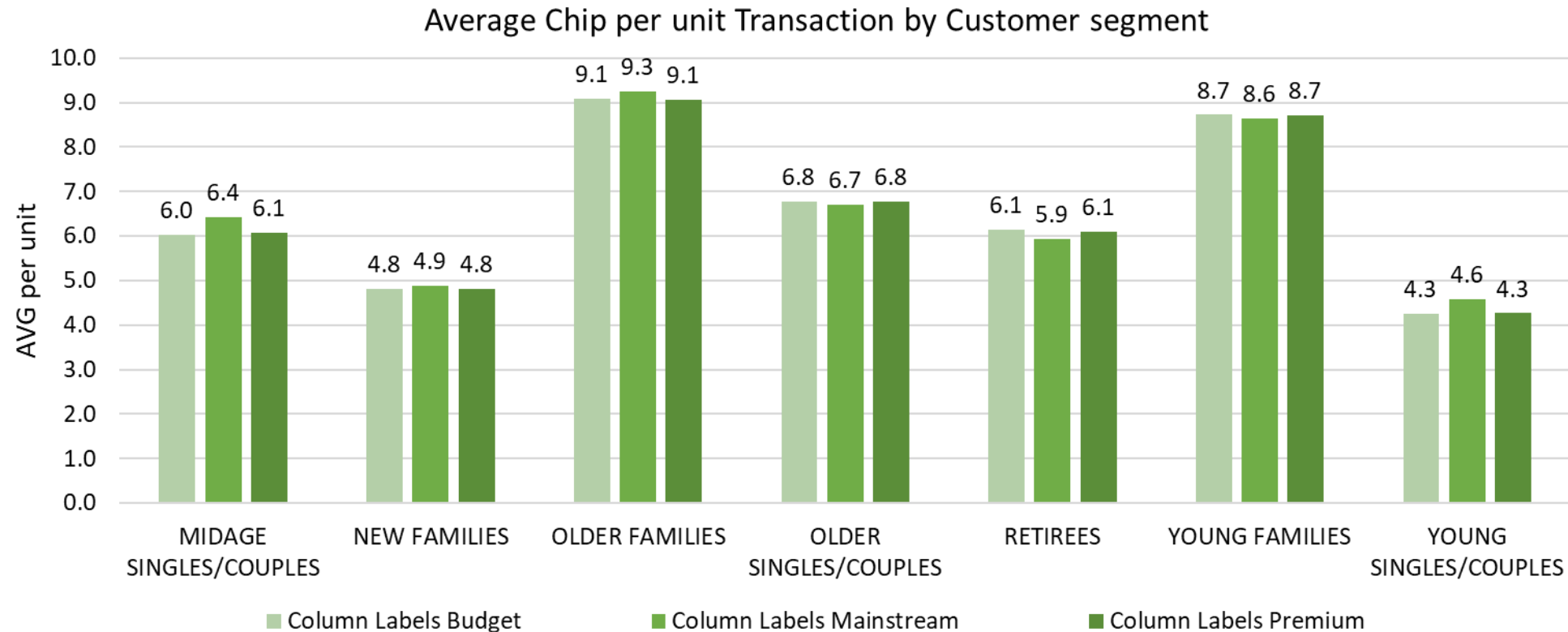
Category

Overview: The number of chips transaction has been consistent over the months but as we approach the holiday season(December), there is a rise in the number of chips being purchased.



Despite different life stage profiles, affluence remains consistent across all segments, indicating similar purchasing power.

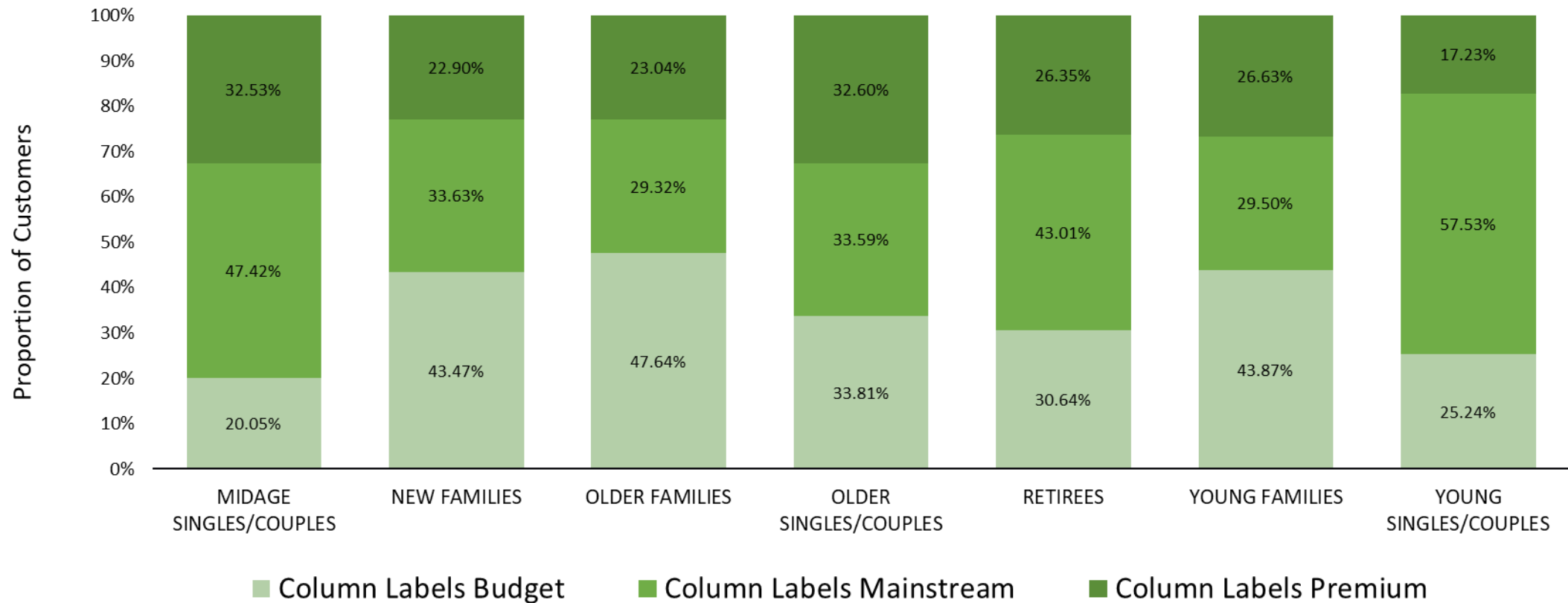
High-Affluence Segments: Older and Young Families drive higher volumes, making them critical segments for bulk promotions.



Mainstream Young Singles & Couples: Largest Proportion representing the highest percentage of Chips shoppers.

Budget Retirees: This segment also plays a significant role in the Snacking Chips market.

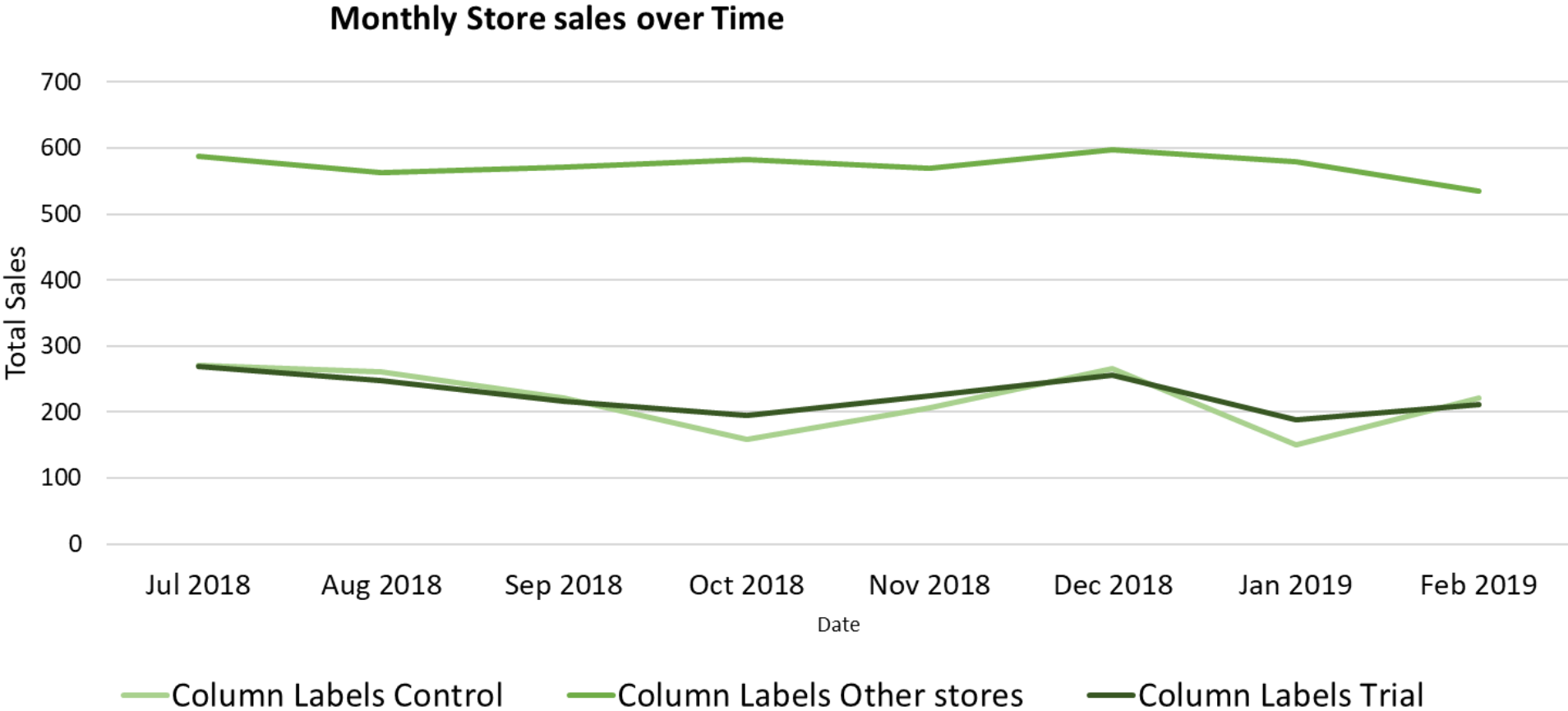
The proportion of customers by affluence and life stage



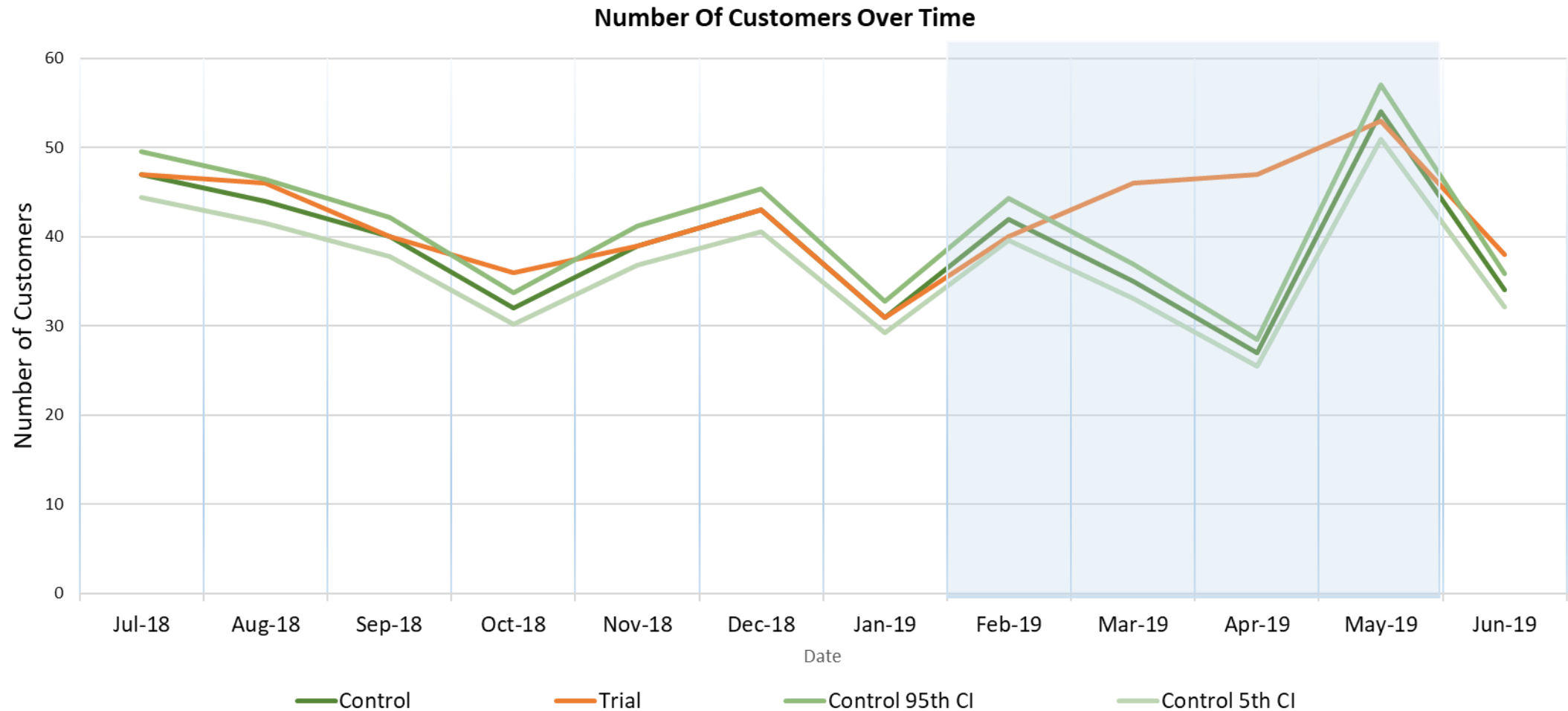
02

Trial store performance

The control store is a specific store chosen to represent the performance of a broader market or customer base, in this case it serves as a baseline or reference point for comparing the performance of the trial store.



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





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