

June 2021

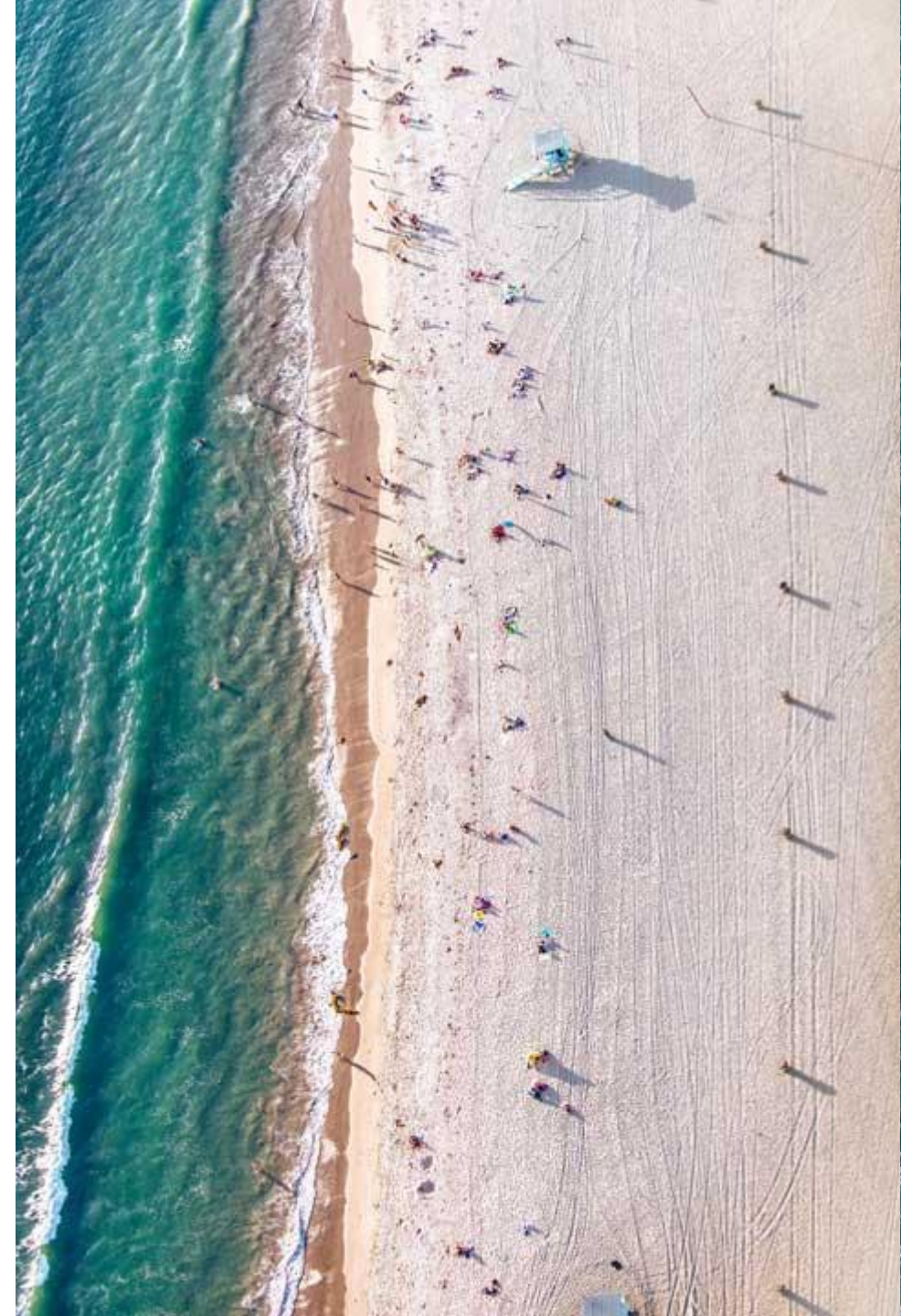
# Category review: Chips

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 confidence nature of this document.

# Executive summary

01

## Task 1

No of chips transactions increases prior Christmas significantly .  
mainstream consumers are most frequent ones to buy chips.  
Sales are highest for (Budget, OLDER FAMILIES), (Mainstream, YOUNG SINGLES/COUPLES) and (Mainstream, RETIREES).

(Mainstream, YOUNG SINGLES/COUPLES) are more likely to pay more per packet of chips than their premium and budget counterparts.

02

## Task 2

A control store was constructed to reflect the prior performance of the selected trial store

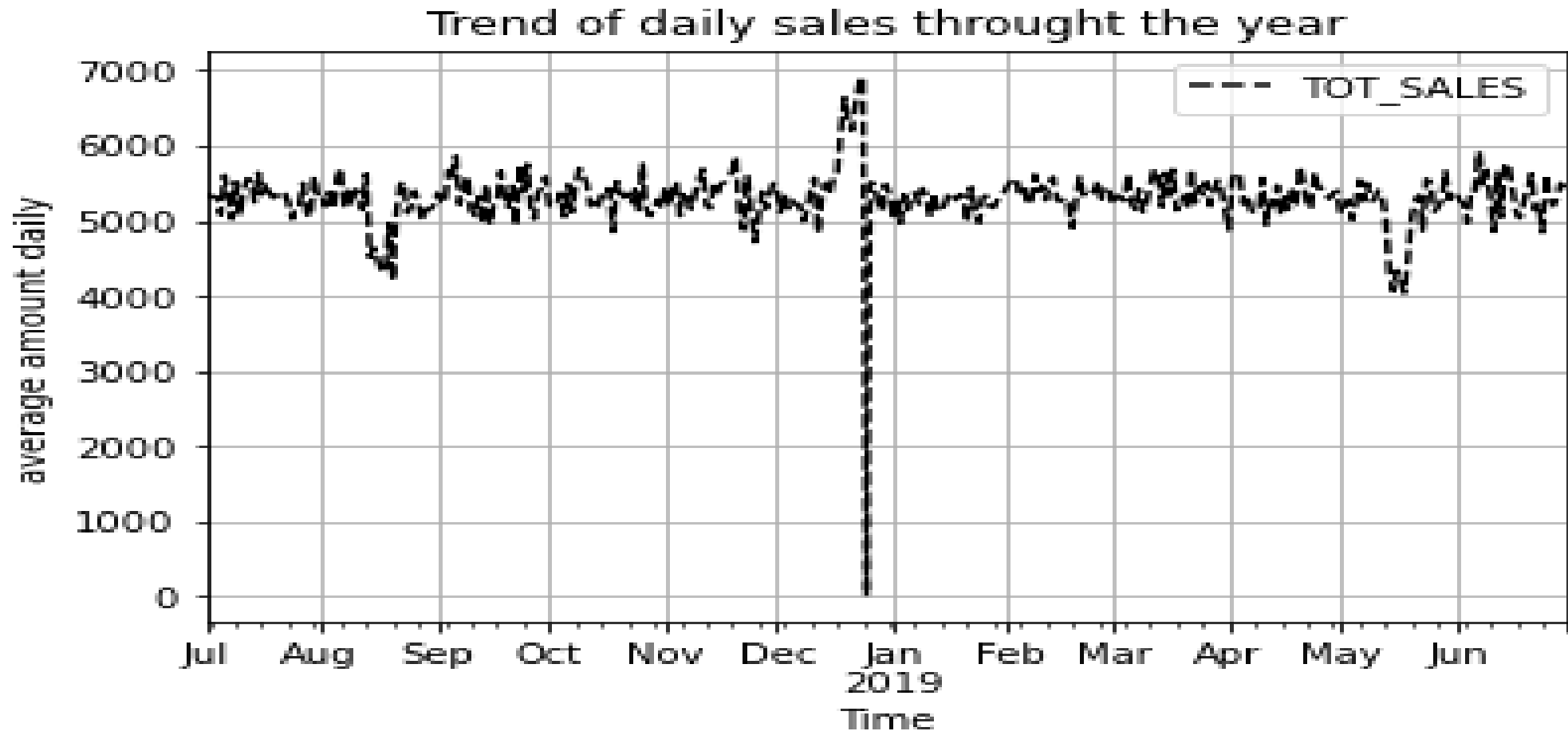
We've found control stores 233, 155, 237 for trial stores 77, 86 and 88 respectively. The results for trial stores 77 and 88 during the trial period show a significant difference in at least two of the three trial months but this is not the case for trial store 86. We can check with the client if the implementation of the trial was different in trial store 86 but overall, the trial shows a significant increase in sales.

# 01

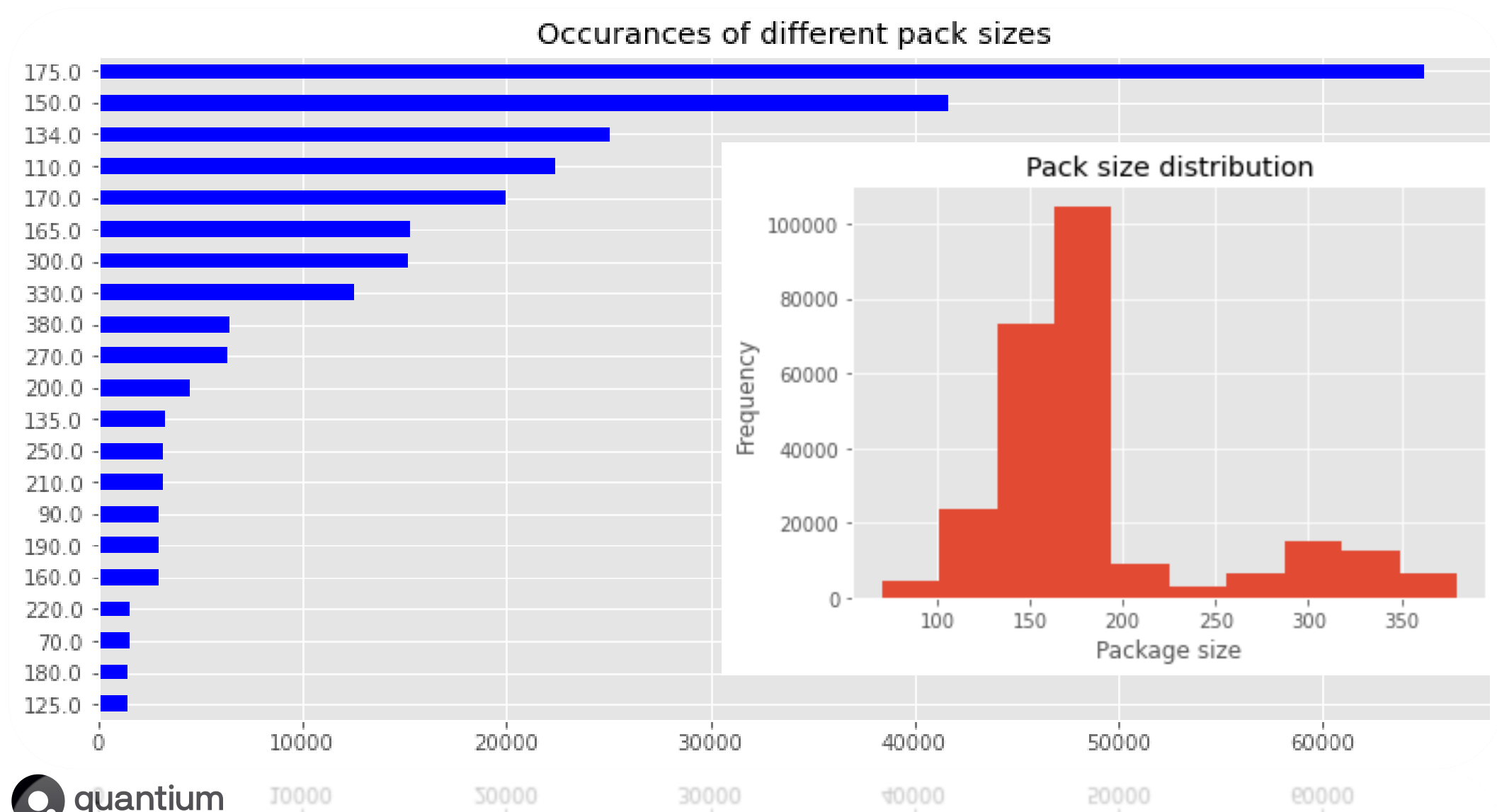
## Consumer behaviour Analytics

Conducted analysis on the client's transaction dataset and identified customer purchasing behaviours to generate insights and provide commercial recommendations.

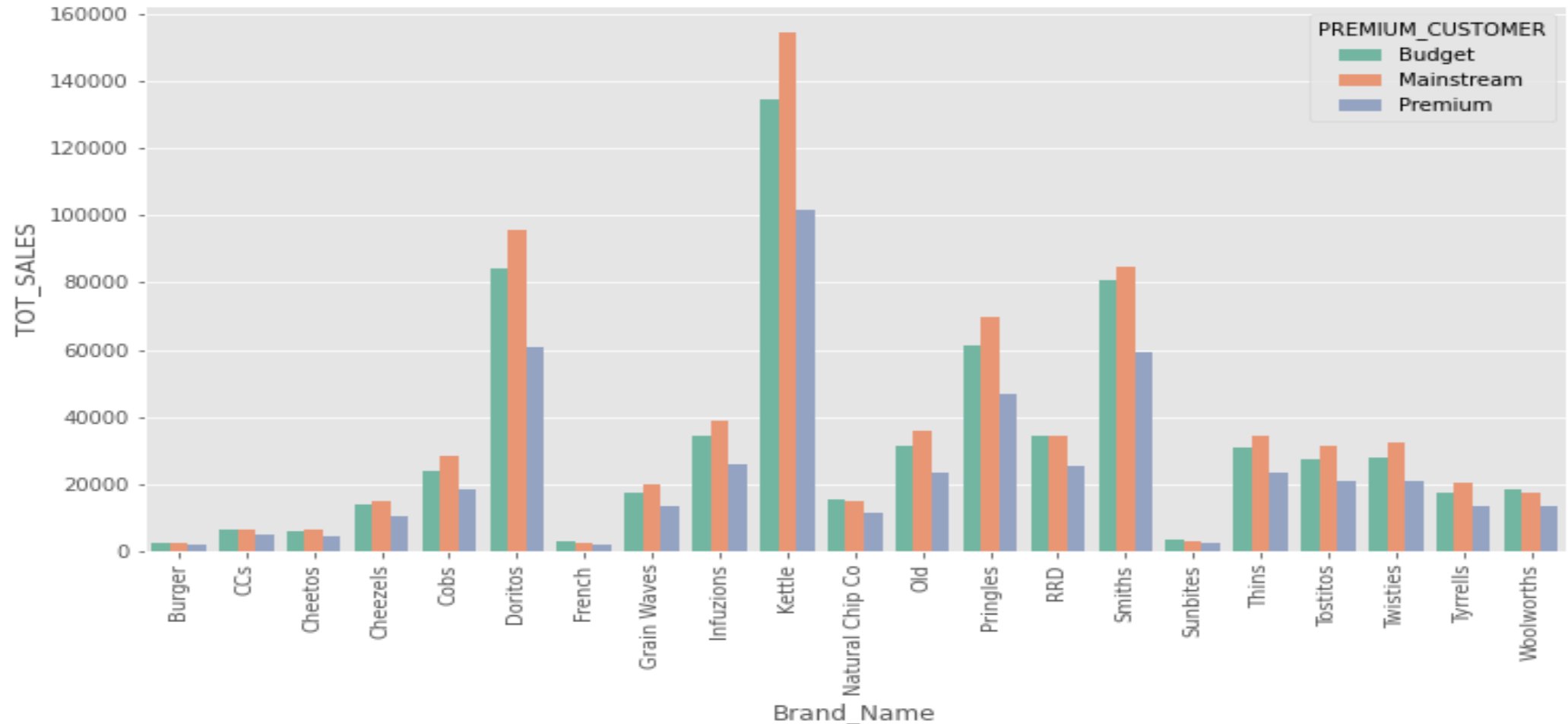
The number of Chips transitions has remained relatively consistent over the last 52wks; a notable increase occurred in the week leading up to Christmas and 0 for the Christmas



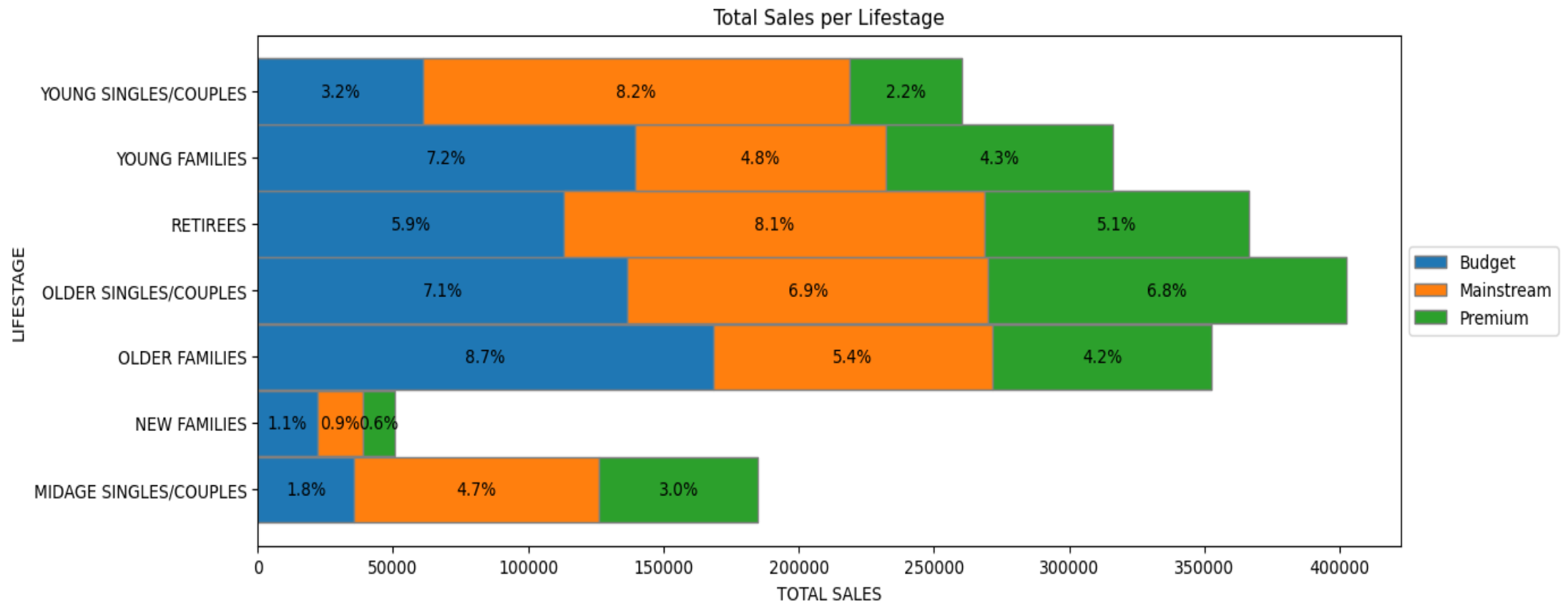
In general the most soled pack size ranges between 150-180



# Brands Preferred by Different consumer segments and the Impact on sales revenue

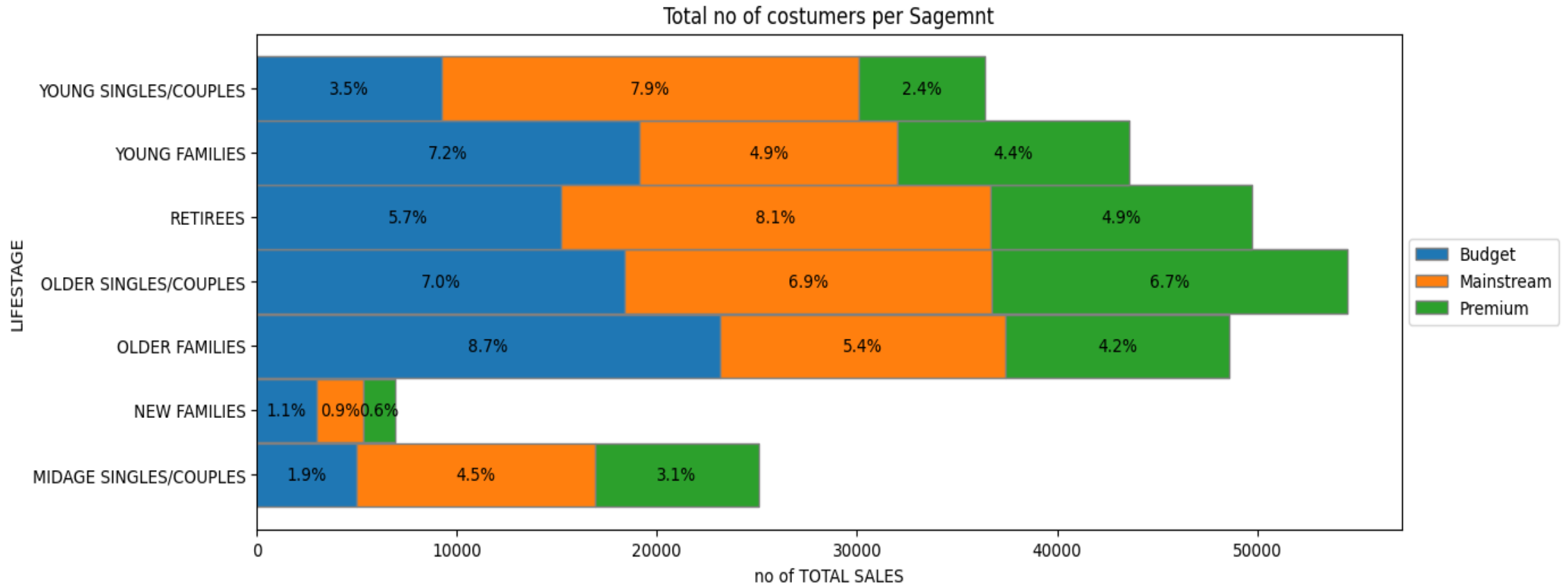


# Budget Older , Mainstream Young Single/Couples and Mainstream Retires Contribute Nearly more than 25% of the total sales revenue

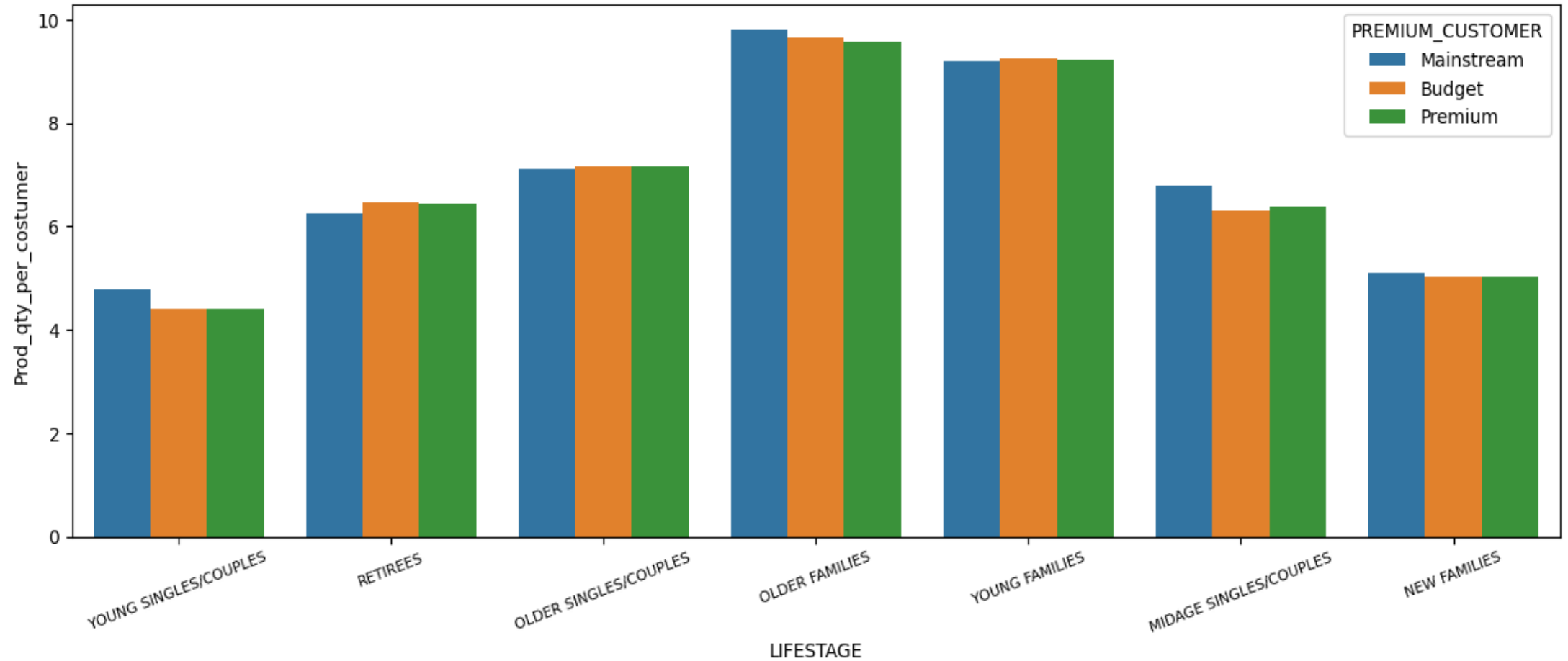




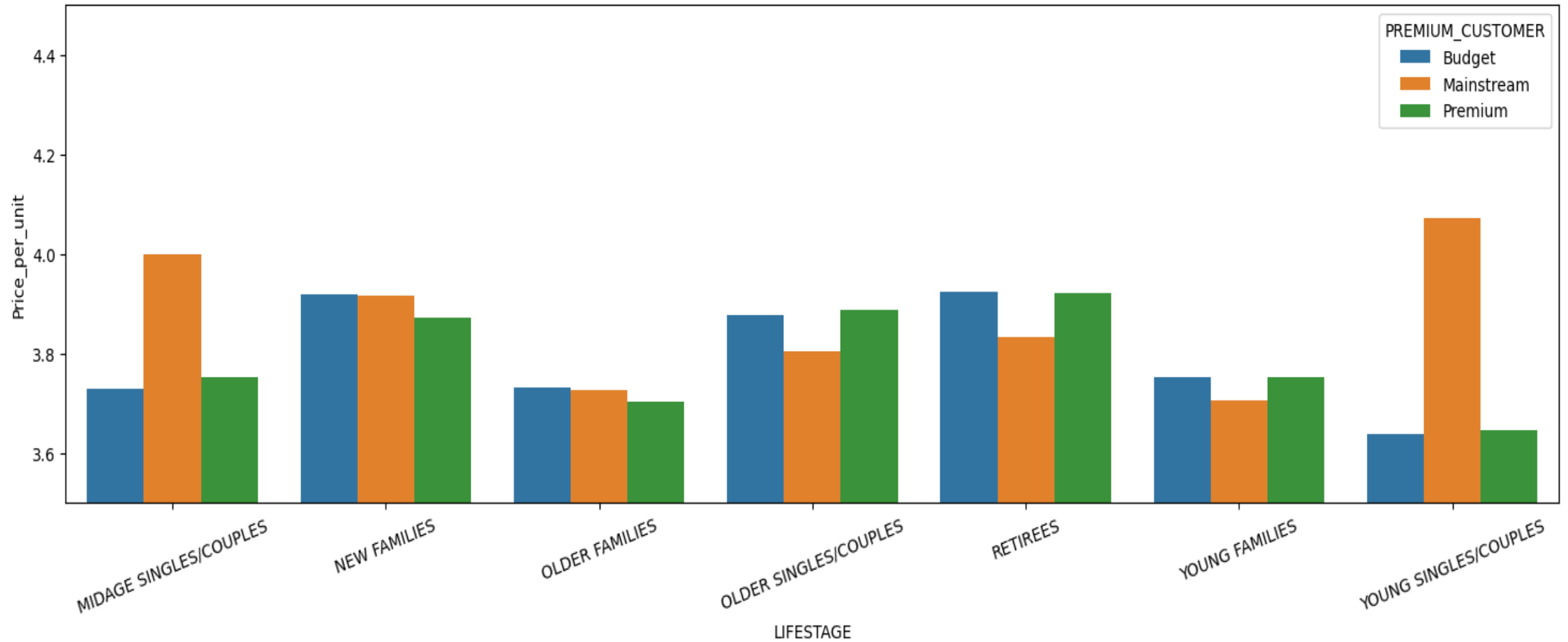
# Percentage of no of customers in each segment .



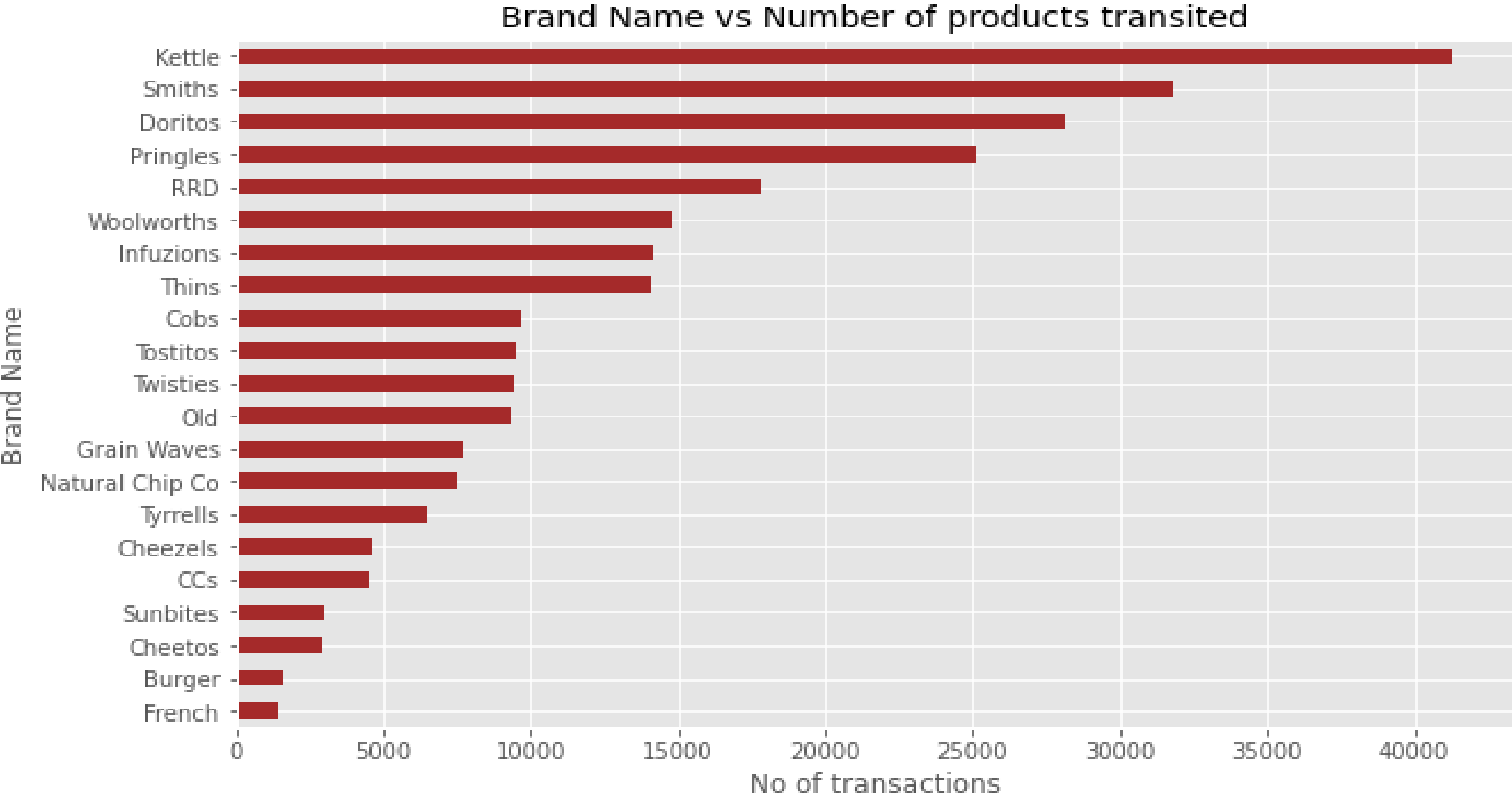
## Older families and Young families tend to buy more no. of chips packets as compared to others



# Mainstream mid age and young singles and couples are more willing to pay more per packet of chips compared to their budget and premium



# No of transaction recorded per Brand



# 02

## **Experimentation and uplift testing.**

Tried new layout for store 77,88 and 86 and measuring the impact of trial by selecting closest performing non-trial store as control store

# Explanation of the control store vs other stores

The client has selected store numbers 77, 86 and 88 as trial stores and want control stores to be established stores that are operational for the entire observation period.

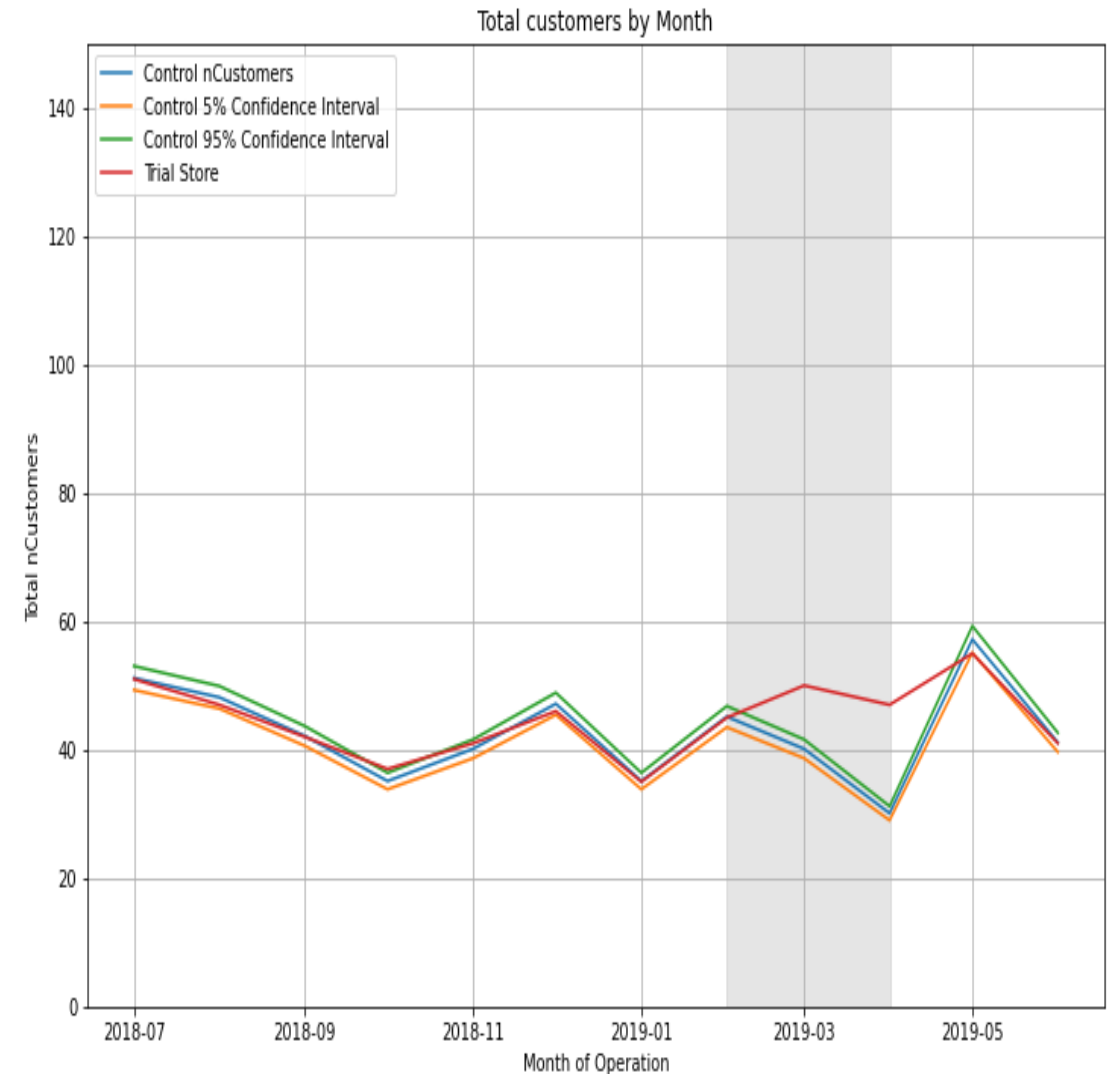
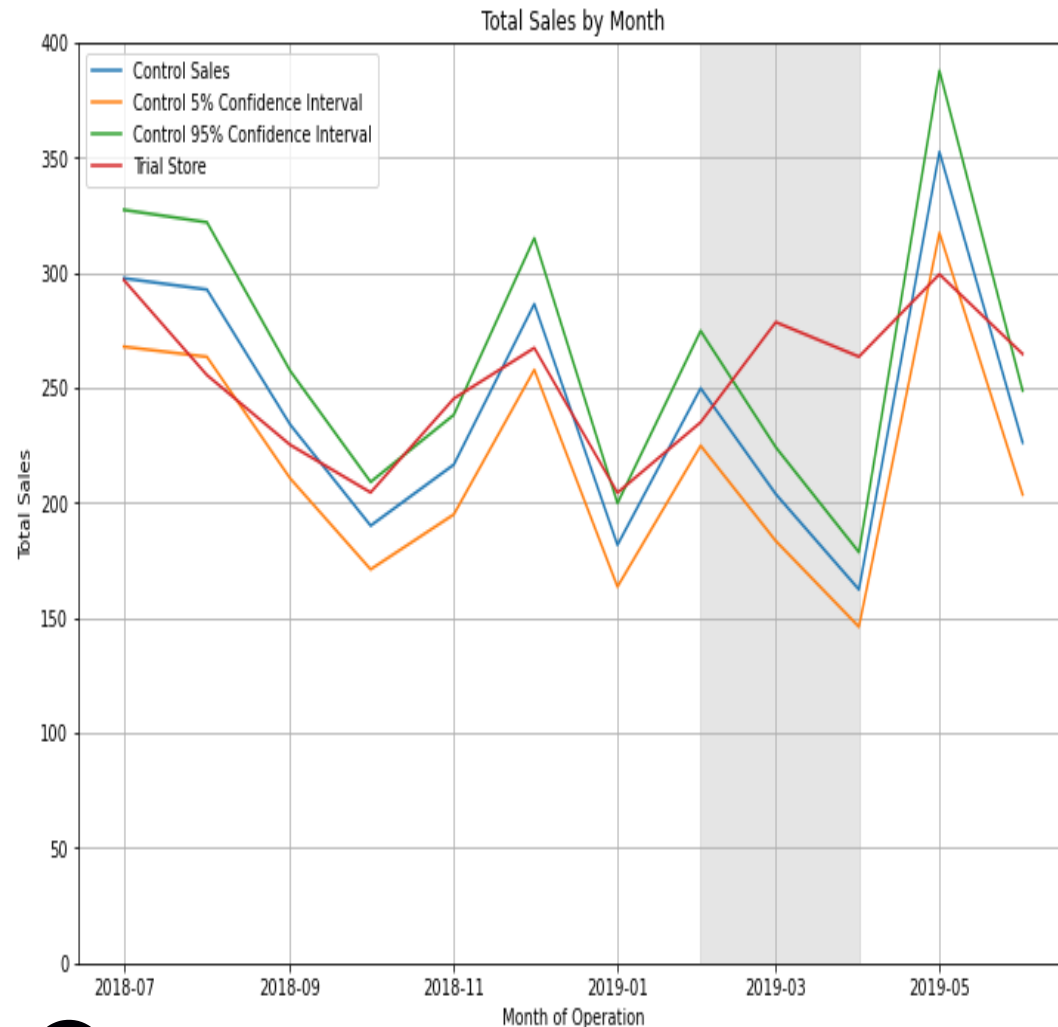
We would want to match trial stores to control stores that are similar to the trial store prior to the trial period of Feb 2019 in terms of :

- Monthly overall sales revenue
- Monthly number of customers
- Monthly number of transactions per customer

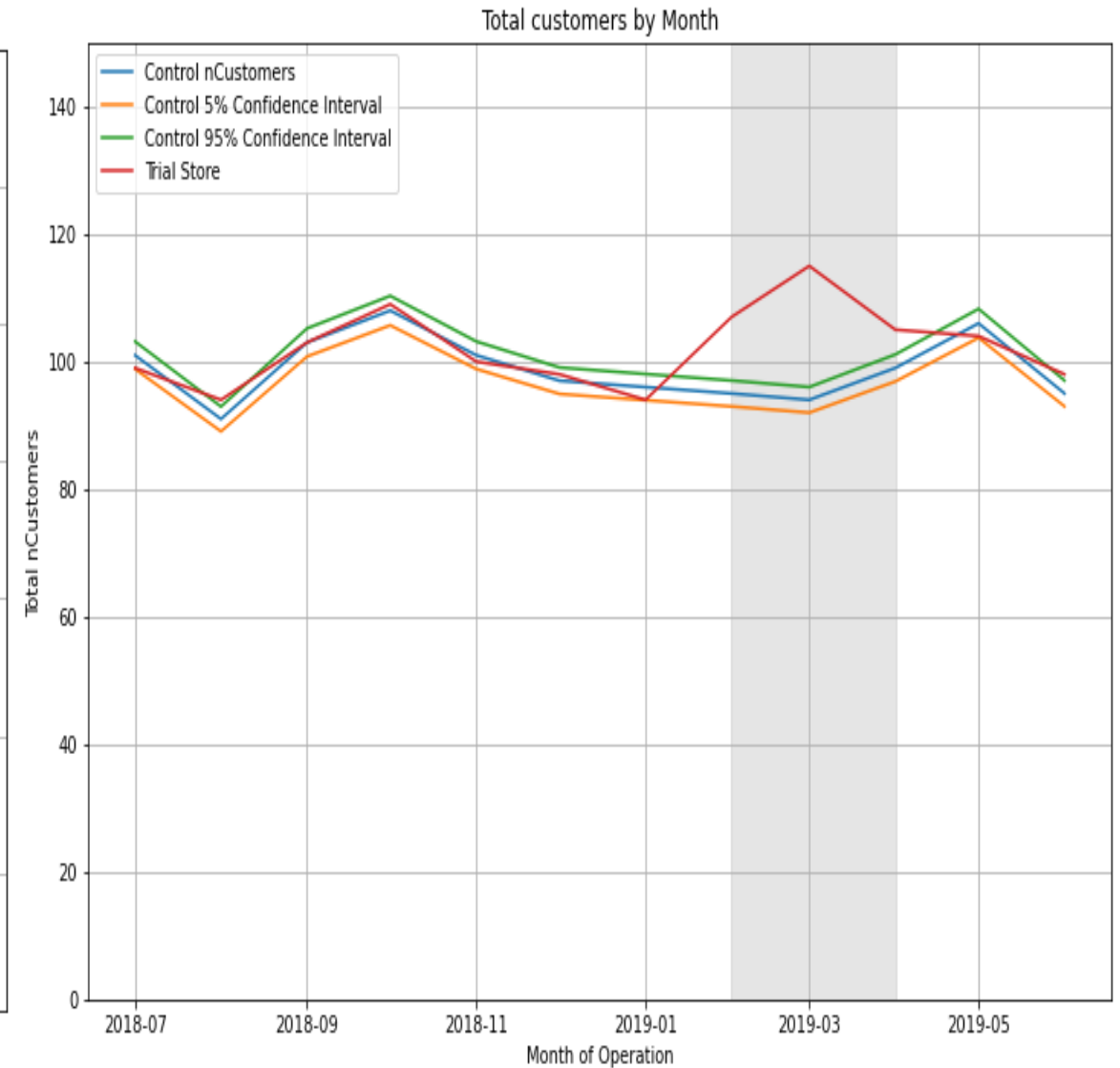
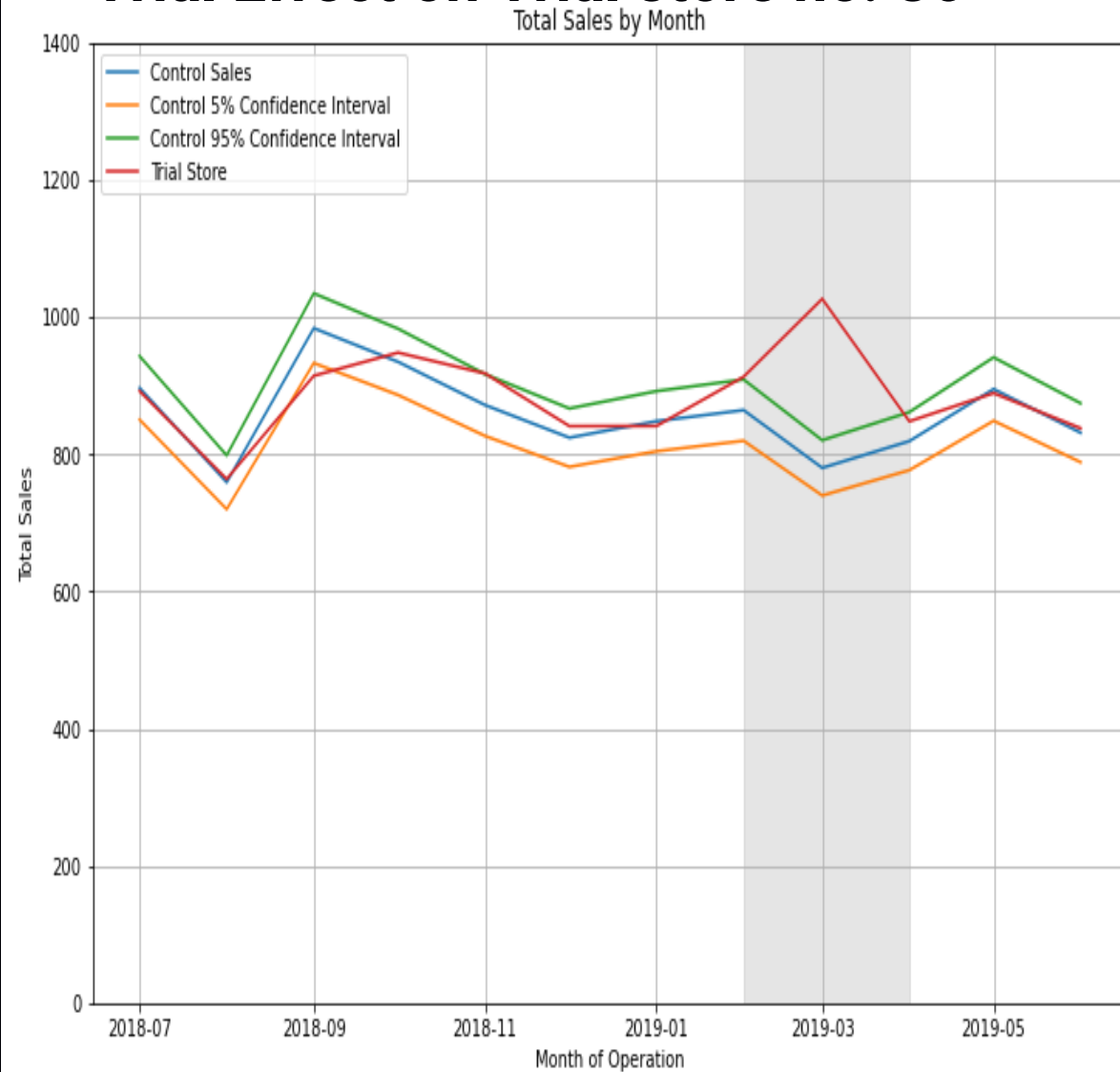
We found

Trial Store	Control Store Selected
77	233
86	155
88	237

# Trial Store 77 out performs with new layout , we can see an uplift in Total sales and no of customers

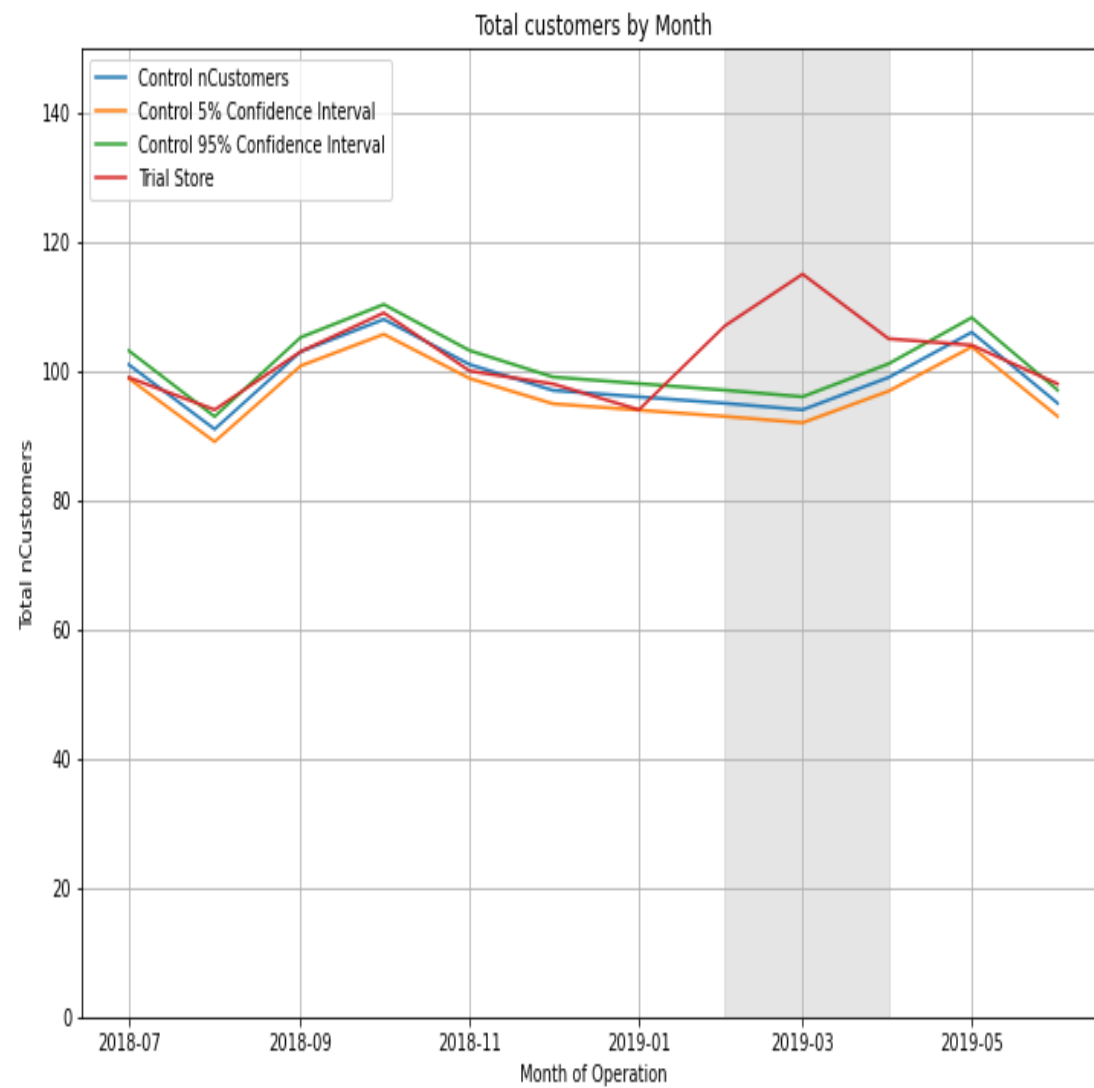


# Trial Effect on Trial store no. 86





# Assessment of Trial Store 88



# Summary

- We've found control stores 233, 155, 237 for trial stores 77, 86 and 88 respectively.
- The results for trial stores 77 and 88 during the trial period show a significant difference in at least two of the three trial months.



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