

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 three highest contributing segments to total sales are: 1. Budget older families, 2. Mainstream young singles/couples, 3. Mainstream retirees.
- Factors driving sales: older families have largest avg no of packets purchased per customer, while the mainstream young singles/couples have the largest population
- To target in the store strategy: mainstream young singles/couple are more likely to purchase Tyrells chips than other segments.

02

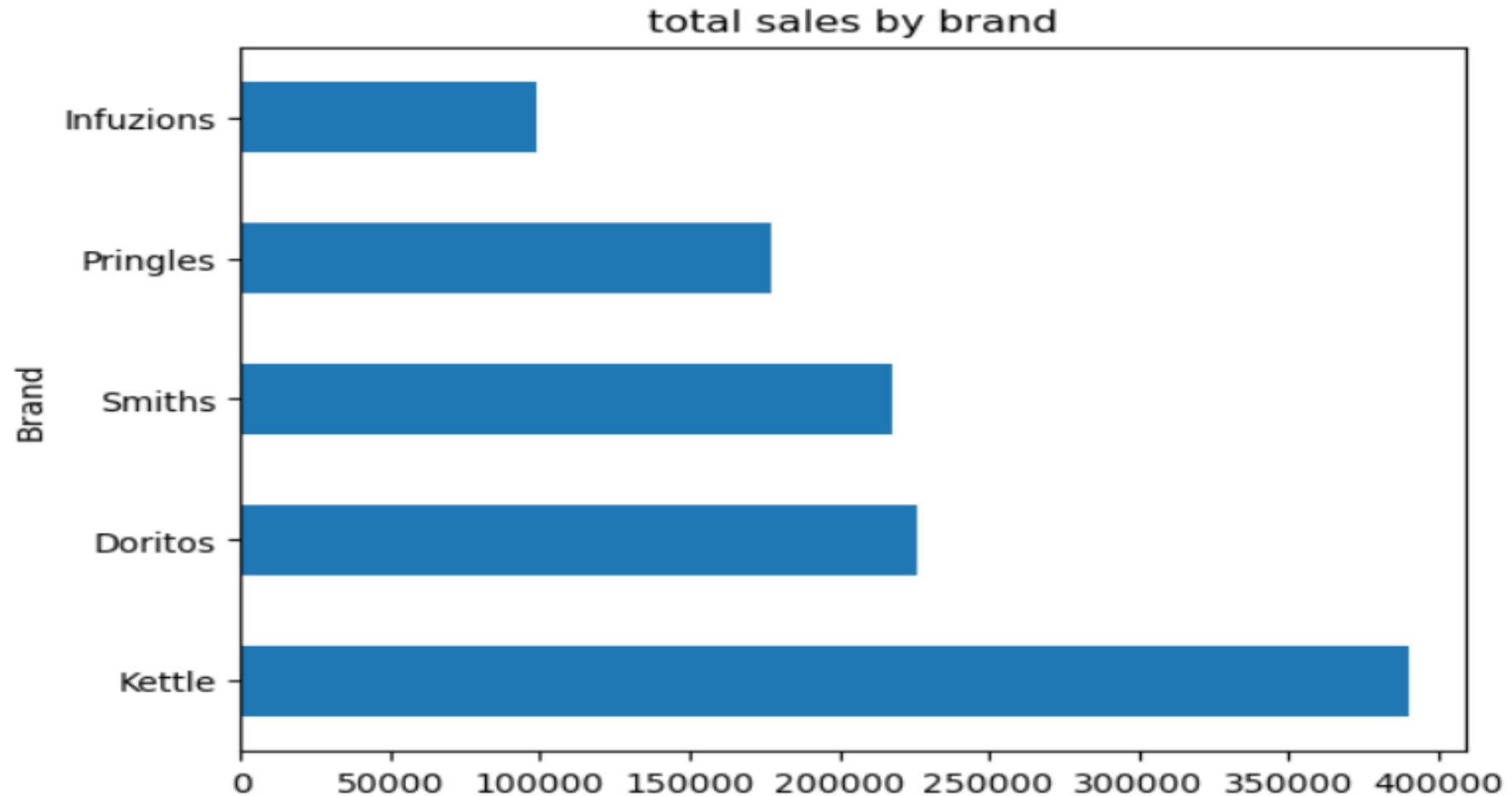
Store Analysis

- STORE_NBR 77 outperforms its control STORE_NBR 233 in sales and driver for this seems to be more customer acquisition rather than transaction per customer.
- STORE_NBR 86 slightly outperform its control STORE_NBR 196 even with low transaction per customer by leveraging the more customers acquisition.
- Due to the maximum difference in the total sales of all the trial stores, STORE_NBR 88 remains the best implementation of the trial.

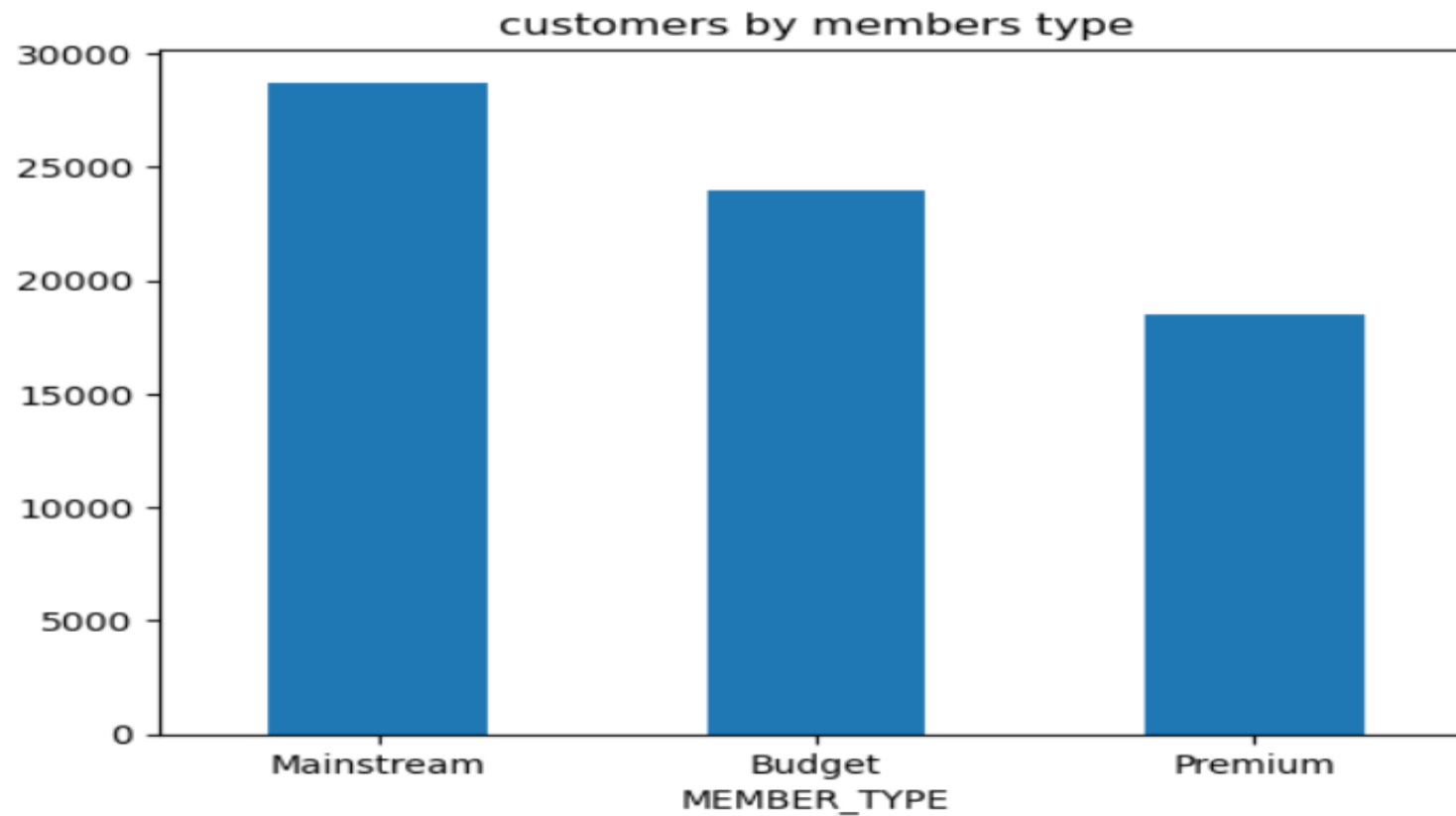
01

Chips Category Review

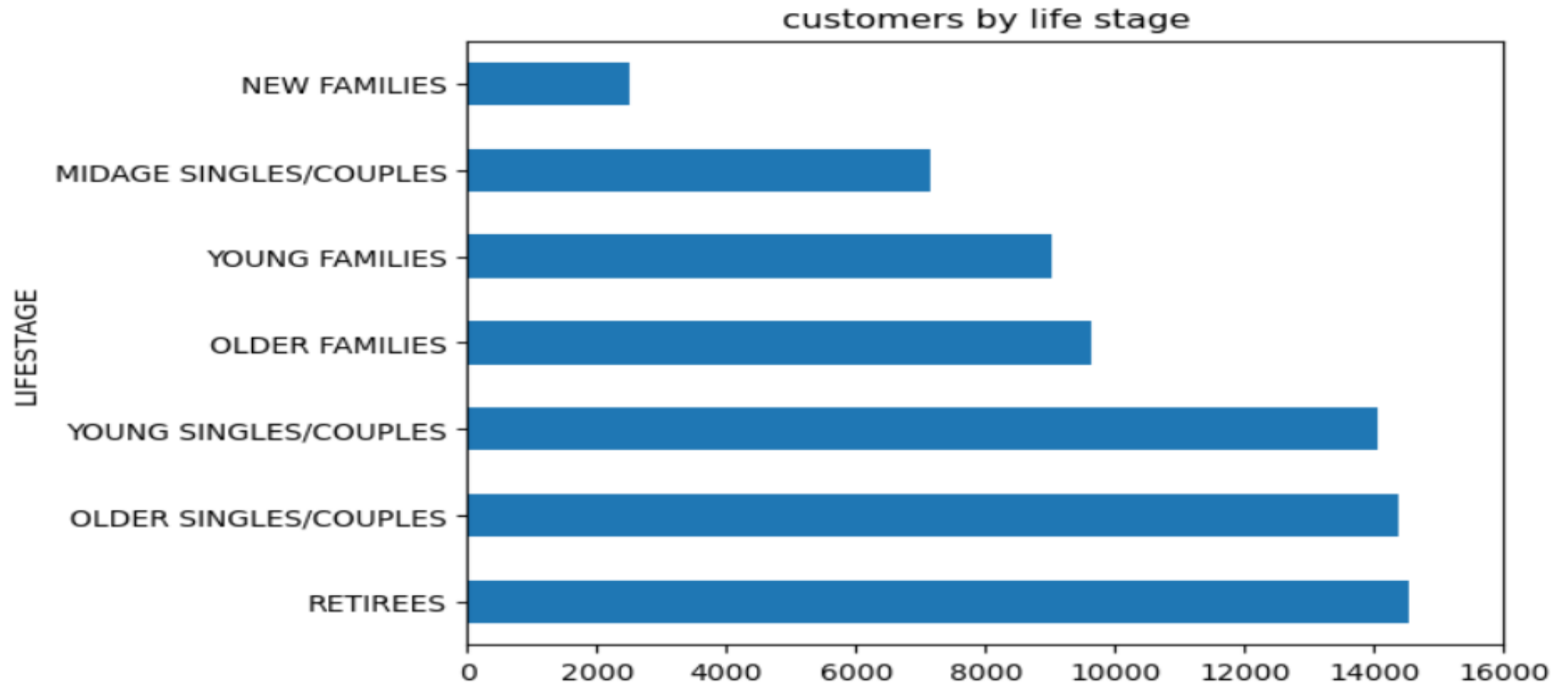
- Most sold Brand is Kettle which lead by 50% from second most popular brand.



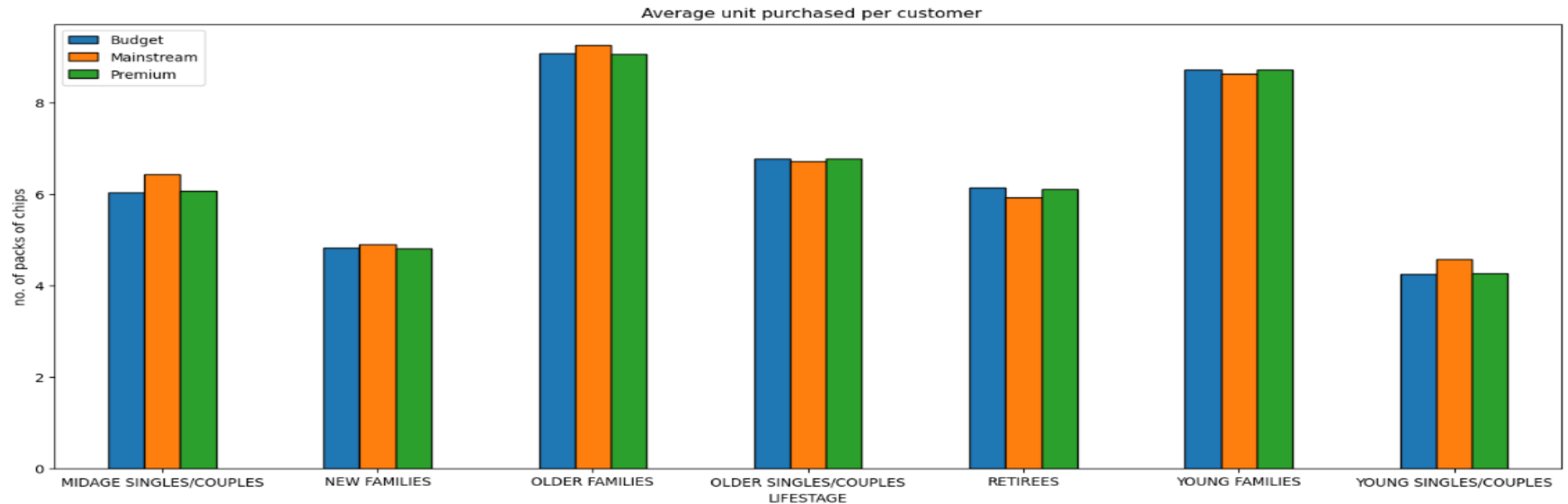
- Most of the customers are the Mainstream member type while Premium are least in number
- High sales in Mainstream is due to large customer base.



- Retirees, older and young singles/couples are major part of the customer base.

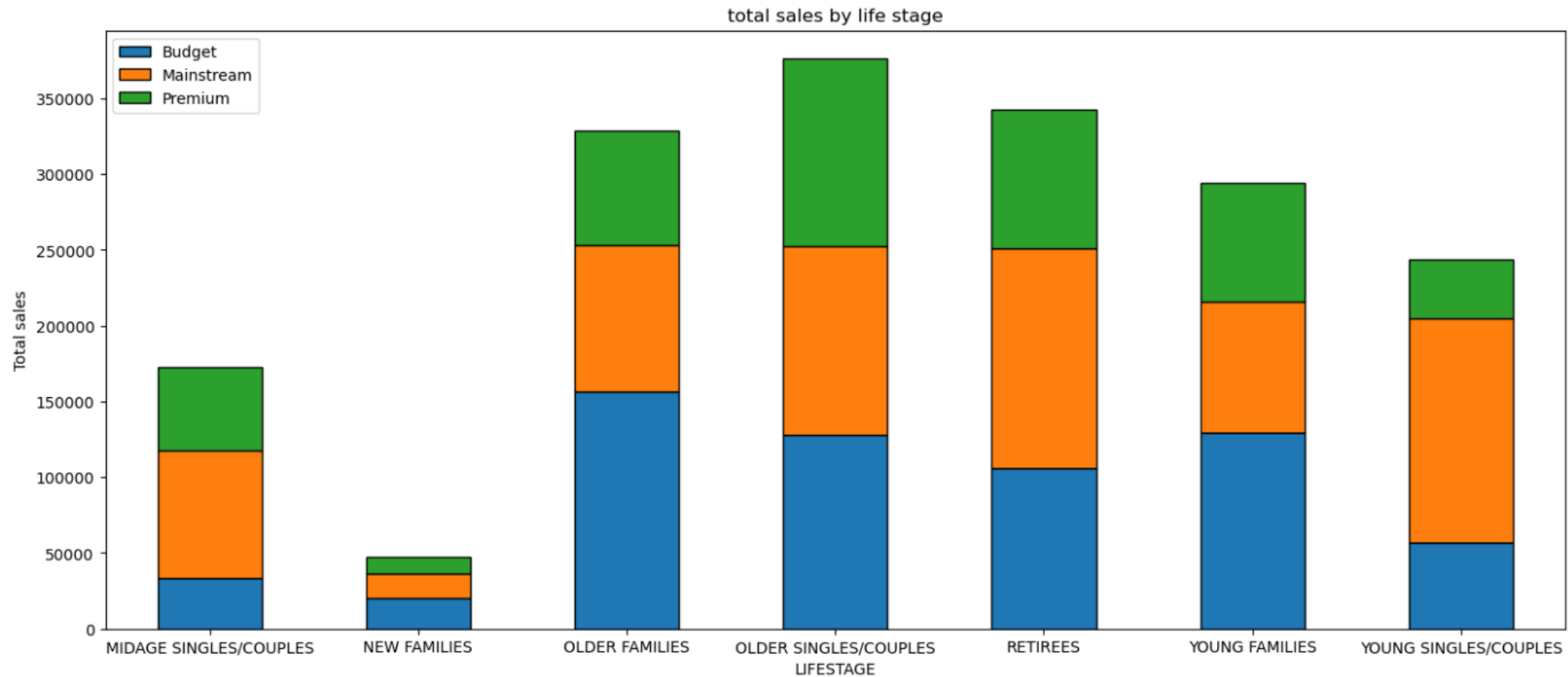


- Sales mainly came from Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees. In total contributing 25% of sales revenue.
- Older and Young Family segment have the highest average purchase units per unique customer



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.



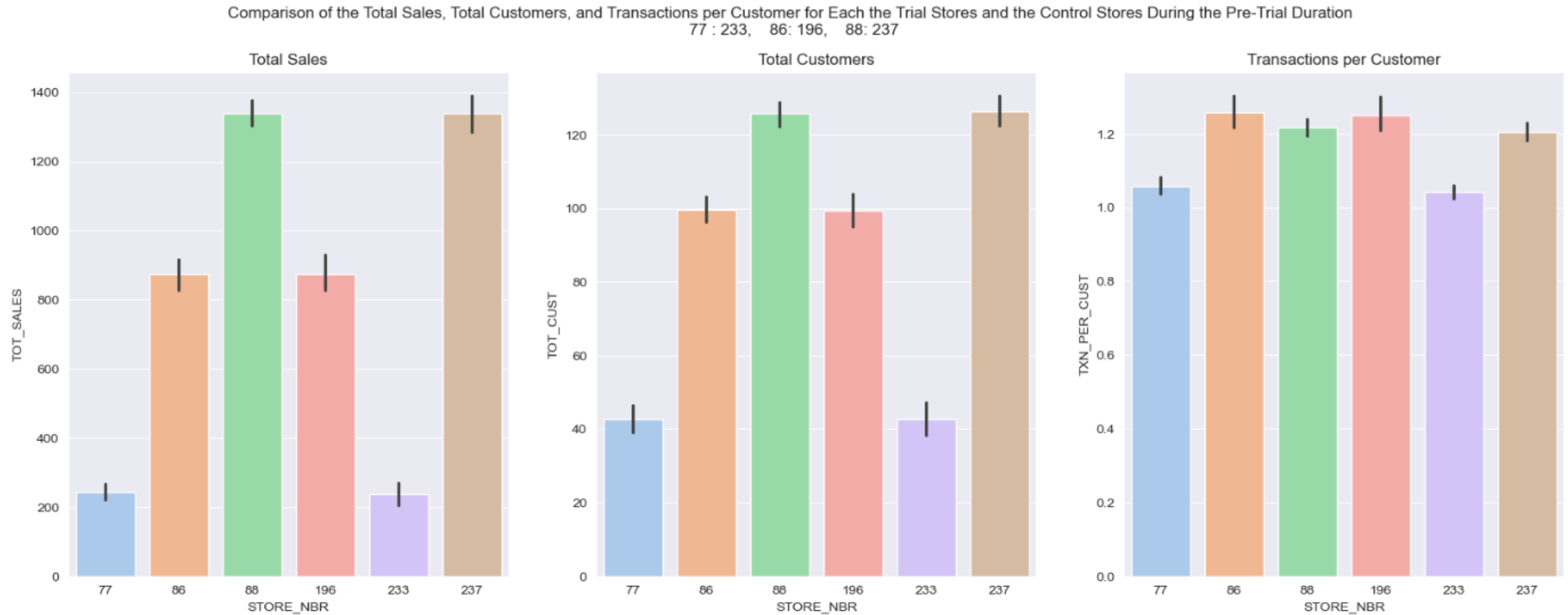
02

Trial store performance

- Pearson correlation coefficient of the attributes between the trial stores and rest to find the control stores for each of the trial store
 - Total sales, total customers and transaction per customer are the attributes used to select the control stores.
 - Comparing these the following stores are selected as control for each of the trial store.
1. Trial store 77: Control store 233
 2. Trial store 86: Control store 196
 3. Trial store 88: Control store 237

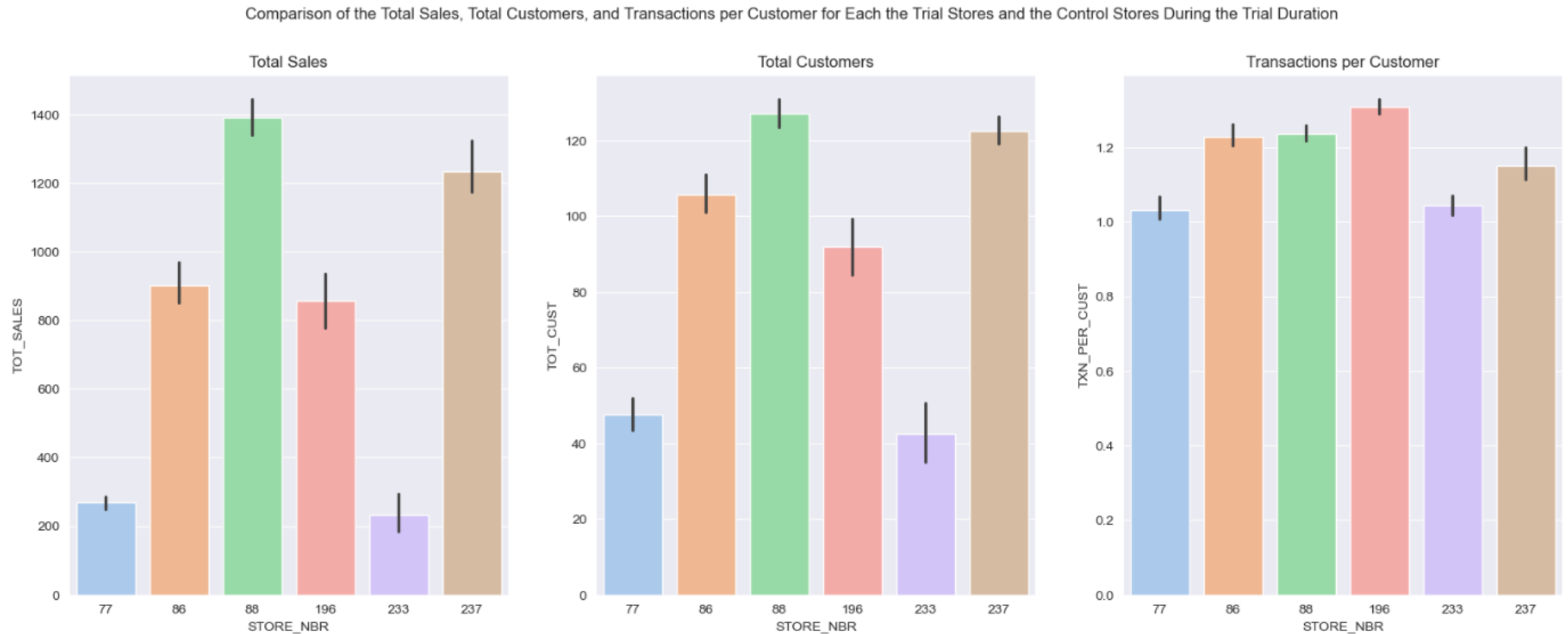
Before trial period

- For each trial store and control store pair the total sales, total customers and transactions per customers are more or less similar during the pre trial period.



During trial period

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



Insights:

- 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 237, in all attributes.
- STORE_NBR 77 outperforms its control STORE_NBR 233 in sales and driver for this seems to be more customer acquisition rather than transaction per customer.
- STORE_NBR 86 slightly outperform its control STORE_NBR 196 even with low transaction per customer by leveraging the more customers acquisition.
- Due to the maximum difference in the total sales of all the trial stores, STORE_NBR 88 remains the best implementation of the trial.
- Trial format of STORE_NBR 88 can be implemented on other stores for further analysis.

Conclusion:

- Sales mainly came from Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees. In total contributing 25% of sales revenue.
- 270 g packing of Tyrrells is most popular choice for customers.
- Older and Young Family segment have the highest average purchase units per unique customer.
- STORE_NBR 77 outperforms its control STORE_NBR 233 in sales by more customer acquisition.
- STORE_NBR 86 slightly outperform its control STORE_NBR 196 by leveraging the more customers acquisition.
- Due to the maximum difference in the total sales of all the trial stores, STORE_NBR 88 remains the best implementation of the trial.



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