

June 2020

# 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 confidence nature of this document.

# Executive summary

01

## Overview of Chips Sales and Key Information

- Comparison of Chips sales overtime: 2018 – 2019
- Impact of customer affluence and spending habits
- Customer life stage and affluence impact on spending habits

02

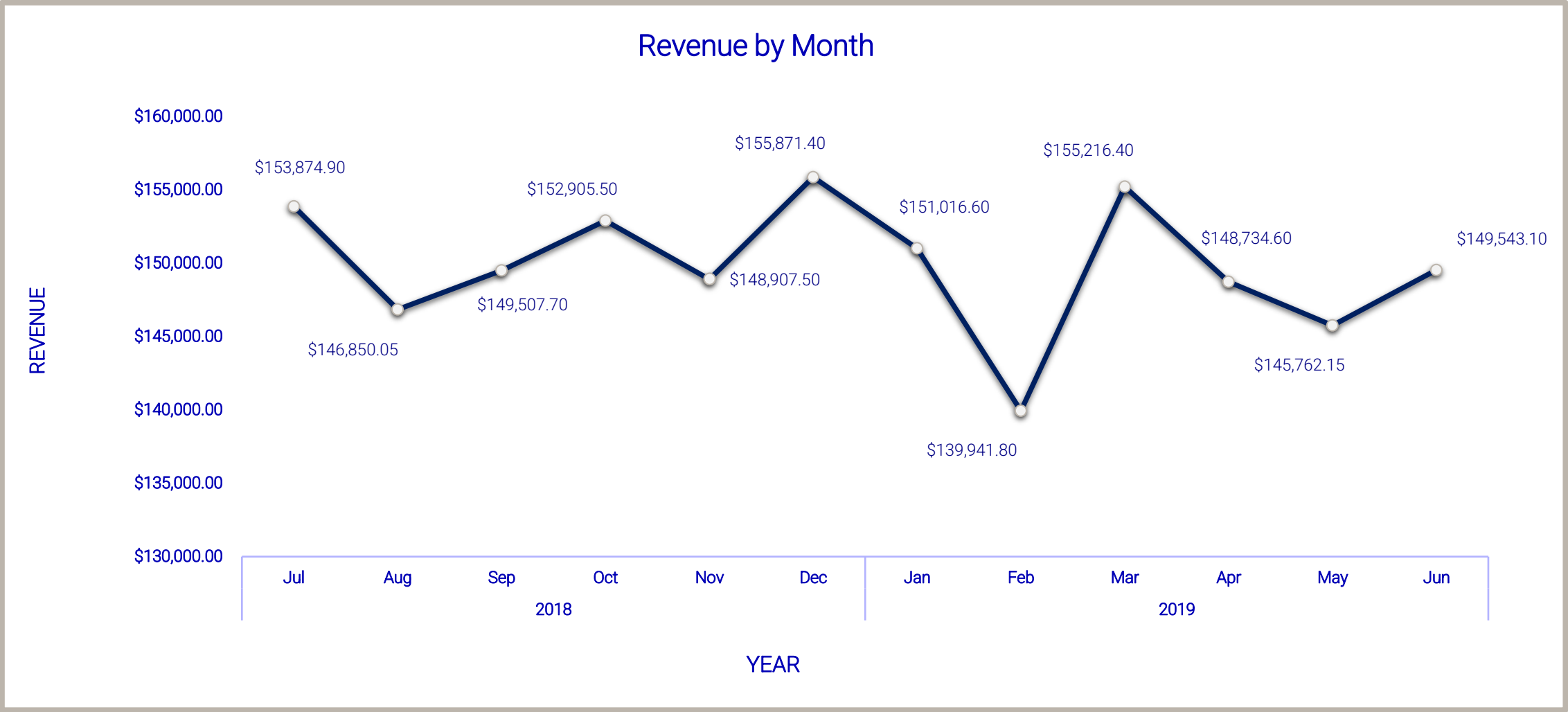
## Trial Store Performance

- Overall, the trial stores outperformed the control stores in every category during this period
- All the three trial stores had more sales and Increase in quantity sold as compared to control stores.

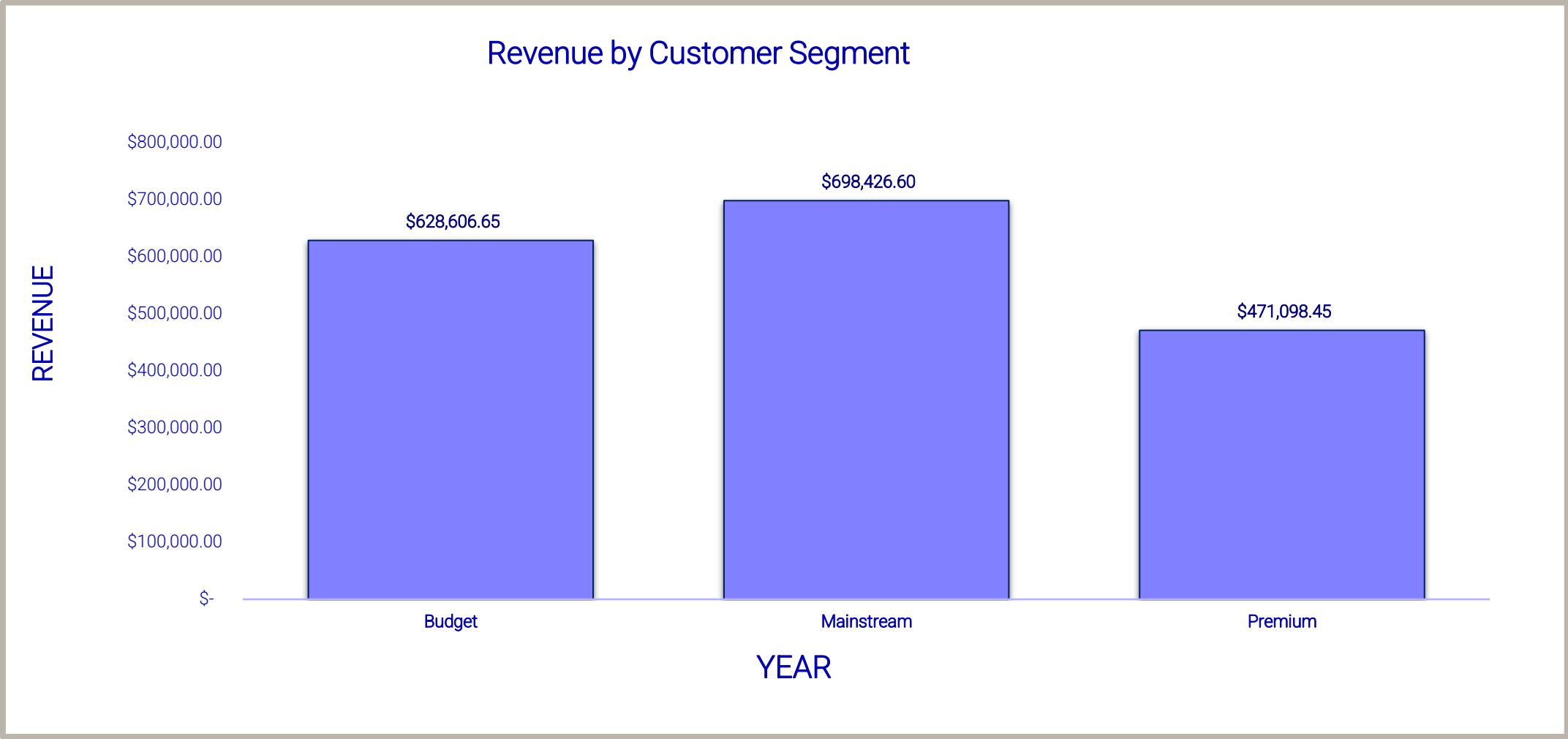
# 01

## Overview of Chips Sales and Key information

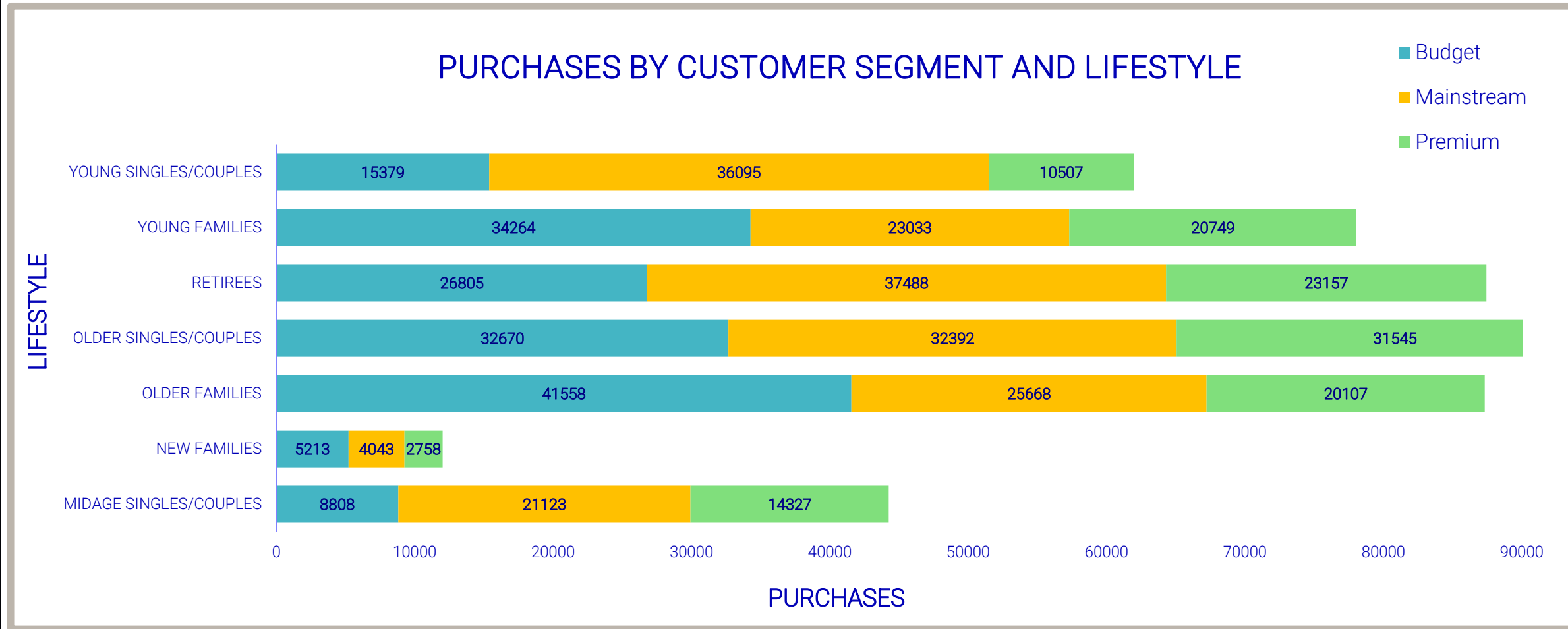
# MONTHLY REVENUE



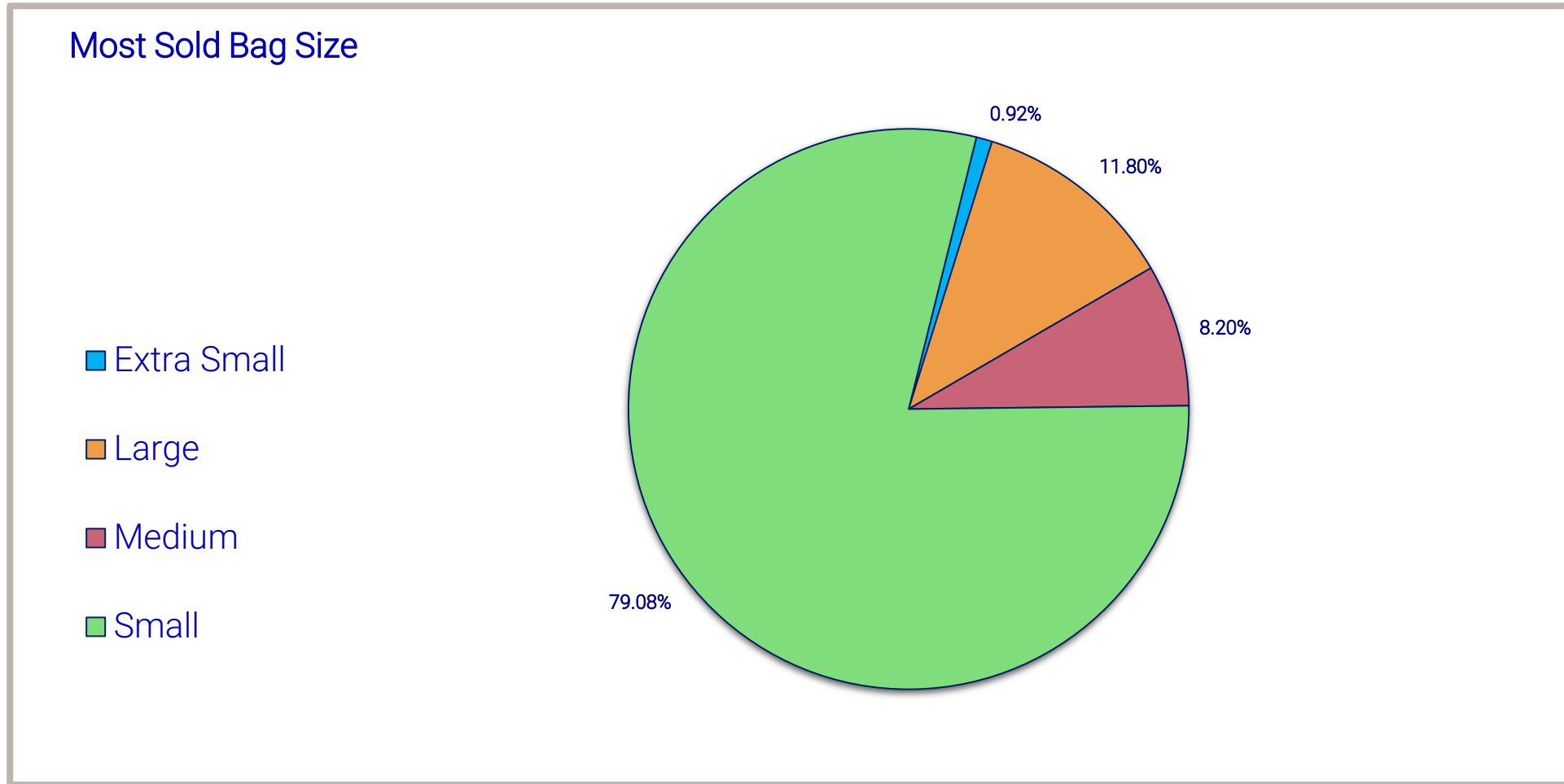
# REVENUE BY CUSTOMER SEGMENT



# PURCHASES BY CUSTOMER SEGMENT



# MOST SOLD BAG SIZE

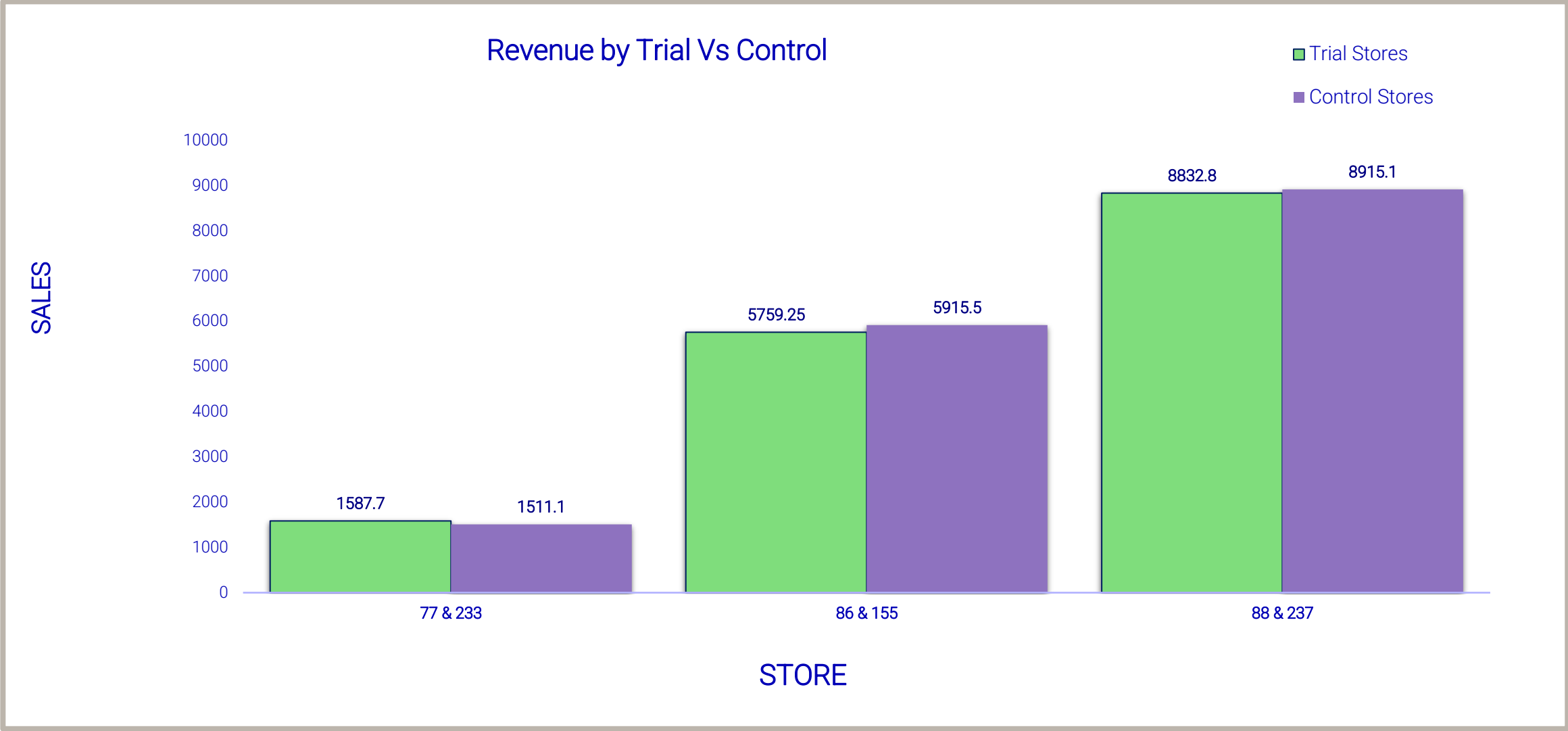




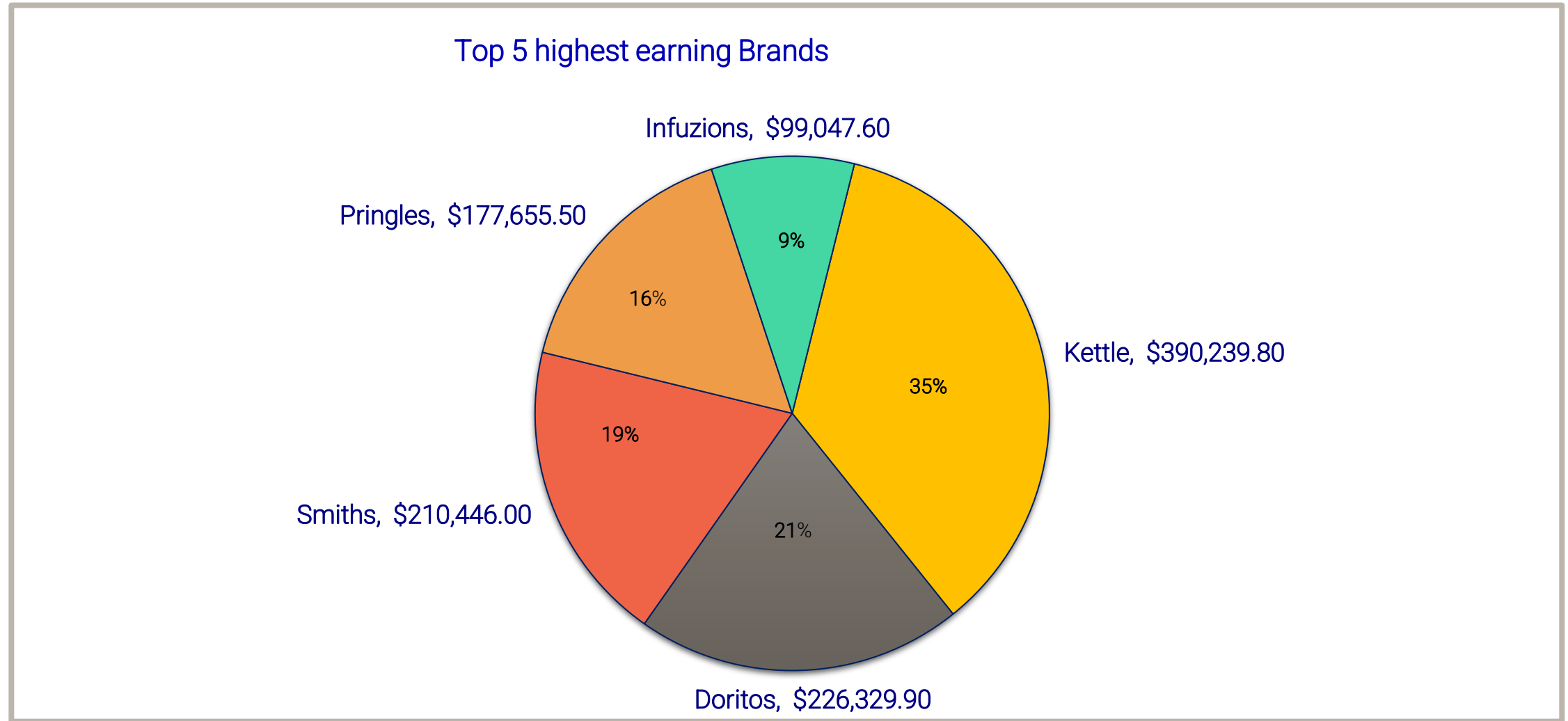
# 02

## Trial store performance

# SALES BY TRIAL VS CONTROL



# TOP 5 HIGHEST EARNINGS BRAND





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