

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

Task 1

- High spend in chips for mainstream young singles/couples and retirees, due to there being more of them than other buyers
- Mainstream, mid-age and young singles and couples are more likely to pay more per packet of chips
- The Mainstream young singles and couples are 38% more likely to purchase Kettle chips compared to the rest of the population

02

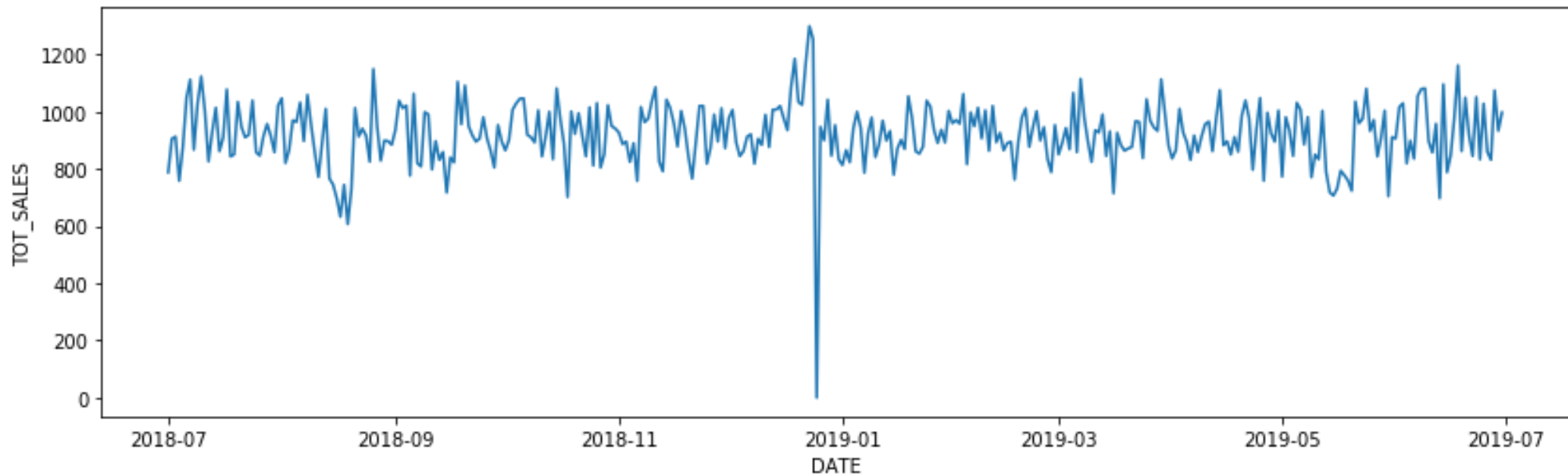
Task 2

- A control store was constructed to reflect the prior performance of the selected trial store
- After implementing the new store layout, the performance of the trial store and the control store were compared. There were significant uplifts in the trial stores with the new store layout.

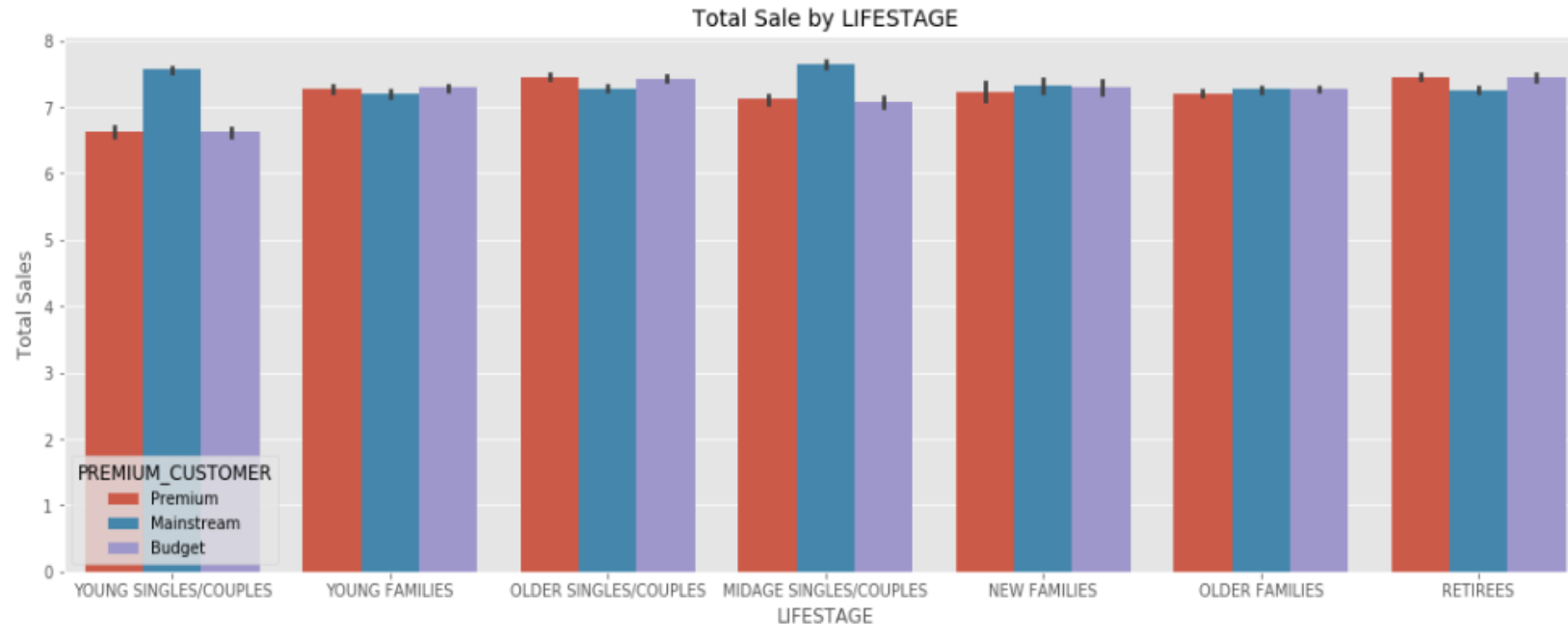
01

Category

There was an increase in sales in the lead-up of Christmas, and there are zero sales on Christmas day itself, due to all shops being closed on Christmas day.

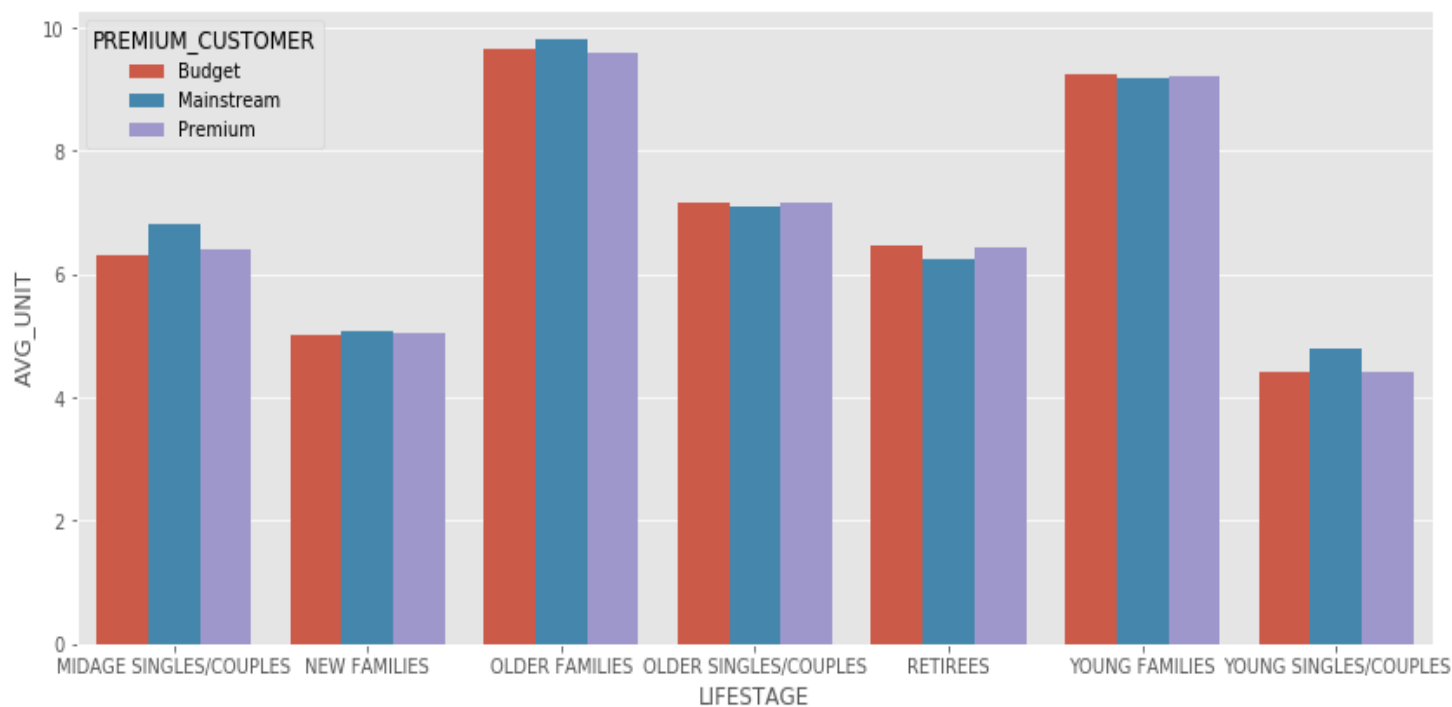


Visualizations – Total Sale by LIFESTAGE



- Mainstream customers in Young and Mid-age of Singles & Couples make up the largest proportion of Snacking Chips shoppers

Visualizations – Average Unit by LIFESTAGE



- Affluence appears consistent across each individual life stage profile
- Older and Young Family shoppers purchase the highest avg units per transaction

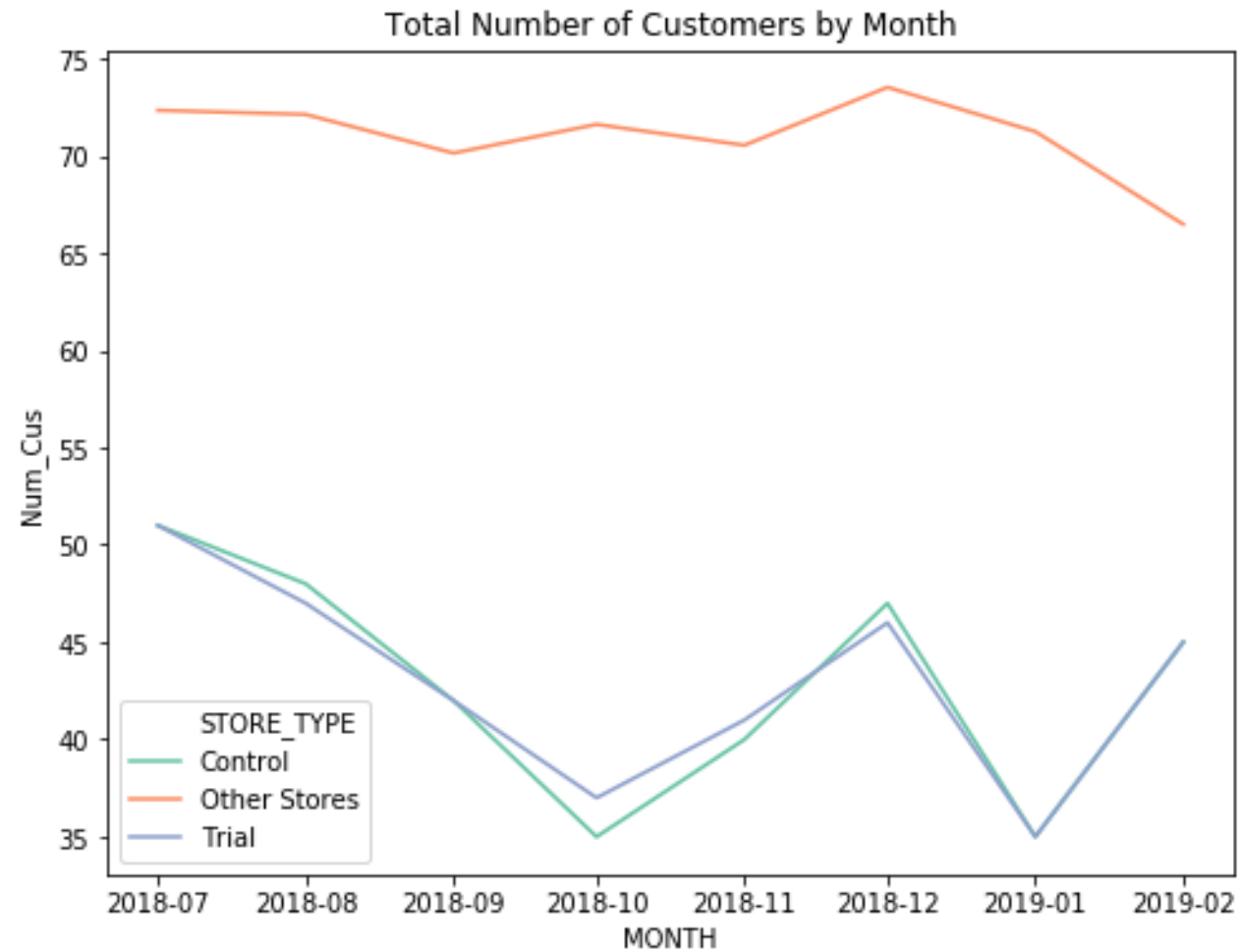
02

Trial store performance

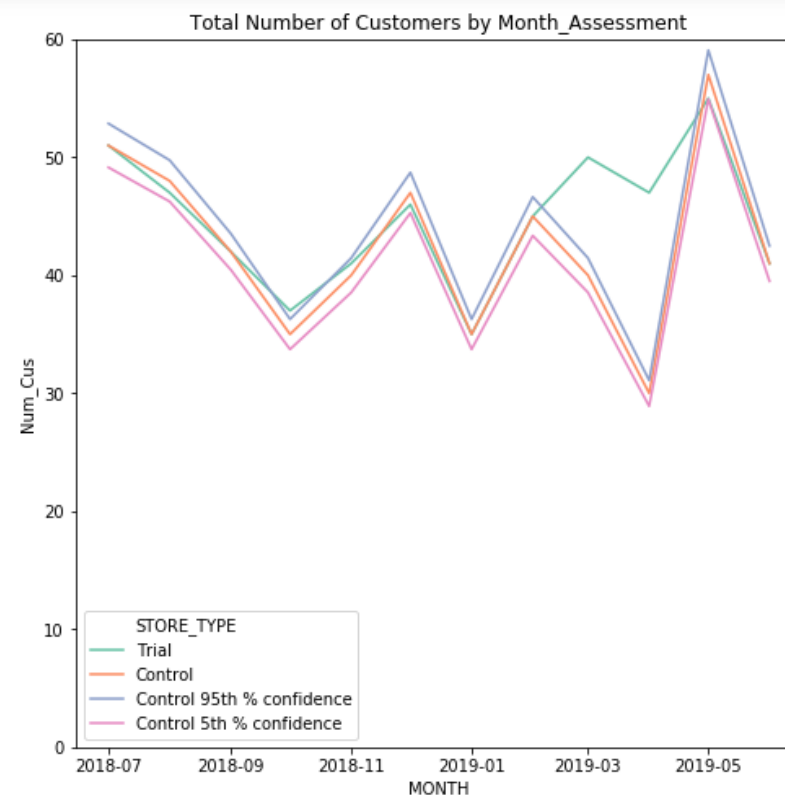
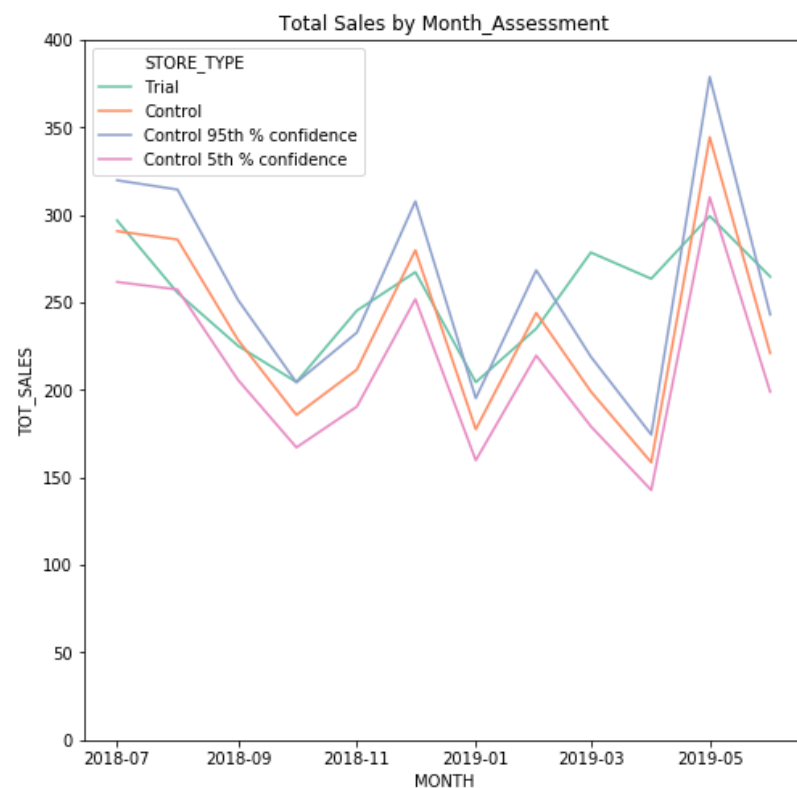
We've found control stores 233, 155, 237 for trial stores 77, 86 and 88 respectively.

The results for trial stores 77 and 88 during the trial period show a significant difference in at least two of the three trial months but this is not the case for trial store 86. We can check with the client if the implementation of the trial was different in trial store 86 but overall, the trial shows a significant increase in sales.

The control store is constructed to reflect performance of the trial store rather than the average of other stores

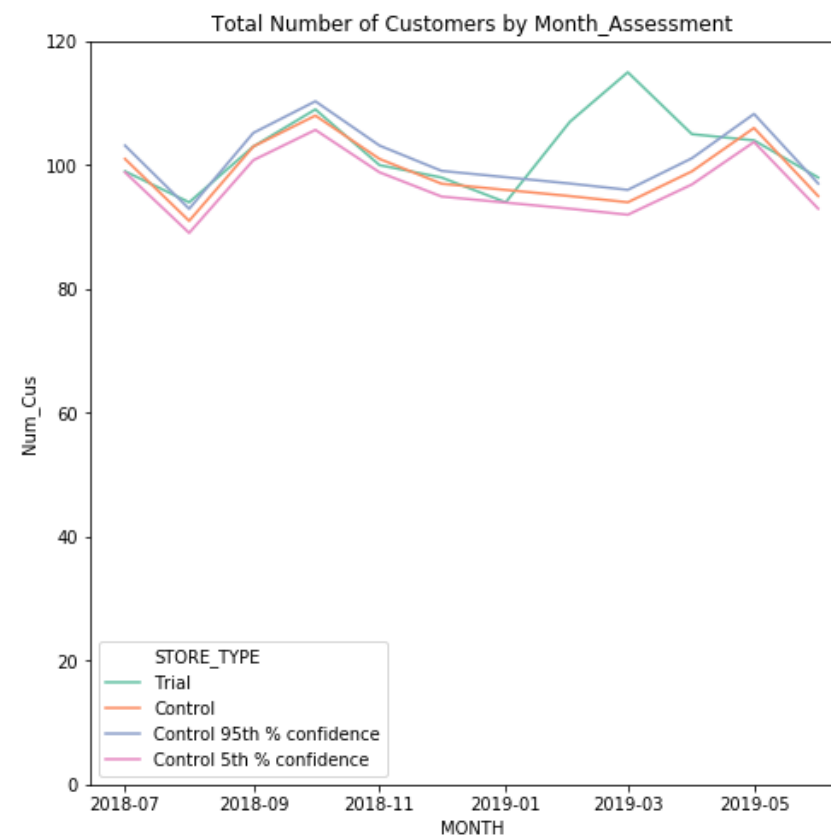
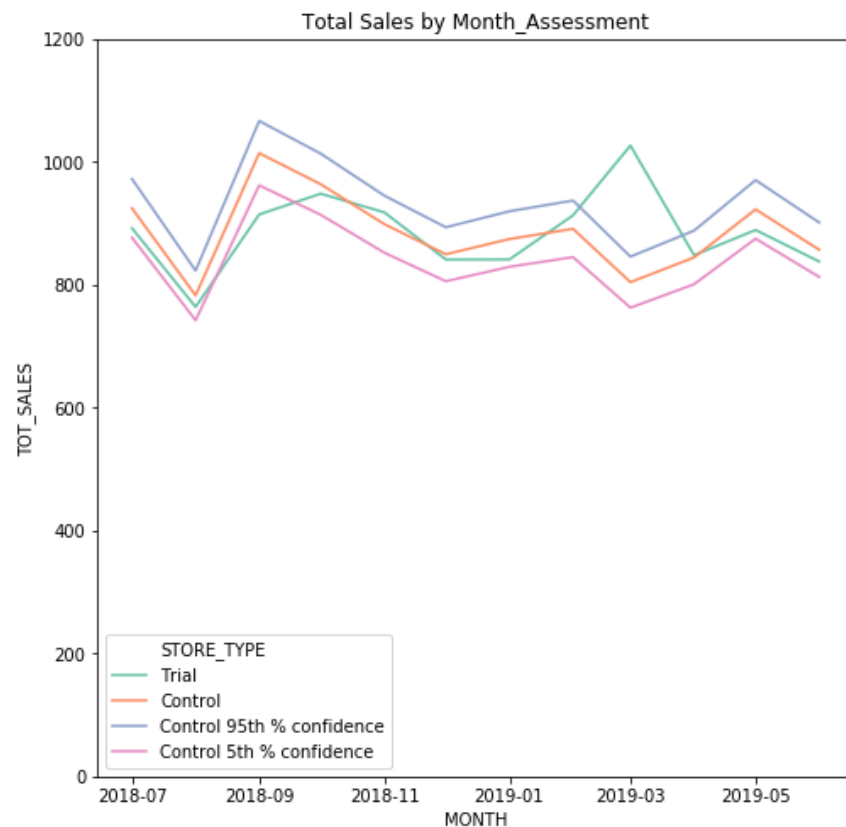


Trial Store 77 Result



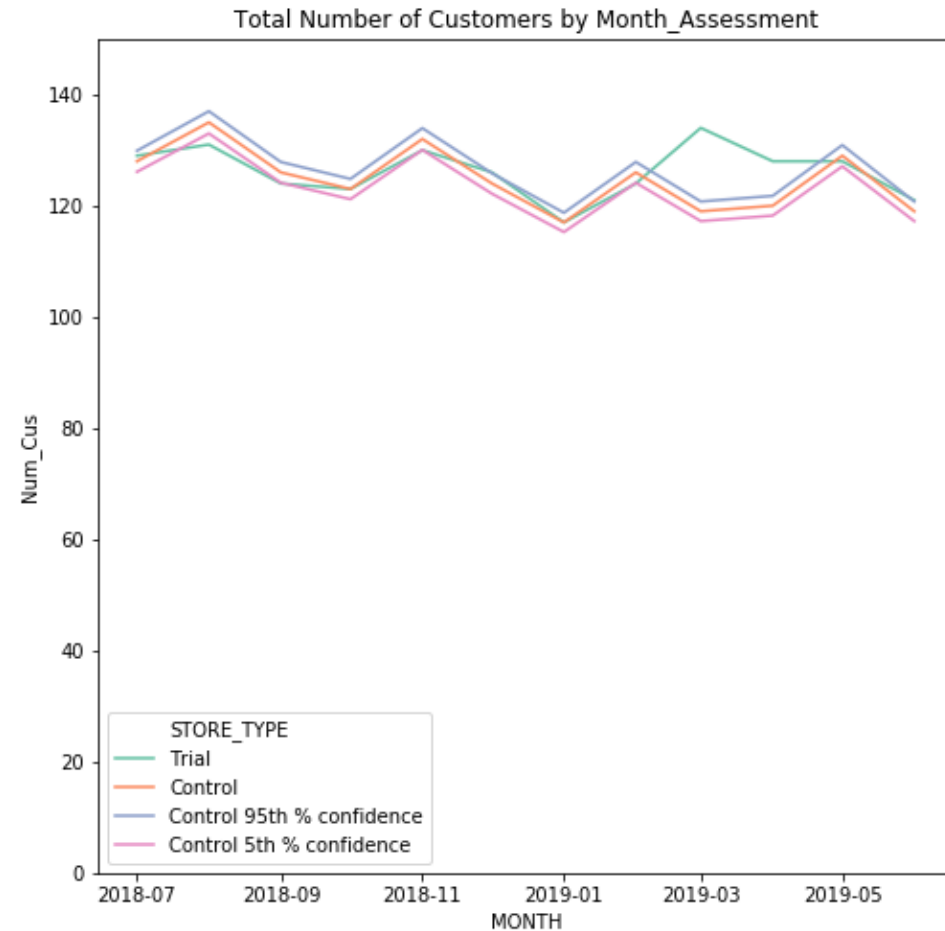
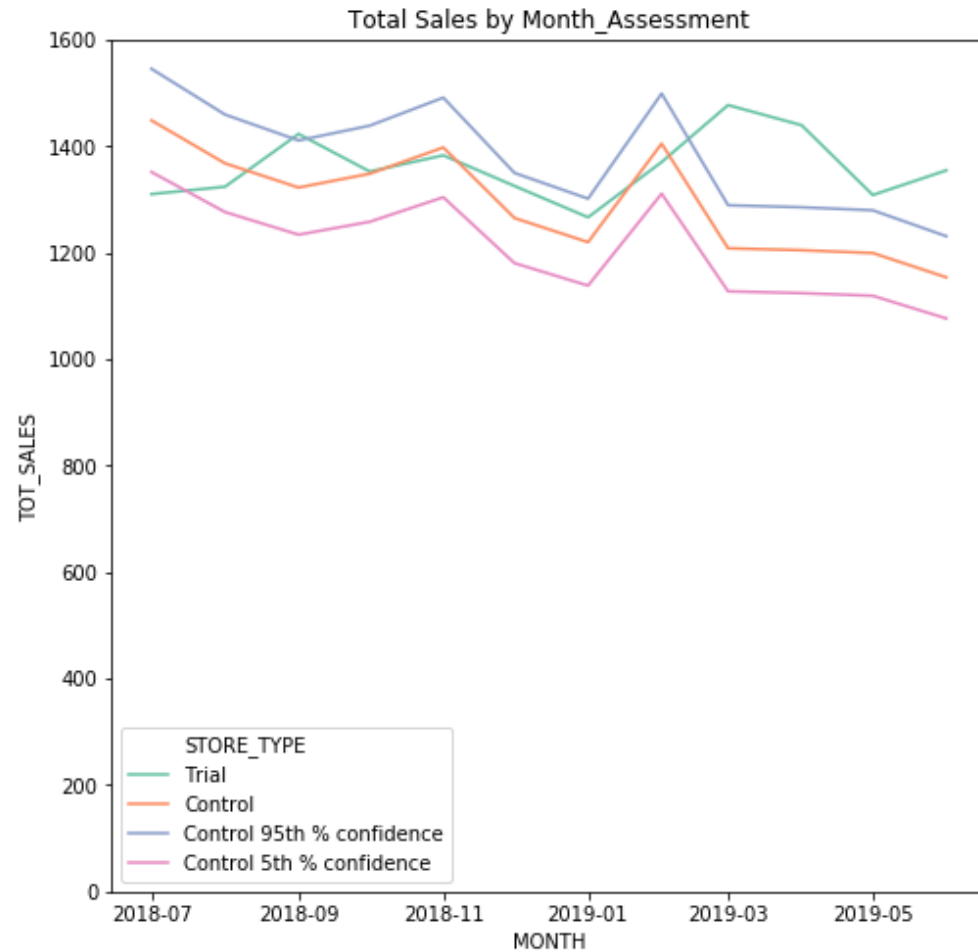
From Feb to May the trial store 77 outperformed the control store 233 highlighting the success of the new store layout

Trial Store 86 Results



From Feb to May the trial store 86 outperformed the control store 155, highlighting the success of the new store layout

Trial Store 88 Results



From Feb to May the trial store 88 outperformed the control store 237, highlighting the success of the new store layout



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