August 29

Category review: Chips

Retail Analytics

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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
- Quantium 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.

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We all have a responsibility to use data for good

Quantium 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 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.

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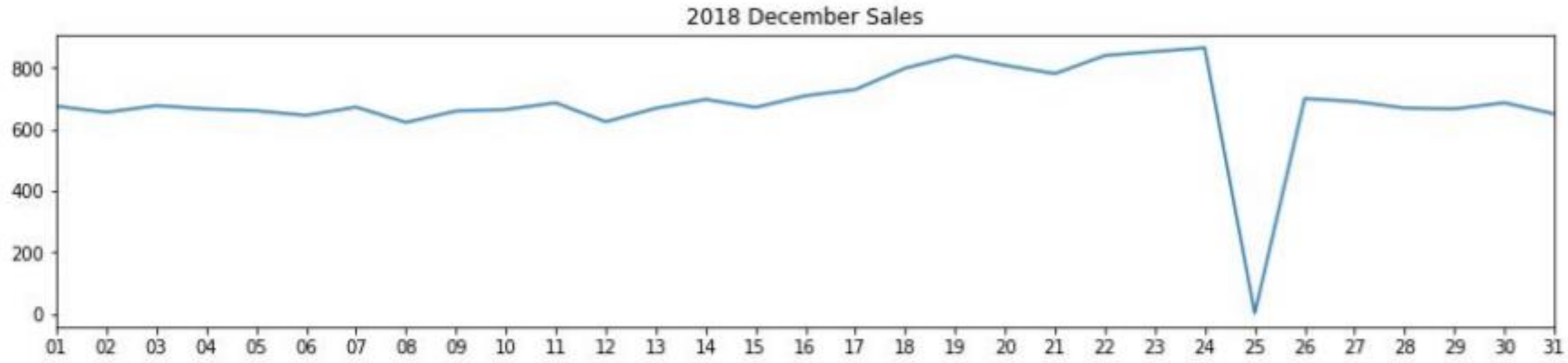
01

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.



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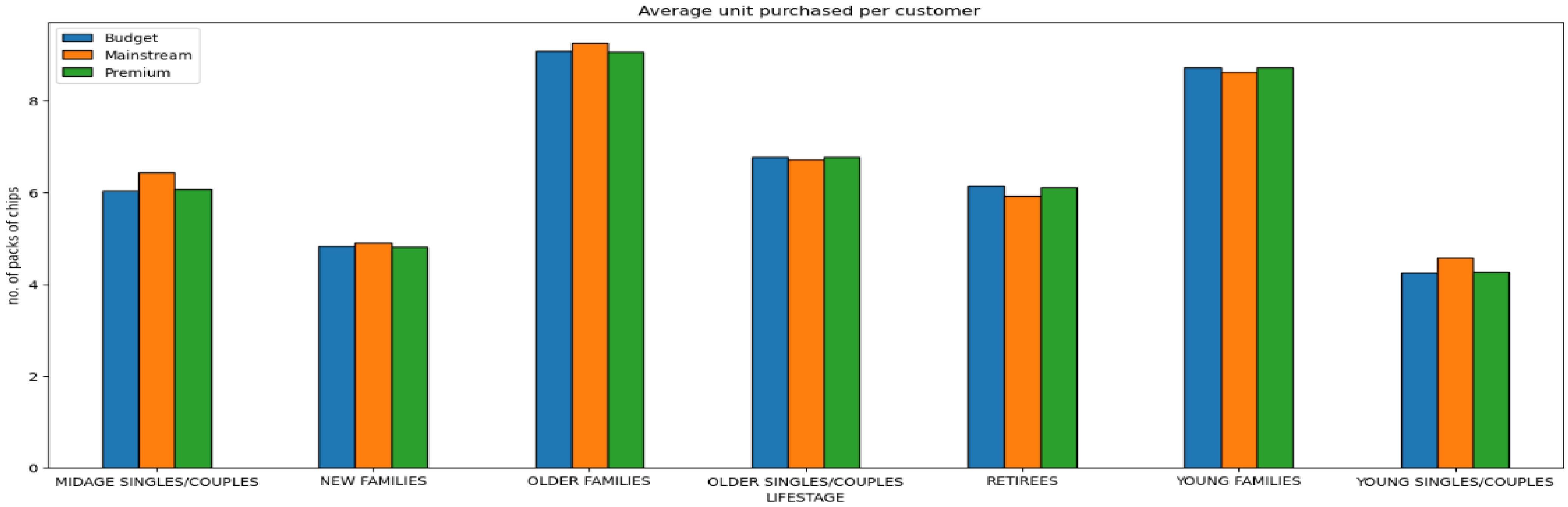
- Sales mainly came from Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees. In total contributing 25% of sales revenue.
- Older and Young Family segment have the highest average purchase units per unique customer



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

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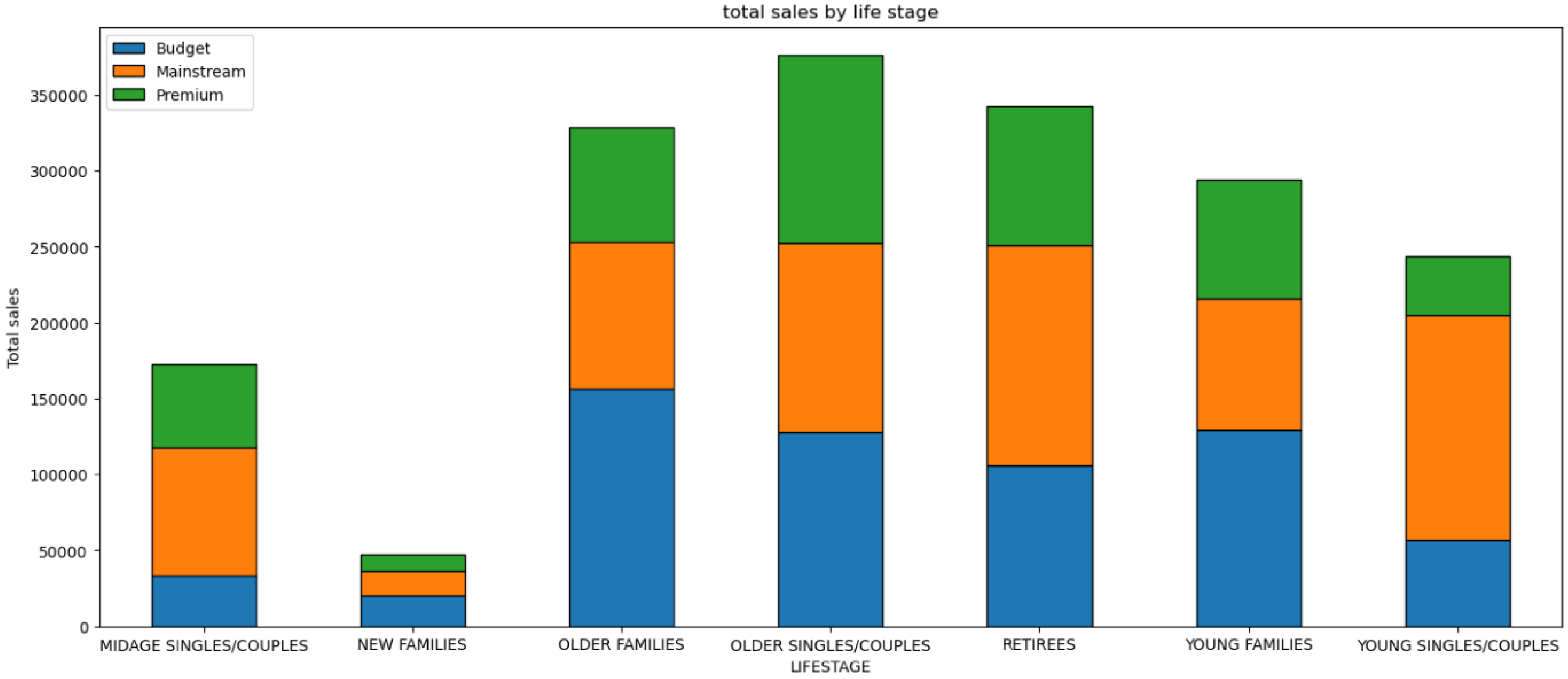
- Sales mainly came from Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees. In total, older customers buy more than younger customers. Non-premium customers buy more than premium customers.



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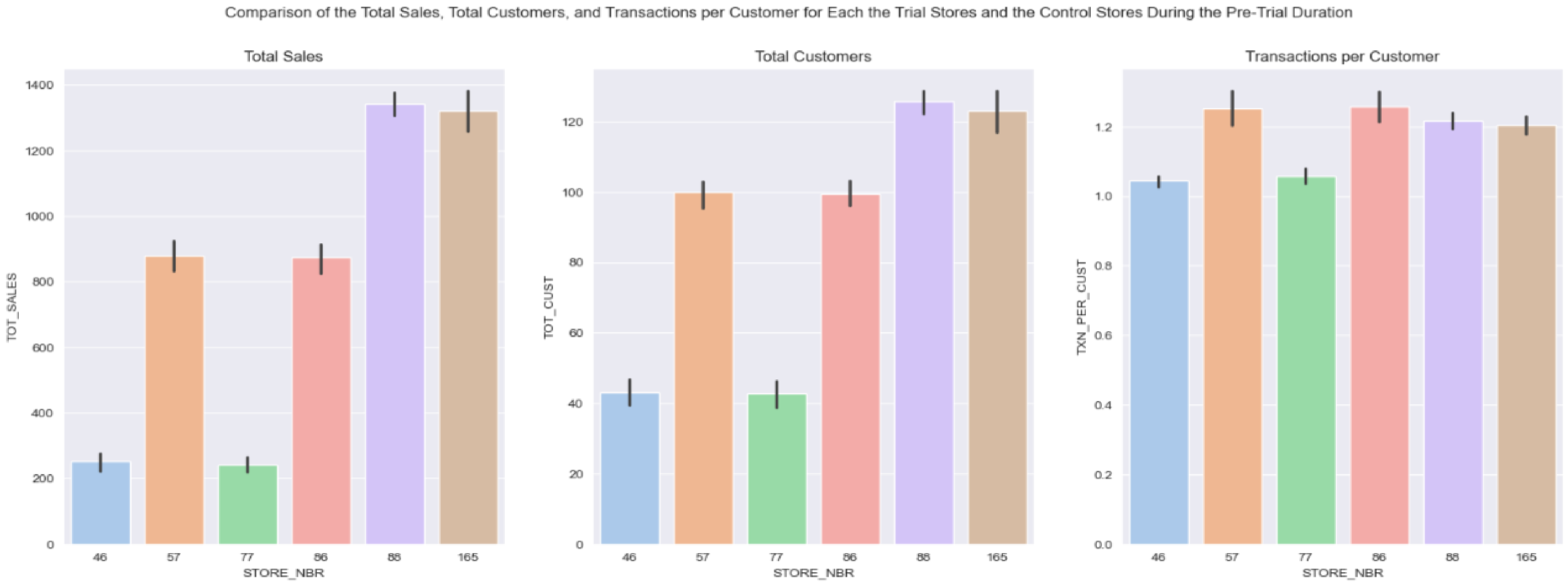
02

Trial store performance

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



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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.

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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.