

January 2023

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

The number of chips transactions dramatically increases prior to Christmas. Thus, added visibility to customers via a promotional display or Gondola end would increase purchases driving sales growth over this holiday period. Also we found that there are three group – young singles/couples, retirees (from Mainstream segment) and older families (Budget) who contributed mainly in sales process. There is more opportunity for sales with these shoppers.

02

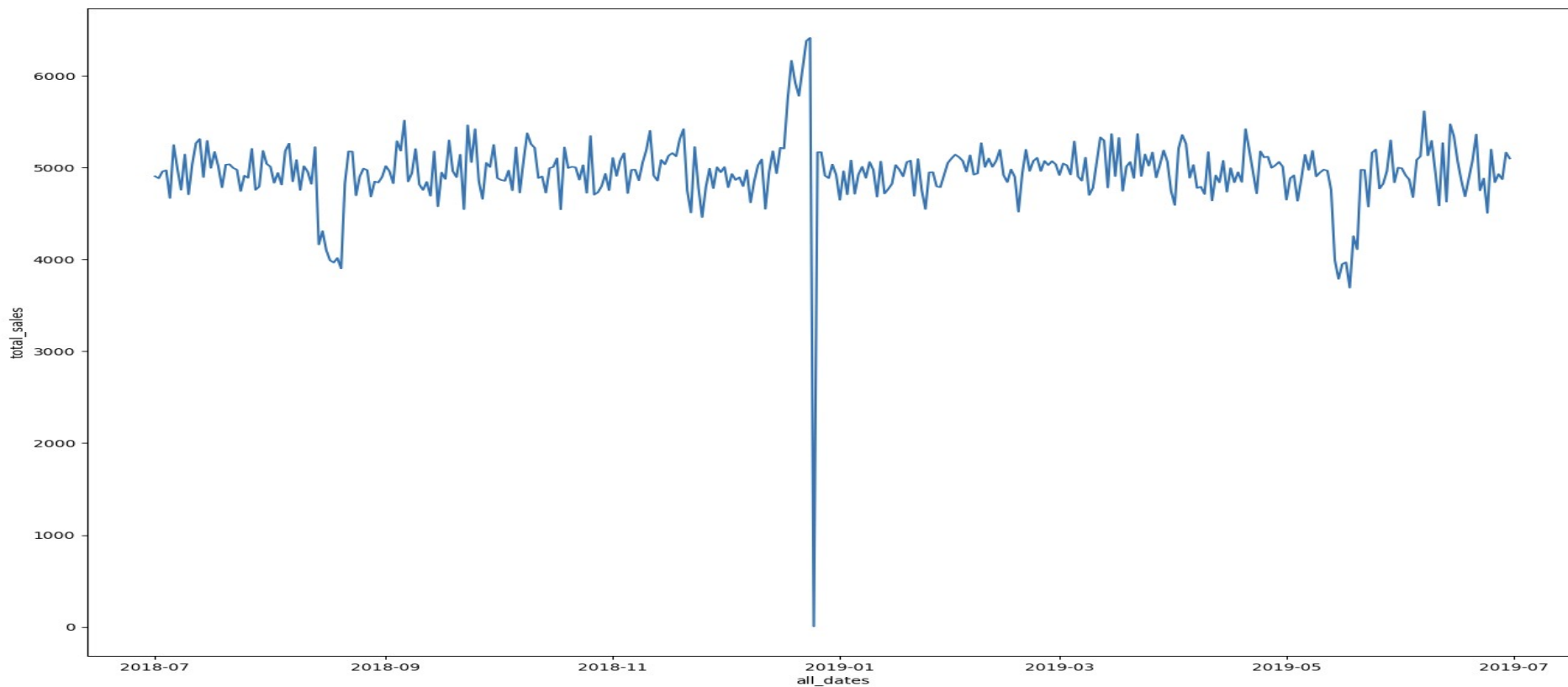
Task 2

In the second part of the research we found that 77 and 88 stores showed significant increase in sales and number of customers compared with control stores in trial period, but in 86 store increase in sales was in just one month of three.

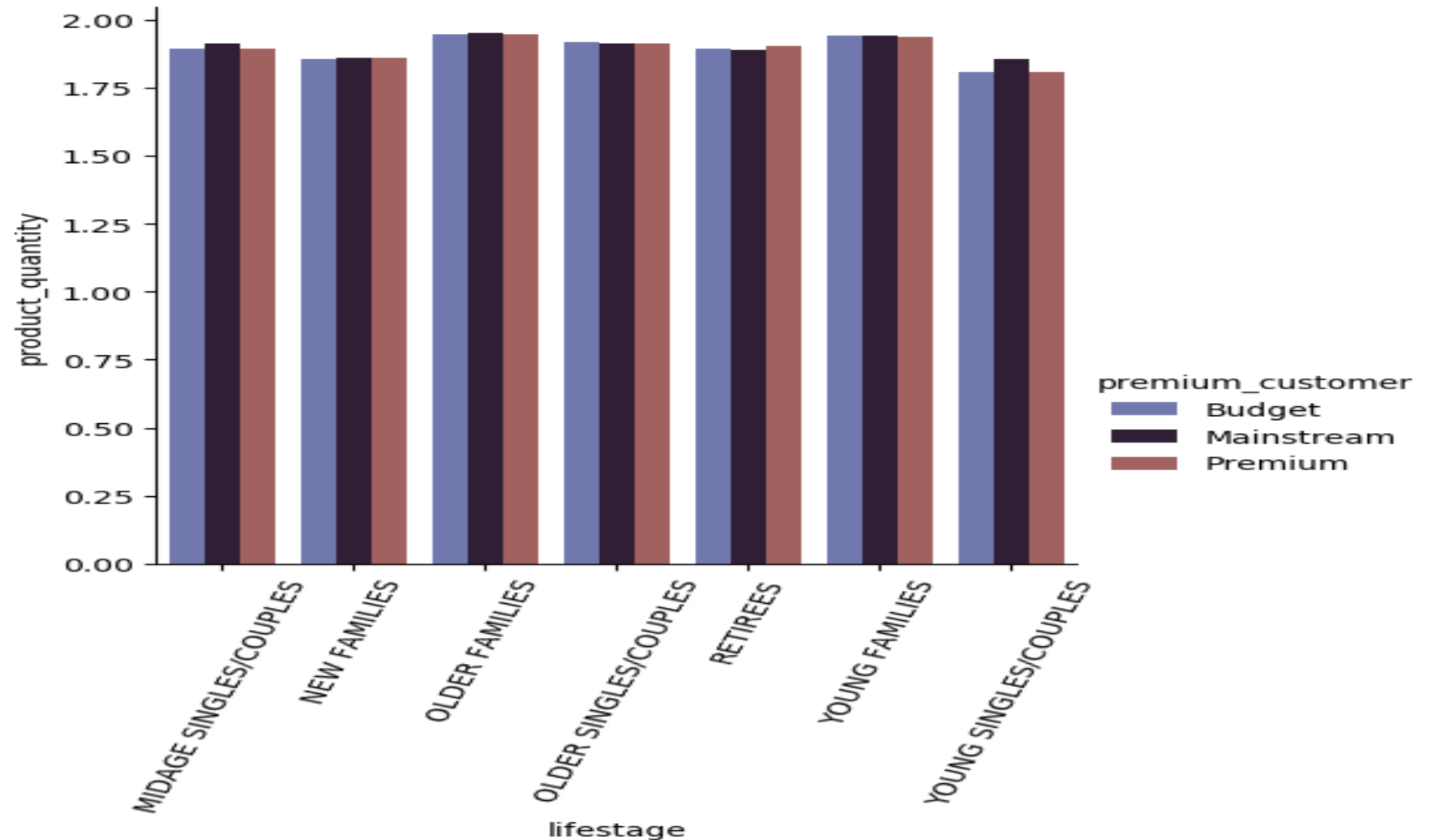
01

Category

The number of Chips transitions has remained relatively consistent over the last 52wks; a notable increase occurred in the week leading up to Christmas. The figure below shows transactions of Snacks - Chips over time.

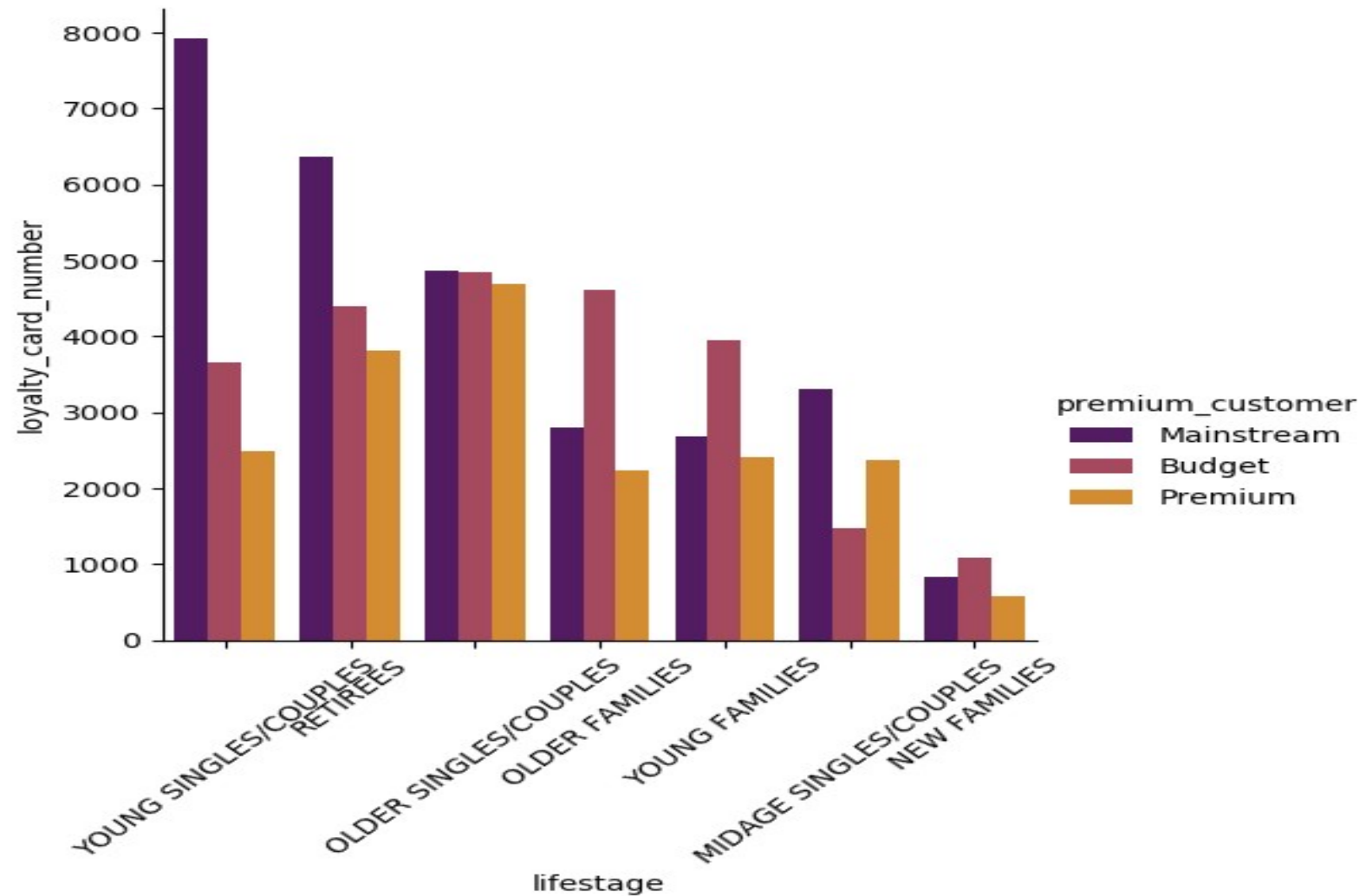


We found that Older Families and Young Families despite on their class purchase more chips per customer.



We made a conclusion that main contributors in sales are Older Budget Families, Mainstream Young singles/couples and Mainstream retirees. Two last because there are more of them among customers, but the first ones just purchasing more chips per customer.

The figure shows distribution of customers depending on their Lifestage and affluence.



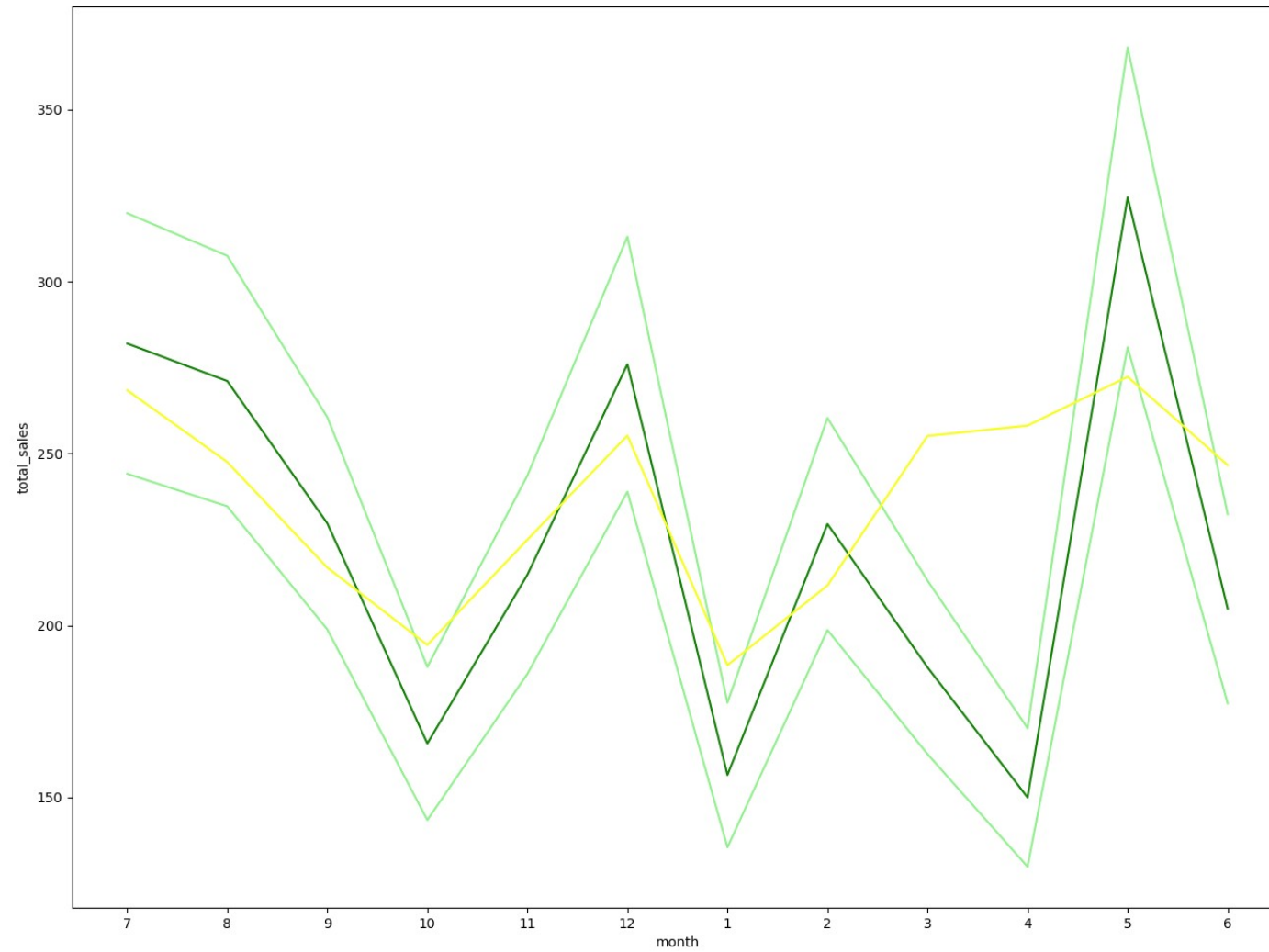
02

Trial store performance

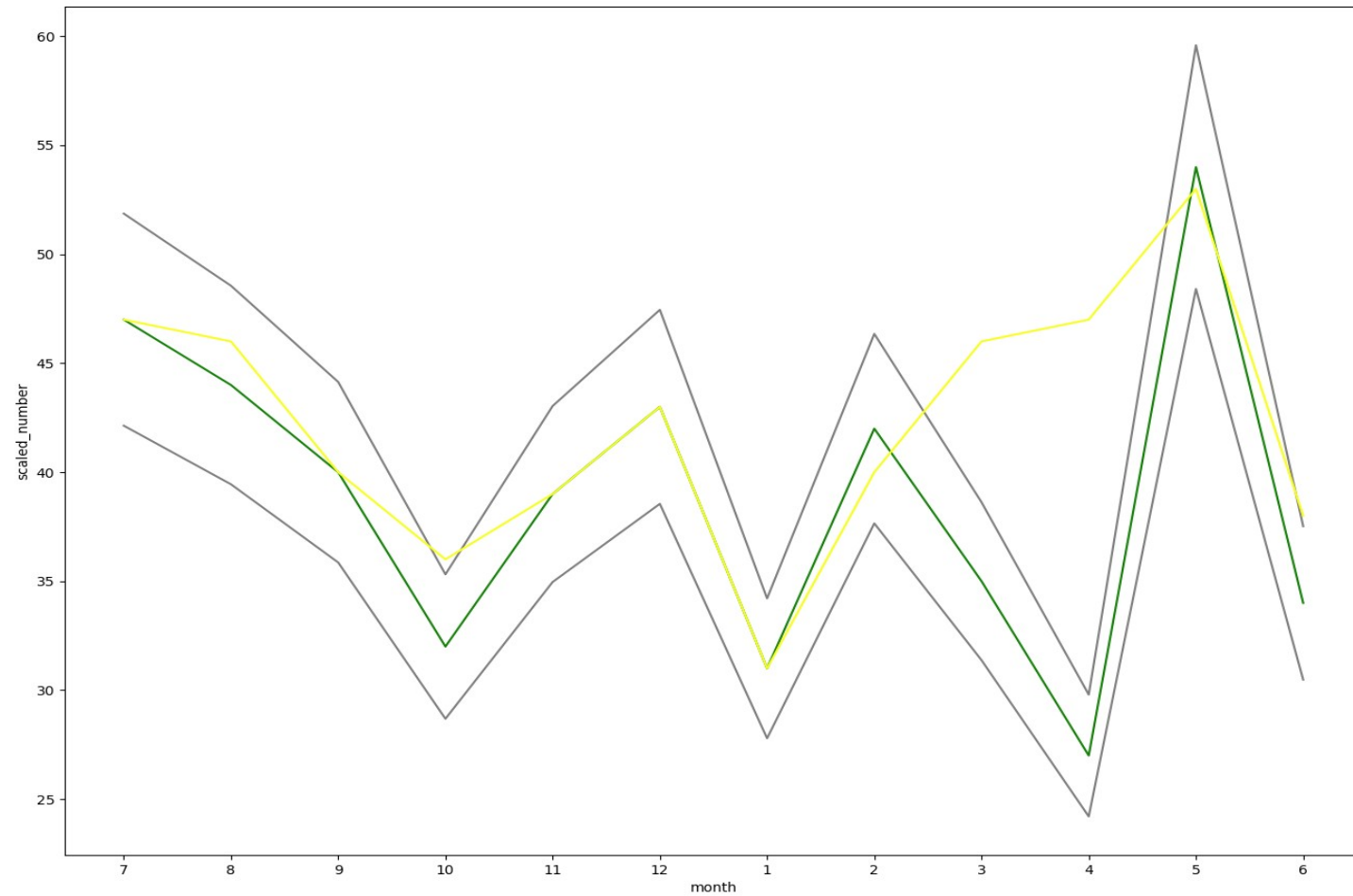
There are three trial stores 77, 86 and 88 which were explored during their trial period from 1 of February 2023 to the end of April 2019. We found very similar stores to those ones among 269 remaining stores for estimation of probable enhancement impact, and the control stores are 233, 155 and 237 respectively.

77 and 88 trial stores showed significant increase in total sales in at least two of three months of trial period. But 86 store showed not so good results in total sales, at the same time the number of customers in 86 store increased significant, while in 86 store just in one month of three.

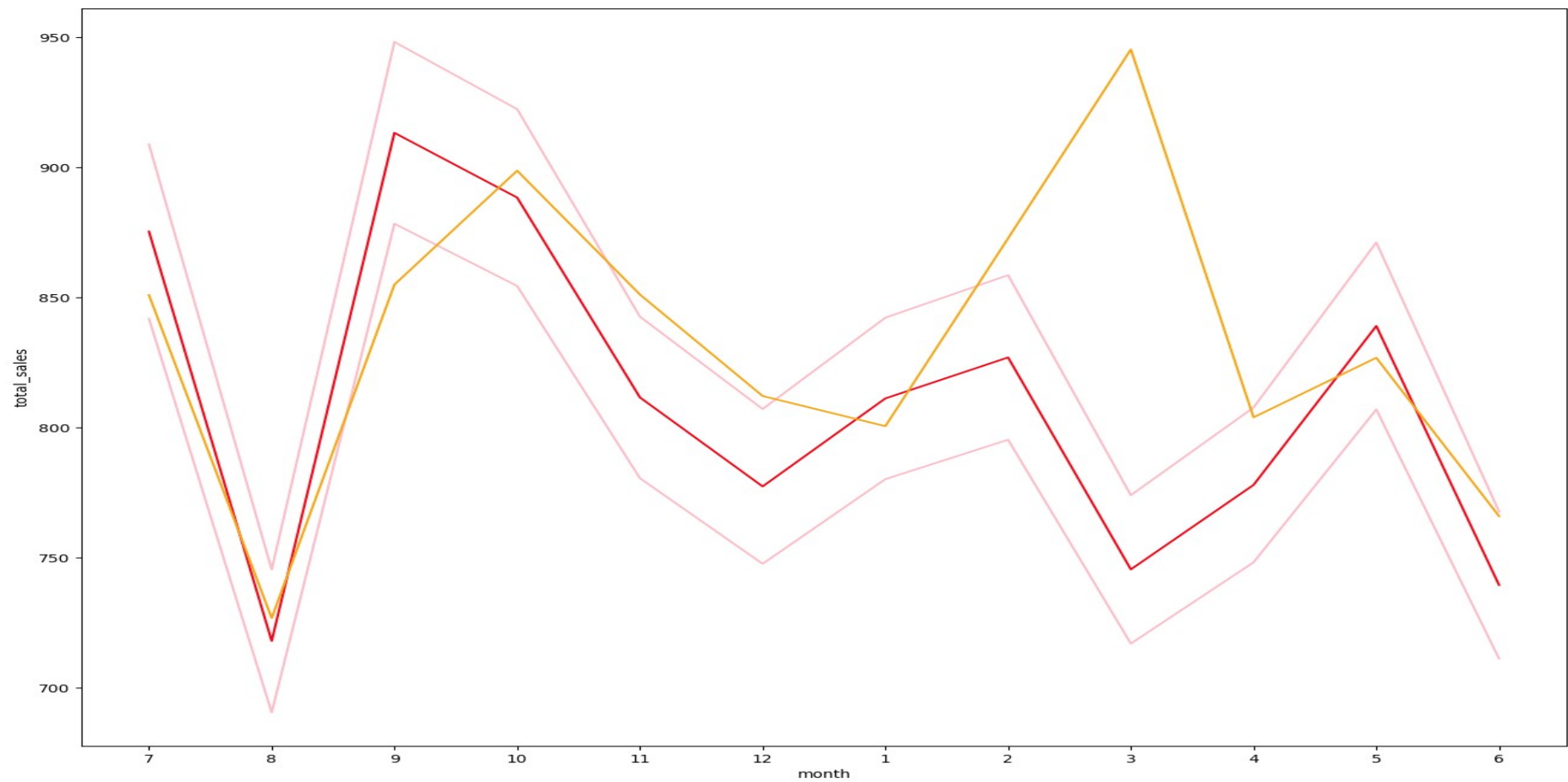
Sales increase in 77 store vs 233 (yellow line in 2, 3, 4 months)



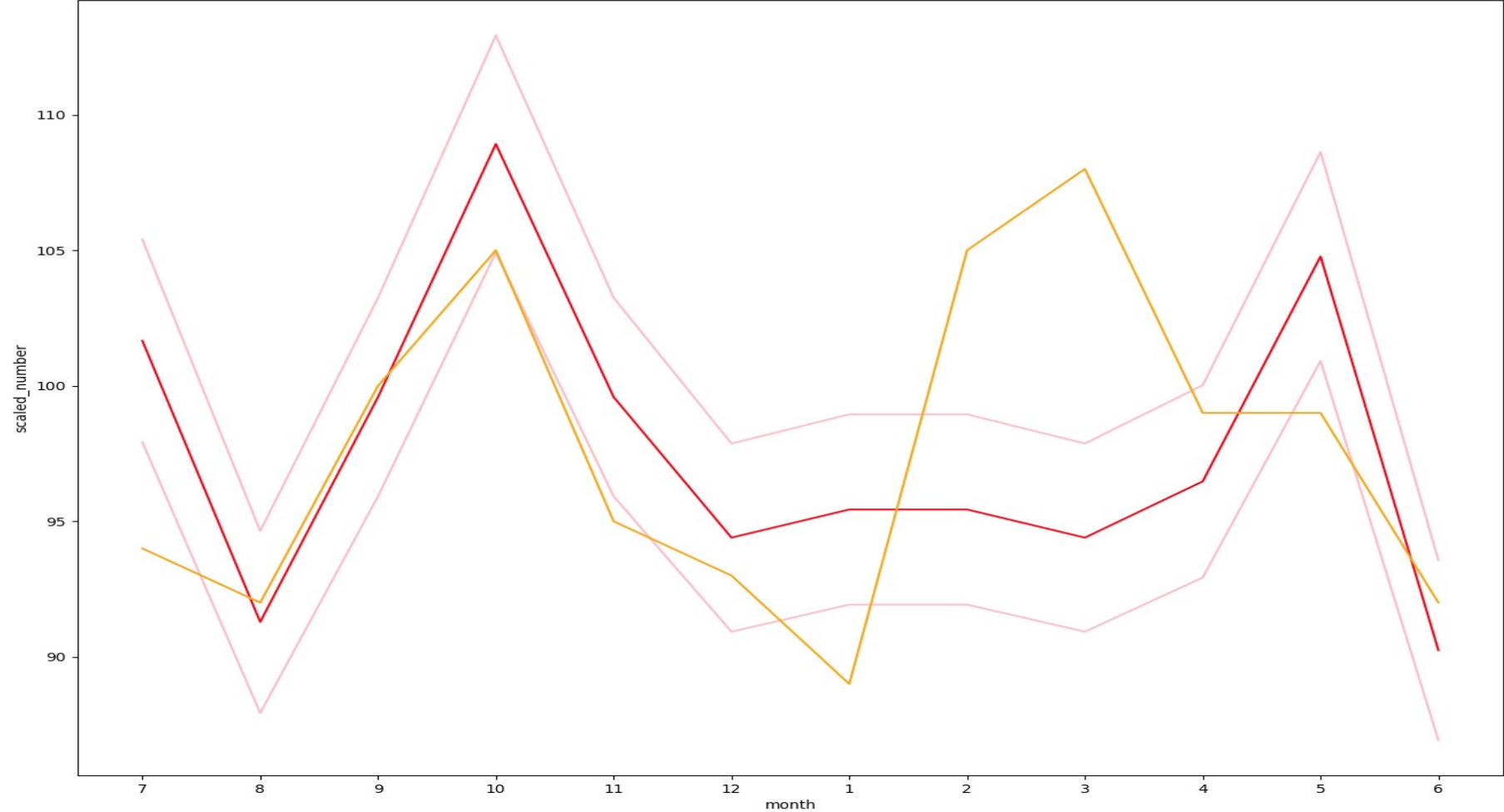
Number of customers increase in 77 store vs 233 in trial period (yellow line).



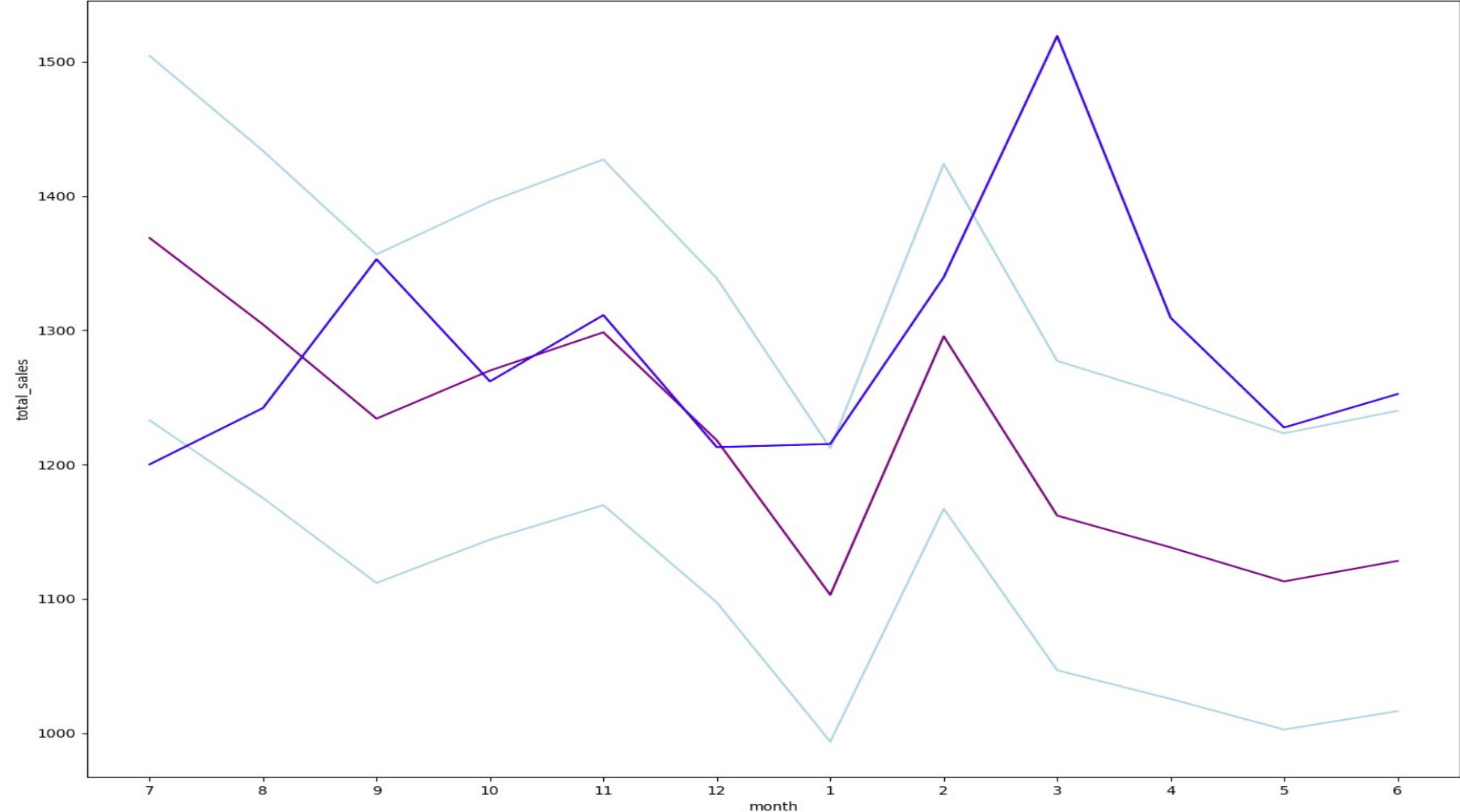
Sales increase in 86 store vs 155 (orange line in 2, 3, 4 months)



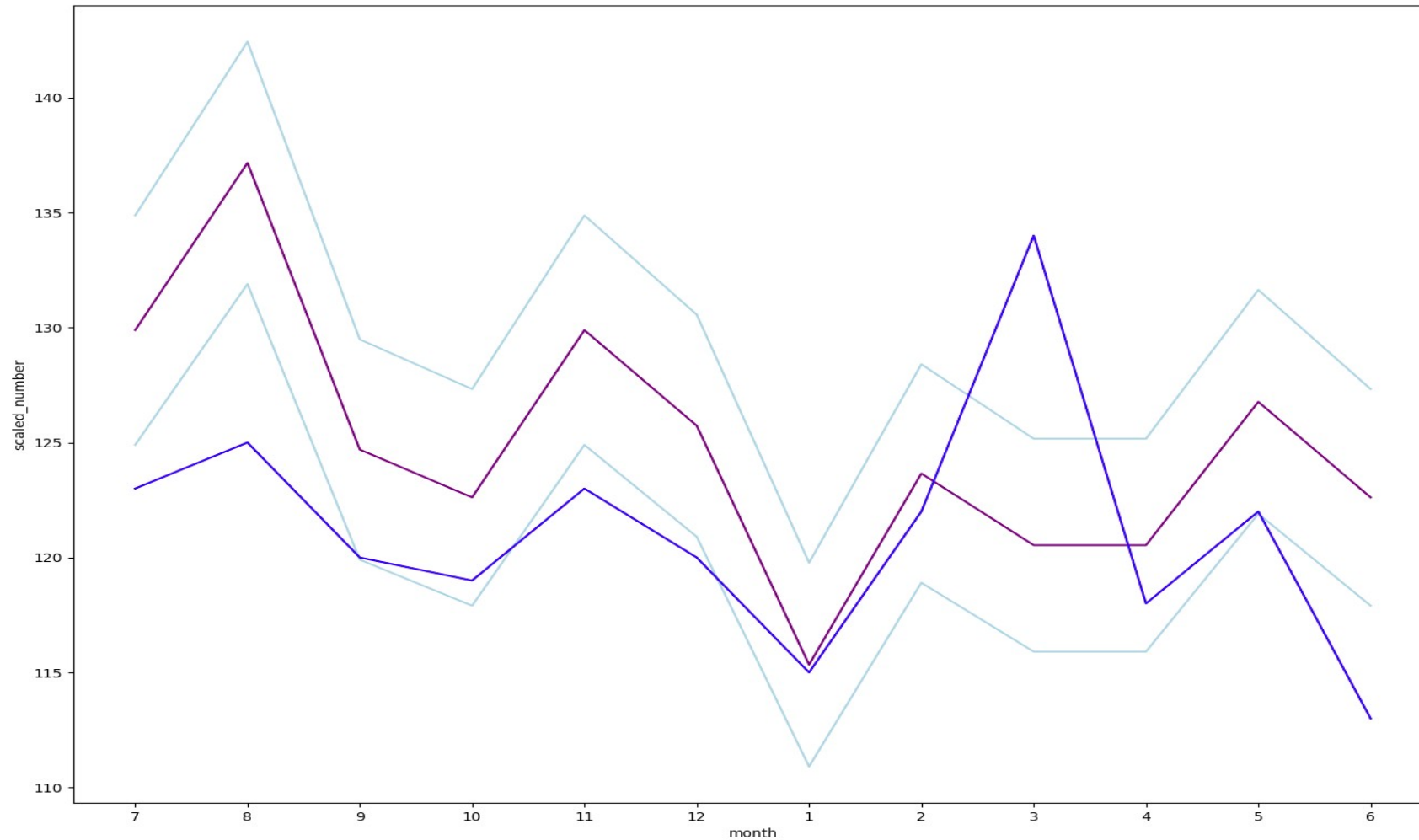
Number of customers increase in 86 store vs 155 in trial period (orange line).



Sales increase in 88 store vs 237 (blue line in 2, 3, 4 months)



Number of customers increase in 88 store vs 237 in trial period (blue line).





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