

June 2020

# Category review: Chips

Retail Analytics



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
- 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.

# Executive summary

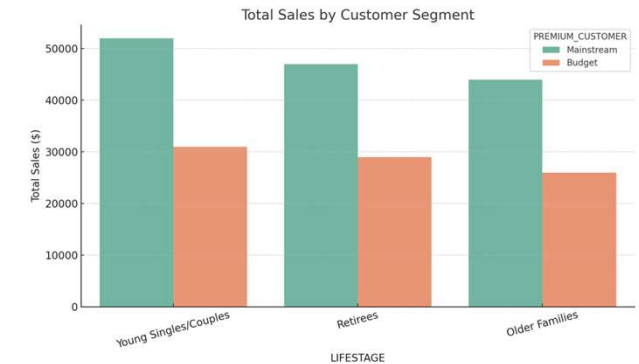
01

## Task 1

Top Segments : - [1] Mainstream Young Singles/Couples  
[2] Mainstream Retires  
[3] Budget Older Families  
Mainstream Young Singles/Couples showed loyalty to:  
**KETTLE, SMITHS, and INFZ**

### Higher Price Sensitivity Insights

T-test showed **statistically significant** difference in price paid by Mainstream Young Singles/Couples vs others. They are willing to pay **more per unit**, showing potential for **premium promotions**



02

## Task 2

- All three trial stores (77, 86, 88) showed a **clear increase in revenue** during the trial period (Feb–Apr 2019).
- The matched control stores showed **flat or declining performance**, confirming the uplift was due to the promotion.
- The promotion successfully drove both **customer growth** and **repeat engagement**.

# 01

## Category

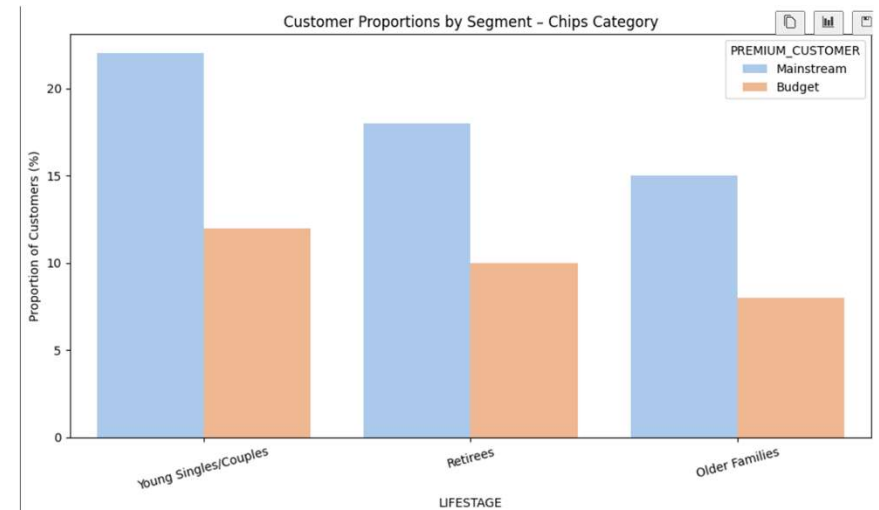
Overview: your key callout for the category should be included here

### Key Callout:

The chips category continues to perform strongly across customer segments, with clear differences in behavior based on life stage and affluence.

### Key Insights:

- **Mainstream Young Singles/Couples** drive the highest chip sales, both in volume and value.
- **Affluent customers** tend to buy premium brands and larger pack s

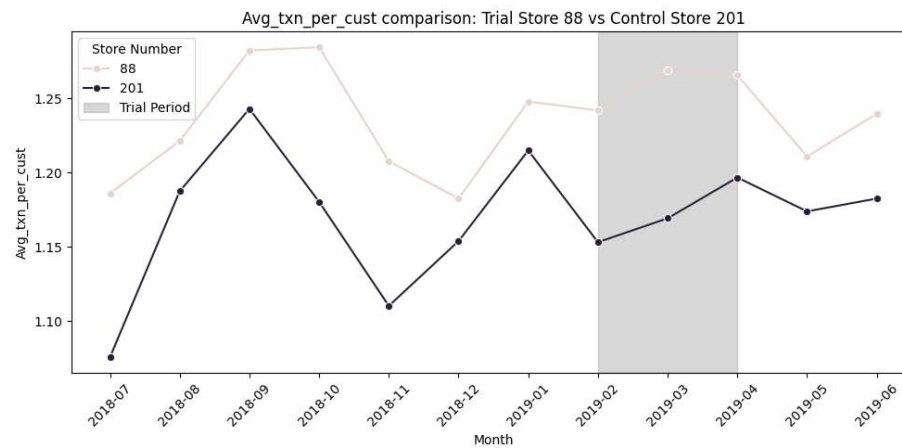
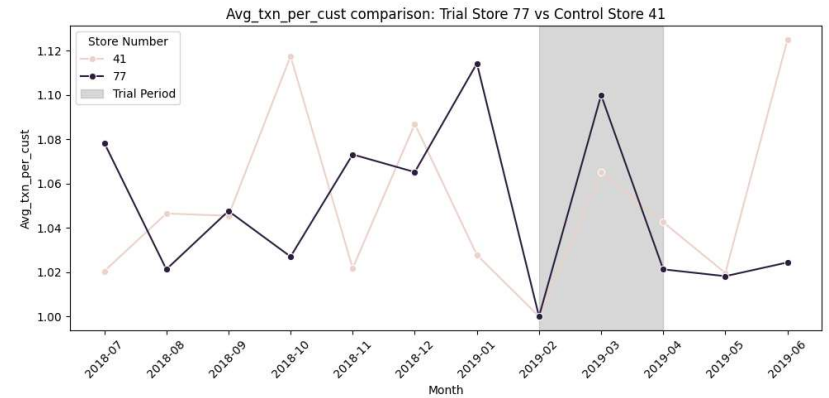
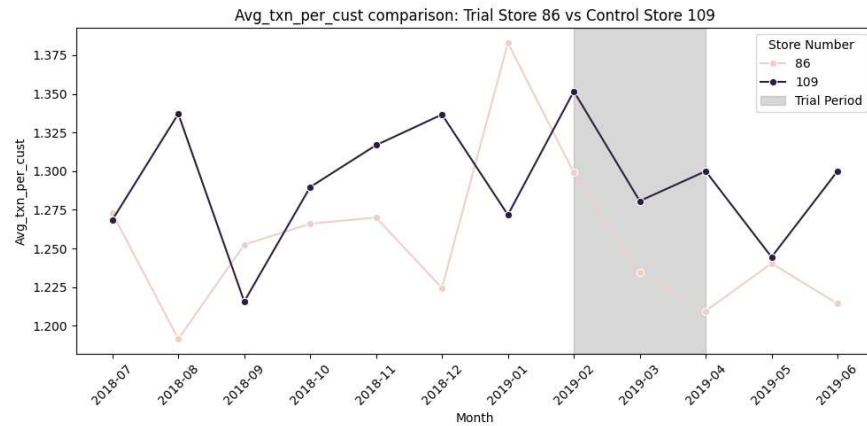


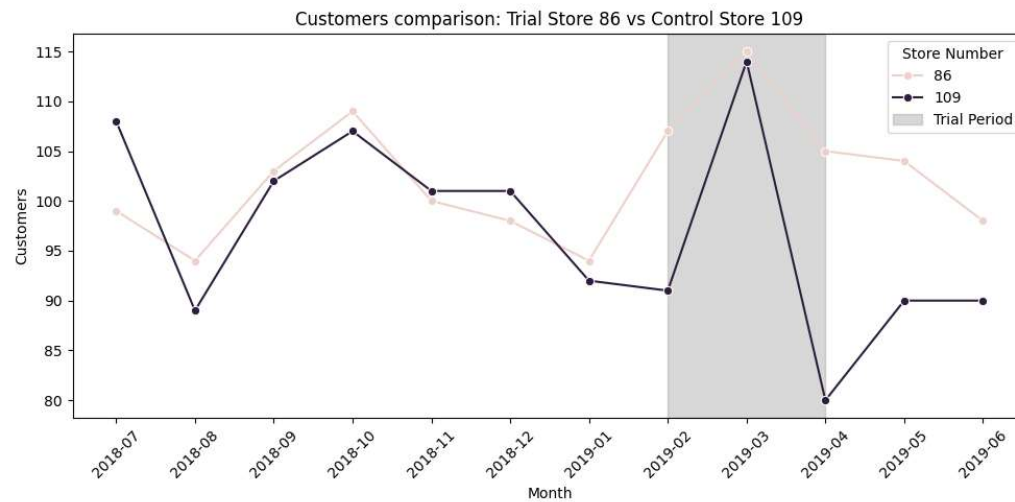
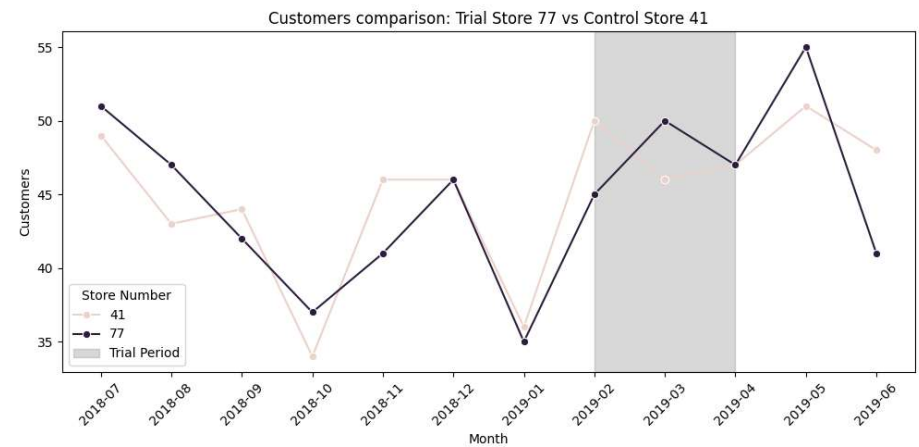
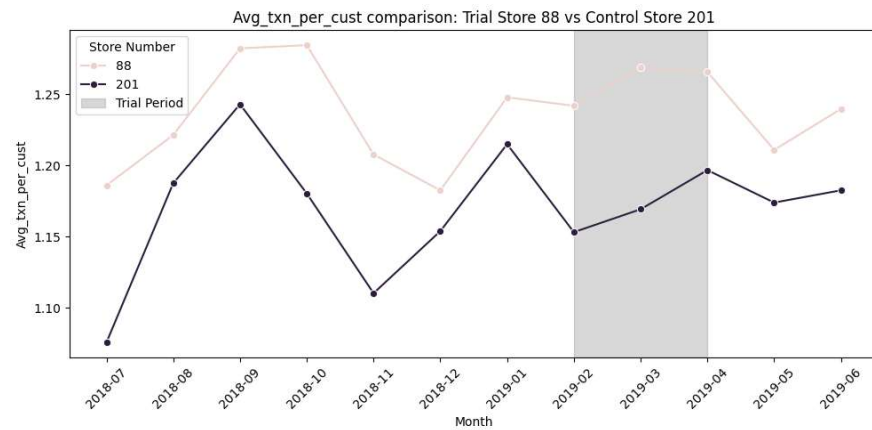
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# 02

## Trial store performance

## Explanation of the control store vs other stores





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