

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 Chips Category Review

- The sales increase in the month of December before the Christmas (except the day itself). So, these are the crucial times.
- Kettle is the most popular brand followed by Smiths, Doritos and Pringles. So, they need to be in stock. Also 175 gram packets are the most sold.
- Mainstream young singles/couples, retirees are the most common customers and also account for a great share of chips sale.
- Budget older families have the maximum contribution to sales.

02

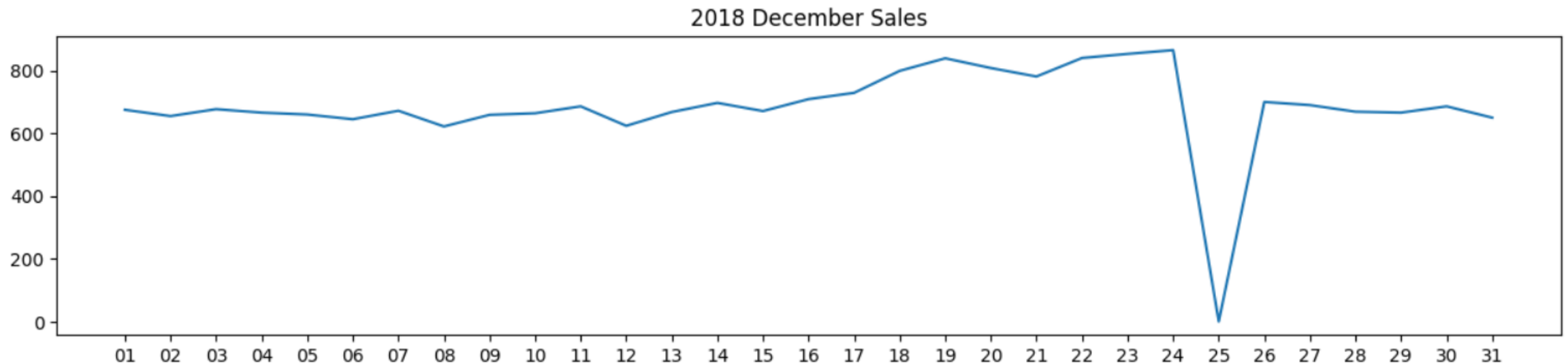
## Task 2 Store Analysis

- One control store was selected for each trial store and the values of metrics were compared in trial and pre trial period.
- 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.

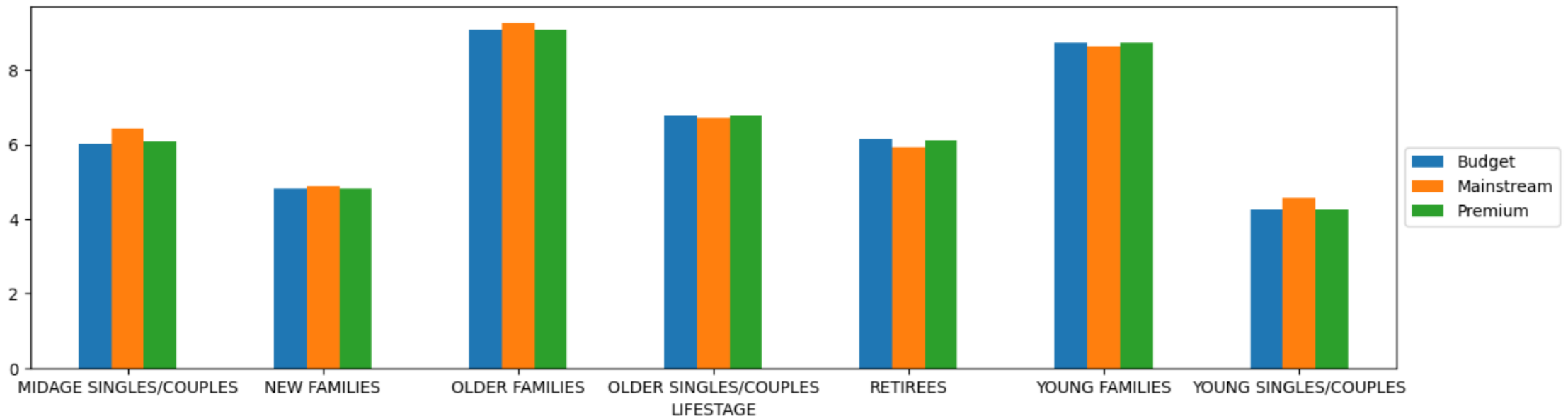
# 01

## Customer Analysis

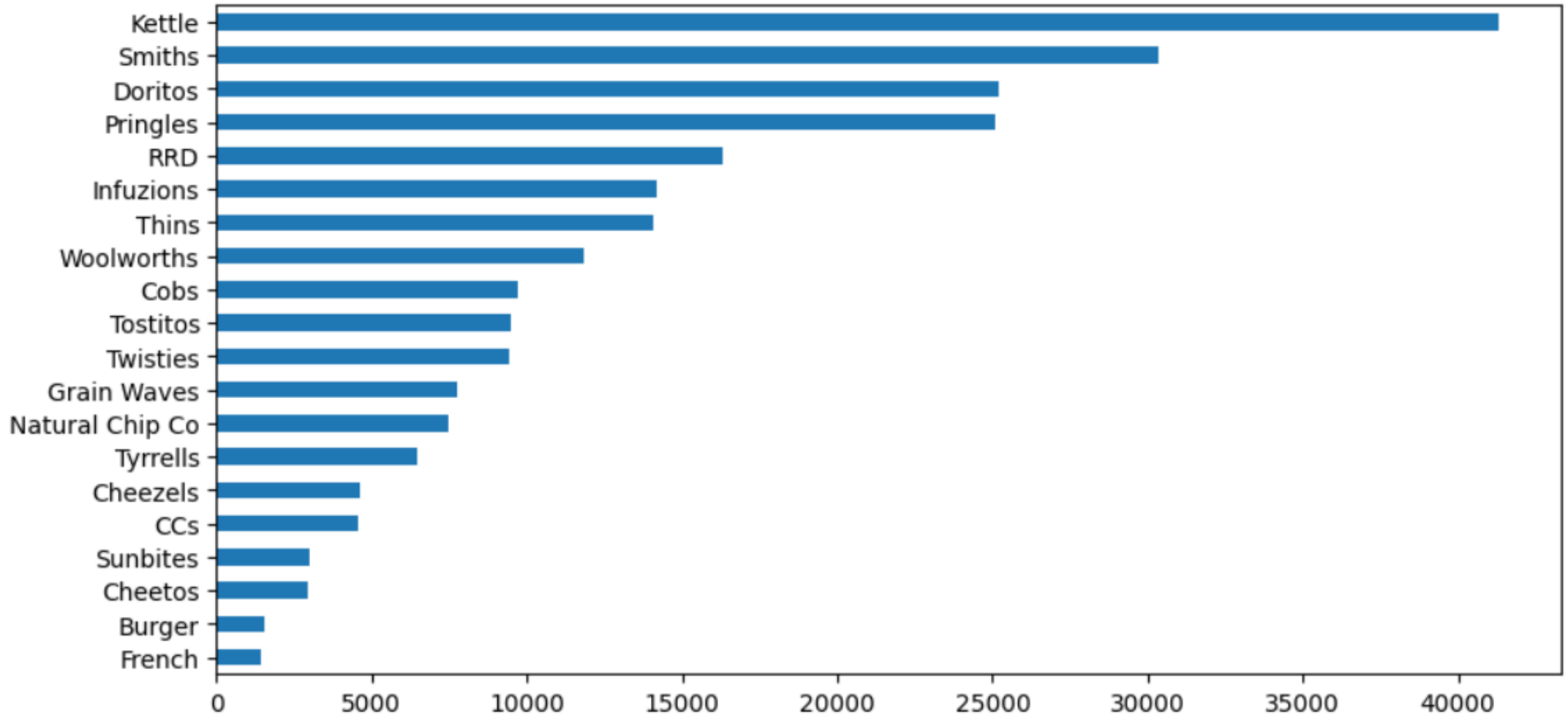
- The day with no transaction is a Christmas day that is when the store is closed hence there is a dip in sales on 25<sup>th</sup> December as shops were non-operational.
- Sales increase steadily as the Christmas day approaches and return again to early December sales level during New Year Eve.



- Sales mainly came from Budget
  - older families, Mainstream
  - young singles/couples, and Mainstream
  - retirees. In total contributing 25% of sales revenue.
- Older and Young Family segment have the highest average purchase units per unique customer.



- Kettle is the most popular brand followed by Smiths, Doritos and Pringles. So, they need to be in stock.

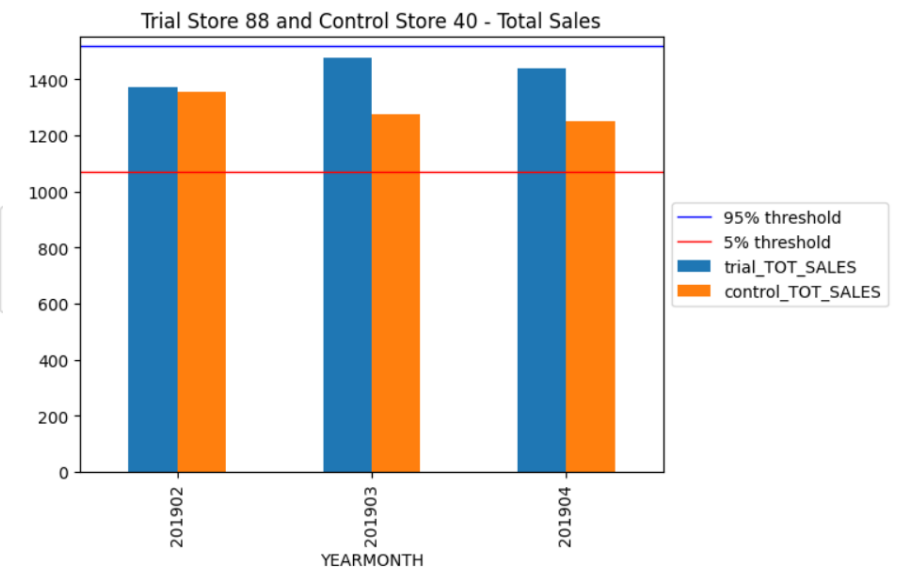
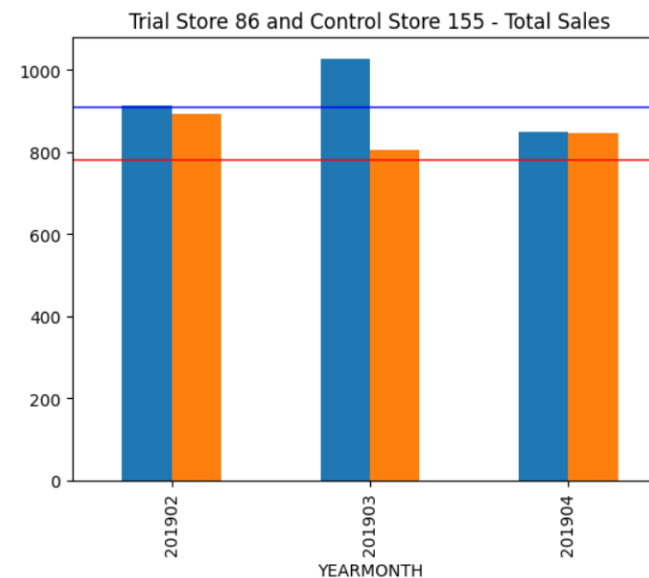
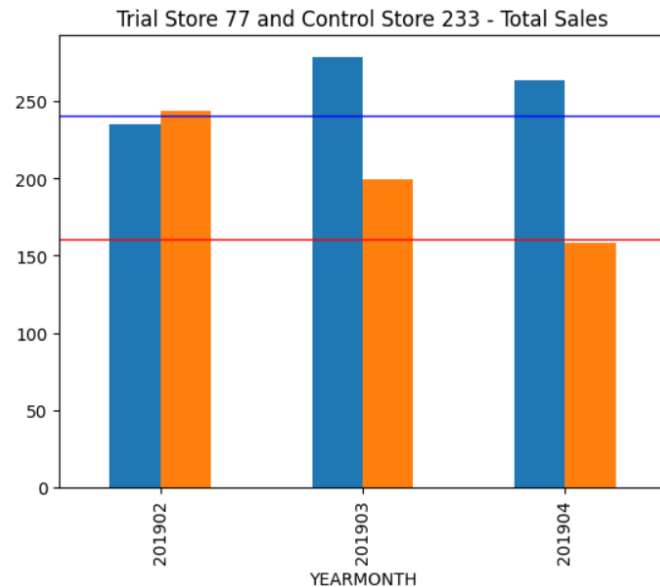


# 02

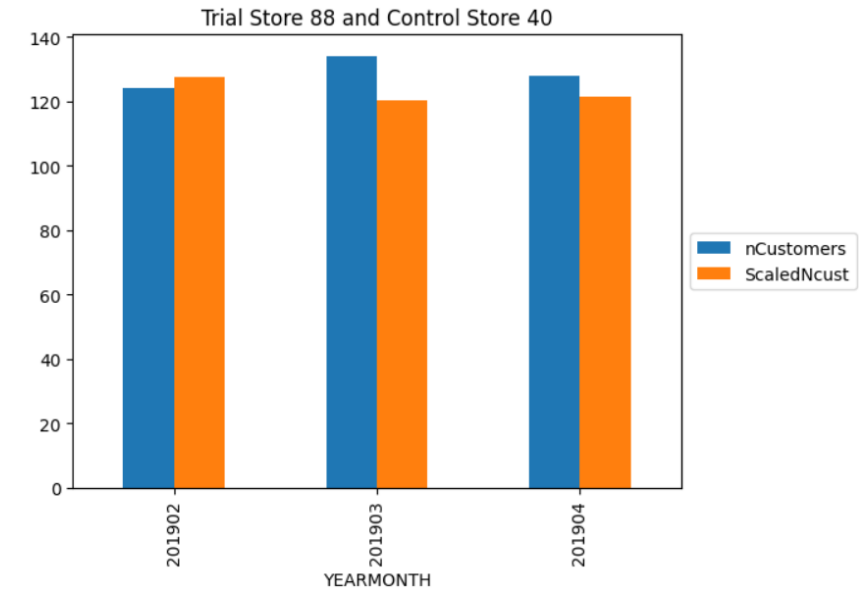
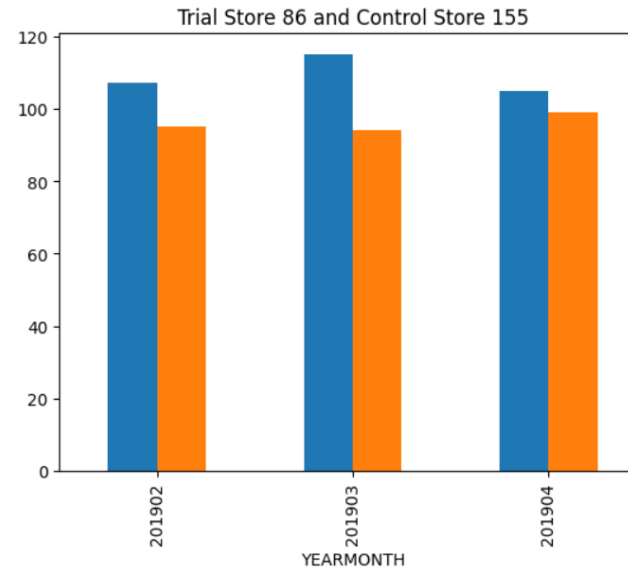
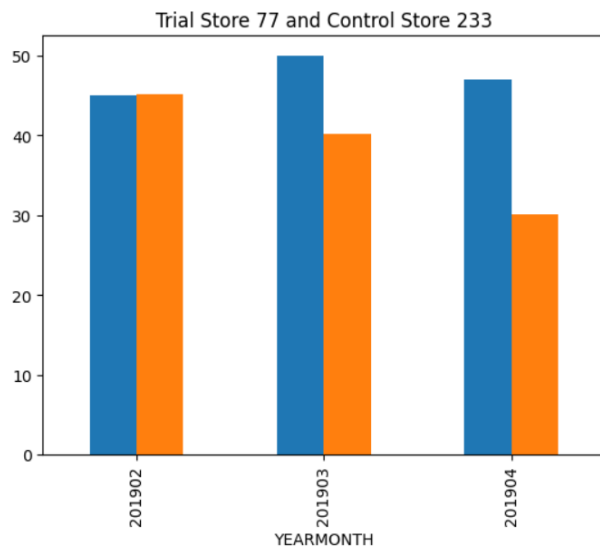
## Trial store performance



- We can see that Trial store 77 sales for Feb, March, and April exceeds 95% threshold of control store. Same goes to store 86 sales for all 3 trial months.
- Whereas trial store 88 sales increase is insignificant.



1. Trial store 77: Control store 233
2. Trial store 86: Control store 155
3. Trial store 88: Control store 40
4. Both trial store 77 and 86 showed significant increase in Total Sales and Number of Customers during trial period. But not for trial store 88. Perhaps the client knows if there's anything about trial 88 that differs it from the other two trial.
5. Overall the trial showed positive significant result.





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