

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

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

01

Task 1

- Sales are highest for: Budget older families, mainstream young singles/couples, mainstream retirees.
- Most of our customers are from mainstream young singles/couples and retirees.
- Mainstream young couples/singles are more likely to pay more per unit. Also more likely to purchase from **Tyrrells** and / or chips of size **270g**.
- Sales increase a lot before Christmas.

02

Task 2

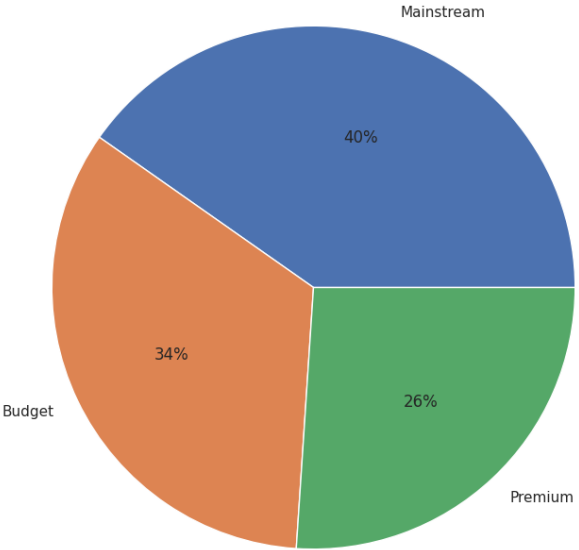
- Trial had a significant impact of the trial stores, compared to control stores.
- For store 86, the number of customers increased significantly higher in all trial Months, however the sales trend doesn't match this, we must check if there Were any sales in the store which might have caused this.

Trial	Control
77	233
86	155
88	237

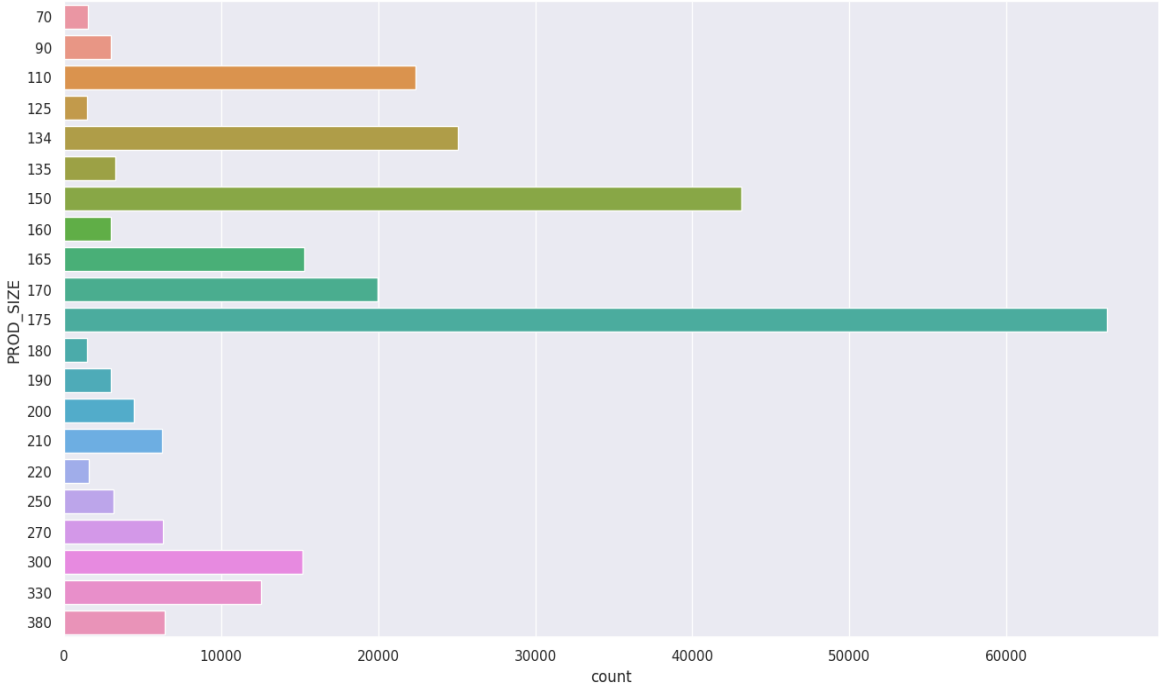
01

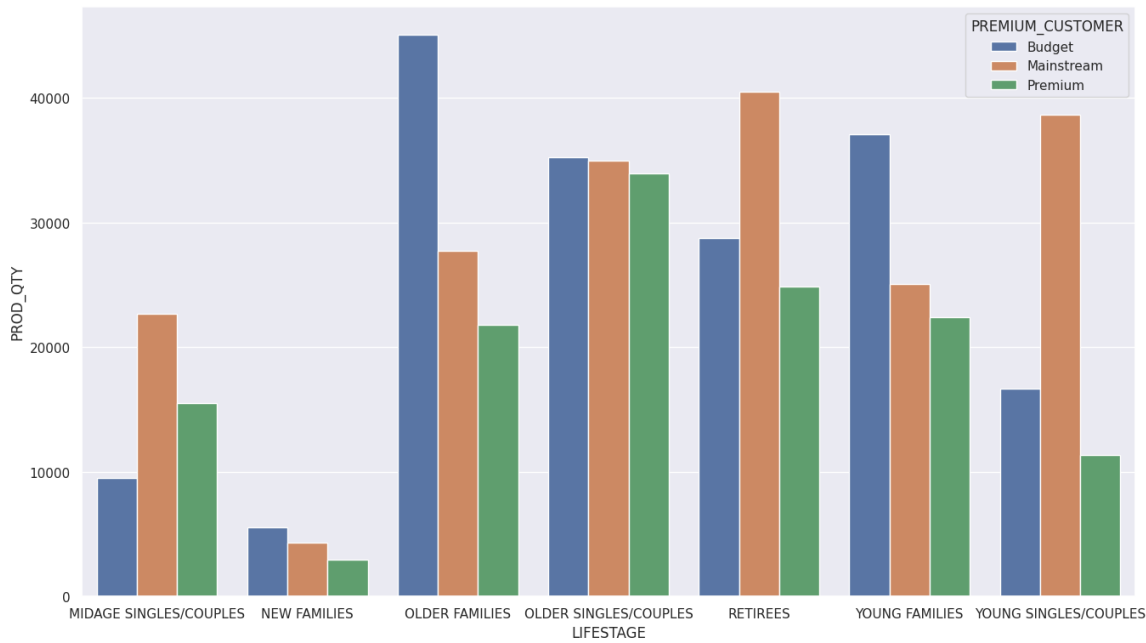
Category

40 % customers are Mainstream,
followed by 34% Budget customers
and 26% Premium customers



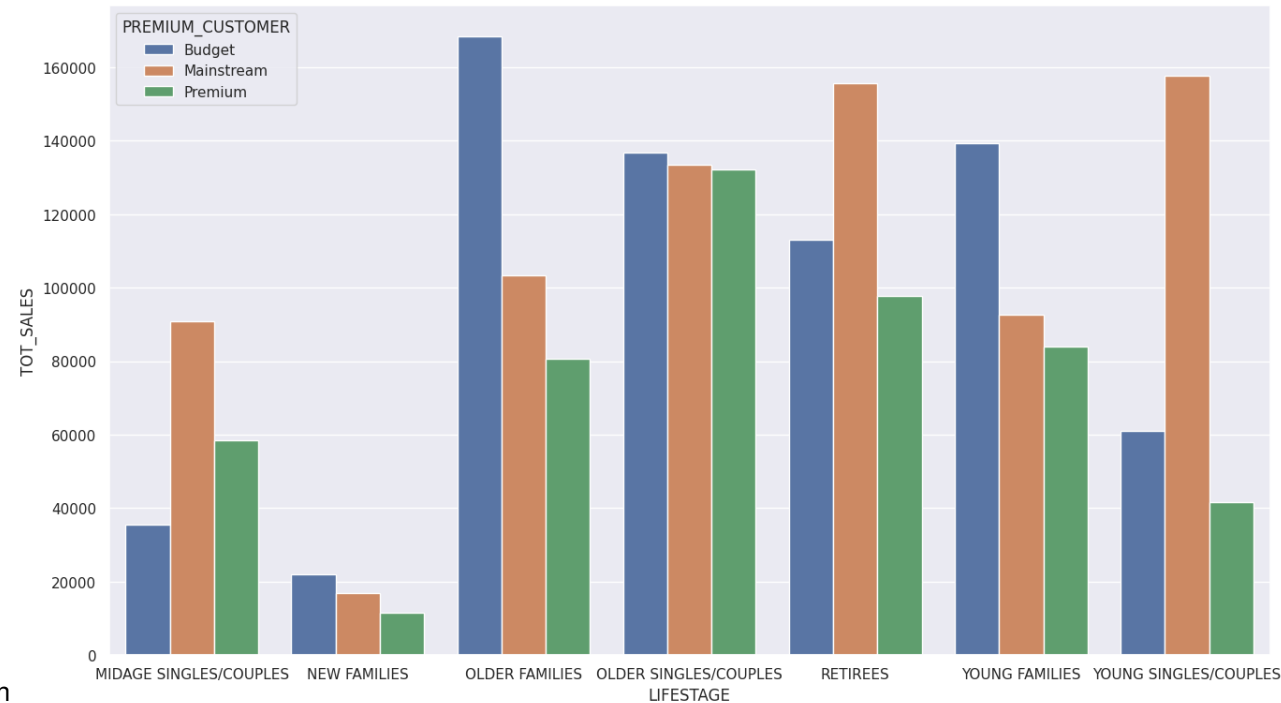
Most bought pack size is 175g



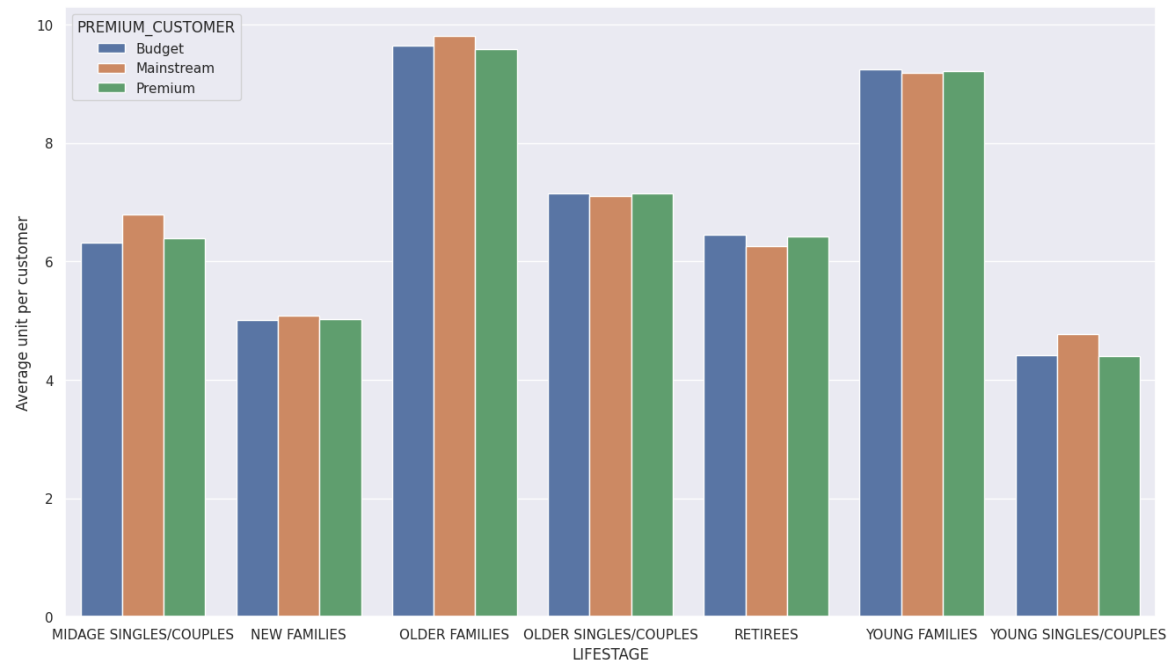


Most quantity is bought by Budget older families, mainstream retirees and young couples/singles

Similar trend for sales as well.

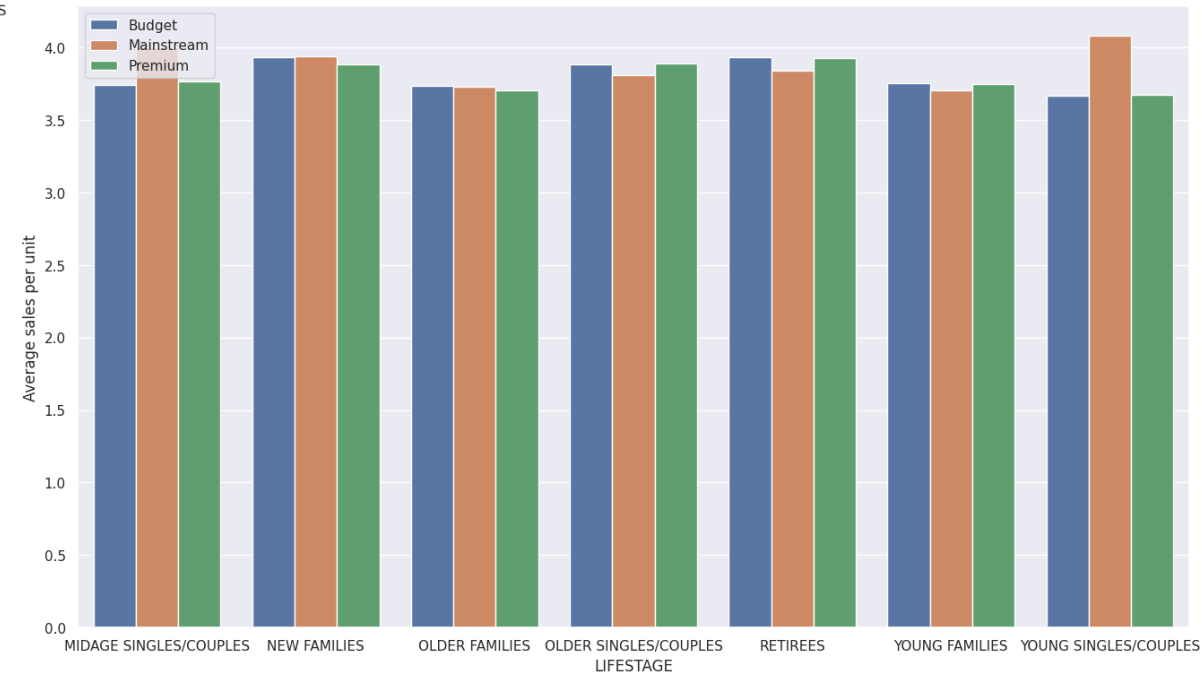


Classification



Old and young families buy more per customer

Mainstream midage and young singles/couples are more willing to pay more per pack.



Targetting Mainstream young couples / singles

BRAND	TGT_Brand_Affinity	NTGT_Brand_Affinity	Brand Affinity
Tyrrells	0.029587	0.023968	1.234454
Dorito	0.014729	0.011986	1.228873
Twisties	0.043306	0.035355	1.224877
Kettle	0.185649	0.155243	1.195863
Tostitos	0.042581	0.035744	1.191269

Mainstream young couples / singles are more likely to buy chips from **Tyrrells** compared to other brands.

More likely to buy chips of size **270 g**, **Twisties** is the only brand that offers this size.

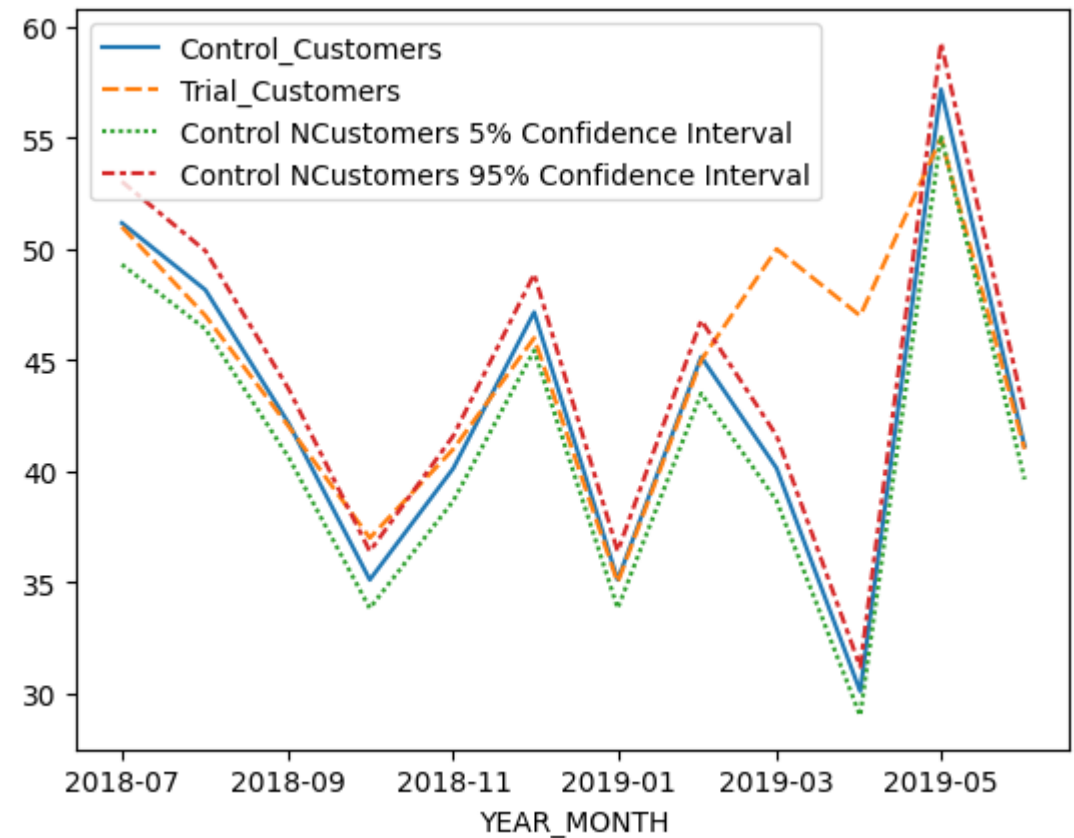
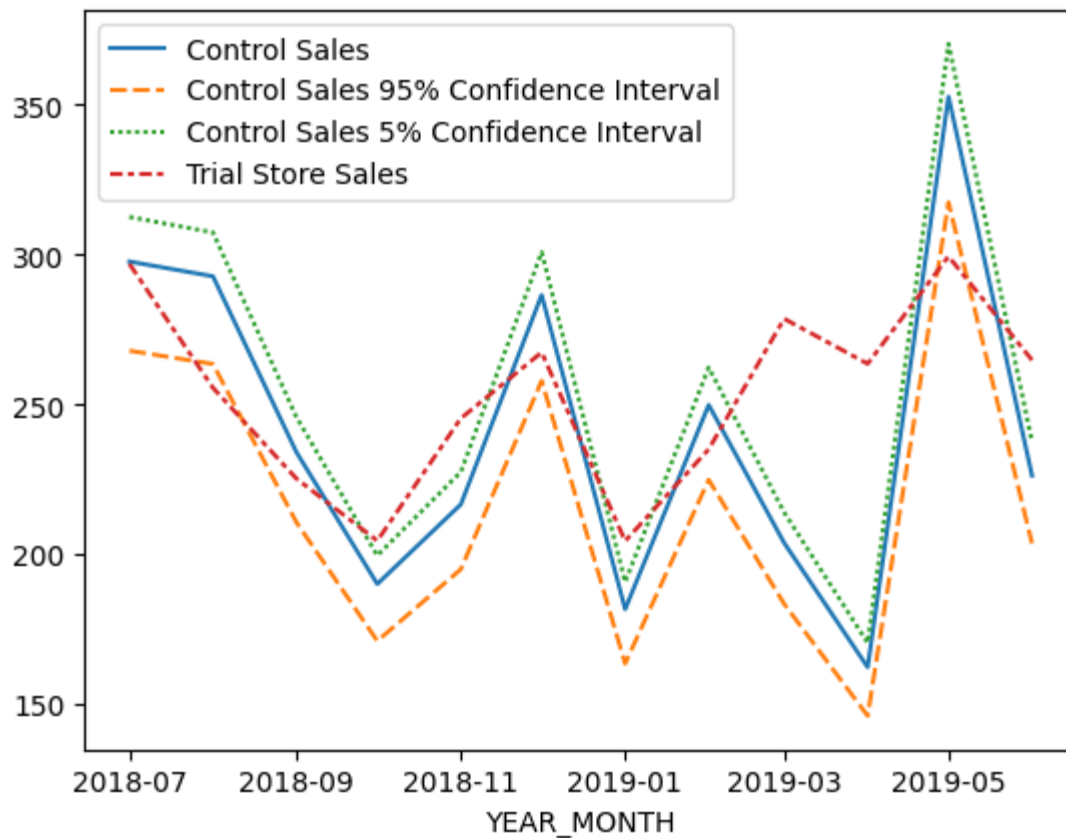
PROD_SIZE	TGT_PckSize_Affinity	NTGT_PckSize_Affinity	Product Size Affinity
270	0.029846	0.023366	1.277295
380	0.030156	0.023964	1.258400
330	0.057465	0.047511	1.209522
110	0.099658	0.083489	1.193675
134	0.111980	0.094240	1.188241

02

Trial store performance

Trial store: 77

Control store: 233





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 (Quantium) 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