

July 2025

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

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

Chips Category Review

Budget Older Families, Mainstream Young Singles/Couples, and Mainstream Retirees are the top contributors to total chip sales.

High chip spend among Young Singles/Couples and Retirees is driven by their large population sizes.

Budget-conscious Older Families tend to purchase larger pack sizes (150g and above), indicating bulk-buying preferences.

Mainstream Midage Singles/Couples show strong volume sales in mid-sized packs (110–170g), suggesting variety-seeking and consistent demand

02

Trial Store Analysis

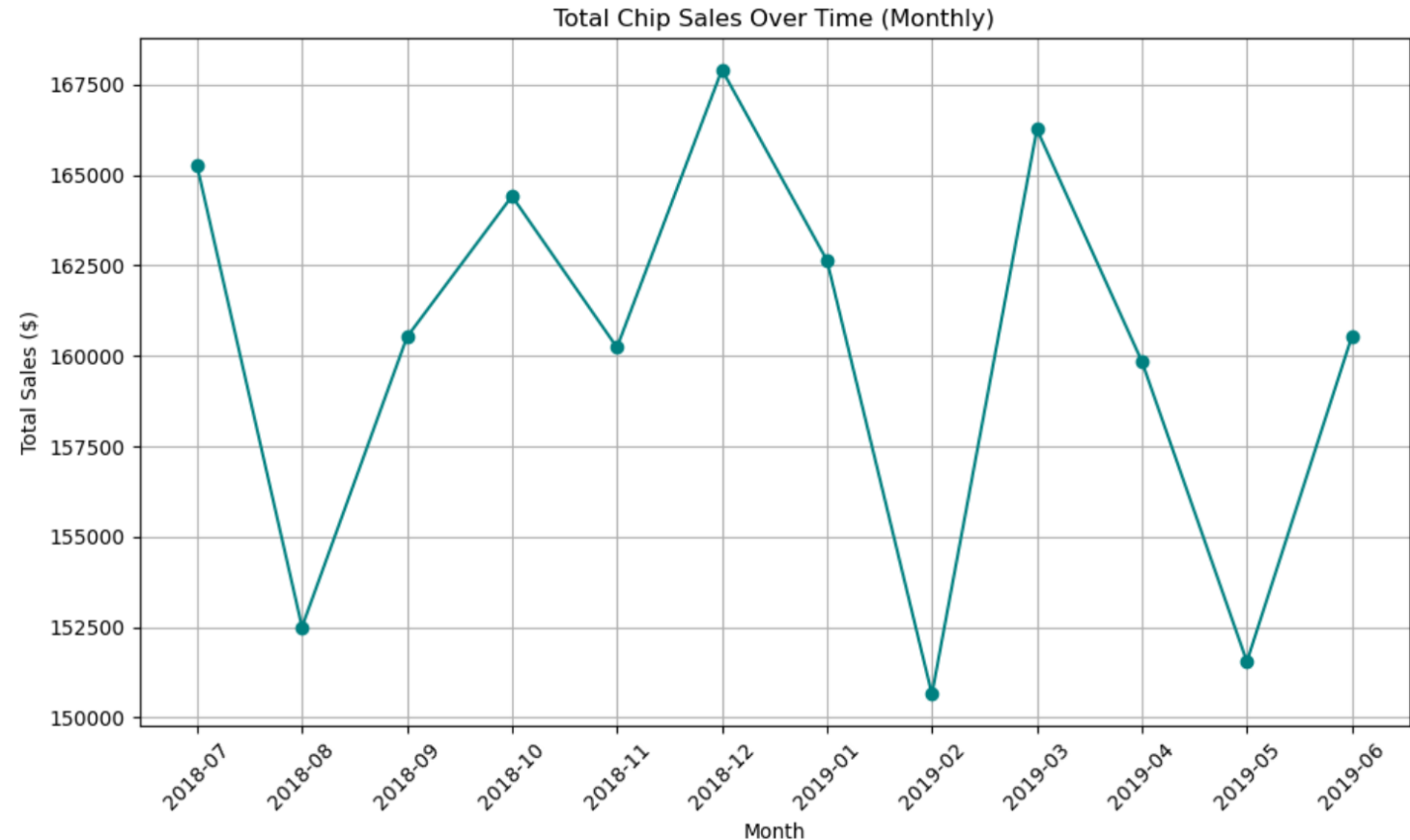
A control store was selected for each trial store based on similar past performance . After implementing the trial conditions, performance was compared across both store types. Stores 77 and 88 saw a significant uplift during the trial period, suggesting a positive impact. Store 86, however, showed no meaningful difference, warranting further investigation.

01

Category Insights

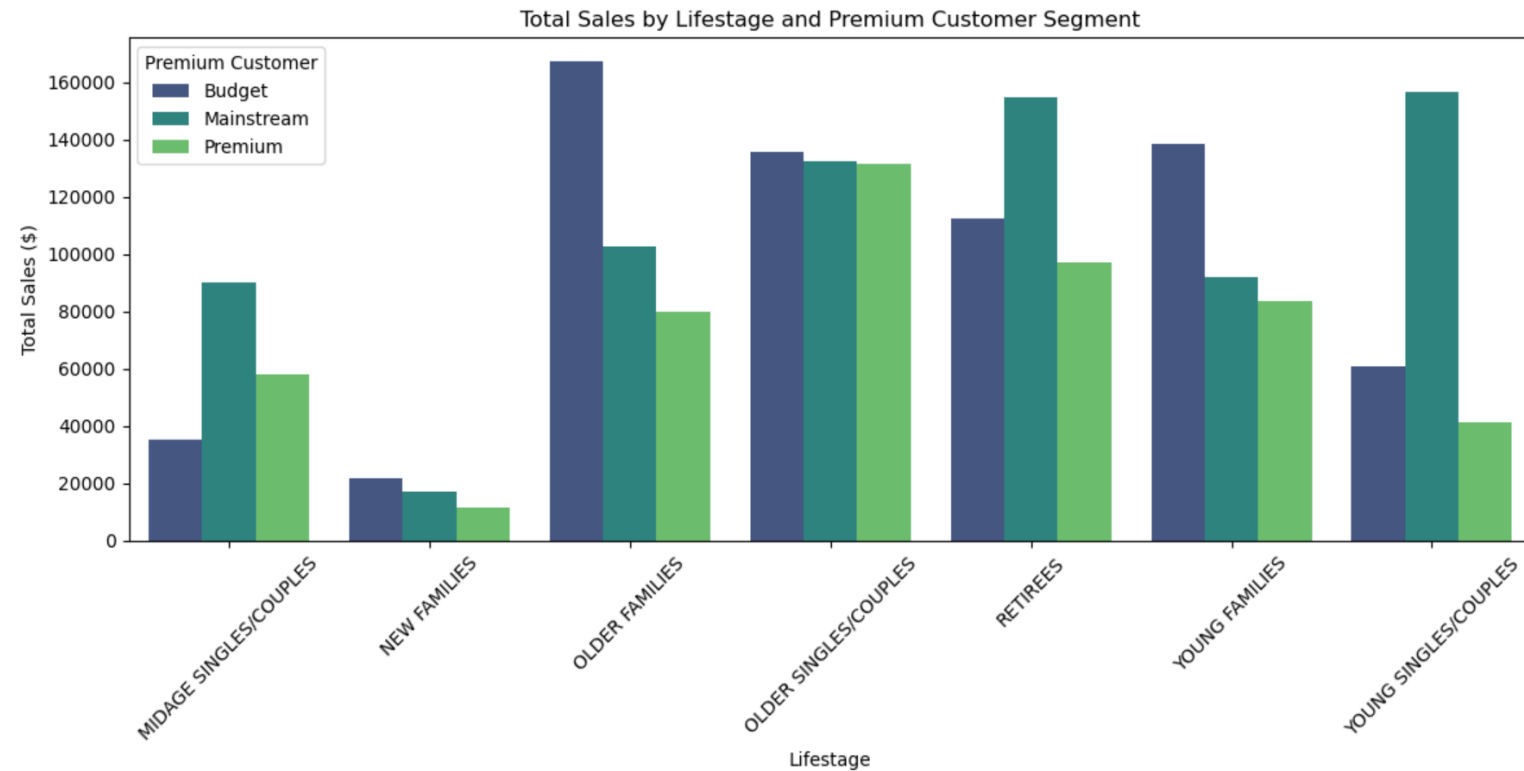
Overview

- The chip category shows stable overall demand throughout the year, with major upward trend leading up to Christmas., after which sales drop due to Christmas day and new years.
- Monthly fluctuations in total sales are observed, likely driven by seasonal factors, promotions, or shopping events.
- The data suggests that chips are a consistent performer in the retail environment, making them an important strategic category.
- These patterns provide an opportunity to leverage high-sales months and strengthen performance during dips.
- The accompanying graph of total chip sales over time illustrates this stable yet variable trend, supporting the idea that chips have broad, year-round appeal.



Customer Demographics and Spending Behaviour

- Total sales vary significantly across customer segments, with Premium Customers contributing disproportionately to revenue. Moreover, new families have significantly lower spending relative to other customer types.
- **Key Takeaway:** Certain life stage groups show higher sales volumes, indicating targeted marketing opportunities (mainstream retirees, young singles/couples and budget older families).
- **Actionable Insight:** Focus on Premium Customers and key life stage groups can optimize sales growth. Products catering to newer families may also increase market growth.

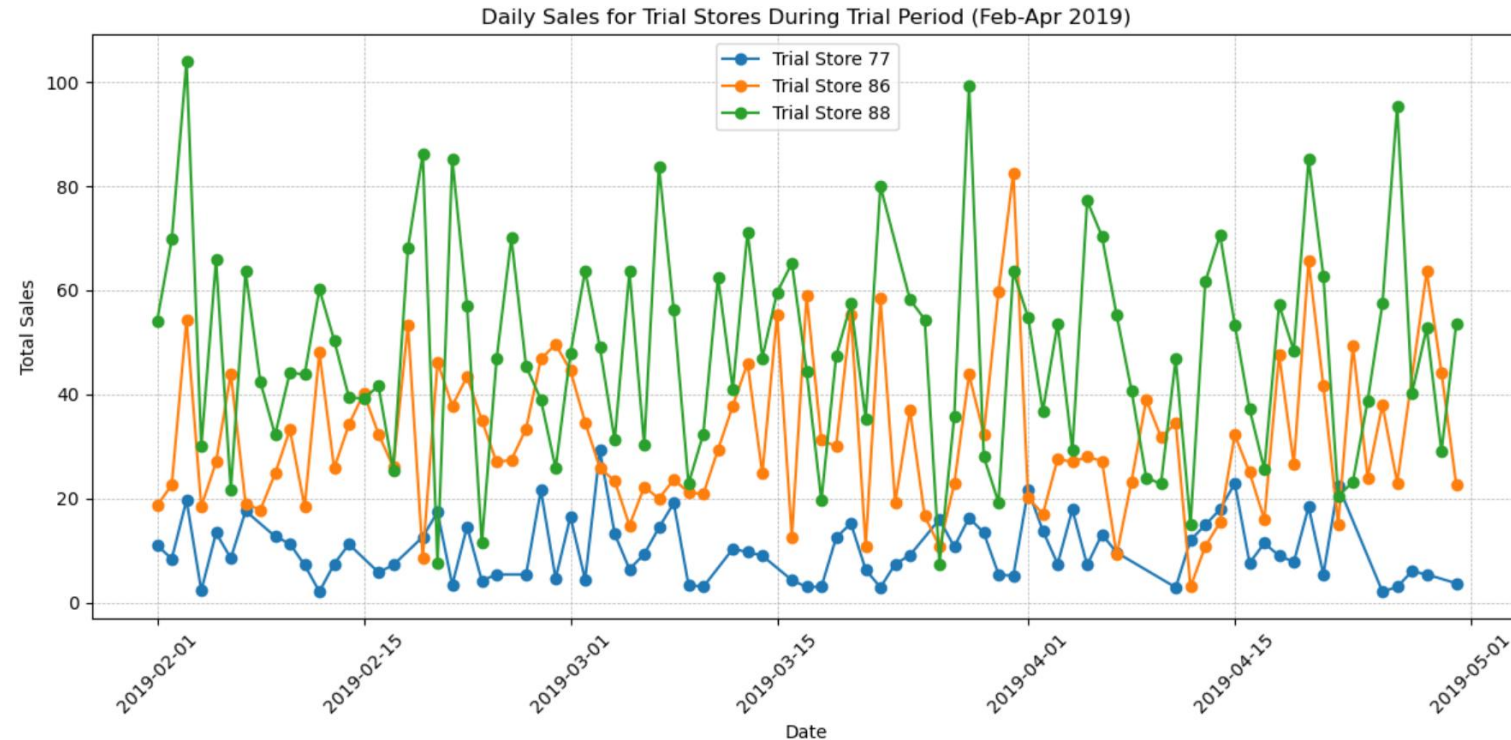


02

Trial Store Performance

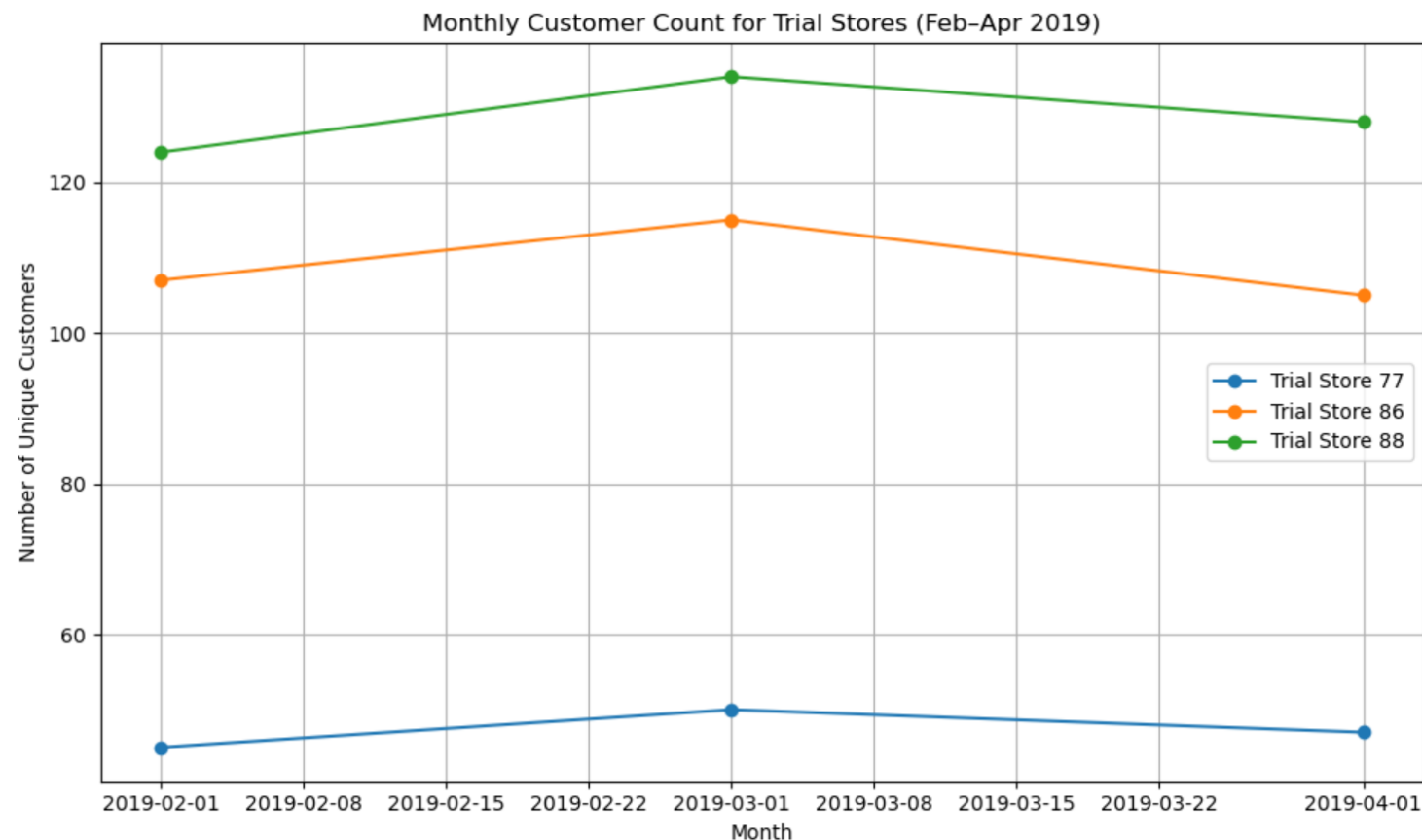
Control Store Selection and Analysis

- Three stores were selected to undergo a trial intervention lasting three months (Feb 2019 to Apr 2019): Store 77, Store 86, and Store 88.
- To measure the trial's effectiveness, each trial store was matched with a control store based on similarity in performance metrics.
- The remaining stores in the dataset (excluding the three trial stores) were used as potential control store candidates.
- Store 77 was matched with 163, store 88 was matched with control store 237, and store 86 was matched with control store 101.
- This matching ensured the trial and control stores had comparable performance during the trial period, allowing us to evaluate changes more confidently.
- The accompanying graph shows that stores 88 and 86 performed quite well, while store 77 performed significantly worse.



Trial Store Performance Overview

- The graph shows the increased number of customers for all three trial stores, all having a noticeable increase during the period.
- Trial stores 77 and 86 demonstrated clear and consistent increases in sales during the trial period compared to their control stores.
- The uplift in total sales was primarily driven by an increase in the number of customers rather than frequency of transactions per customer.
- Trial store 88 showed limited or no significant sales improvement, suggesting potential differences in trial execution or local market conditions.
- Overall, the trial was successful for most stores, indicating that the strategies implemented have a positive impact on customer acquisition and revenue.
- Recommendation to further investigate factors affecting underperformance in trial store 86 for improved future rollouts.





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