

December 2025

Project Quantum: Category Reviews - Chips

Understand patterns and
segmentation of customers under
actionable recommendation



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Executive summary

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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

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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

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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 wich 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

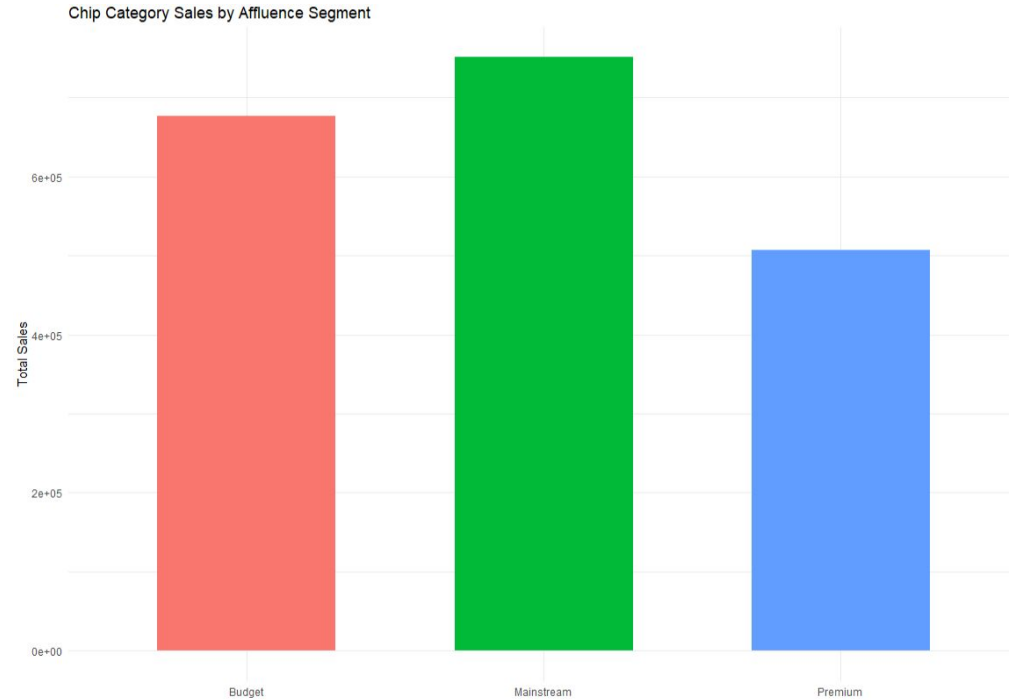
To identify **commercially valuable customer segments**

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

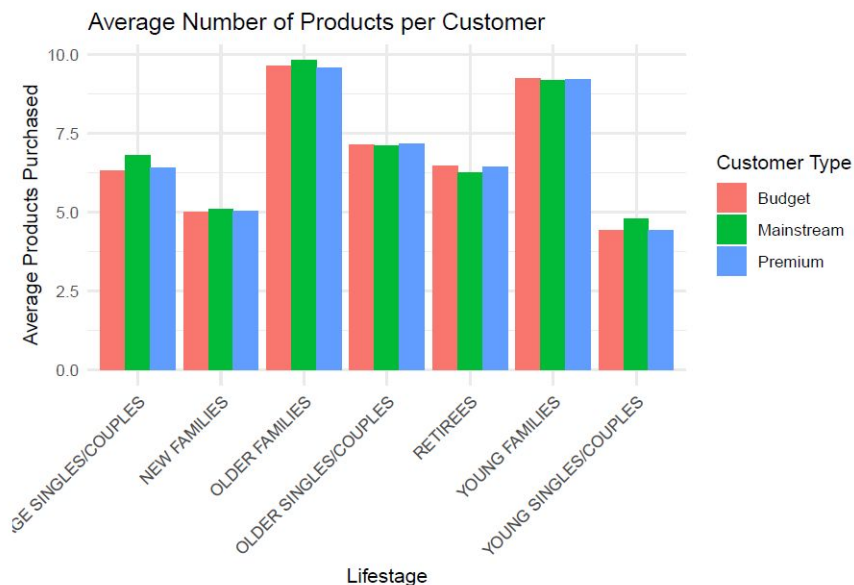
To support **data-driven decisions** for category strategy and scaling initiatives

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.

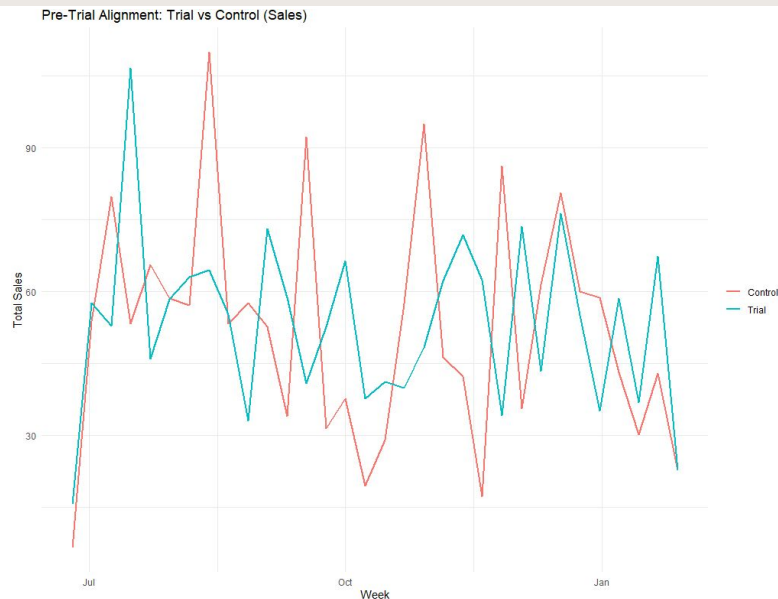


Household composition is a stronger driver of chip per customer than singles or retirees, regardless of affluence level where the composition is a stronger driver of chip purchase volume than customer affluence this have implication in the volume growth and is better in family-oriented strategies



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

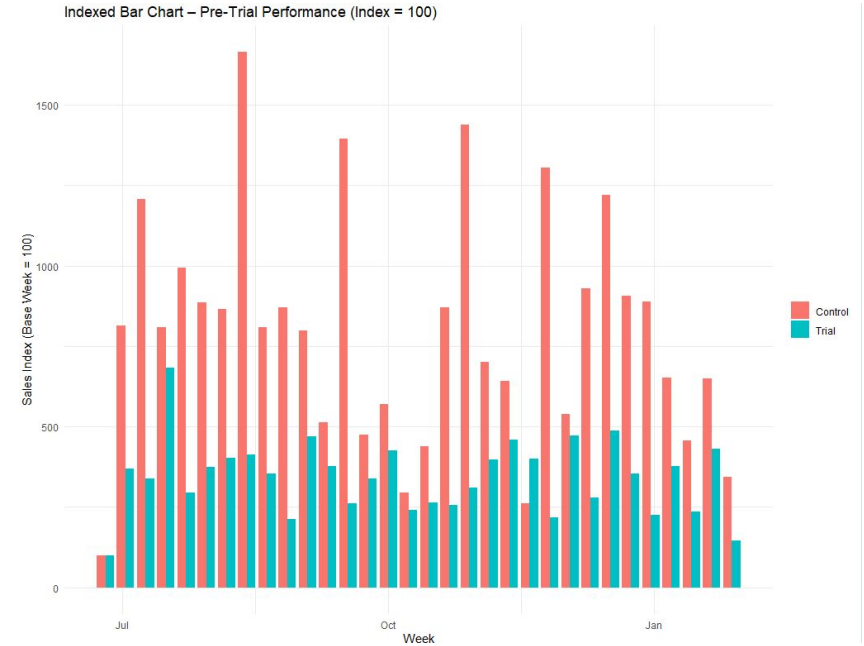


Trial and Control stores followed similar sales trends before the trial, validating the comparison

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

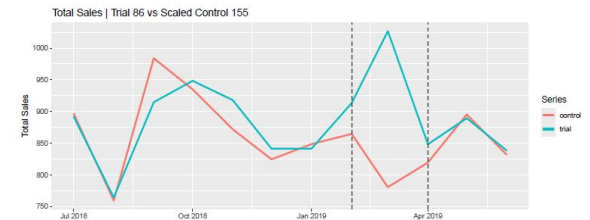
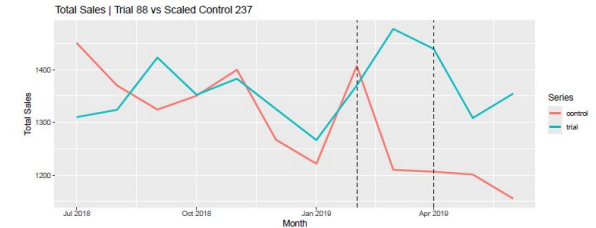
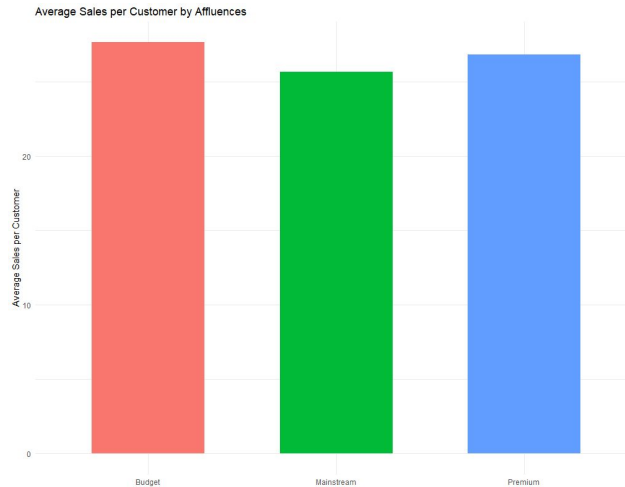
Based on the consistent uplift relative to the control store, the trial strategy should be considered for broader rollout where these was successful



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.



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