June 2020

Category review: Chips

Retail Analytics

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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
- 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**

Chips transactions sales increase substantially in December before Christmas.

Dips in sales were observed during Aug 2018 and May 2019.

Older and Young Families have the highest average purchase unit per unique customer

Highest sales were observed generally for those who were not premium customers. The biggest sales of all were from Older Families – Budget, Young Singles/Couples – Mainstream and Retirees – Mainstream.

02 **Task 2**

Trial stores 77 and 88 experienced significant increases in total sales and customers during the trial period compared to their respective controls

Trial store 86 also experienced increase, but insignificant compared to its control.

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01

Category

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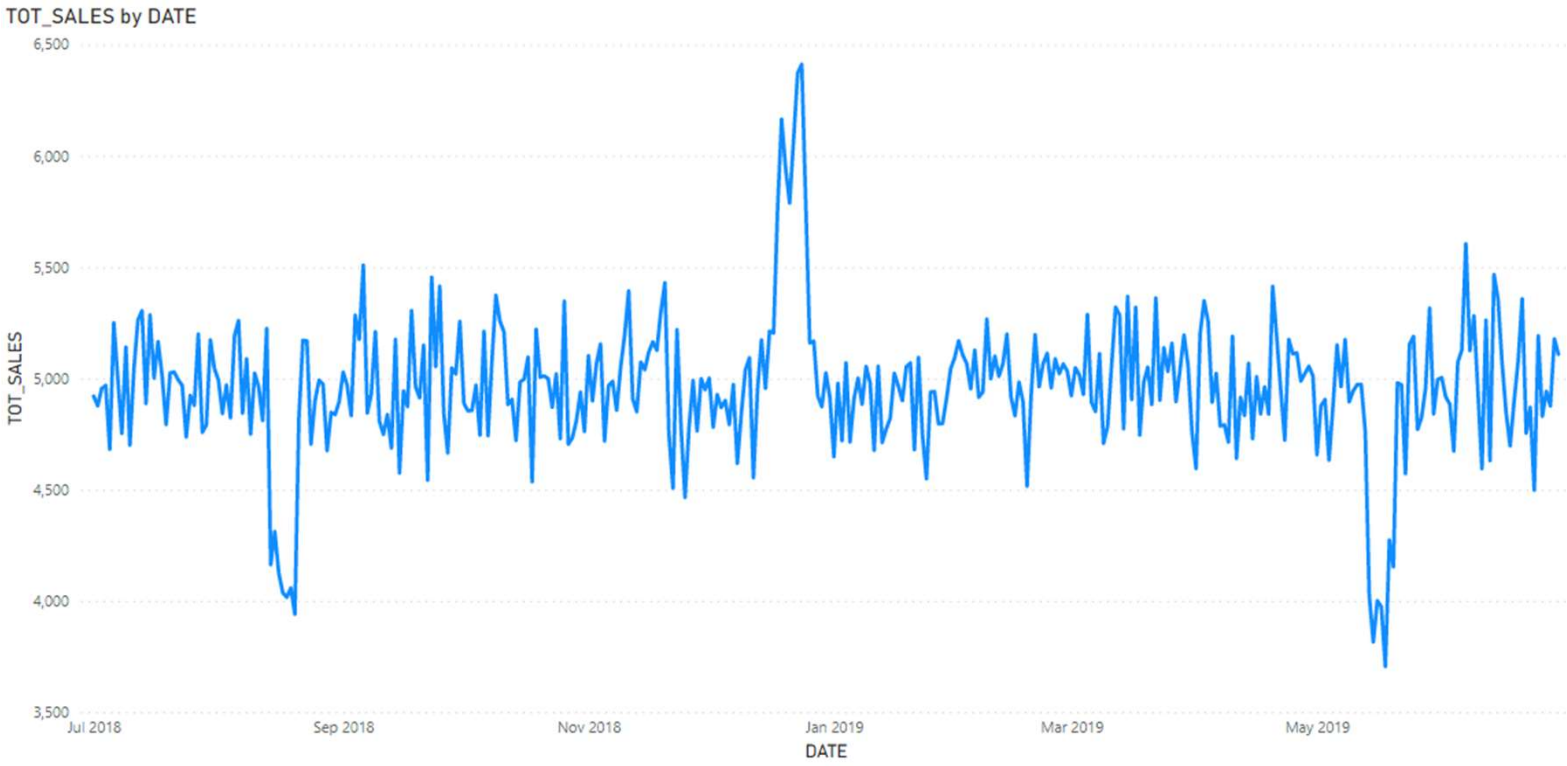
Looking at this graph, we see dips in sale during Aug 2018 and May 2019. We also observe a peak in sales in Dec 2018 (which we can attribute to Christmas sales).



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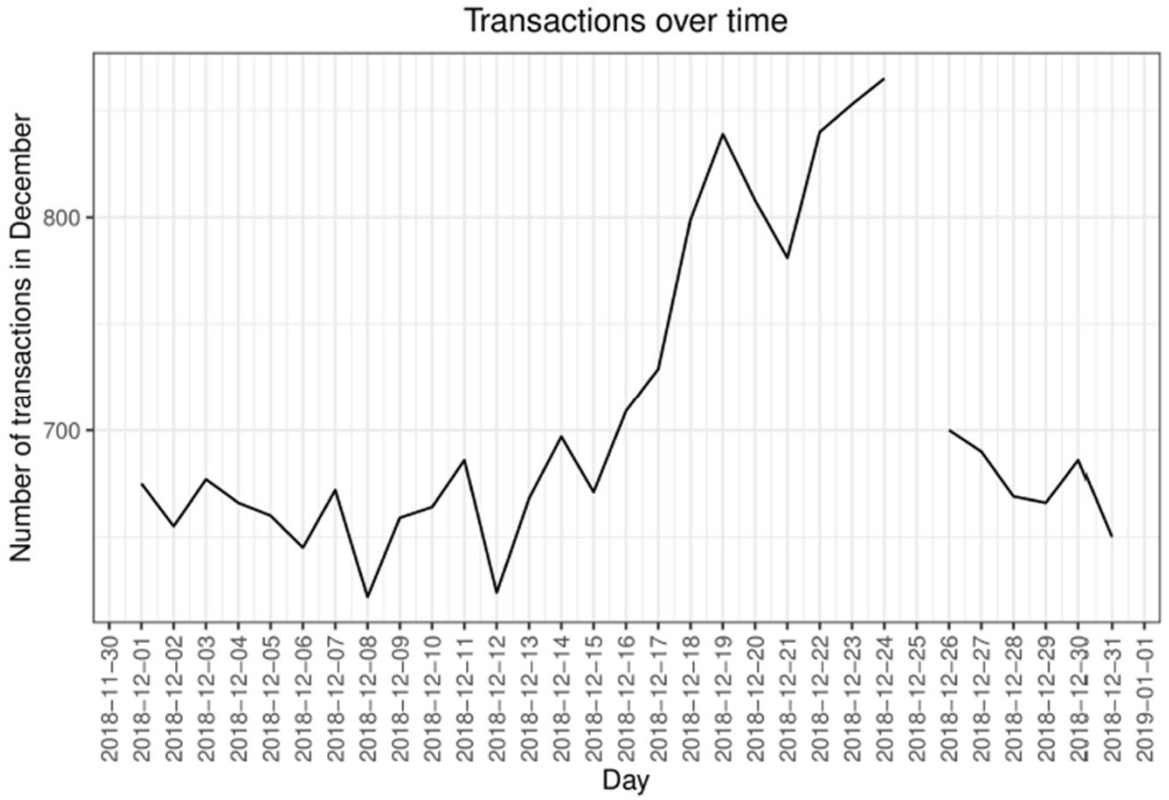
Looking at December 2018, observe that there were no transactions made on December 25 (Christmas Day – non-operational), so no sales were made that day.



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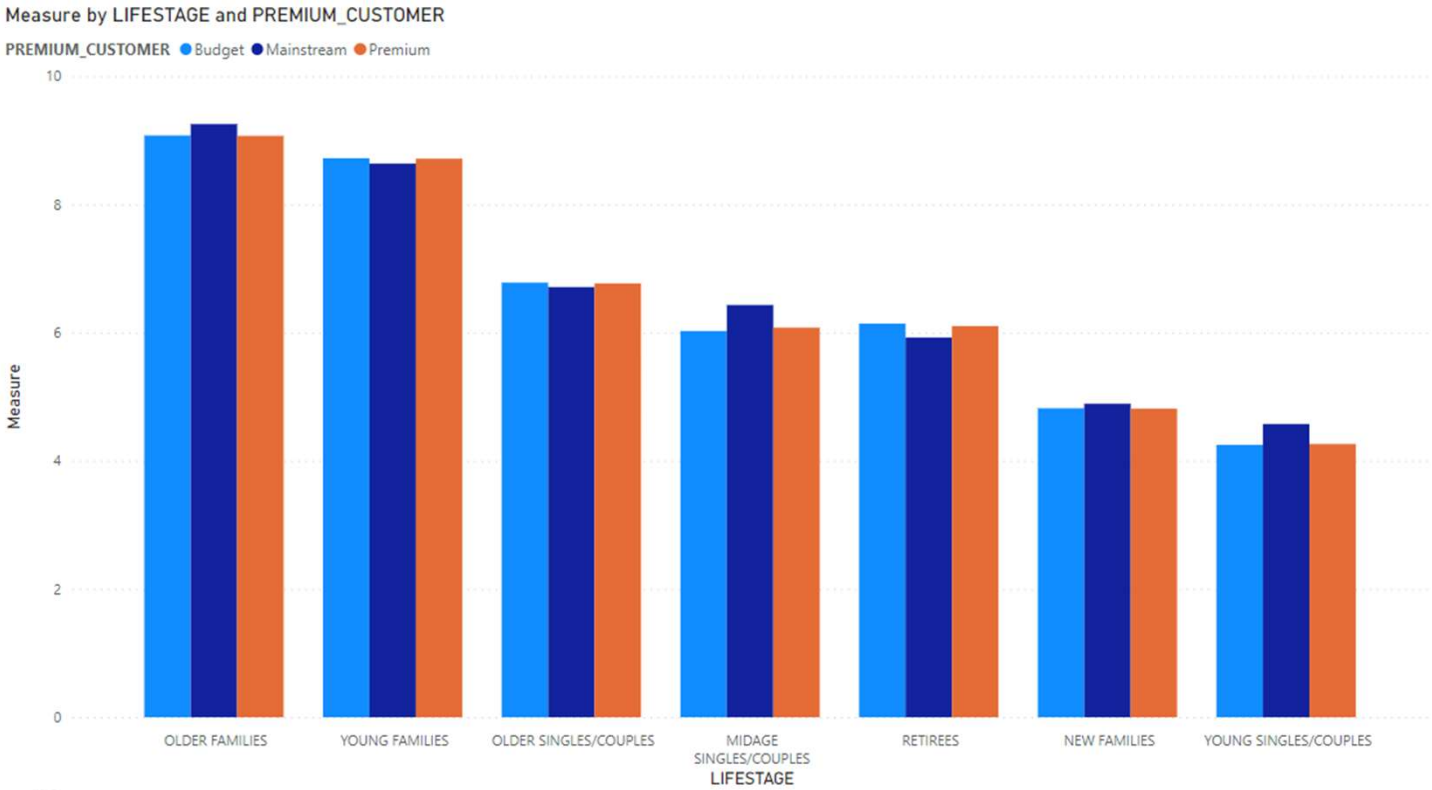
Affluence doesn’t seem to have a significant effect on the quantity of purchase per customer. Older and Young Families show to have the highest average purchase units per unique customer.



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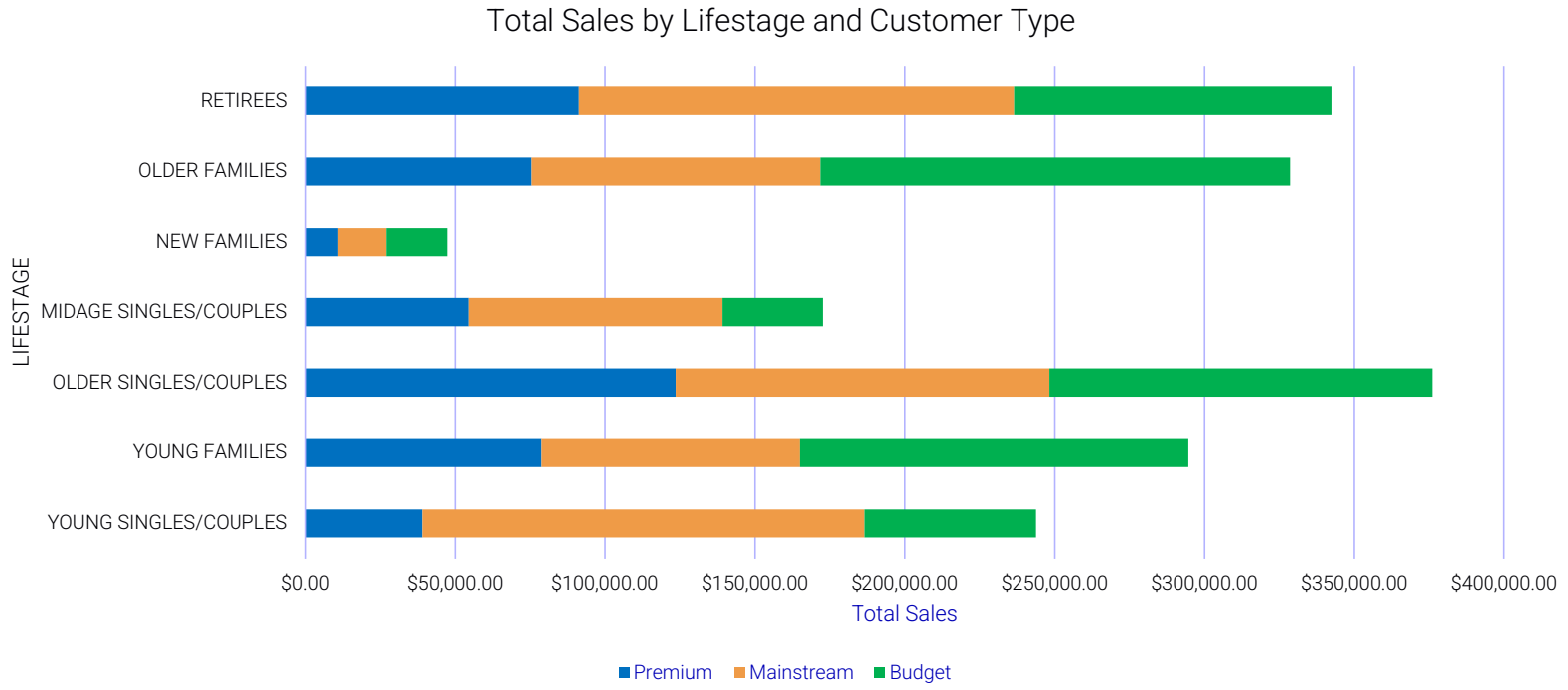
Largest Total Sales by Lifestage and Customer Type were Older Families – Budget, Young Singles/Couples – Mainstream and Retirees – Mainstream. Non-premium customers had more sales than premium customers. In general, older people generated more sales than younger people.



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Trial store performance

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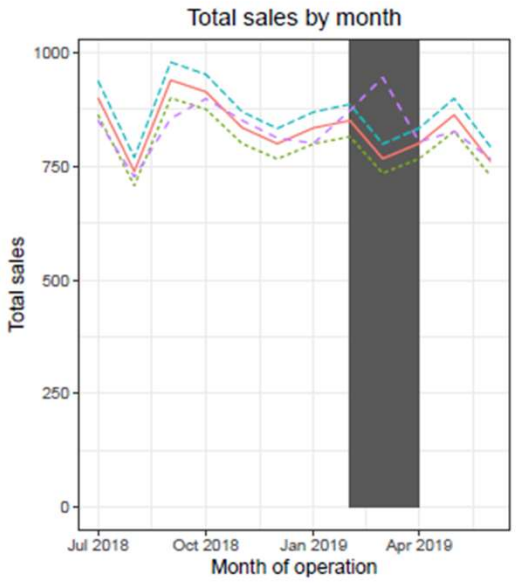
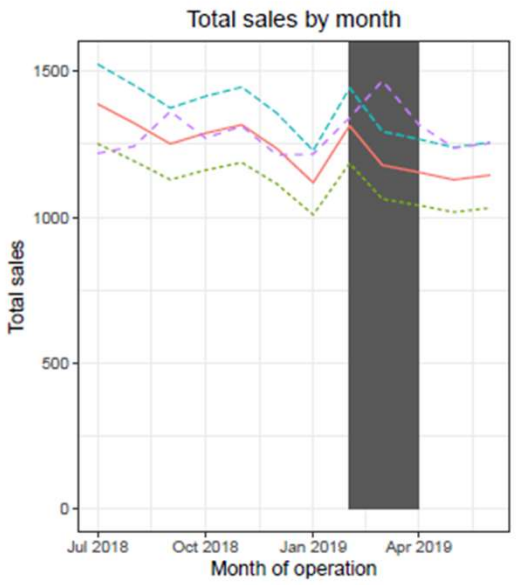
Trial stores 77 & 88 showed significantly different results compared to their respective control stores in the trial period as the trial stores' performance lied outside the 90% confidence interval of the control store for two of the three months.

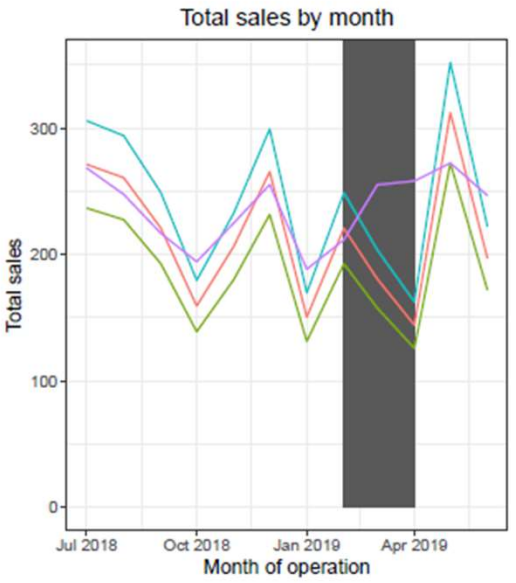
However, trial store 86 did not produce any significantly different results.



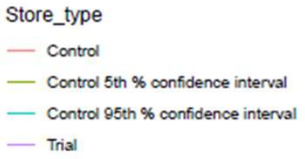
Store 86



Store 88



Store 77



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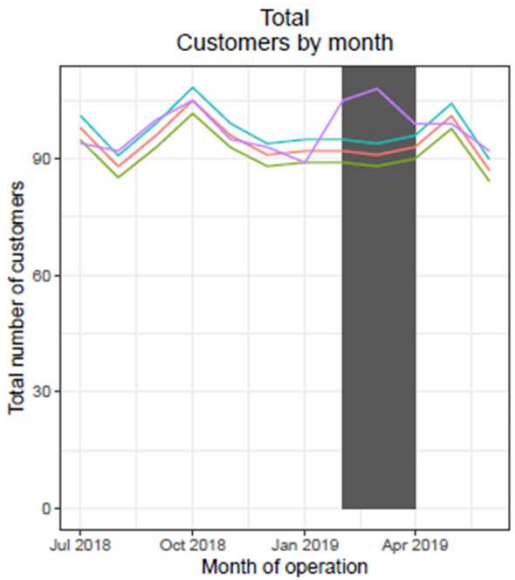
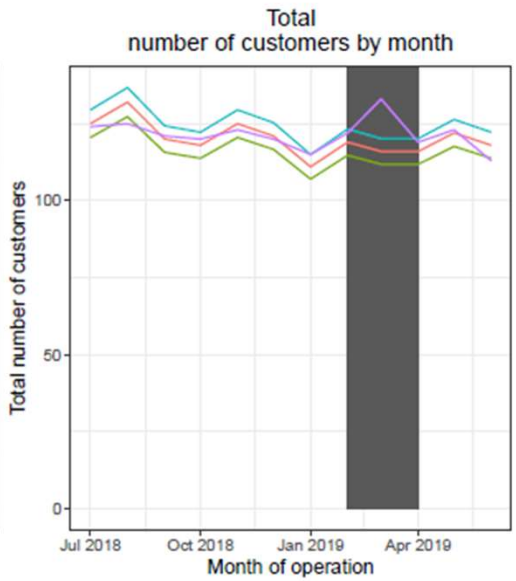
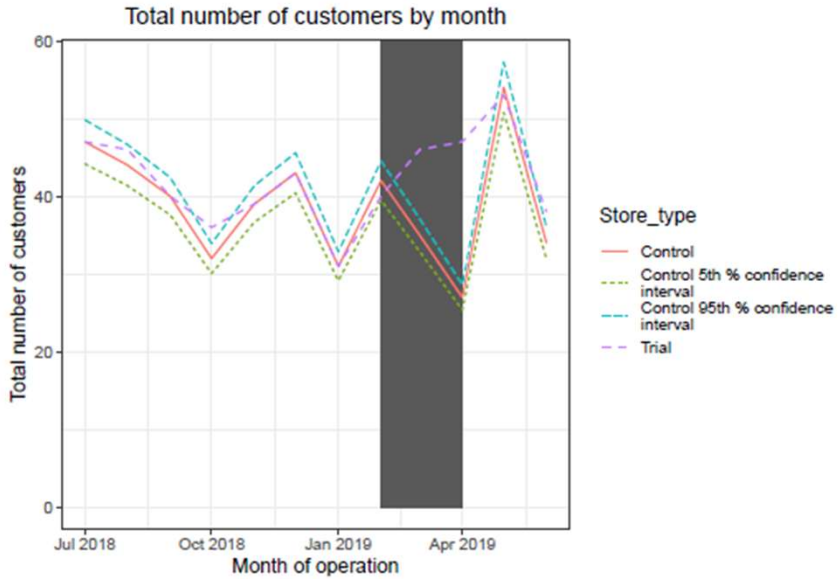


Store 86



Store 88



Store 77

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