

December 2025

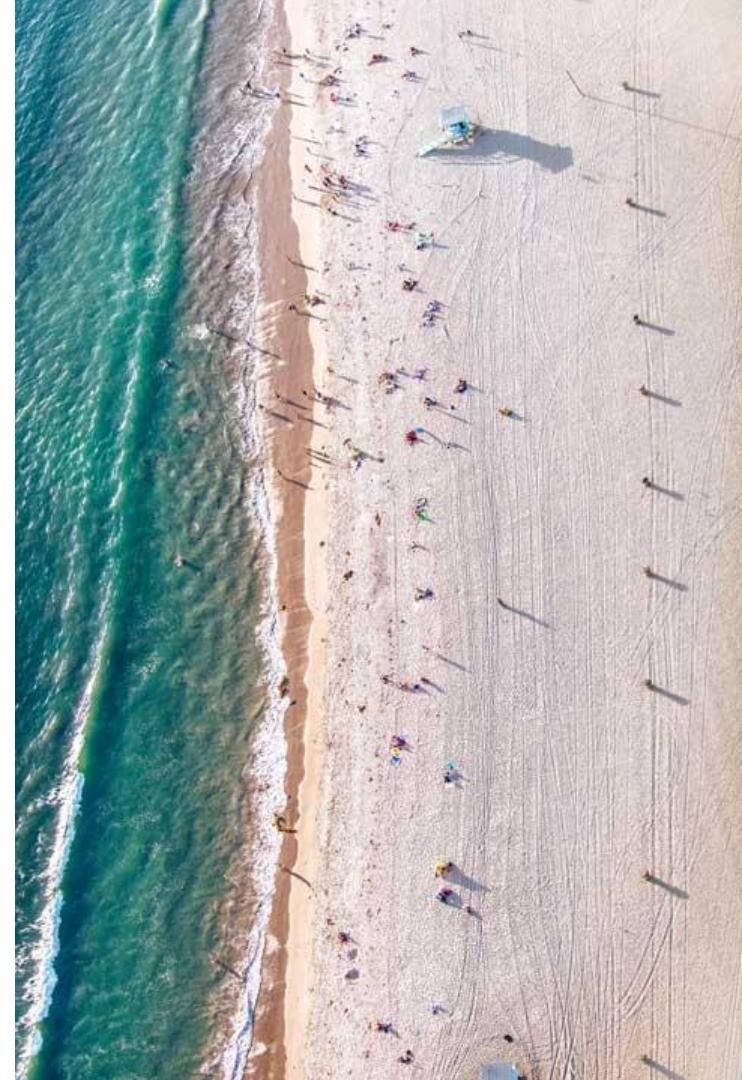
# **Project Quantum:** **Category Reviews - Chips**

Understand patterns and  
segmentation of customers under  
actionable recommendation



Cristian Torres  
Baron

Classification: Confidential



# 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
- 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.

We all have a responsibility to use data for good

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

0  
1

What analyze?

Customer segments, Purchasing Behavior, Certain life stage and premium customer groups contribute a disproportionate share of total chip revenue with brand choices varies by segment

0  
2

What find?

Trial stores showed a **clear sales uplift** compared to matched control stores, the trial intervention generated a **measurable and attribute commercial impact** by increased customer participation was the main driver of improved performance

0  
3

Impact

Supported data-driven investment decision and reduced the risk of scaling ineffective strategies across the store network and enabled leadership to make informed the invest which customer to target and how to scale initiatives

# 01 What analyze?

## What Analyzed?

Supermarket **chip transaction data** and **customer segmentation data**

Customer behavior by **lifestage** and **premium status**

Sales performance across **trial and control stores**

Key drivers of performance: **sales, customers, transactions, and purchasing behavior**

## Why It Was Analyzed

To understand **who drives chip sales** and how they purchase

To identify **commercially valuable customer segments**

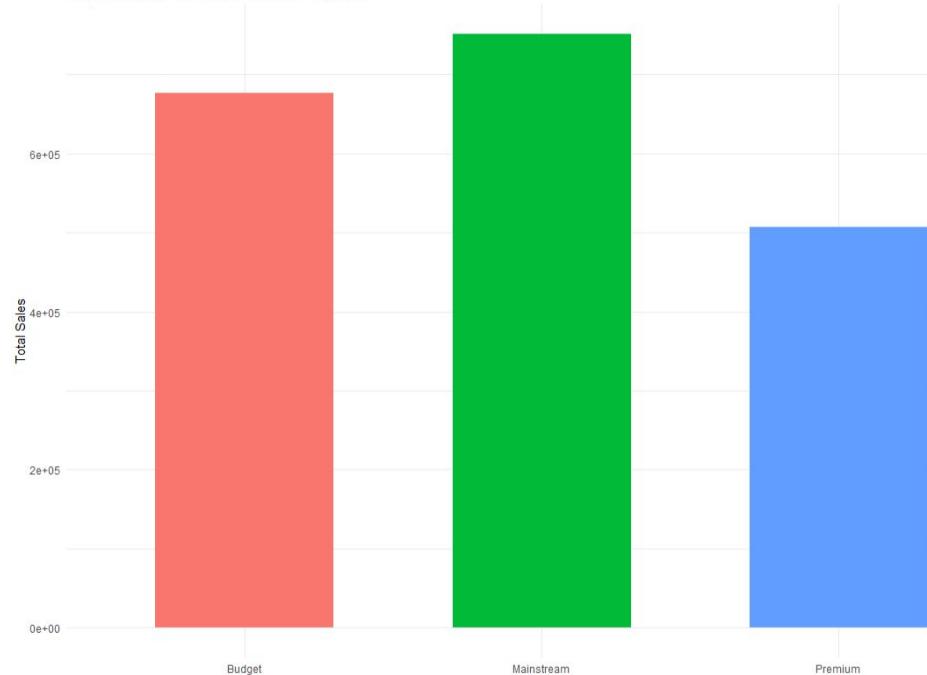
To evaluate whether a **retail trial generated real sales uplift**

To support **data-driven decisions** for category strategy and scaling initiatives

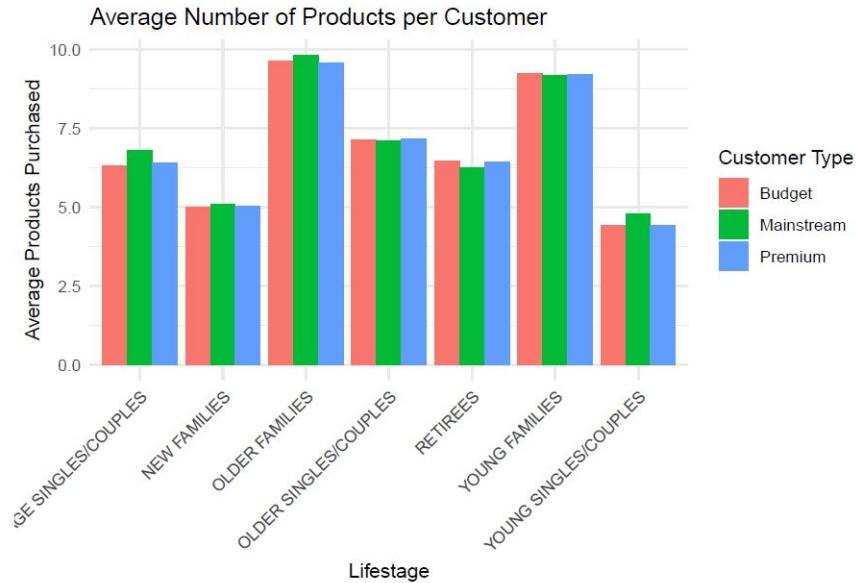
Overview: This analyze focuses on understanding customer purchasing behavior within the chips category and evaluating whether targeted retail initiatives can drive measurables sales Combining the customer segmentation while the objective is to identify who drives category value

Chip sales are primarily driven by Mainstream and Budget customers, while Premium customers represent a smaller share of total category sales.

Chip Category Sales by Affluence Segment

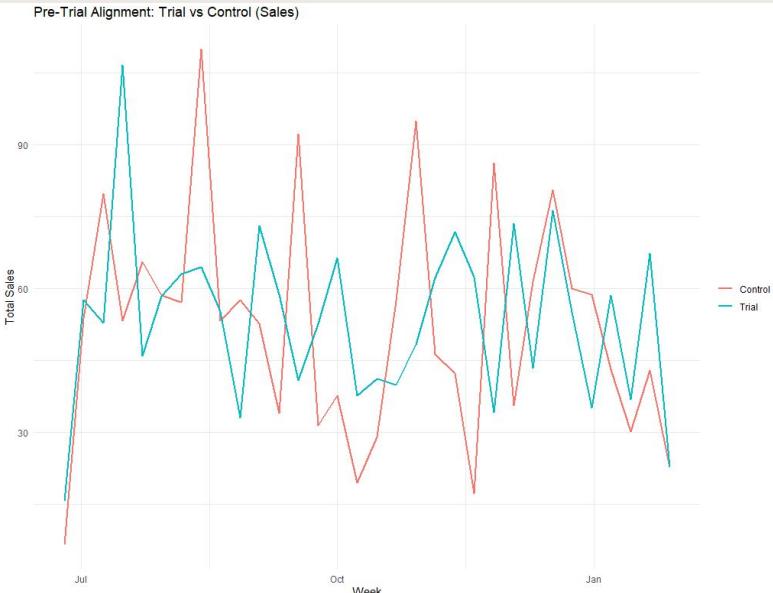


Household composition is a stronger driver of chip per customer than singles or retirees, regardless of affluence level where the composition is a stronger driver of chip purchase volume than customer affluence this have implication in the volume growth and is better in family-oriented strategies



# 02 Trial store performance

To determine whether the trial initiative delivered a real commercial impact on chip sales, beyond normal is been identified the trial stores and selected comparable control stores based on pre-trial performance established a pre-trial baseline. Compared trial store results against scaled control stores to isolate trial impact were driven by the trial rather than seasonality or existing performance trends

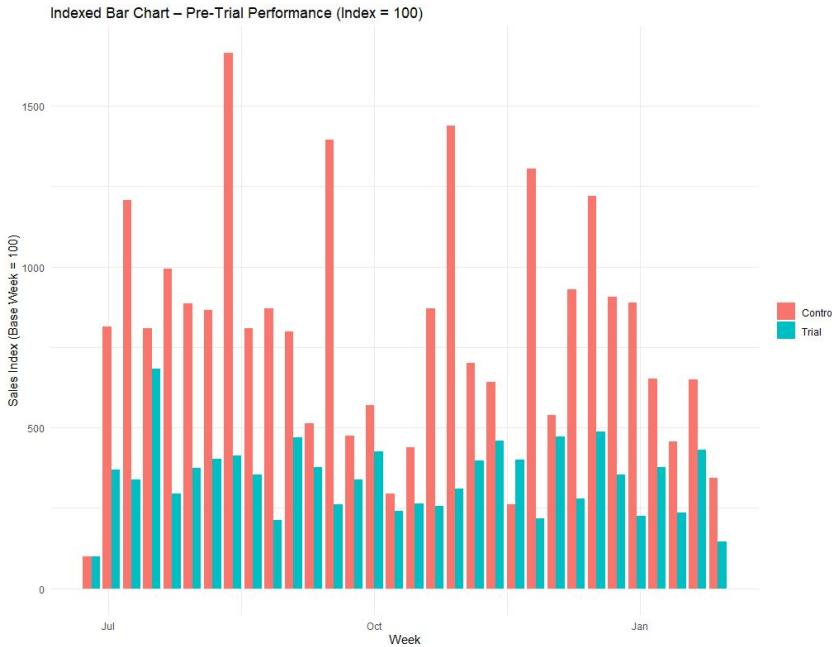


Trial and Control stores followed similar sales trends before the trial, validating the comparision

# Explanation of the control store vs other stores

This chart control store mirrors the trial store's pre-trial sales patterns, validating its use as a fair comparison

Where show that the control store closely tracks the sales movements through trial period



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

The trial store delivered a positive performance during the trial period showing a clear uplift in sales

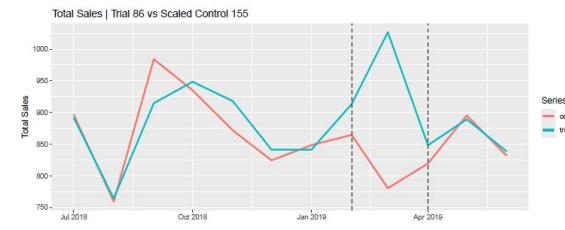
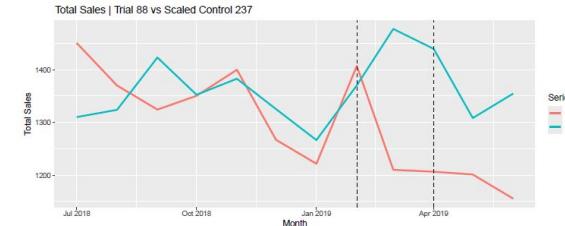
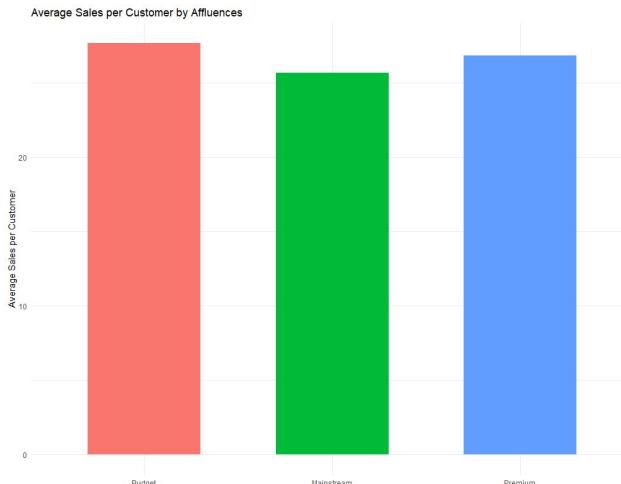
Based on the consistent uplift relative to the control store, the trial strategy should be considered for broader rollout where this was successful



# Recommendation - Category strategy for Chips

## Scale the trial strategy by focusing on high-value customer segments and traffic-driven initiatives

- Prioritize **family segments**, which consistently drive higher purchase volumes.
- Leverage **premium positioning** to increase value per pack without relying on increased purchase frequency.
- Use targeted in-store execution to **drive customer traffic**, as this proved to be the primary driver of sales uplift during the trial.





**Disclaimer:** This document comprises, and is the subject of intellectual property (including copyright) and confidentiality rights of one or multiple owners, including The Quantum Group Pty Limited and its affiliates (**Quantum**) and where applicable, its third-party data owners (**Data Providers**), together (**IP Owners**). The information contained in this document may have been prepared using raw data owned by the Data Providers. The Data Providers have not been involved in the analysis of the raw data, the preparation of, or the information contained in the document. The IP Owners do not make any representation (express or implied), nor give any guarantee or warranty in relation to the accuracy, completeness or appropriateness of the raw data, nor the analysis contained in this document. None of the IP Owners will have any liability for any use or disclosure by the recipient of any information contained in, or derived from this document. To the maximum extent permitted by law, the IP Owners expressly disclaim, take no responsibility for and have no liability for the preparation, contents, accuracy or completeness of this document, nor the analysis on which it is based. This document is provided in confidence, may only be used for the purpose provided, and may not be copied, reproduced, distributed, disclosed or made available to a third party in any way except strictly in accordance with the applicable written terms and conditions between you and Quantum, or otherwise with Quantum's prior written permission