

August 29

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

Chips Category Review

- The Mainstream category of Young and Mid-age Singles/Couples have the highest spending of chips per purchase.
- The Older Families(Budget) have the highest frequency of purchase followed by Young Singles/Couples (Mainstream) and at last Retirees (Mainstream) contributing to a total 25% sales revenue.
- Chips Brand Kettle is the most purchased brand in all stores.
- Young and Mid-age Singles/Couples is the only segment having Doritos as the highest purchase brand while Smiths is for other segments.
- Most frequent chip size purchased is 175 gr followed by 150 gr size for all segments.
- Chips transactions increase a lot before Christmas which can be an advantage with the help of promotional offers.

02

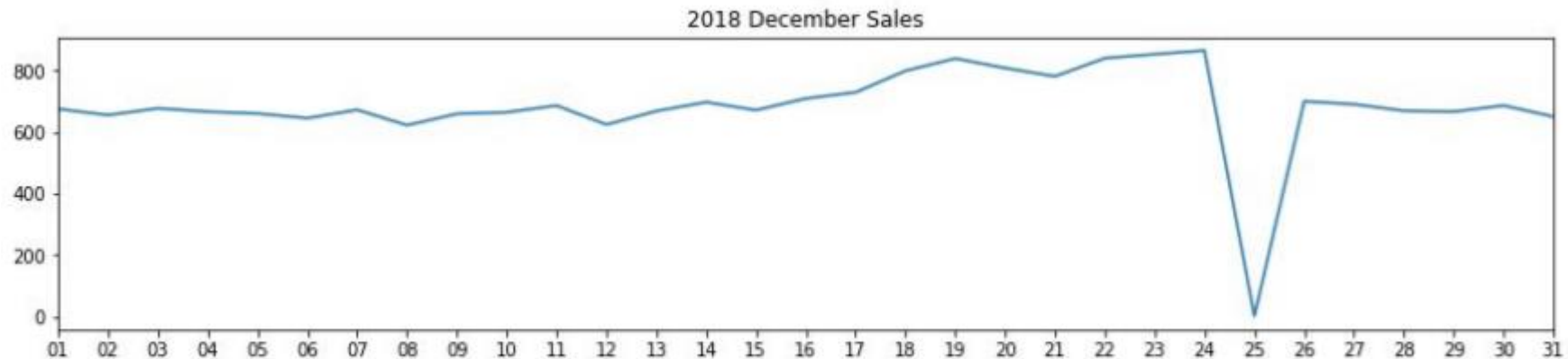
Store Analysis

- Trial stores 86 and 88 have significant increase in total sales and number of customers during trial as compared to control store.
- Trial store 77 had increase as well but not as good as stores 86 and 88.

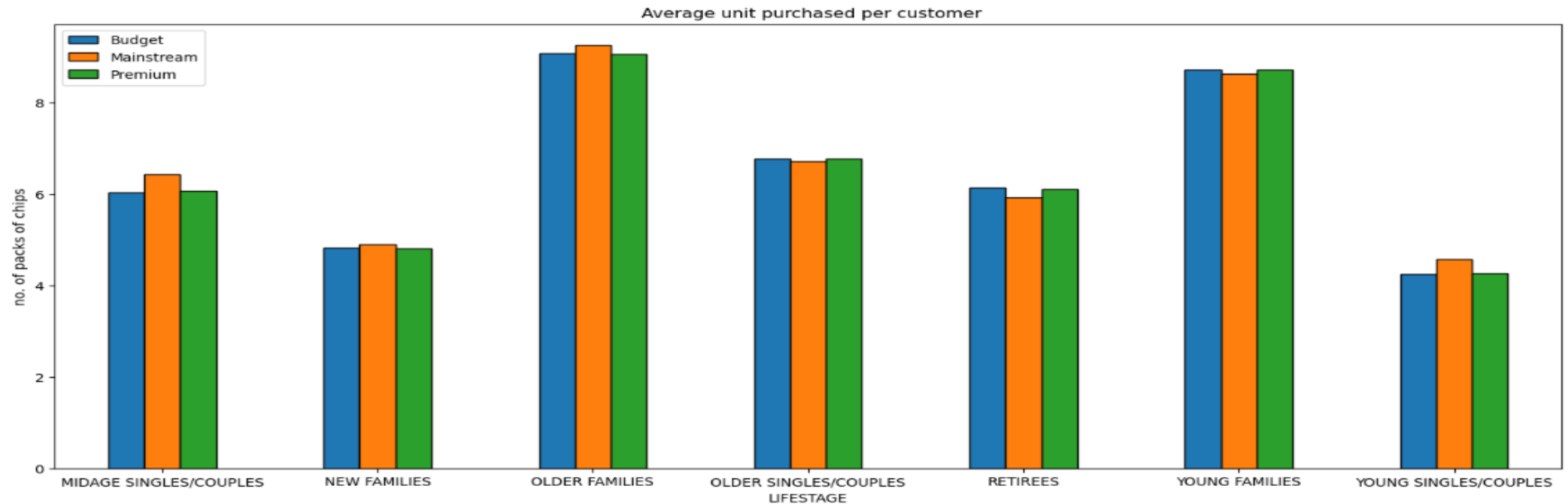
01

Category

- The day with no transaction is a Christmas day that is when the store is closed hence there is a dip in sales on 25th 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.

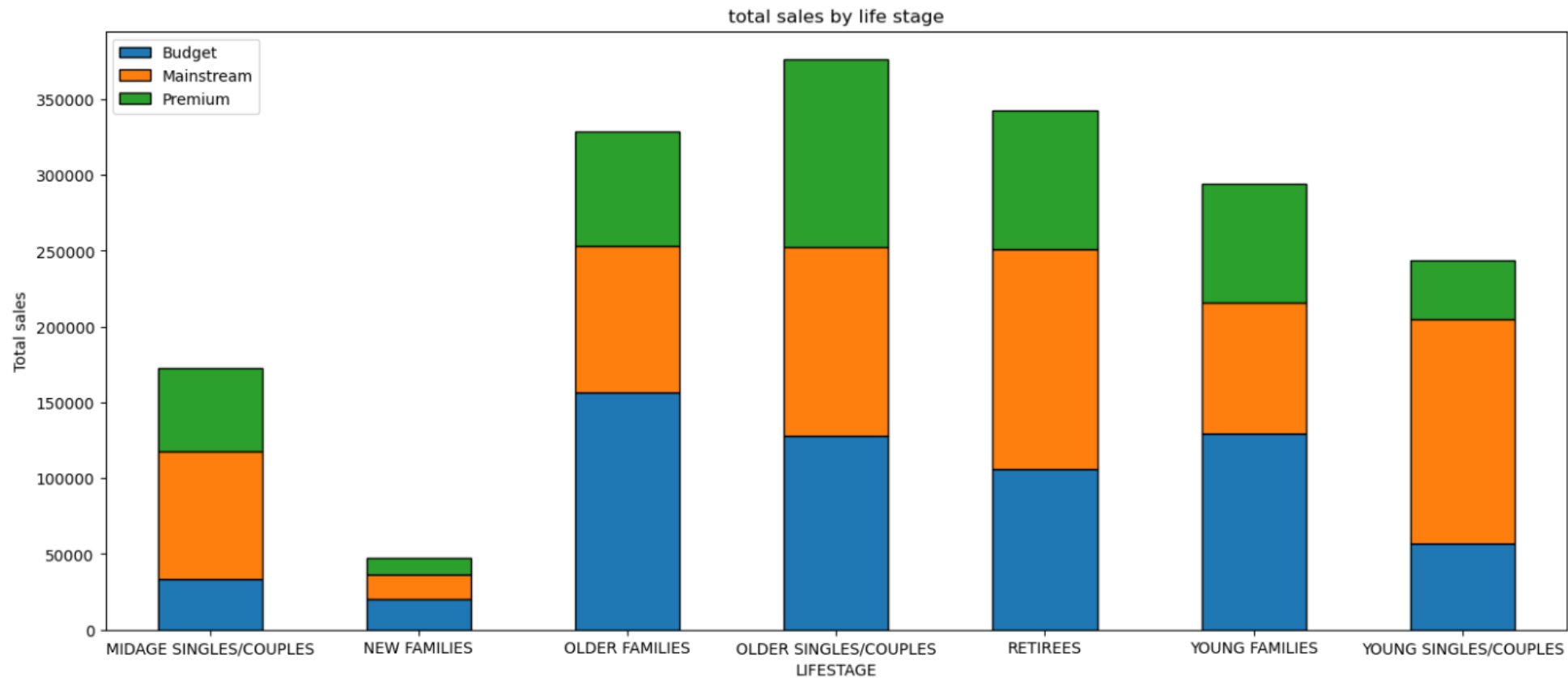


- Sales mainly came from Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees. In total contributing 25% of sales revenue.
- Older and Young Family segment have the highest average purchase units per unique customer



for all three life stages the Older Families and Young Families has highest unit purchased per customer

- Sales mainly came from Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees. In total, older customers buy more than younger customers. Non-premium customers buy more than premium customers.

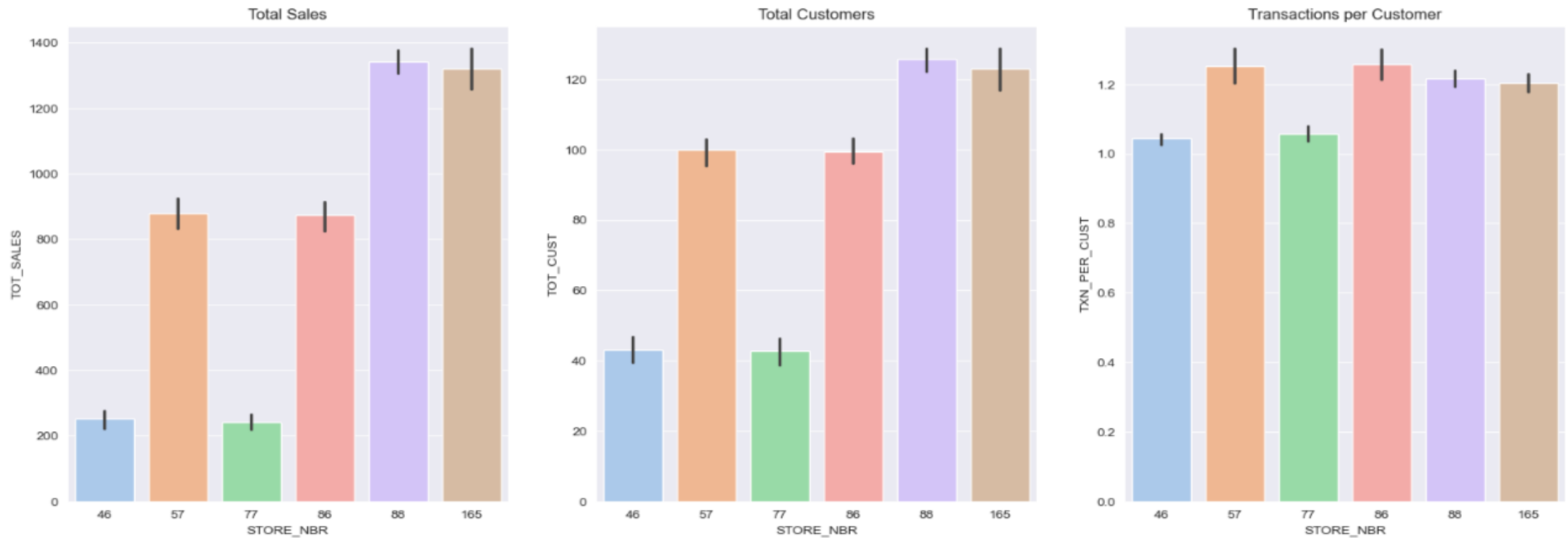


02

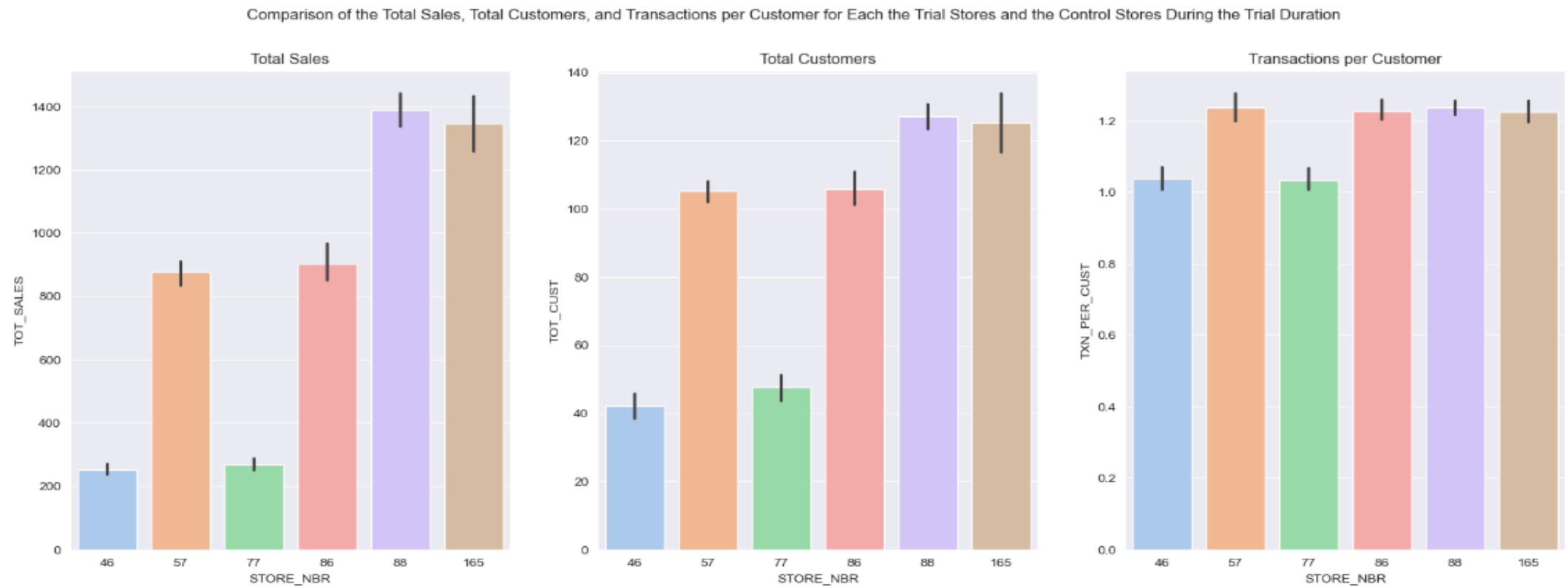
Trial store performance

1. Trial store 77: Control store 46
2. Trial store 86: Control store 57
3. Trial store 88: Control store 165

Comparison of the Total Sales, Total Customers, and Transactions per Customer for Each the Trial Stores and the Control Stores During the Pre-Trial Duration



We can, once again, notice that STORE_NBR 88 slightly out-performs its control store, STORE_NBR 165, and still remains the best implementation of the trial of all the trial stores. The driver for this seems to be the purchasing customers rather than purchases per customer, as we can see that with the increase in the total customers, there's also an increase in the total sales almost identically, but the transactions per customer seem to be reasonably high for all the trial stores regardless of the total sales.



Conclusion:

- we can see that for trial store 77,86 and 88 the control store 46, 57 and 165 are chosen respectively as **the Total Sales, Total Customers, and Transactions per Customer are similar for these.**
- While the other trial stores performed the same as their corresponding control stores, we can see, however, that STORE_NBR 88 slightly out-performed its control store, STORE_NBR 165, in all attributes.
- STORE_NBR 86 and 88 show a significant difference in terms of the total sales, but this isn't the case with STORE_NBR 77, which may be because of the way the trial was implemented for it.
- Due to the maximum difference in the total sales of all the trial stores, STORE_NBR 88 remains the best implementation of the trial.
- The driver for the increase in total sales seems to be the purchasing customers rather than purchases per customer — the more the customers, the higher the sales.



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