



# CATEGORY REVIEW: CHIPS

RETAIL ANALYTICS

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# 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.



# AGENDA

1. EXECUTIVE SUMMARY

2. TASK 1: CATEGORY

3. TASK 2: TRIAL STORE PERFORMANCE

# EXECUTIVE SUMMARY

## 01 Task 1

Sales have mainly been due to Budget - older families, Mainstream young singles/couples, and Mainstream - retirees shoppers. We can help the Category Manager with recommendations of where these segments are and further help them with measuring the impact of the changed placement.

## 02 Task 2

We've found control stores 233, 155, 178 for trial stores 77, 86 and 88 respectively. The results for trial stores 77 and 86 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 88.





# TASK 1: CATEGORY

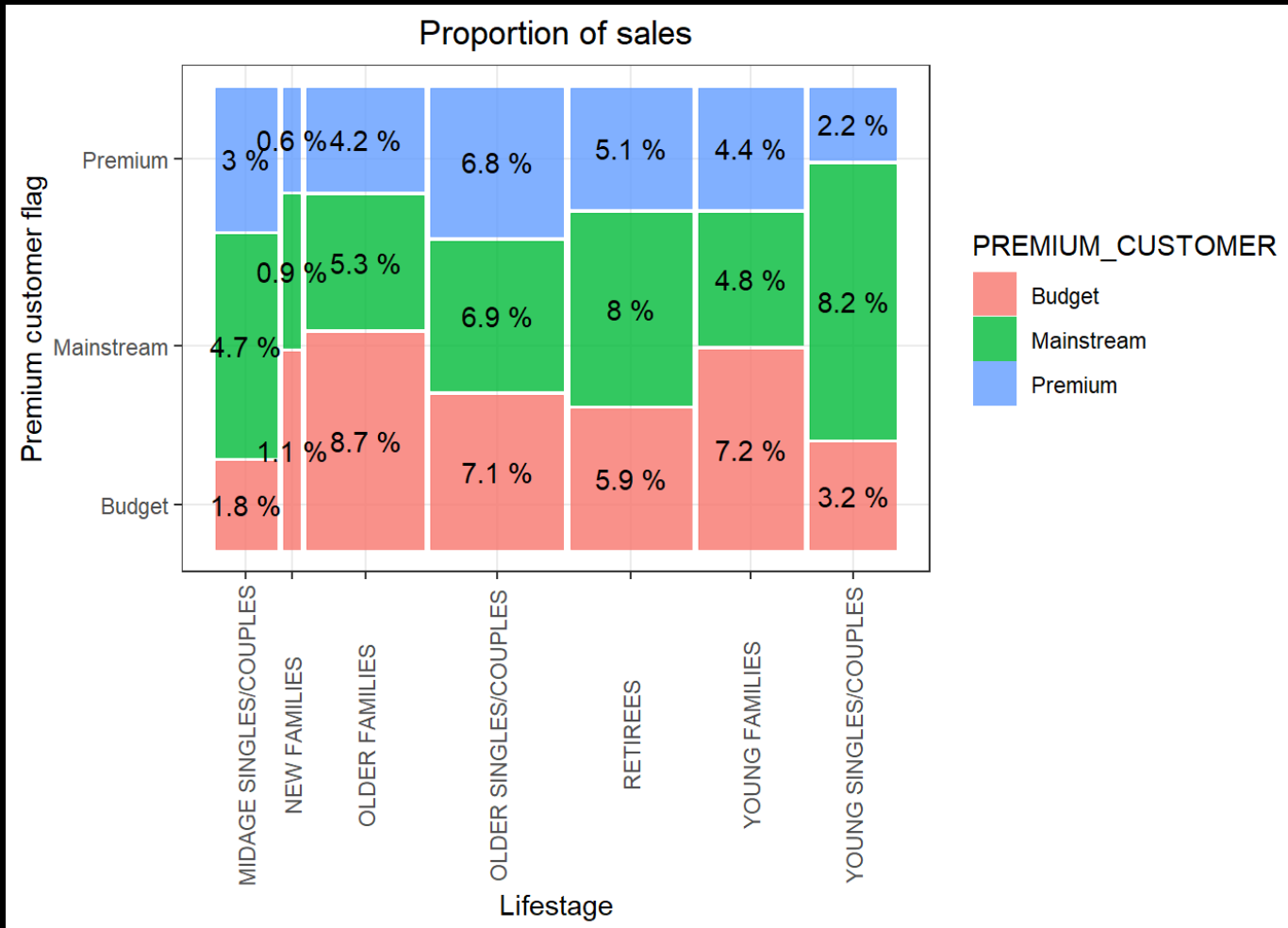
## OVERVIEW

Sales have mainly been due to **Budget - older families, Mainstream young singles/couples, and Mainstream - retirees shoppers**. We found that the **high spend in chips for mainstream** young singles/couples and retirees is due to there **being more of them than other buyers**. Mainstream, midage and young singles and couples are also more likely to **pay more per packet** of chips. This is indicative of impulse buying behavior.

We've also found that **Mainstream young singles and couples** are **23% more** likely to purchase **Tyrrells chips** compared to the rest of the population. The Category Manager may want to **increase the category's performance** by **off-locating some Tyrrells** and smaller packs of chips in discretionary space near segments where young singles and couples frequent more often to increase visibility and impulse behavior.

Quantum can help the Category Manager with recommendations of where these segments are and further help them with measuring the impact of the changed placement.

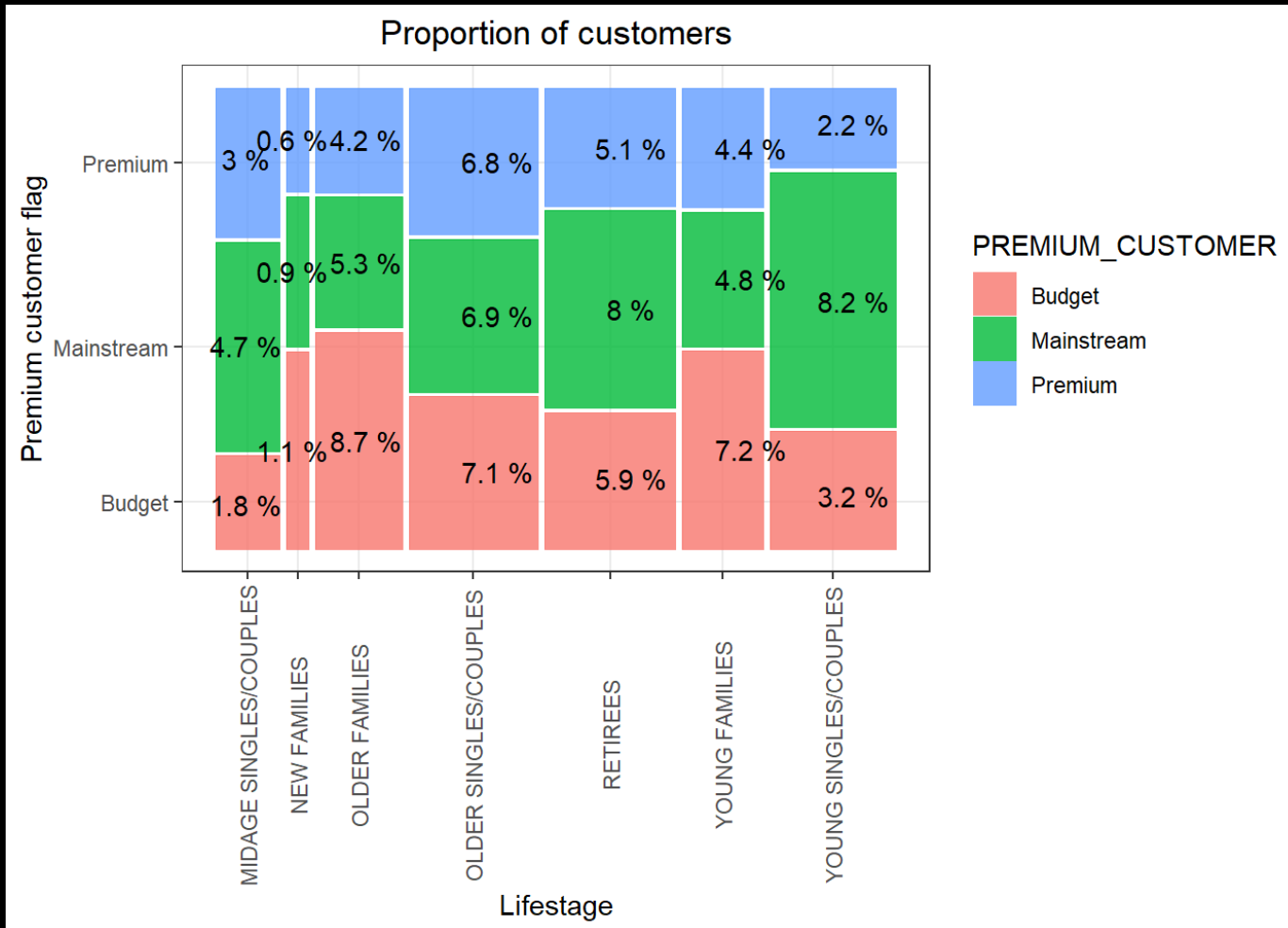
# AFFLUENCE AND ITS EFFECT ON CONSUMER BUYING FOR THE CATEGORY OF CHIPS



Sales are coming mainly from

1. Budget - older families,
2. Mainstream-young singles/couples
3. Mainstream - retirees

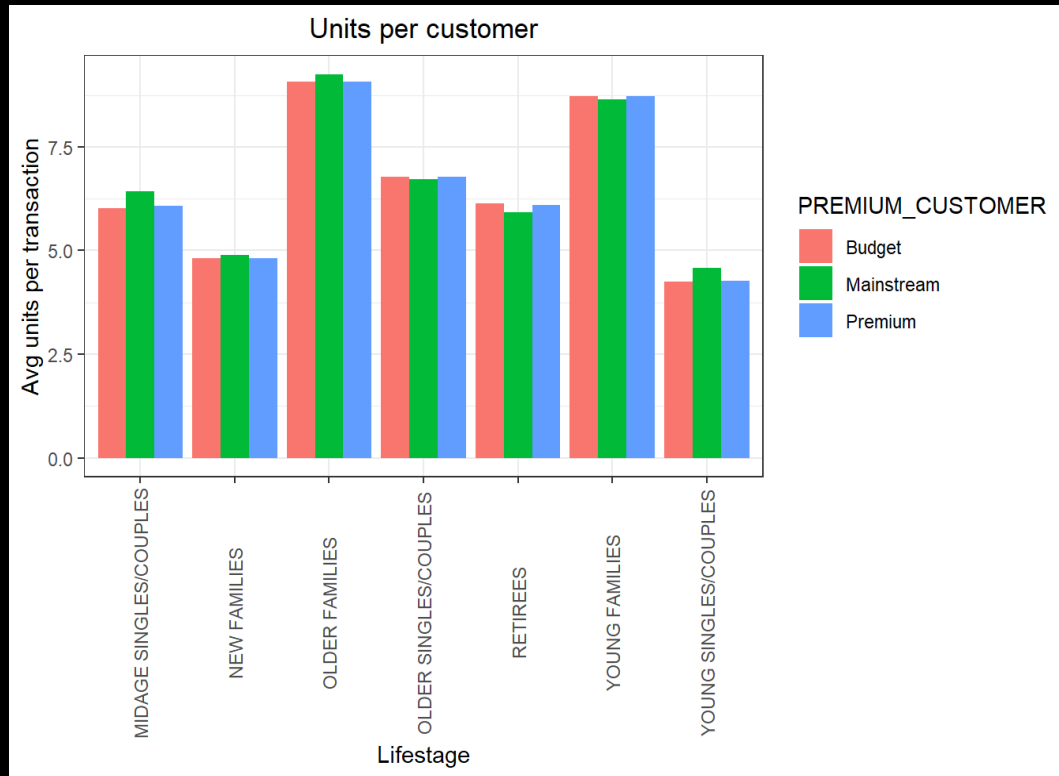
# THE PROPORTION OF CUSTOMERS BY AFFLUENCE AND LIFE STAGE ON THIS SLIDE



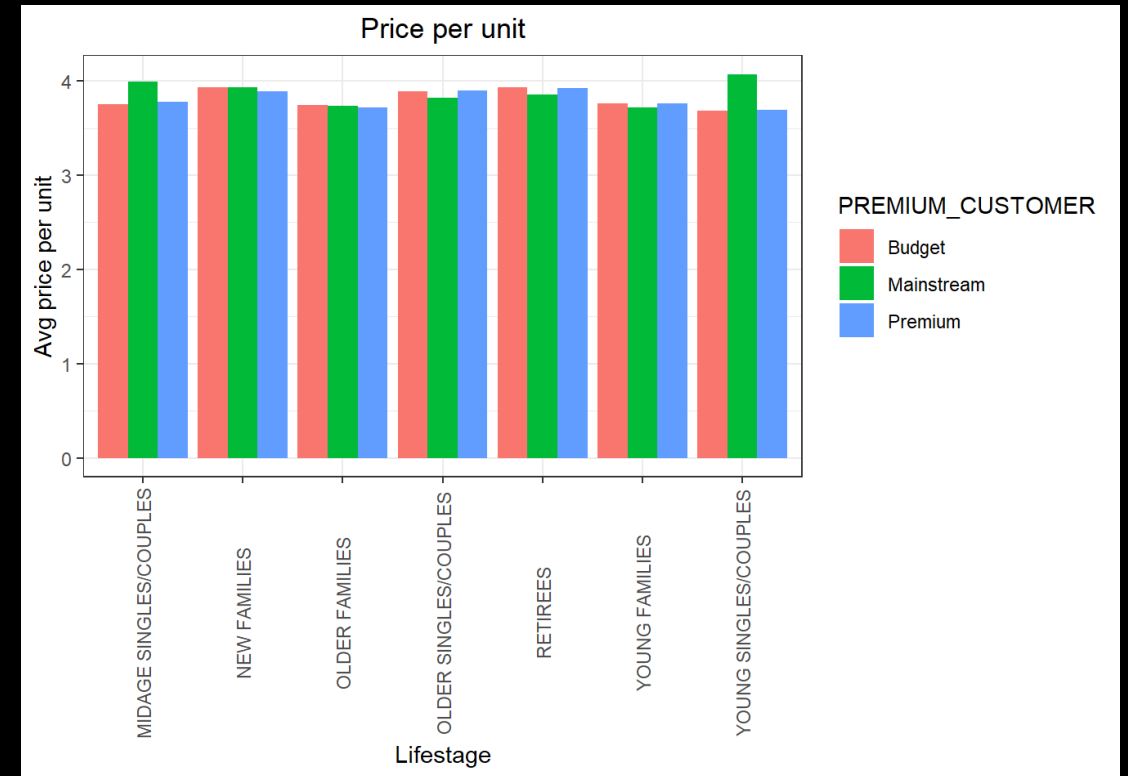
There are more Mainstream - young singles/couples and Mainstream - retirees who buy chips.

This contributes to there being more sales to these customer segments but this is not a major driver for the Budget - Older families segment.

# AVERAGE NUMBER OF UNITS AND PRICE PER CUSTOMER BY LIFESTAGE AND PREMIUM\_CUSTOMER



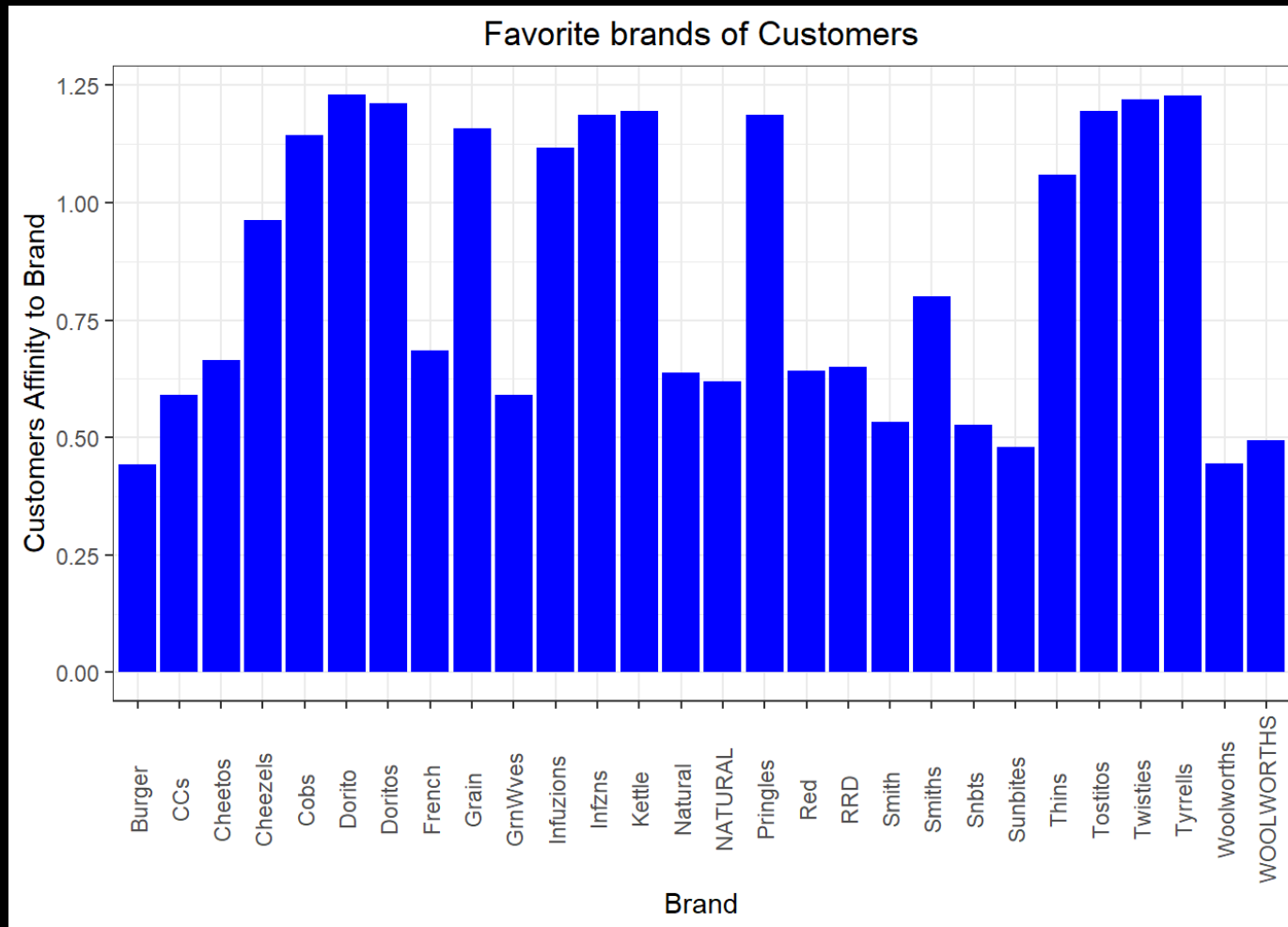
Older families and young families in general buy more chips per customer



The difference in average price per unit isn't large



# BRAND AFFINITY COMPARED TO THE REST OF THE POPULATION



Here, We can see that:

- Mainstream young singles/couples are 56% less likely to purchase Burger Rings compared to the rest of the population
- Mainstream young singles/couples are 23% more likely to purchase Tyrrells chips compared to the rest of the population



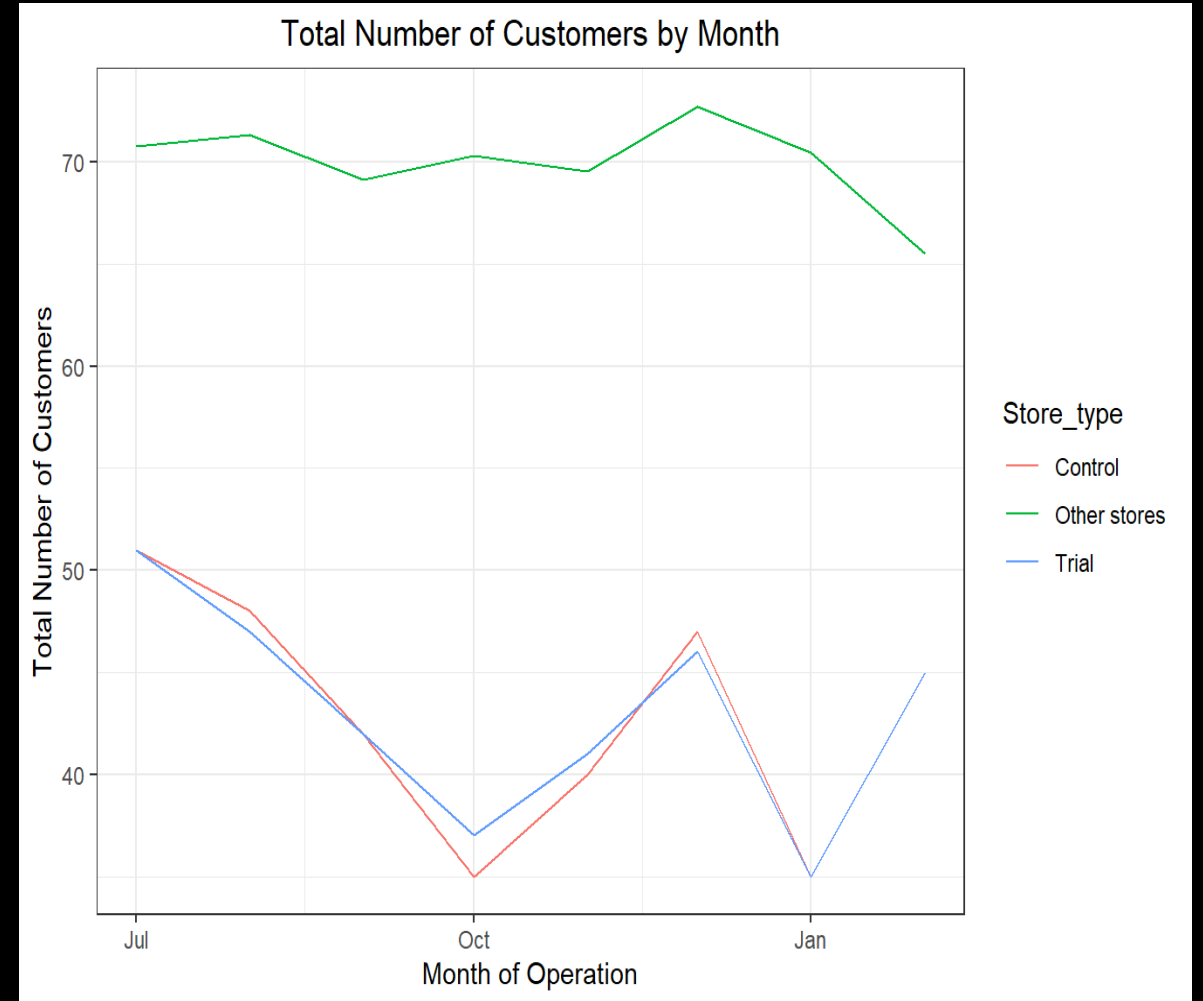
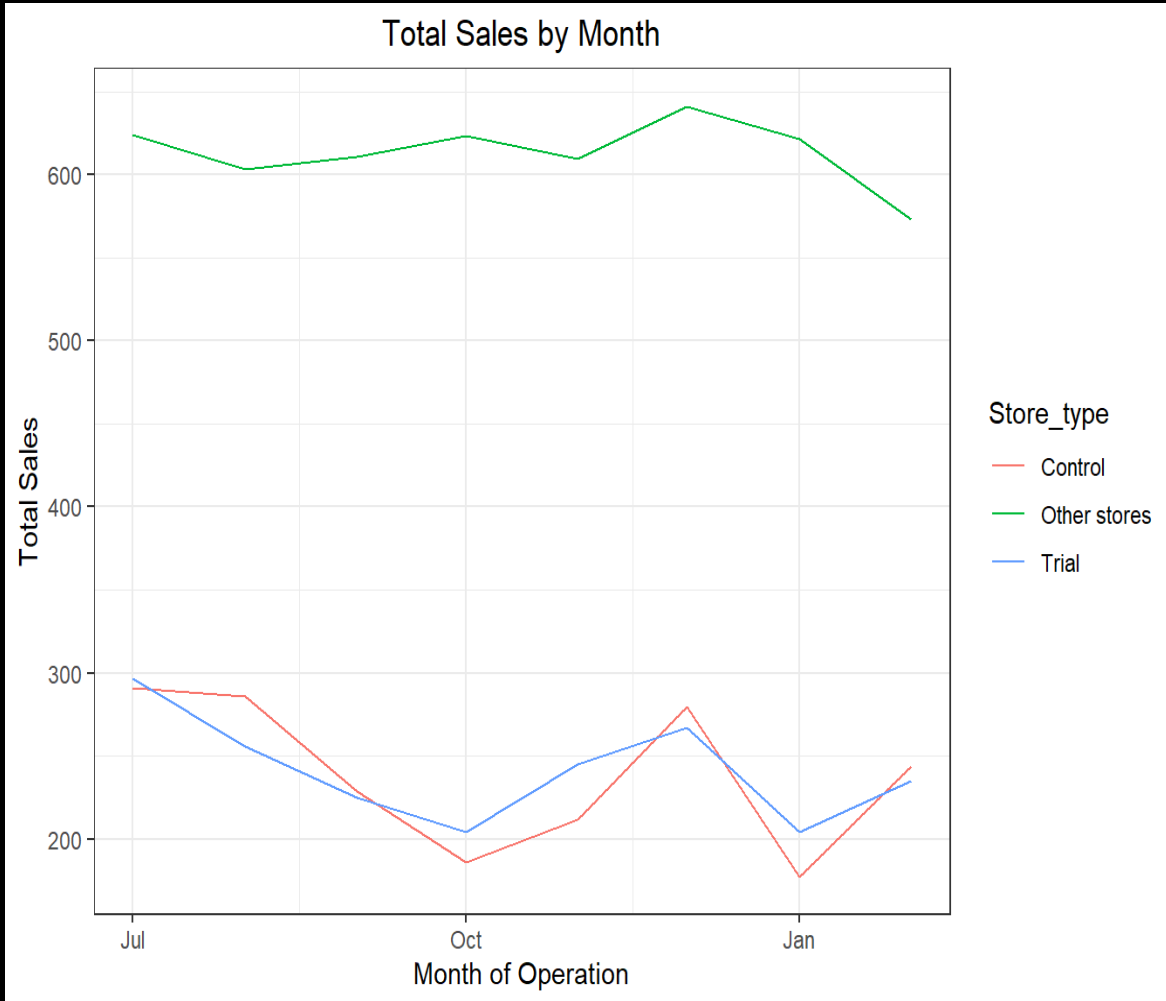
## TASK 2: TRIAL STORE PERFORMANCE

### CONTROL STORE VS TRIAL STORE

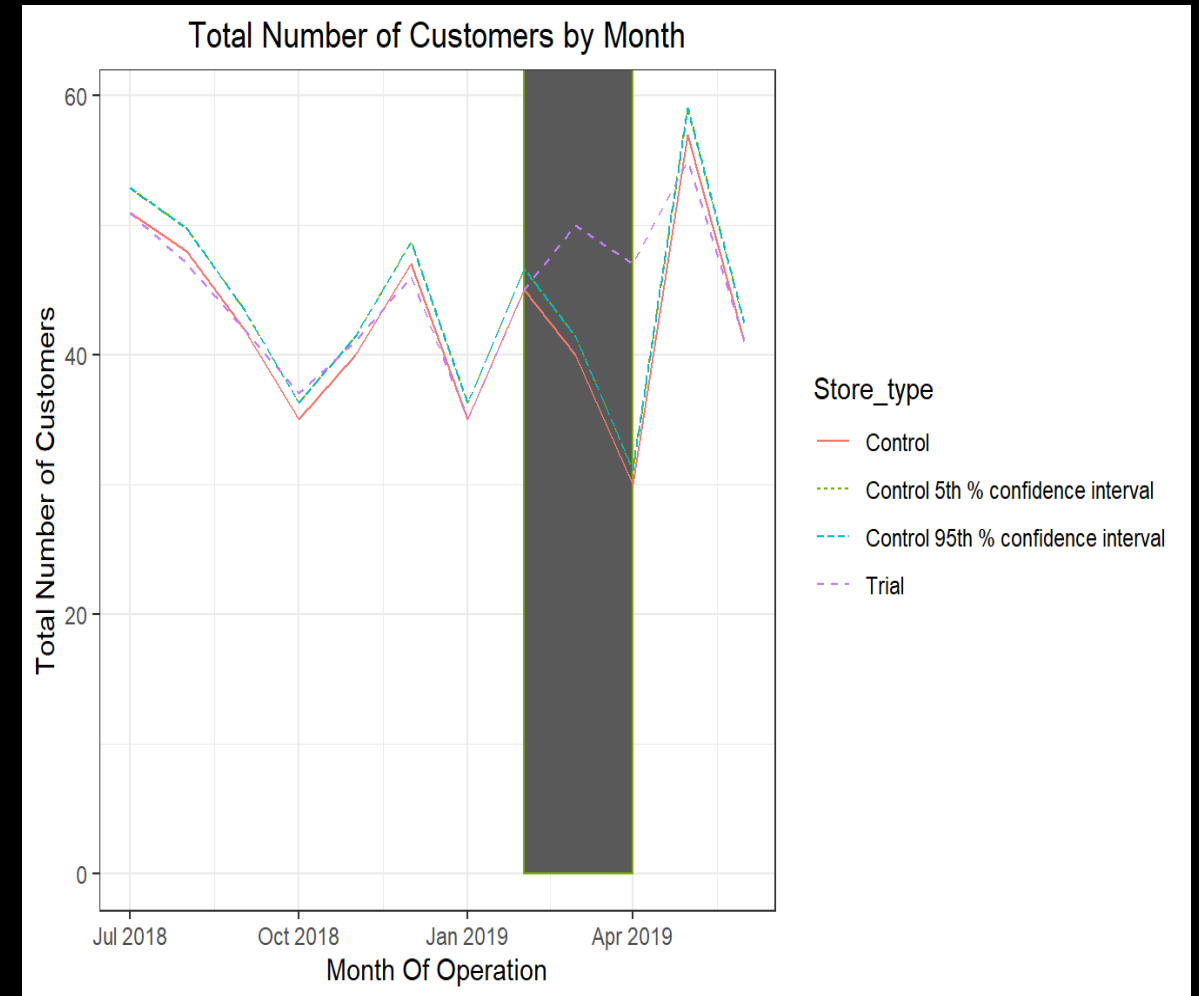
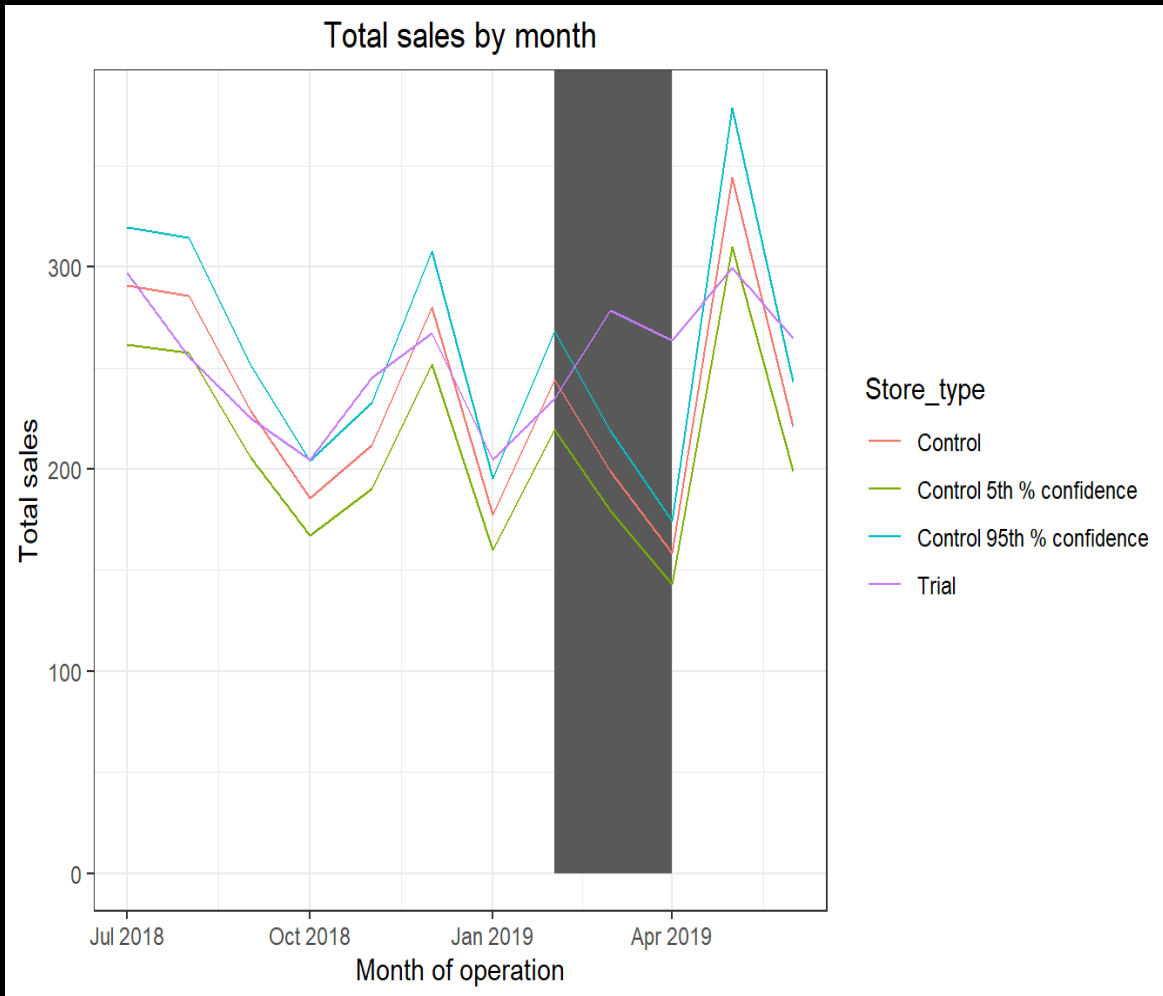
We've found control stores 233, 155, 237 for trial stores 77, 86 and 88 respectively.

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.

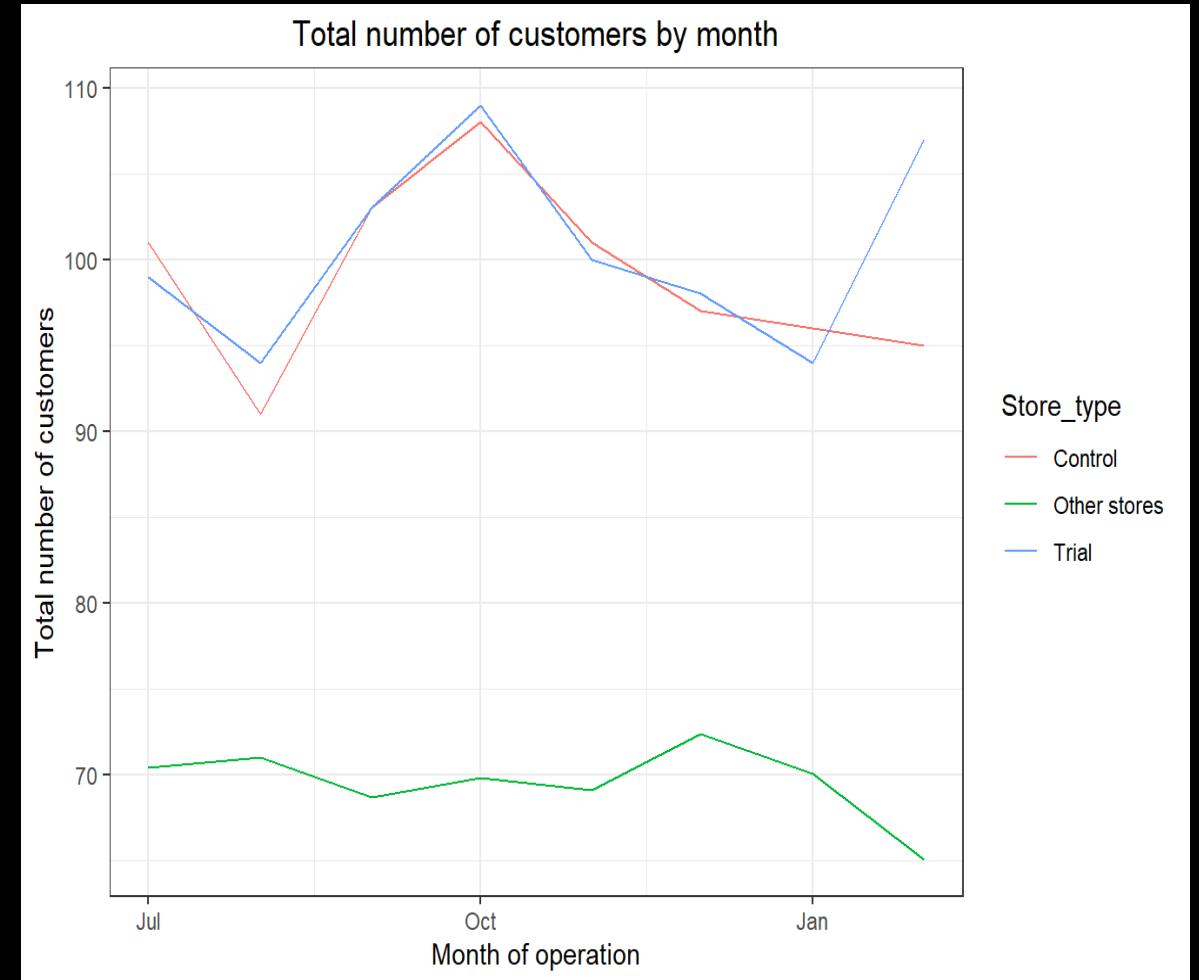
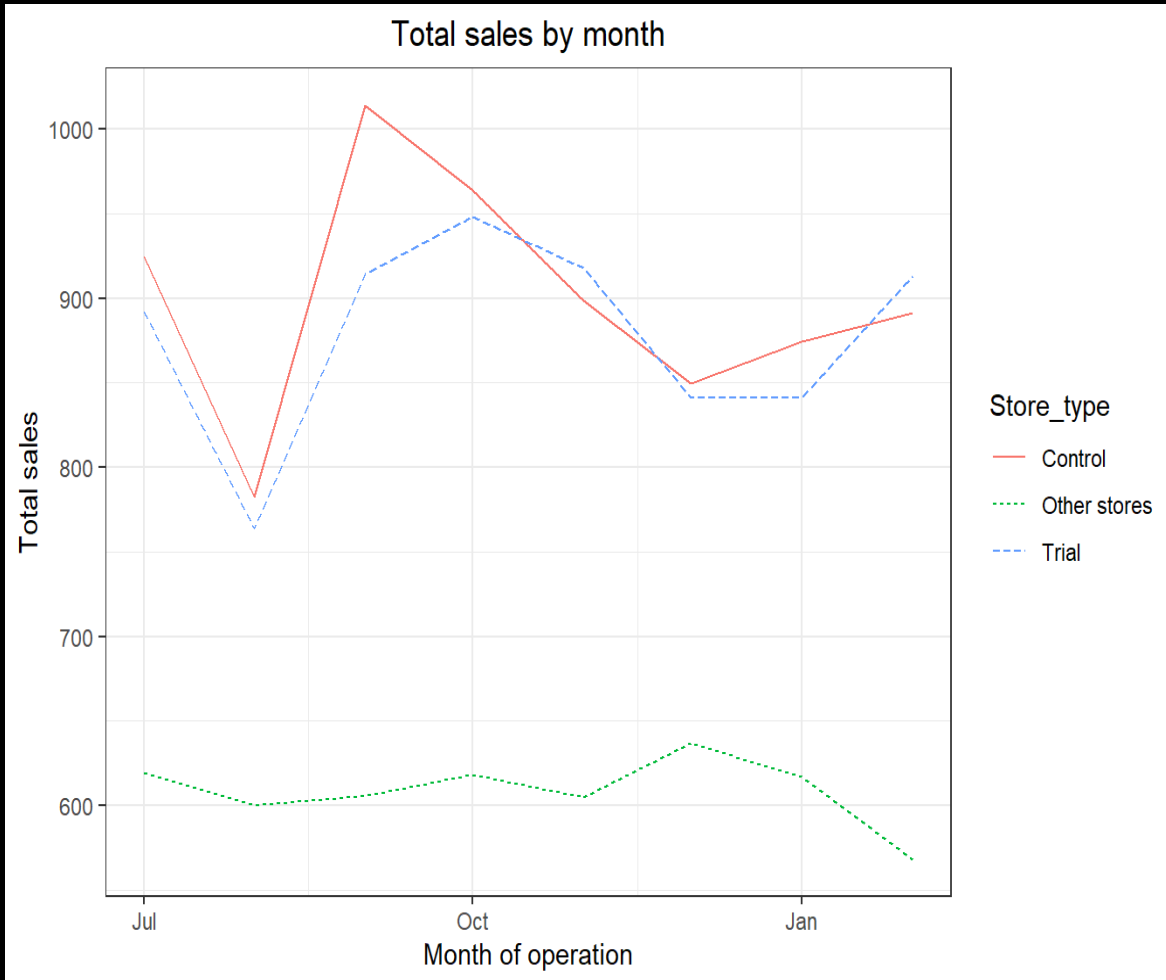
# TRIAL STORE 77



# TRIAL STORE 77

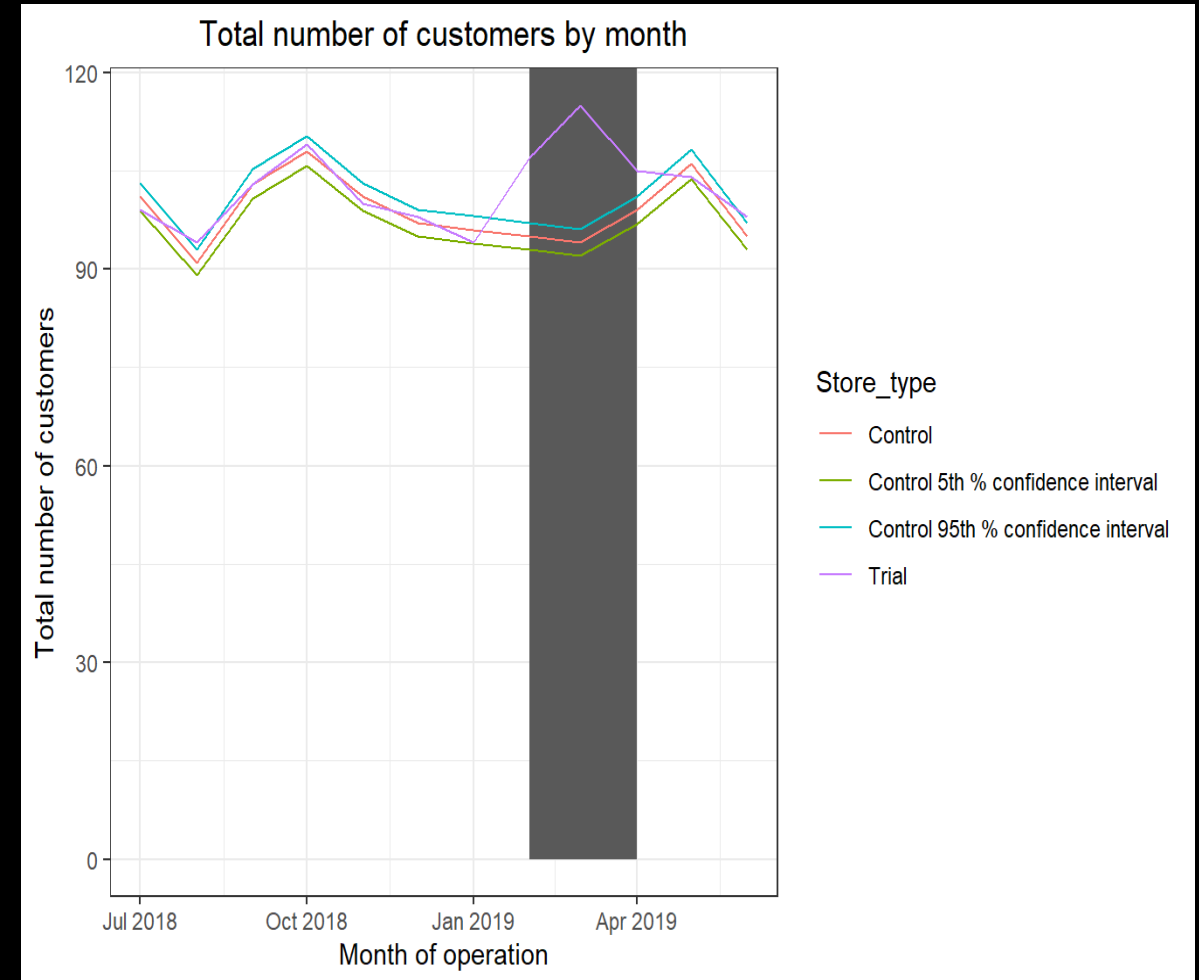
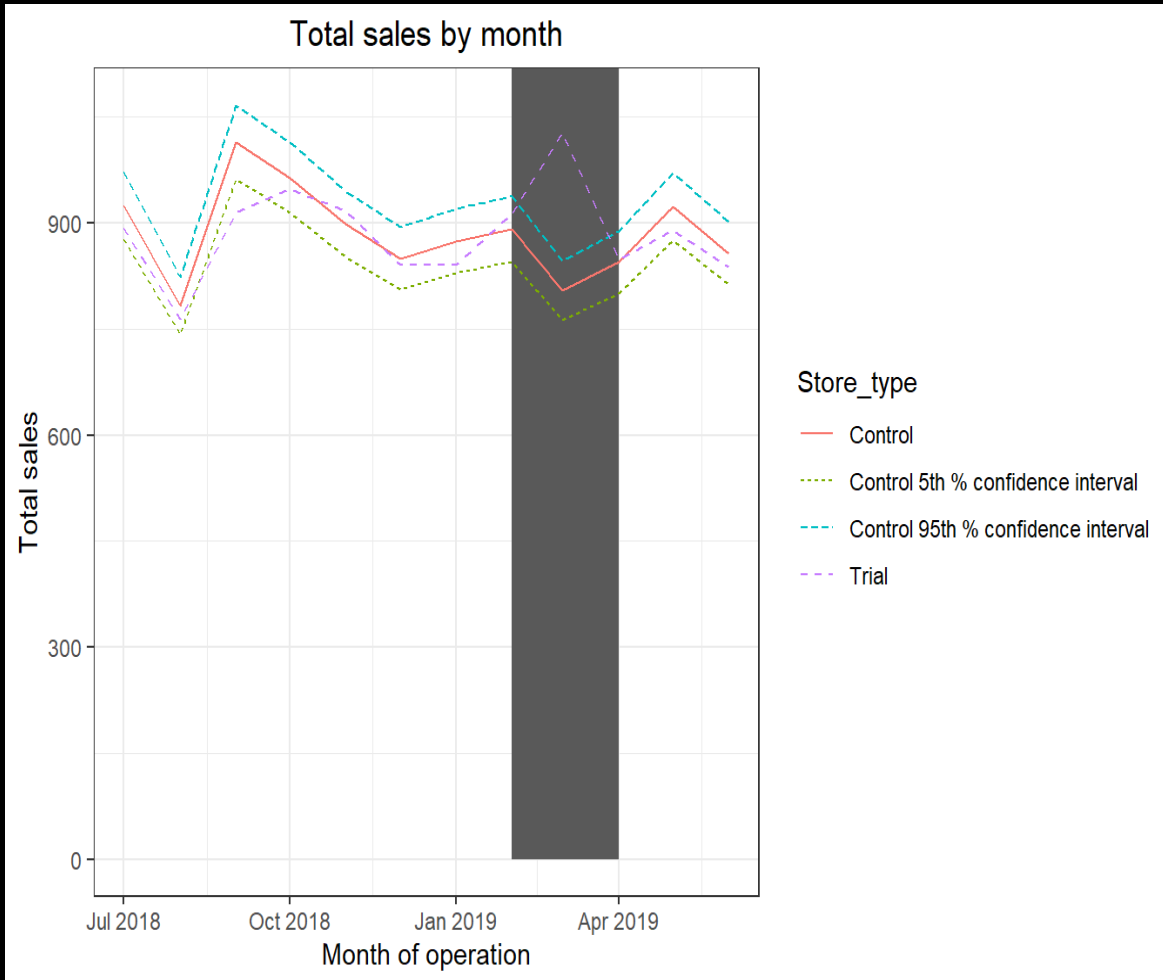


# TRIAL STORE 86

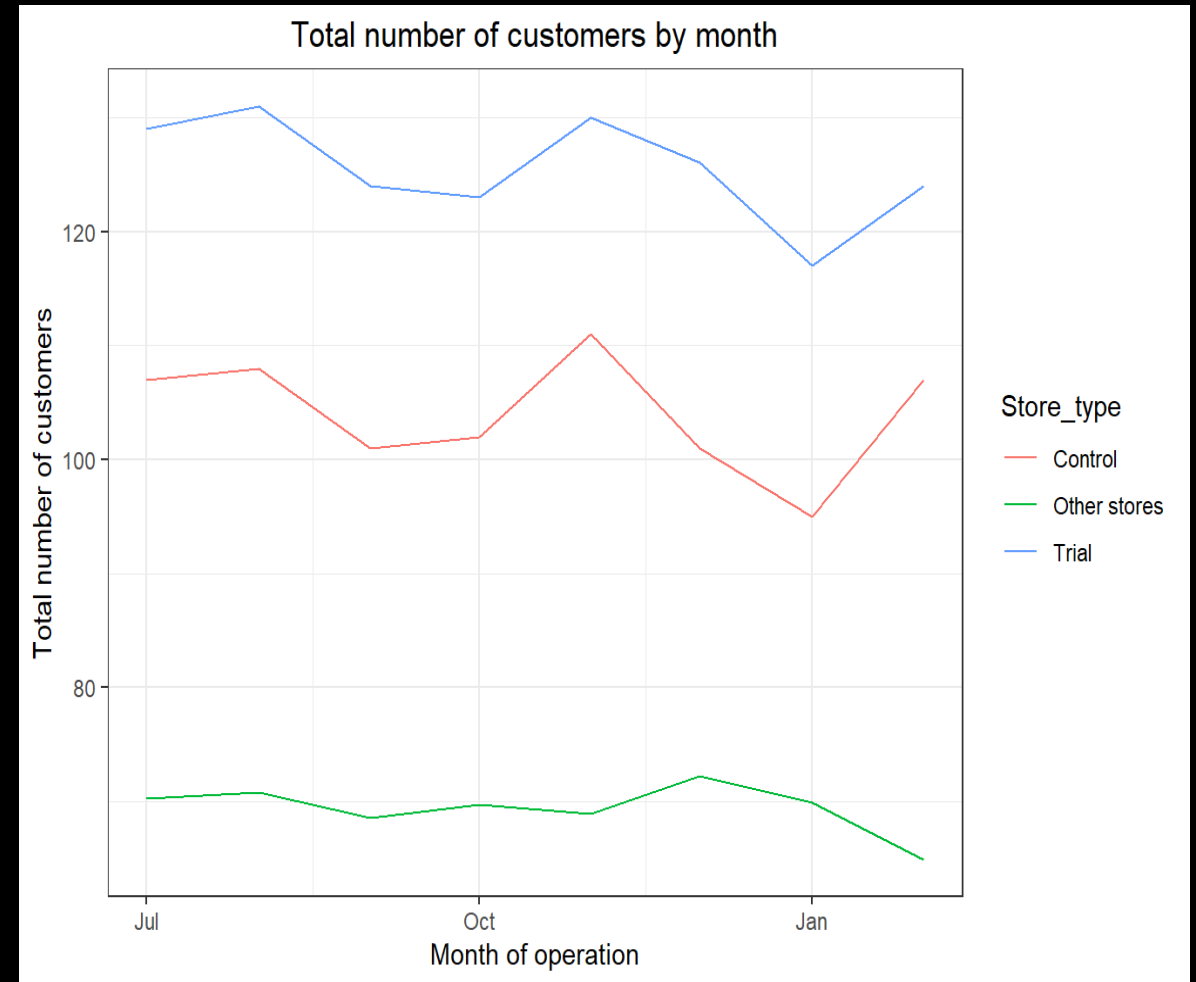
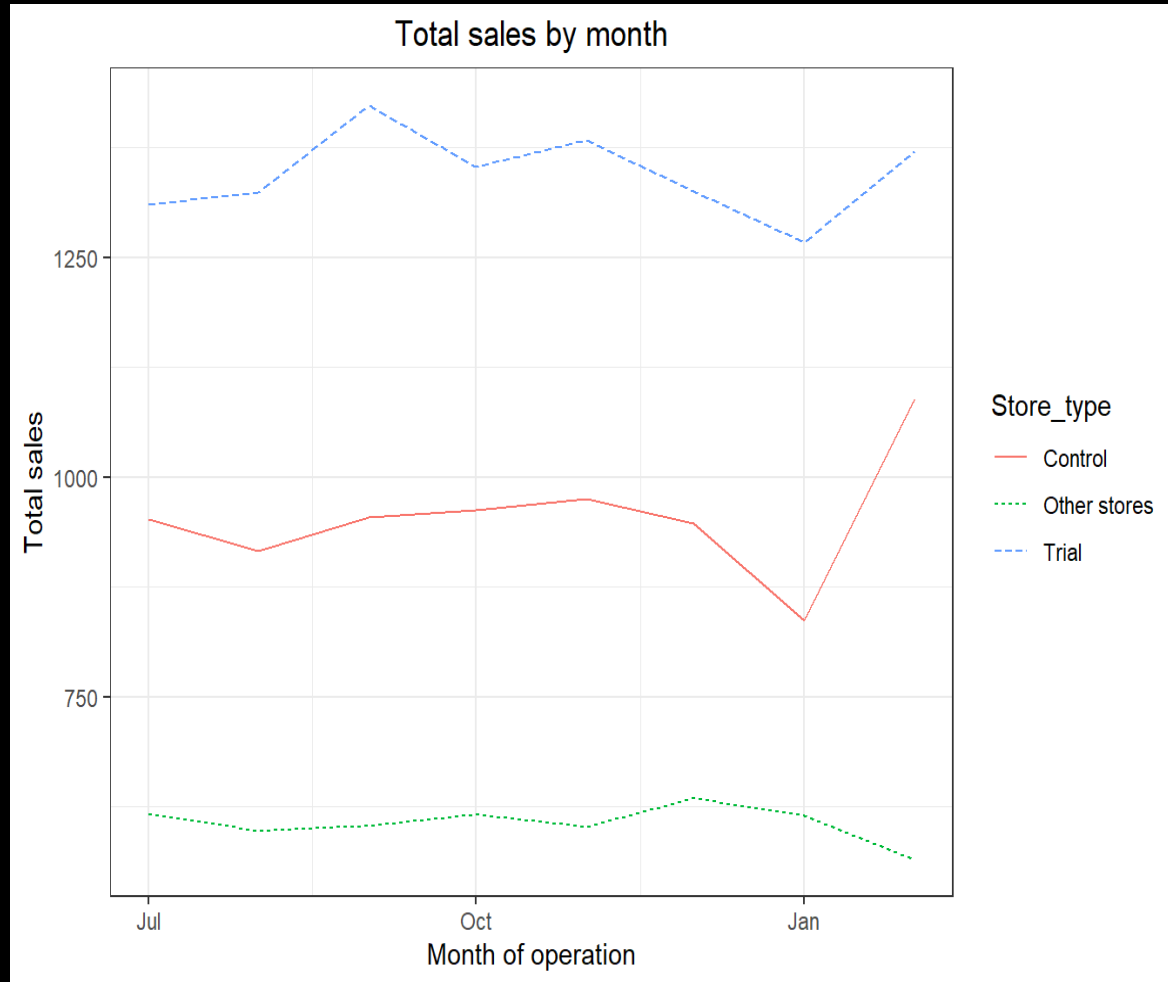




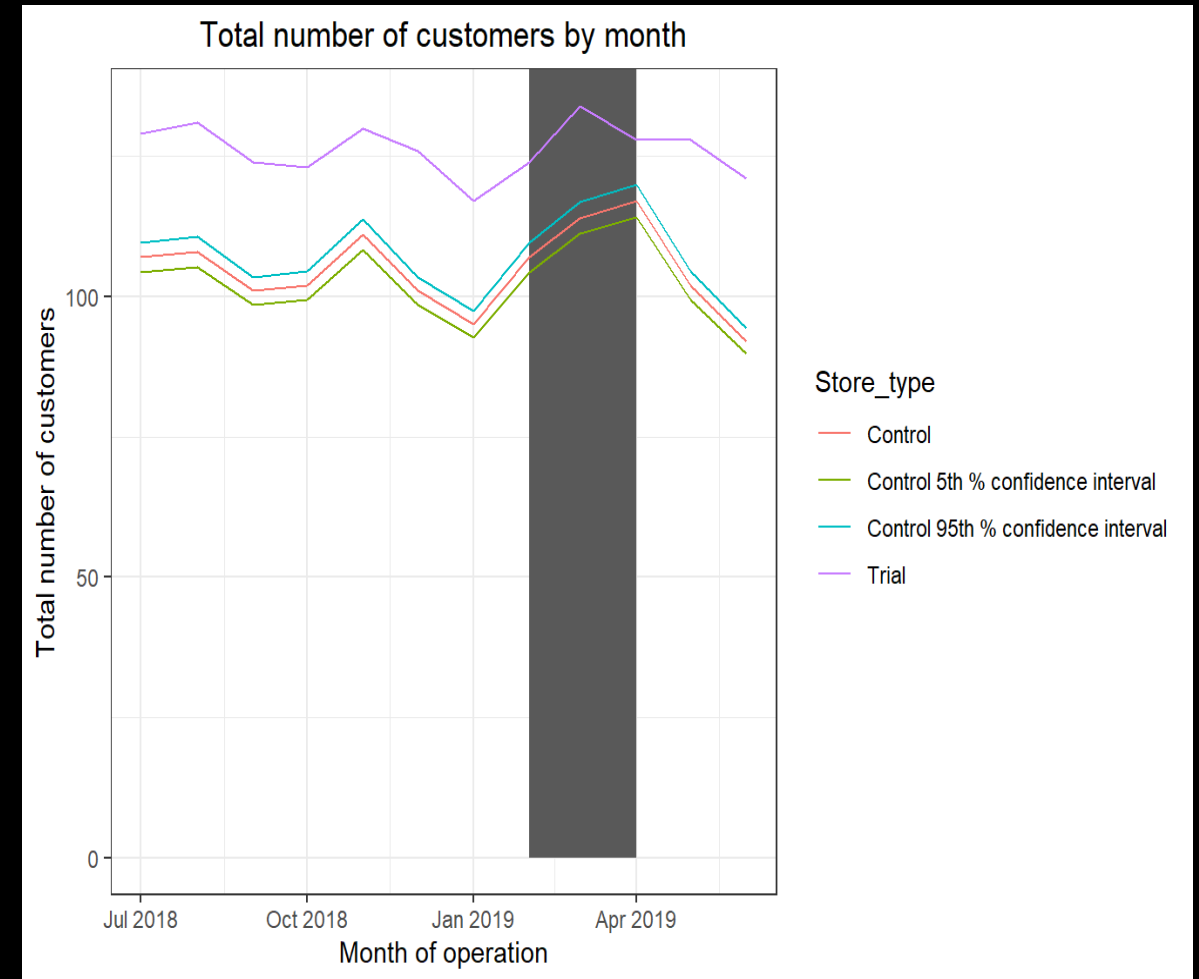
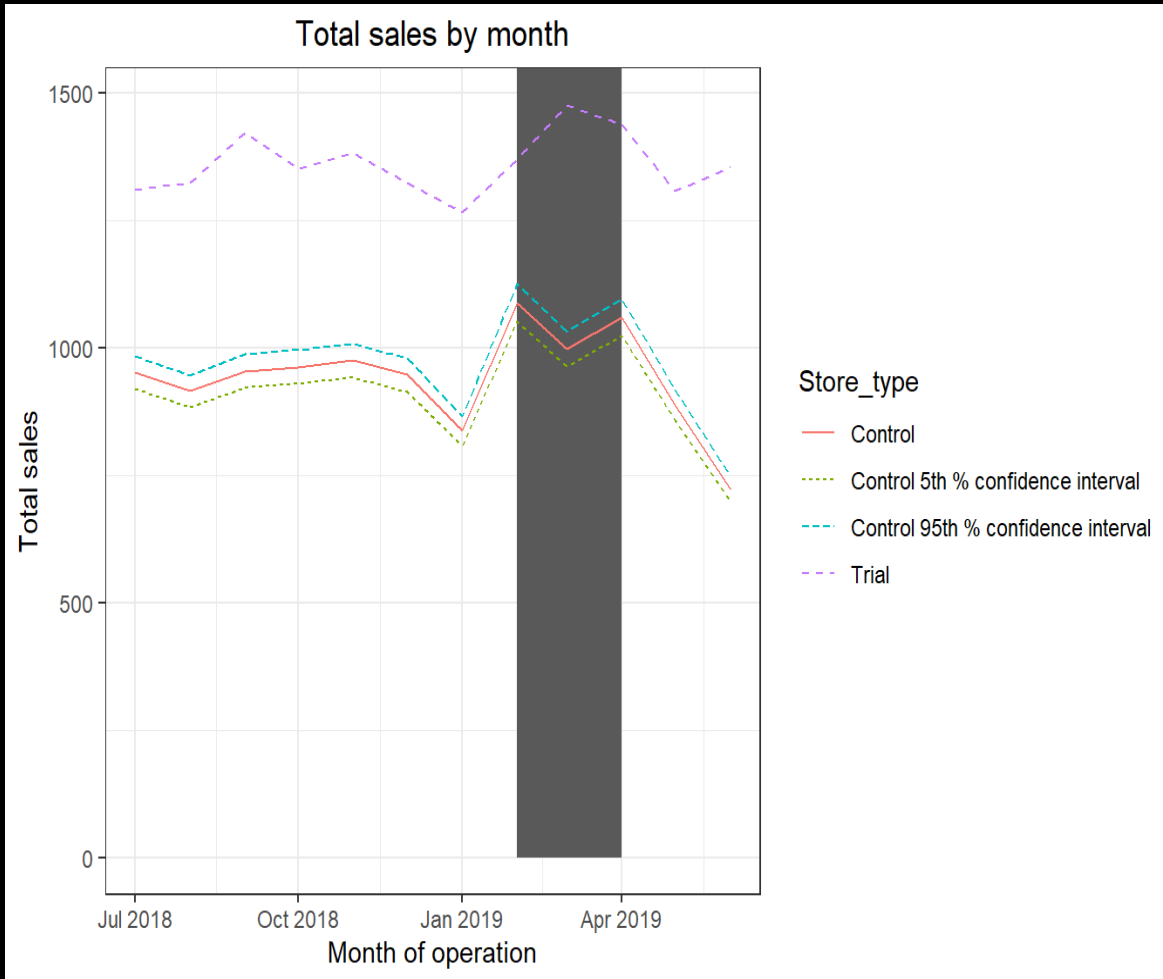
# TRIAL STORE 86



# TRIAL STORE 88



# TRIAL STORE 88





**THANK YOU**

**Giftly Cheruvallimalayil**