

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 commercial in confidence nature of this document.

Executive summary

01

Task 1

Category :

Chips Sales Analysis Summary

Kettle, Doritos, and Smith's 175g packs are the top-selling chip products by volume and sales. Young singles/couples dominate the Mainstream segment and represent a key growth opportunity, as they may evolve into higher-consuming family segments over time.

02

Task 2

Trial store performance :

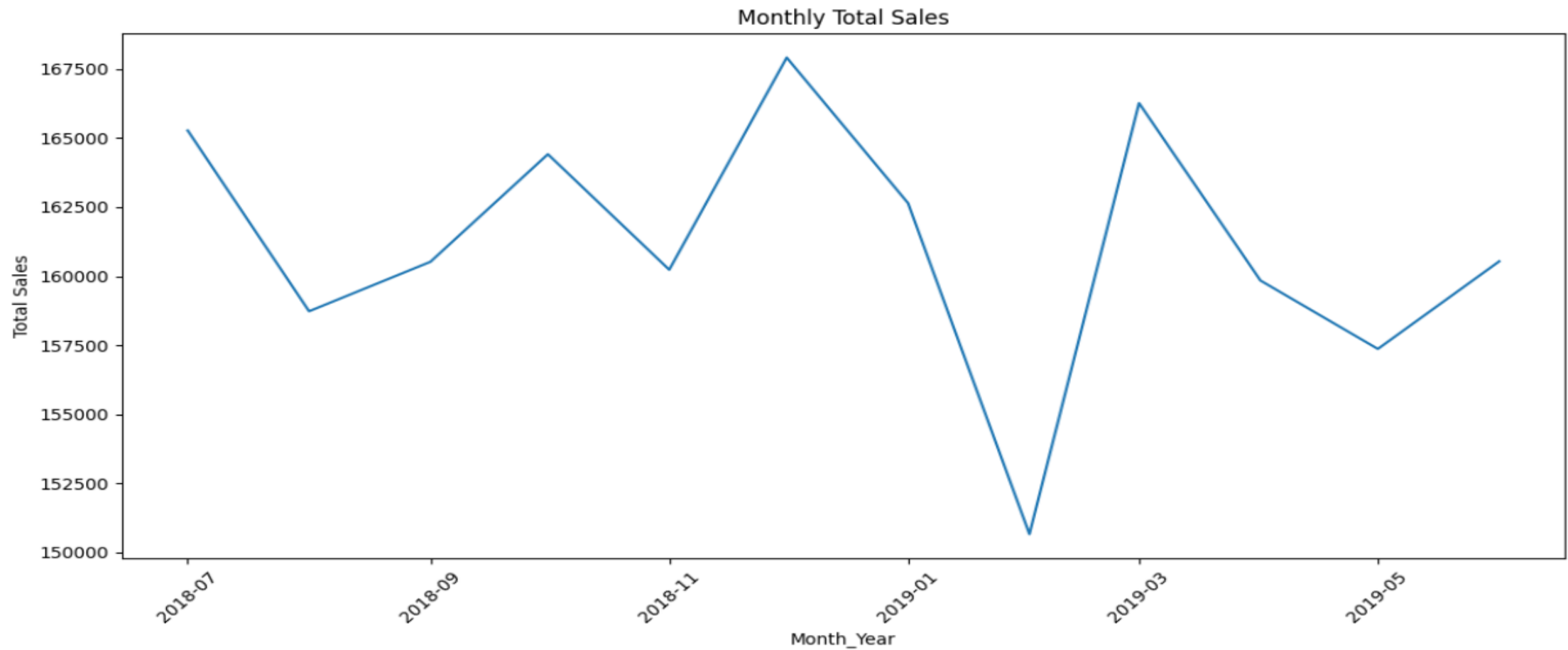
Store Sales Analysis Summary:

Trial stores (STORE_NBR 77, 86, 88) showed a clear increase in purchasing trends compared to their matched control stores (STORE_NBR 41, 109, 201), selected using Pearson correlation. The positive outcome suggests the intervention was effective and could boost chip sales further if expanded to other stores.

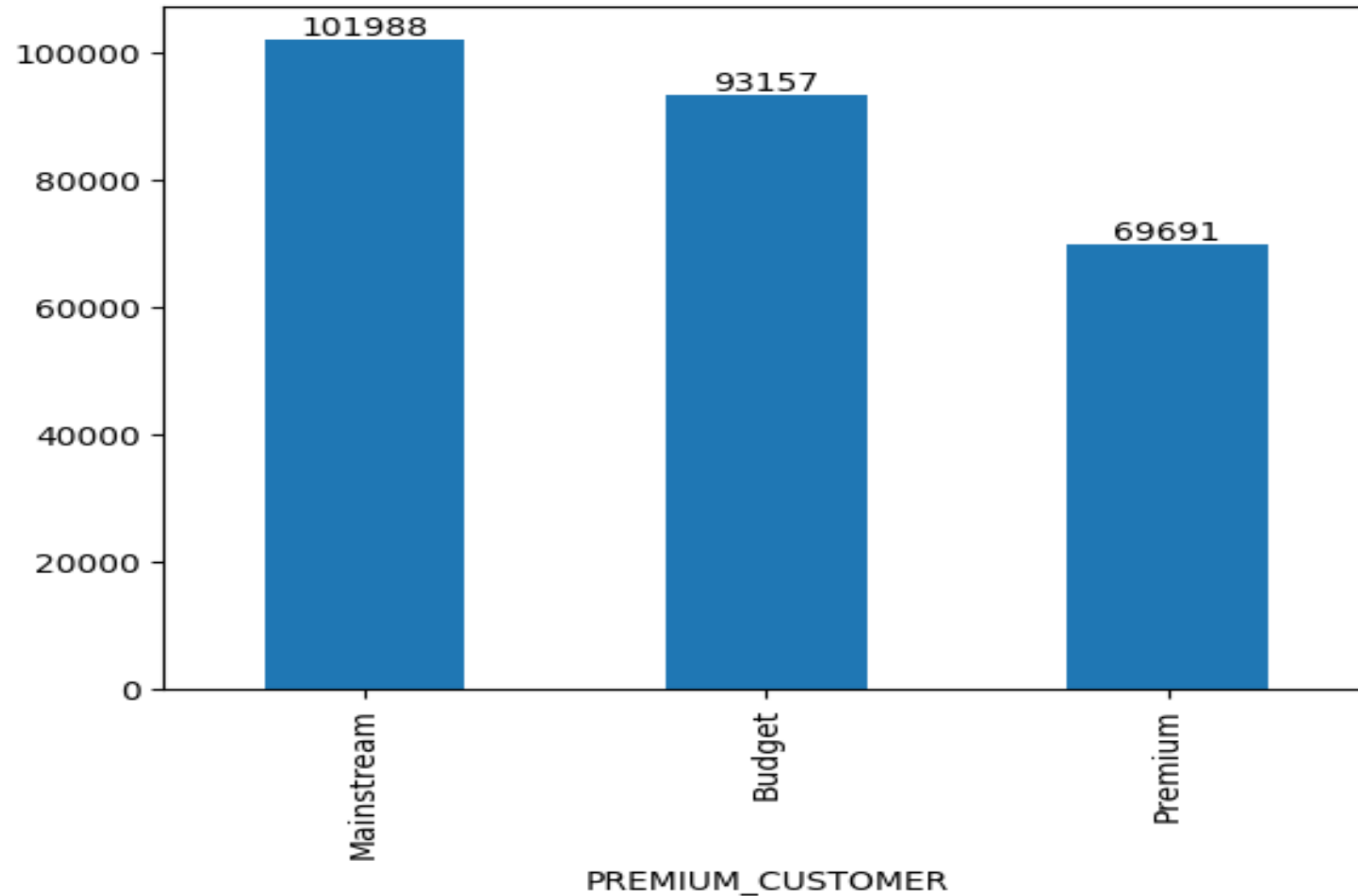
01

Category

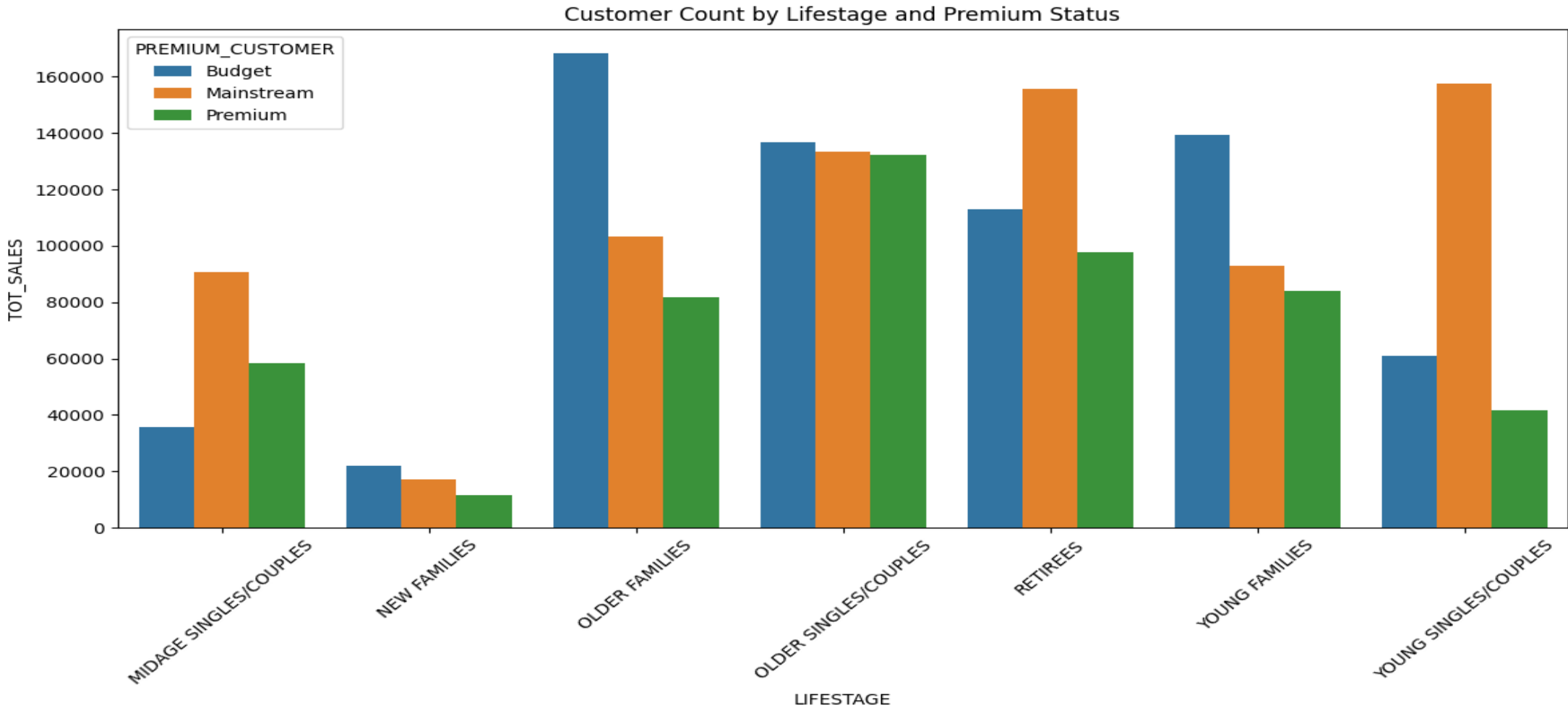
Overview: Customer purchasing trends vary across different periods. A noticeable decline in purchasing power is observed at the beginning of Year.



As we visualise the Premium Category, Mainstream dominates the most in over all sales (38.51%).



Young Singles/Couples contribute the highest sales within the **Mainstream segment**. By strategically targeting this group, we can potentially boost overall purchasing trends, as they are likely to transition into **Older Singles/Couples** or **Young Families** in the future—segments that may continue or even increase their chip consumption over time.



02

Trial store performance

Explanation of Control Stores vs Trial Stores

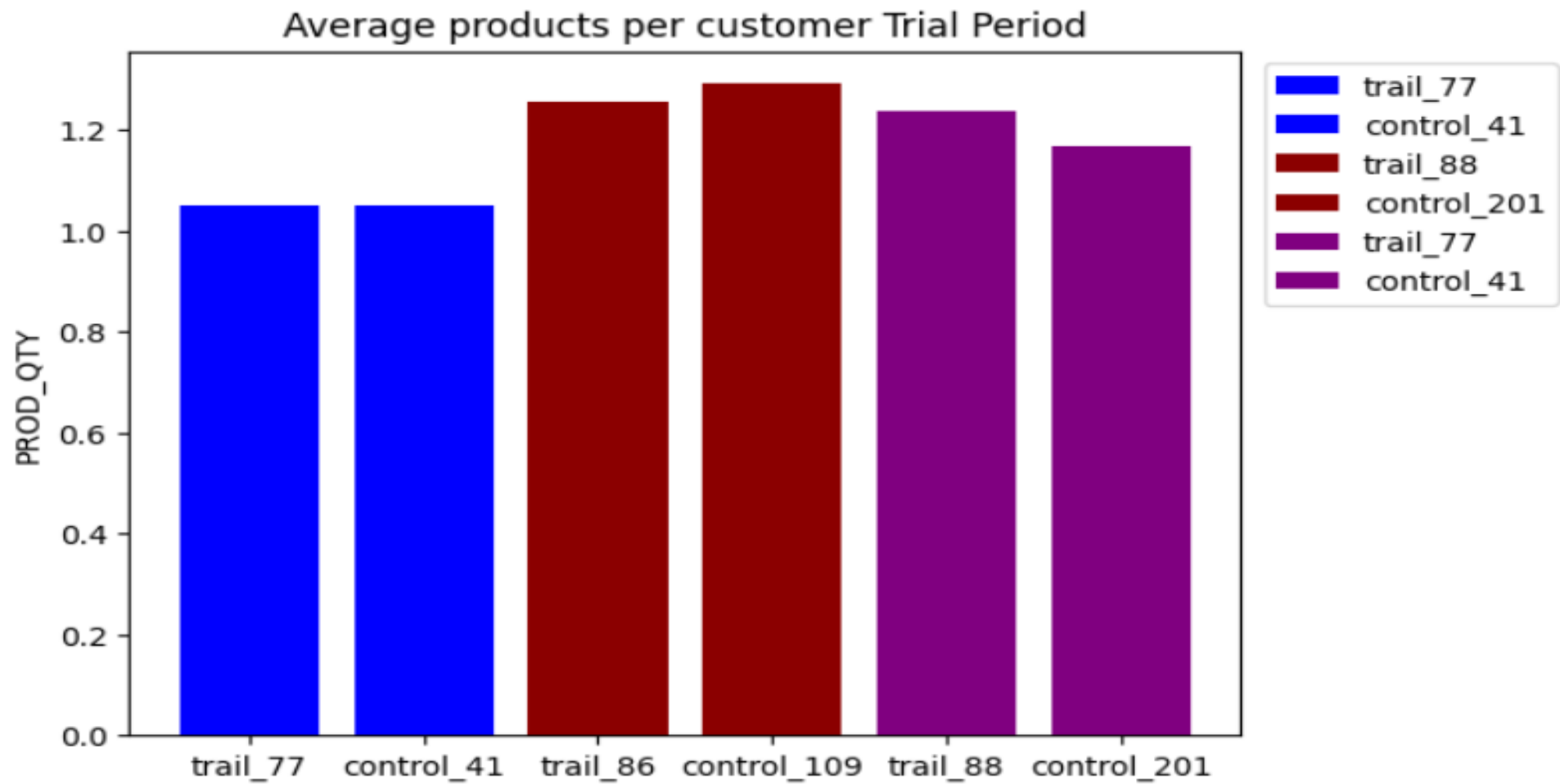
To evaluate the effectiveness of the intervention (such as a layout change, promotion, or marketing campaign), a **control group** of stores was selected to serve as a baseline for comparison. These control stores were carefully matched to the **trial stores** using **Pearson correlation**, ensuring that their historical purchasing patterns were similar prior to the intervention.

- Trial Stores:** STORE_NBR 77, 86, and 88 were selected to implement the new strategy or layout being tested.
- Control Stores:** STORE_NBR 41, 109, and 201 were chosen as comparable stores that did not receive the intervention.

By comparing sales trends in the **trial stores** against those in the **control stores** over the same time period, we were able to isolate the effect of the intervention from other external influences (e.g., seasonal trends, overall market growth).

The results showed that trial stores consistently outperformed their control counterparts, suggesting that the observed increase in sales was indeed a result of the implemented changes — and not due to random variation or broader market effects.

New store layout may be positively impacting performance. Indicators such as total sales, number of products sold, repeat customer rate, and average transactions per customer all show that the trial stores are outperforming the control stores.





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