July 2025

Category review: Chips

Strategic Recommendation Based on Retail Data

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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
- Quantium 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

Quantium believes in using data for progress, with great care and responsibility. As such please respect the commercial in confidence nature of this document.

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Executive summary

01 **Task 1**

- Sales peaked in **Dec 2018** and **Mar 2019**
- Top sellers: **Doritos, Smiths, Kettle**
- **Older Singles/Couples** & **Retirees** drive most sales
- **Mainstream** customers = 39% of sales
- **Premium** customers = lowest contribution (26%)
- Avg. spend per customer: **₹7.13**
- Most purchases: **1–5 units**

02 **Task 2**

- Trial Stores: **77, 86, 88** | Control Stores: **233, 155, 237**
- **Store 86** showed positive trends in all metrics
- **Stores 77 & 88** showed **no significant uplift**
- Best results in **Store 86** – consider scaling
- t-tests: No p-value < 0.05 → results **not statistically significant**

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Task 1 Highlights

- **Total transactions:** 264,836
- **Duplicates removed:** 1
- **Outliers in `TOT_SALES` and `PROD_QTY`:** 576 and 28,795 respectively
- **Top Products by Sales:** Doritos, Smiths, Kettle
- **Key Insight:** Older Singles/Couples and Retirees drive most sales.

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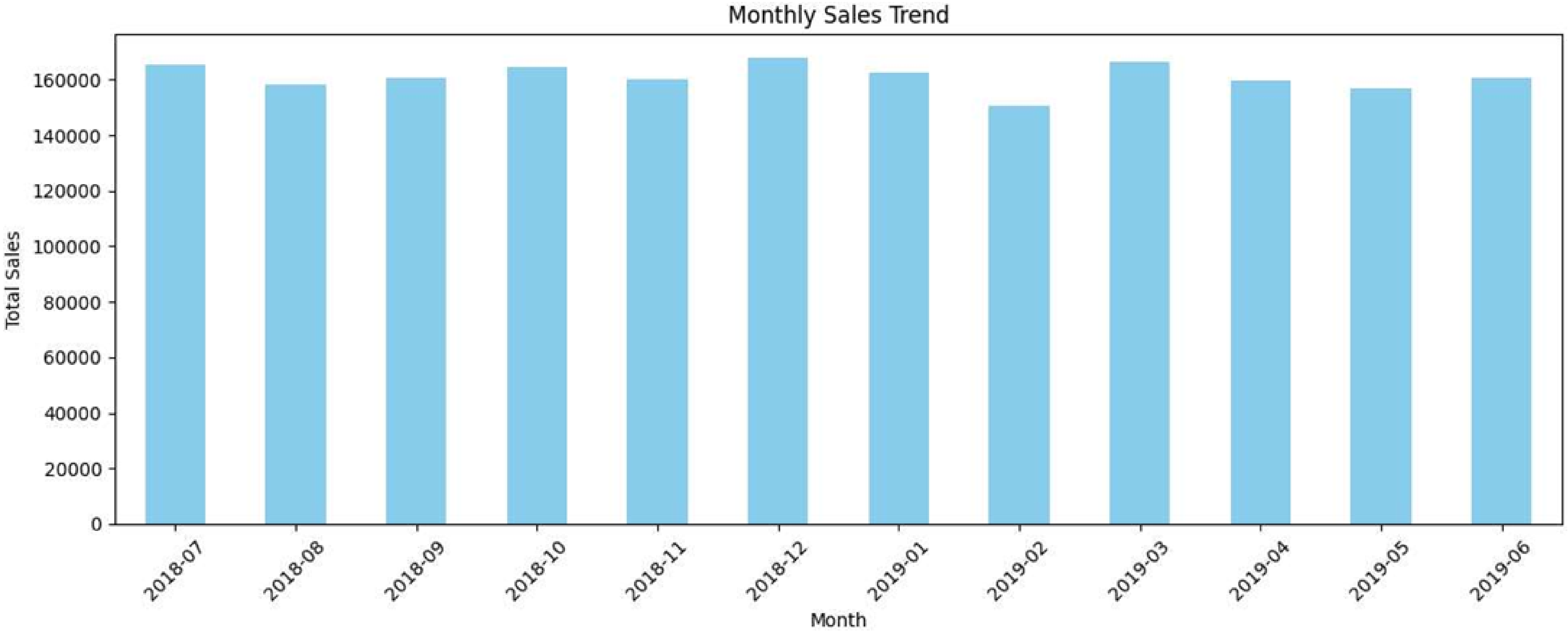
Monthly Sales Trend



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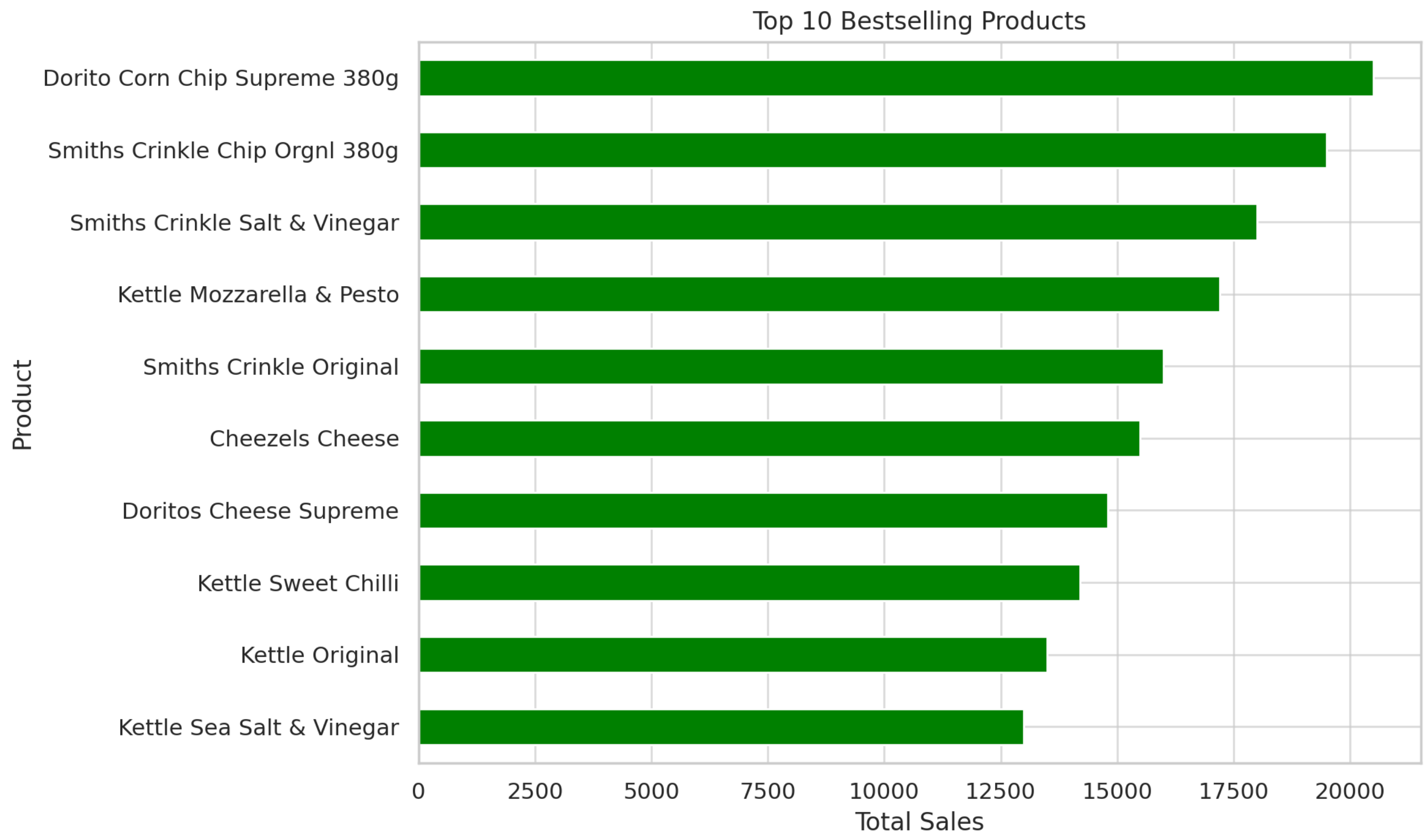
Top 10 Bestselling Products



**Dorito Corn Chip Supreme is the top product

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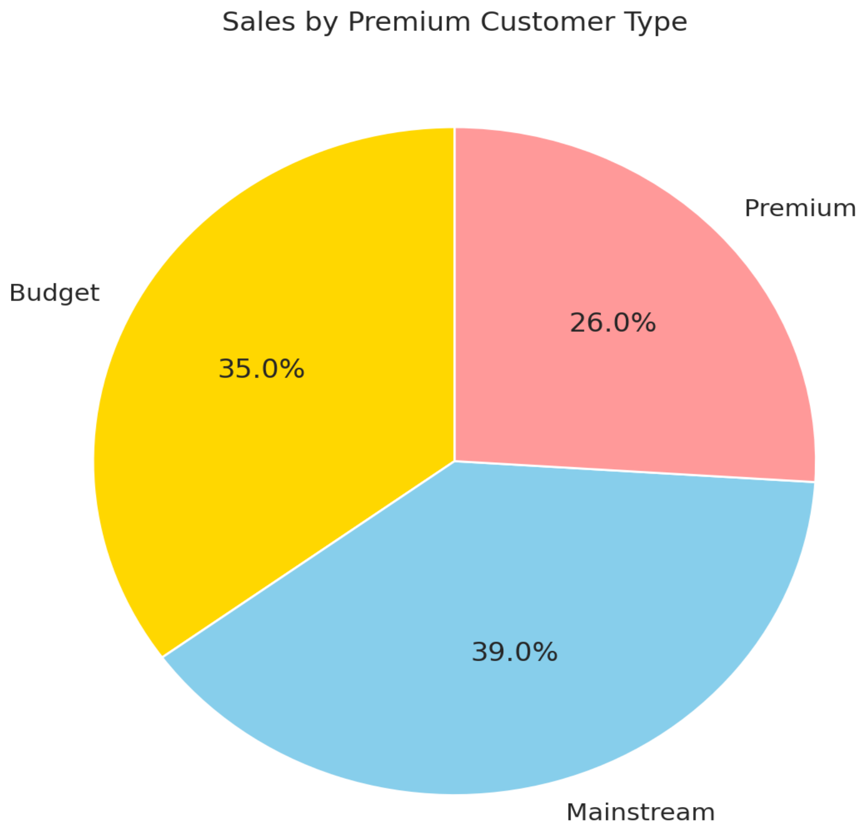
Sales By Premium Customer Type



** Show % share (Mainstream = 39%, Premium = 26%)

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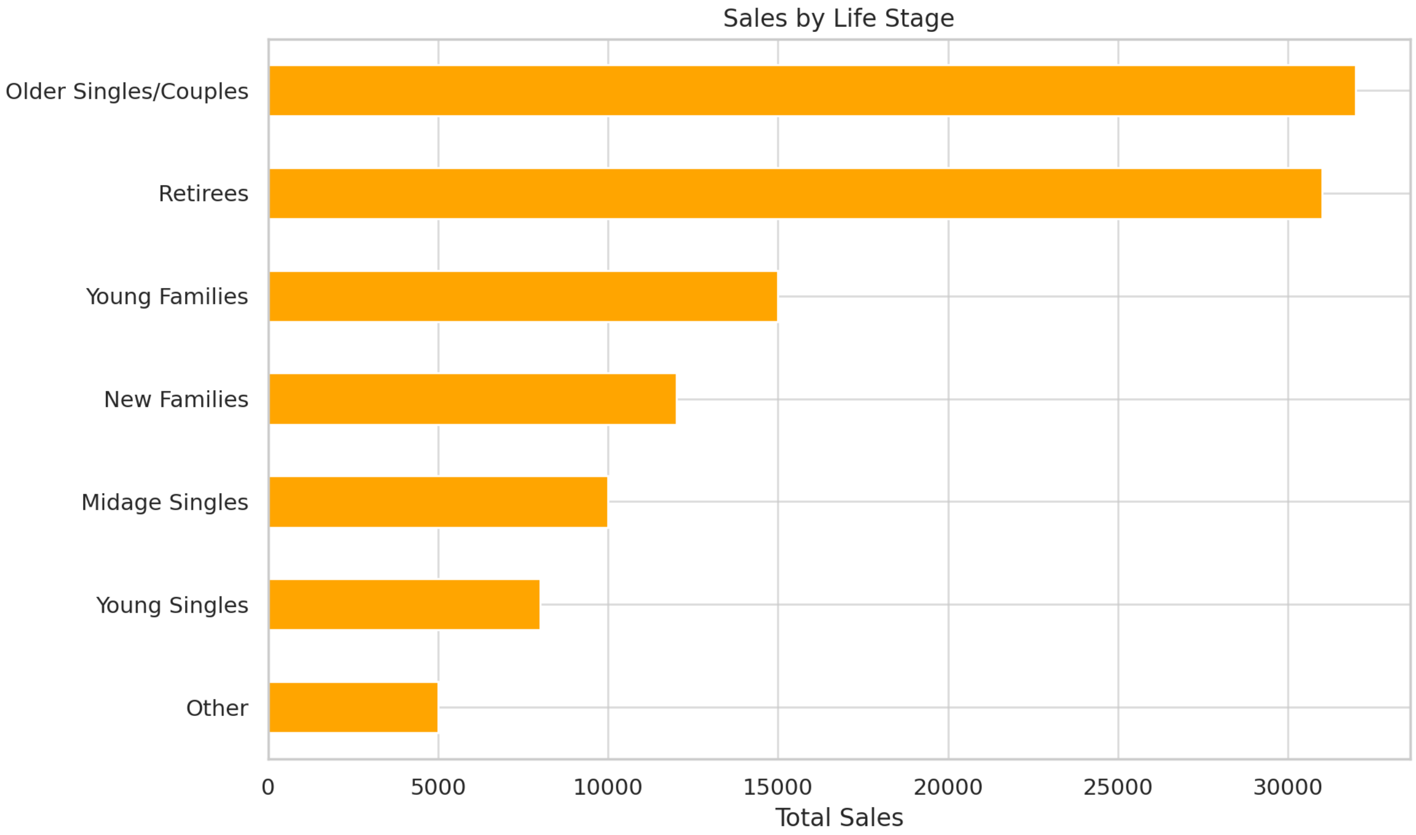
Sales By Life Stage



** OLDER SINGLES/COUPLES & RETIREES lead

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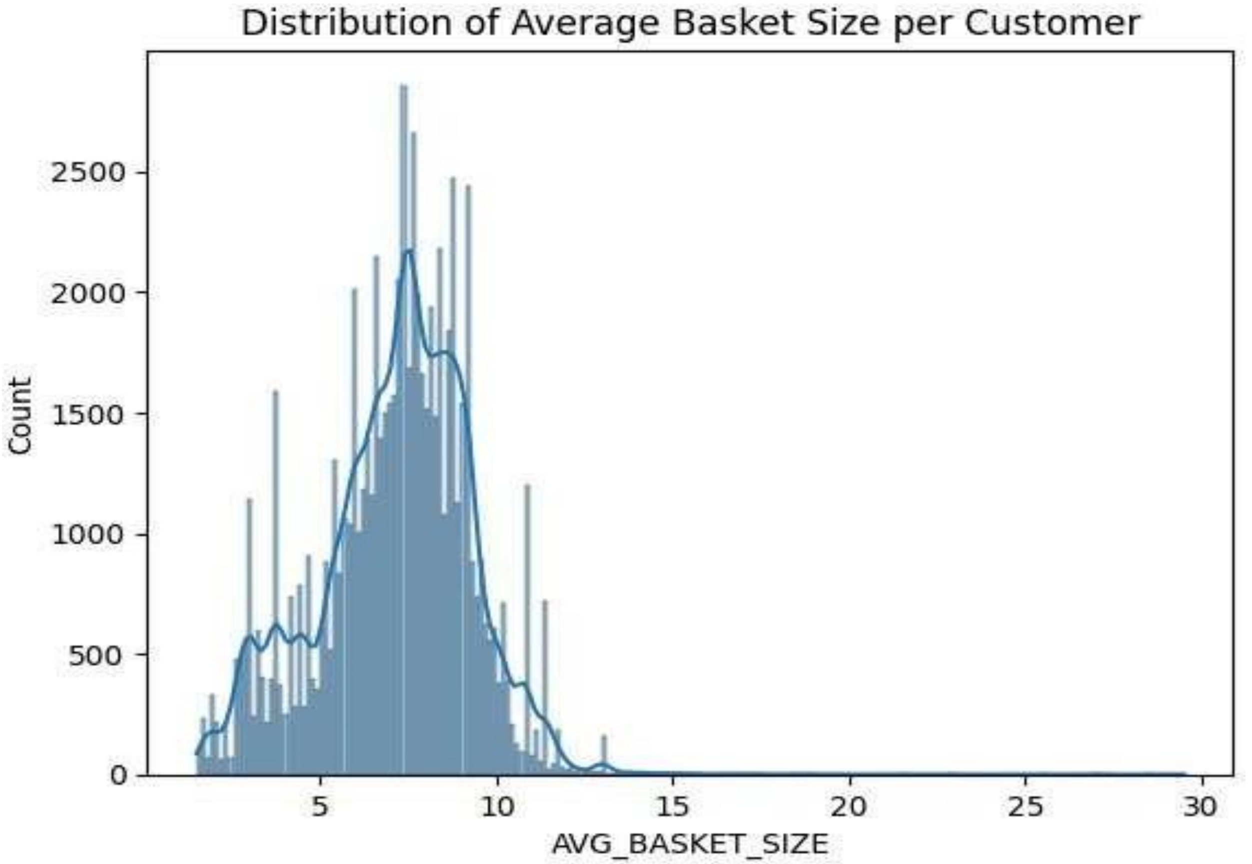
Distribution of average Basket Size per Customer



- **Observation:**

-The majority of customers have a basket size between 5 to 10 units.

-Long tail observed – very few customers buy more than 15 units.

- **Insights:**

-Majority customers shop for daily or weekly consumption.

-Create "basket size offers" – e.g., spend ₹500 and get ₹50 off – to move customers to the next tier.

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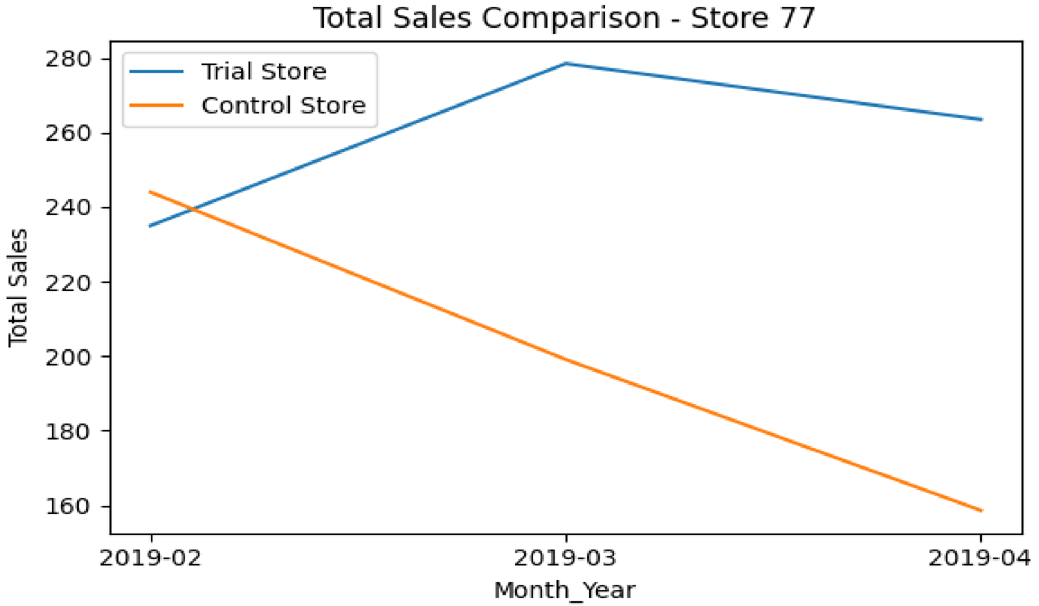
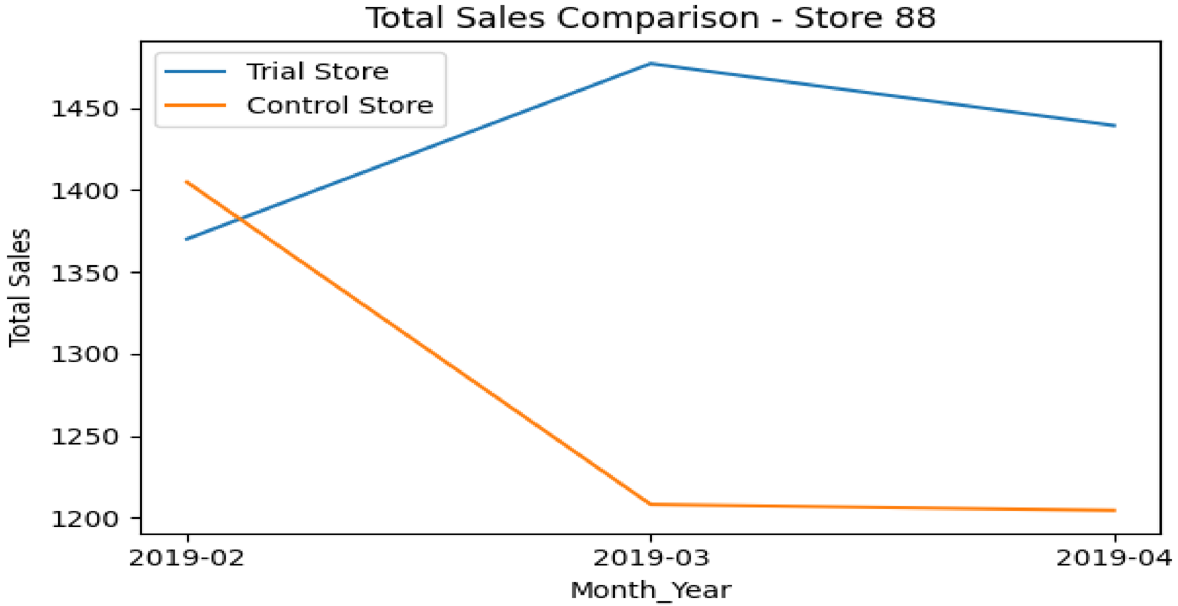
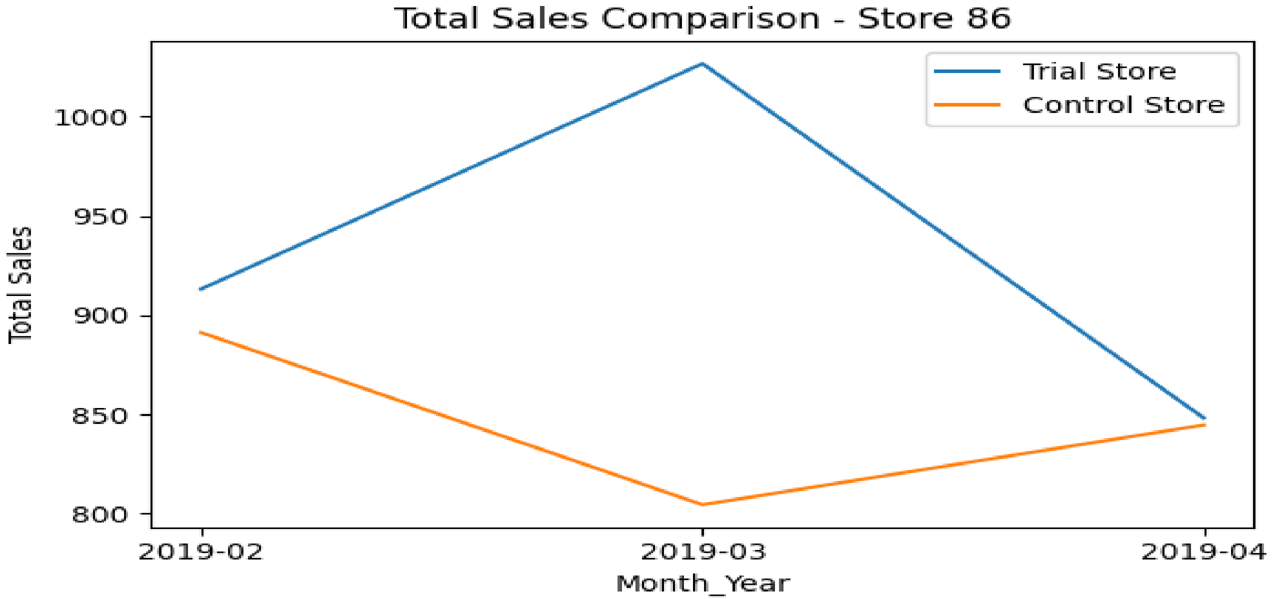
Task 2 Highlights

- **Trial Stores:** 77, 86, 88
- **Control Stores:** 233, 155, 237 (based on correlation & MAPE)
- Performance metrics: `total_sales`, `num_customers`, `avg_txn_per_cust`

Total sales comparison of Stores (77 , 86 , 88)







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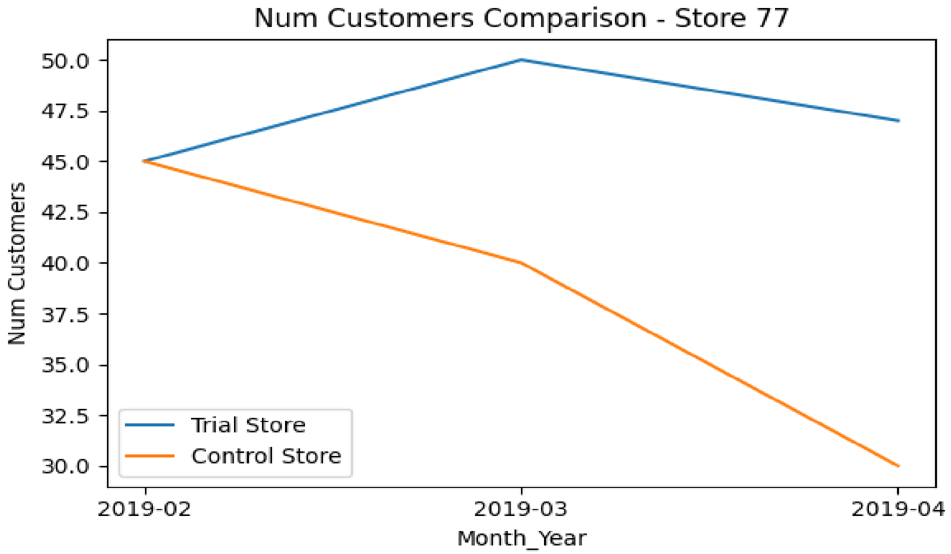
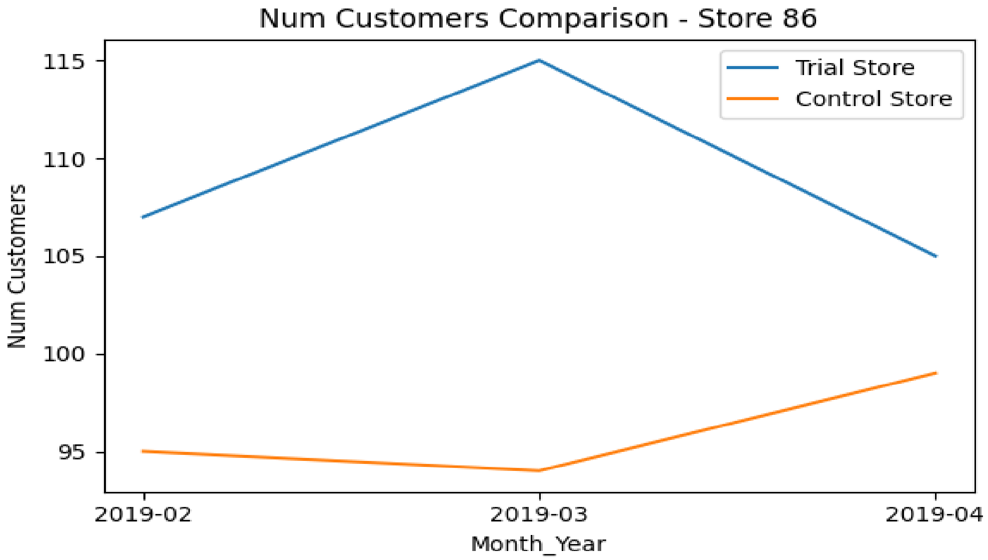
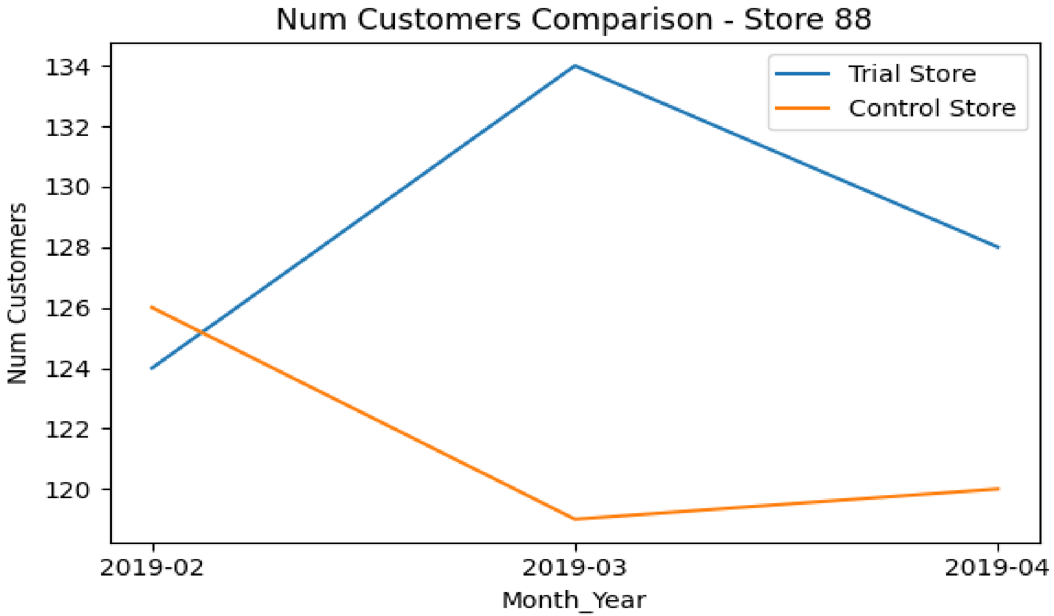
New Customer Comparison of Stores (77, 86 ,88)







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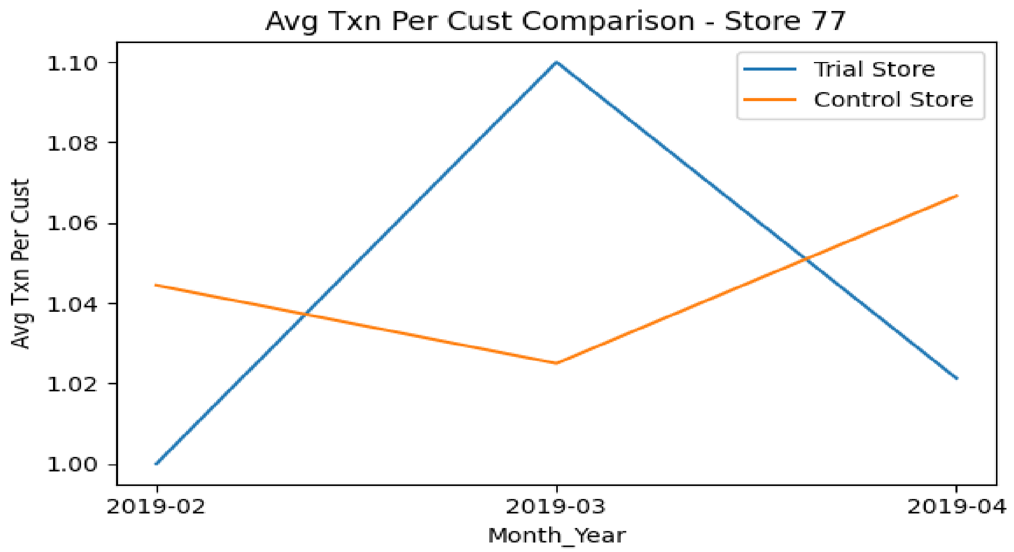
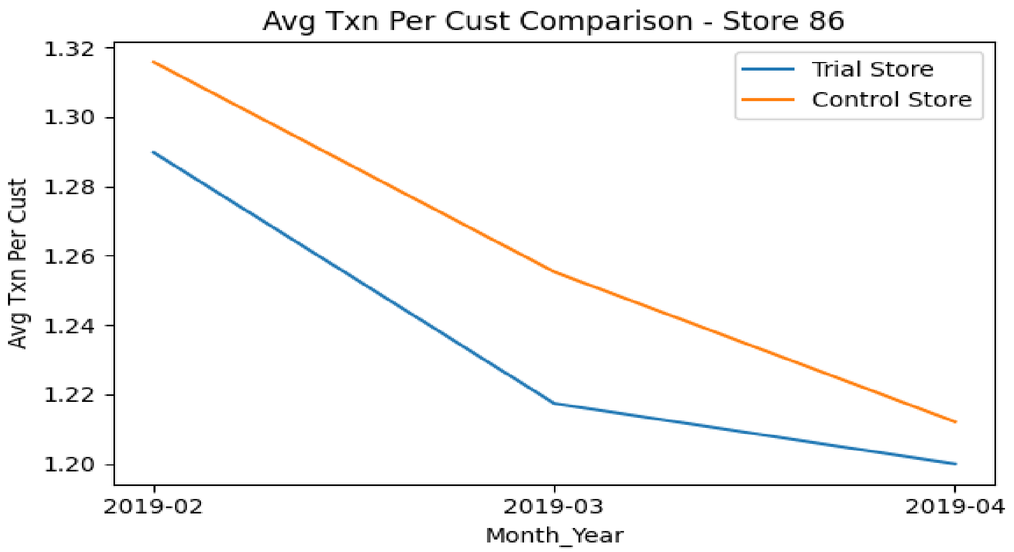
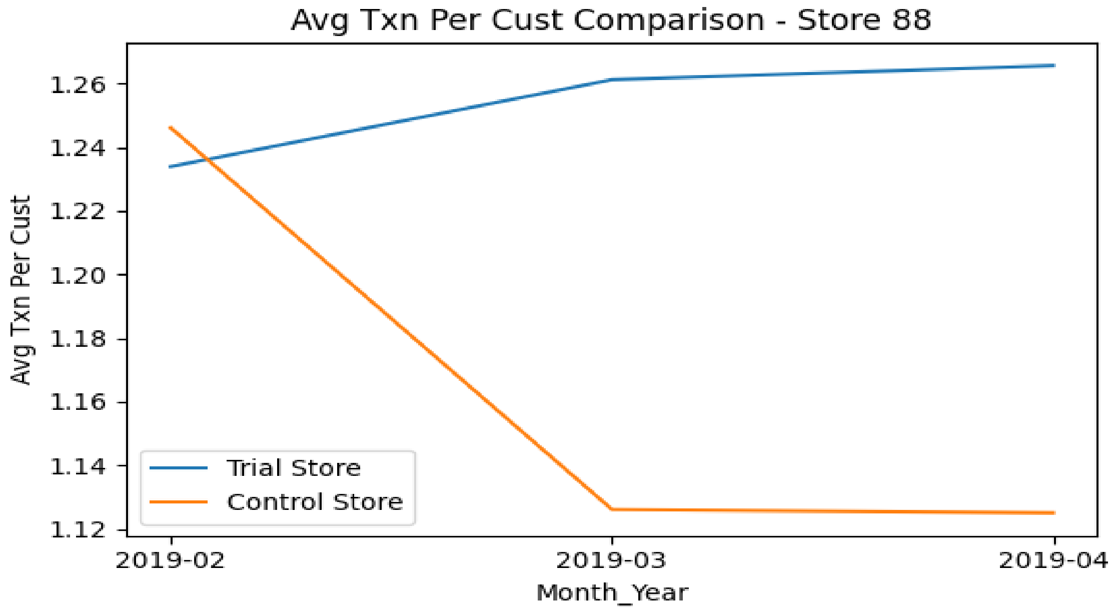
Avg Txn Per Customer Comparison of Stores (77, 86 ,88)







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01

Category

- **Key Callout:** Chips are an essential, frequently purchased item. Top brands dominate.

Affluence Impact on Chip Purchases

- **Mainstream customers** contribute the highest share of sales (**39%**) — they're the core revenue drivers.
- **Budget customers** form a close second (**35%**), indicating that chips are an affordable indulgence.
- **Premium customers**, although fewer in number (**26% sales share**), may have **higher spending potential** but show **lower engagement**.

📌 **Opportunity:** Introduce **loyalty programs**, **premium combo packs**, or **exclusive in-store experiences** to boost premium segment participation.

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Life Stage Impact

- **Older Singles/Couples** and **Retirees** contribute the most to total sales.
- This suggests **habitual buyers** with brand loyalty.
- **Young Families**, **New Families**, and **Young Singles/Couples** contribute less.
- Indicates **potential untapped market** for family packs, lunchbox-size options, or influencer-based campaigns.

📌 **Opportunity:** Target younger demographics with:

- Combo offers (e.g. “Buy 2, Get 1 Free”),
- Gamified campaigns or digital coupons,
- “Family Night” chip bundles.

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02

Trial store performance

Control Store Selection Summary

- Each trial store was matched with a **highly similar control store** using:
- Pearson correlation (sales & customers)
- MAPE (Mean Absolute Percentage Error)

Trial Store	Matched Control Store
77	233
86	155
88	237

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🔹 Performance Observations (Feb–Apr 2019)

✅ **Store 86 (Trial) – Most promising**

- Showed **consistent uplift** in:
- **Total sales**
- **Customer count**
- **Avg. transactions per customer**
- Indicates campaign **positively influenced** store behaviour.

⚠️ **Store 77 & Store 88**

- **No statistically significant difference** observed compared to their controls.
- Minor fluctuations possibly due to external trends or store-specific issues.

Recommendations & Next Steps

🔹 Product Strategy
- 🔄 Bundle Strategy: Pair bestsellers with slower-moving SKUs
- 📦 Larger Packs: Introduce value packs for families and habitual buyers
- 💥 Seasonal Promotions: Focus on Dec and Mar, when sales naturally peak

🔹 Customer Targeting
- 🧓 Older Demographics: Loyalty programs or subscription-style offers (auto-delivery)
- 👨‍👩‍👧 Young Families: Campaigns targeting meal/snack time with chips
- 🎯 Premium Customers: Exclusive deals, limited edition flavours, early access

🔹 Store Campaign Strategy
- 🏪 Store 86 Success: Scale similar campaigns to stores with comparable demographics
- 🔍 Store 77 & 88: Re-assess campaign execution or timing, consider re-testing with revised offers

🔹 Analytics Next Steps
- 📊 Track performance using:
- Transaction volumes
- Repeat customer rate
- Basket size growth
- 🧪 Test promotions A/B style to refine tactics further

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