

July 2024

# 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 commercial in confidence nature of this document.

# Executive summary

01

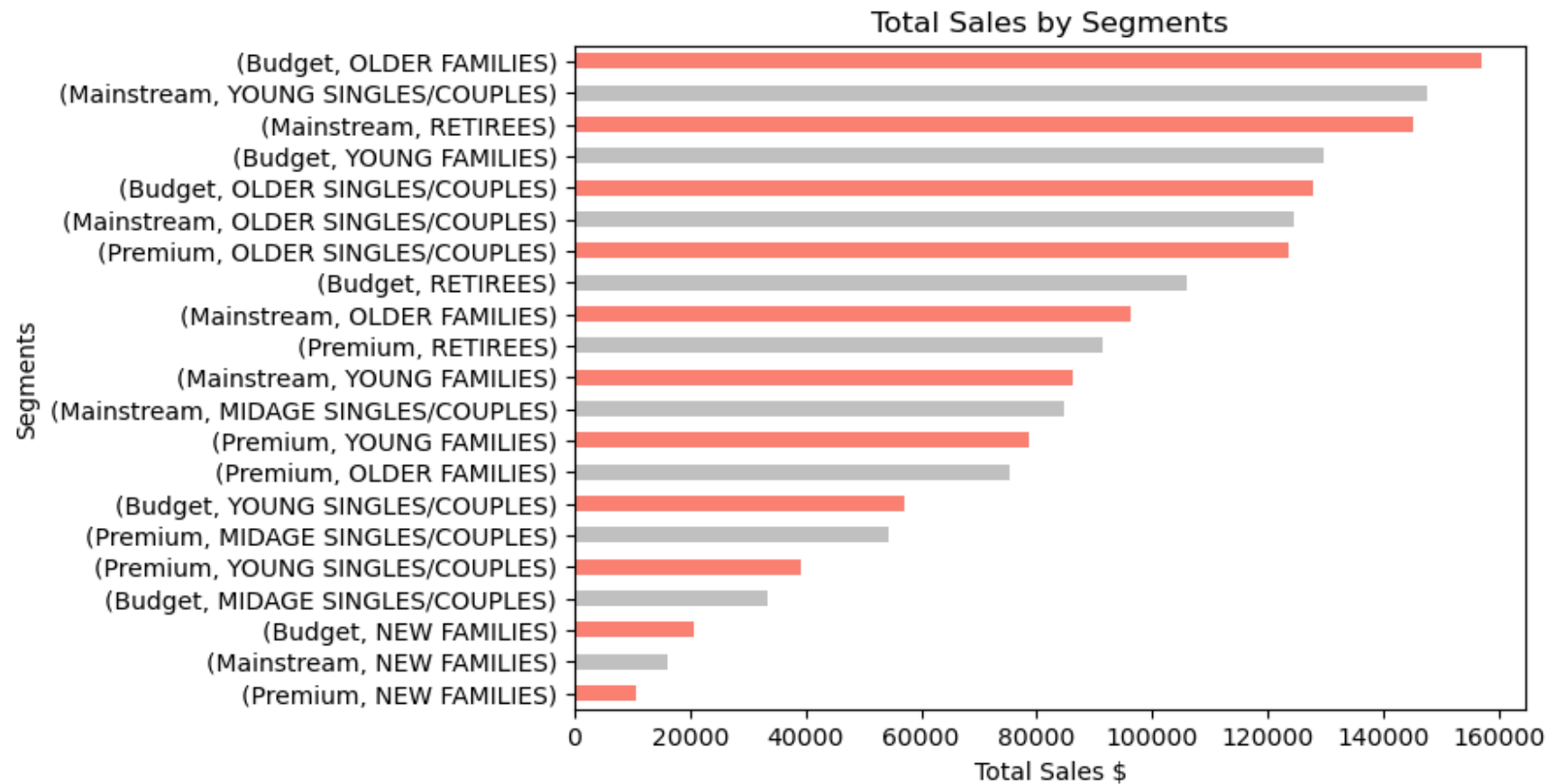
## Customer Analytics

- **Bulk Buying Preference:** A significant majority of customers tend to purchase multiple packs of chips in a single transaction, indicating a strong preference for bulk buying.
- **Key Customer Segments:** Sales are primarily driven by three customer segments: Budget Older-Families, Mainstream Young-Singles/Couples, and Retirees.
- **Preferred Chip Pack Size:** The 175g chip pack size emerges as the most popular choice among consumers, accounting for 27% of total sales and over 120,000 units sold.
- **Market Dominance by Brand:** Kettle dominates the market, being the preferred brand across most customer segments.
- **Seasonal Trends:** Seasonal trends reveal an increase in transactions during December, likely linked to Christmas celebrations. Peak sales during this period reached \$6410.9.

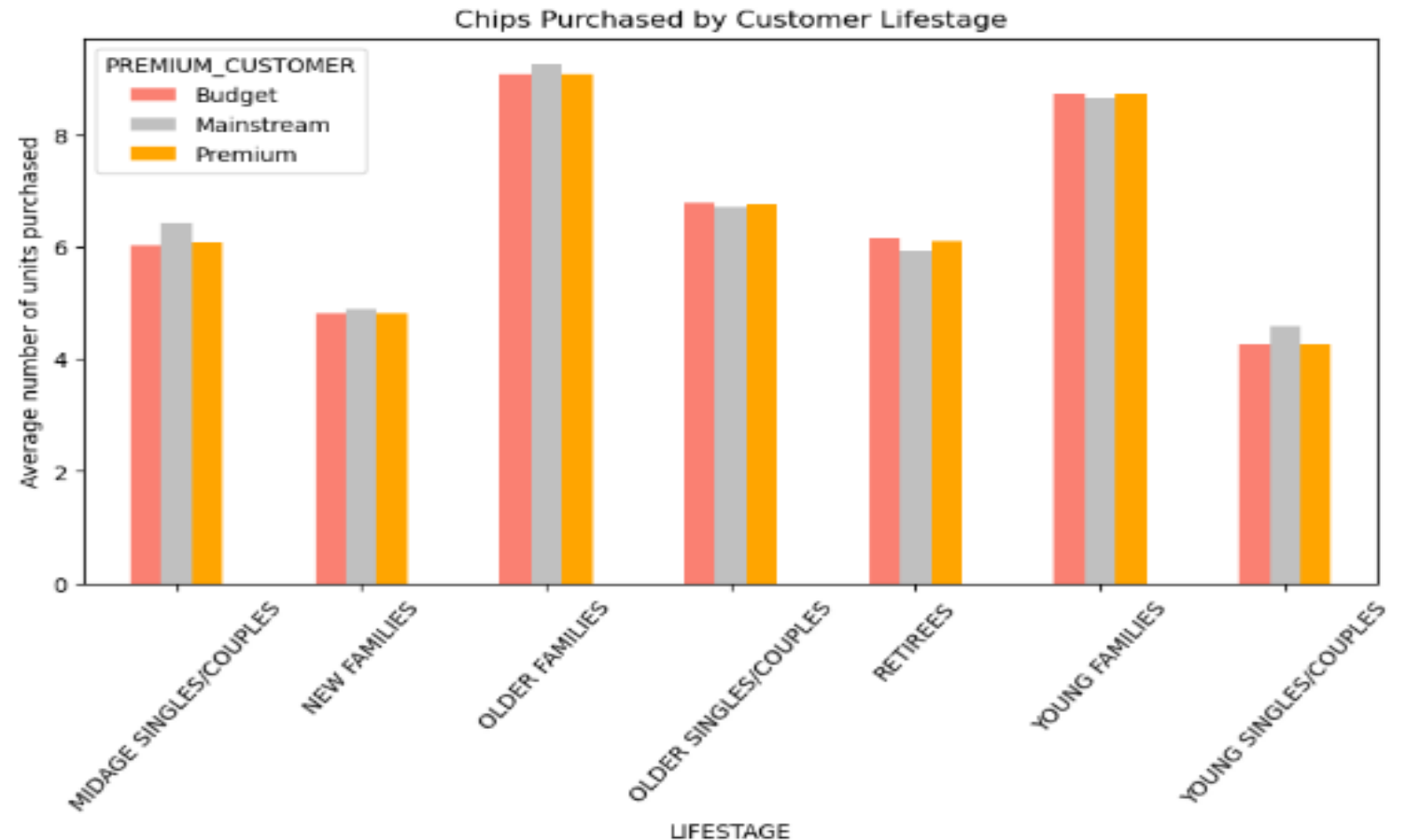
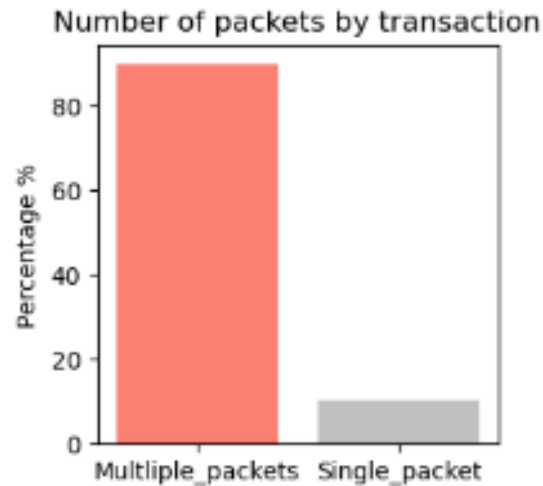
# 01

## Customer Analytics.

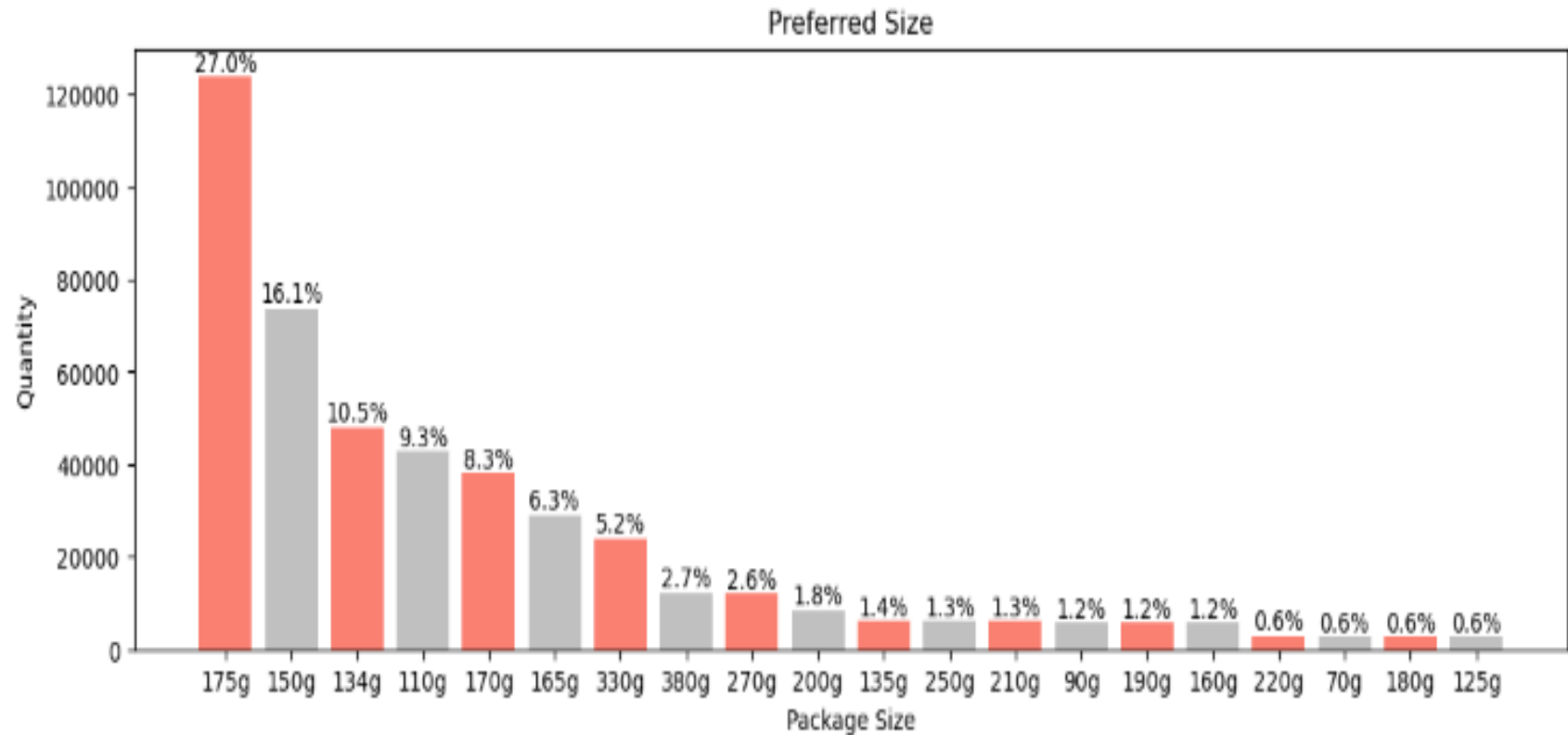
Sales are driven by three customer segments: Budget Older-Families, Mainstream Young-Singles/Couples, and Retirees.



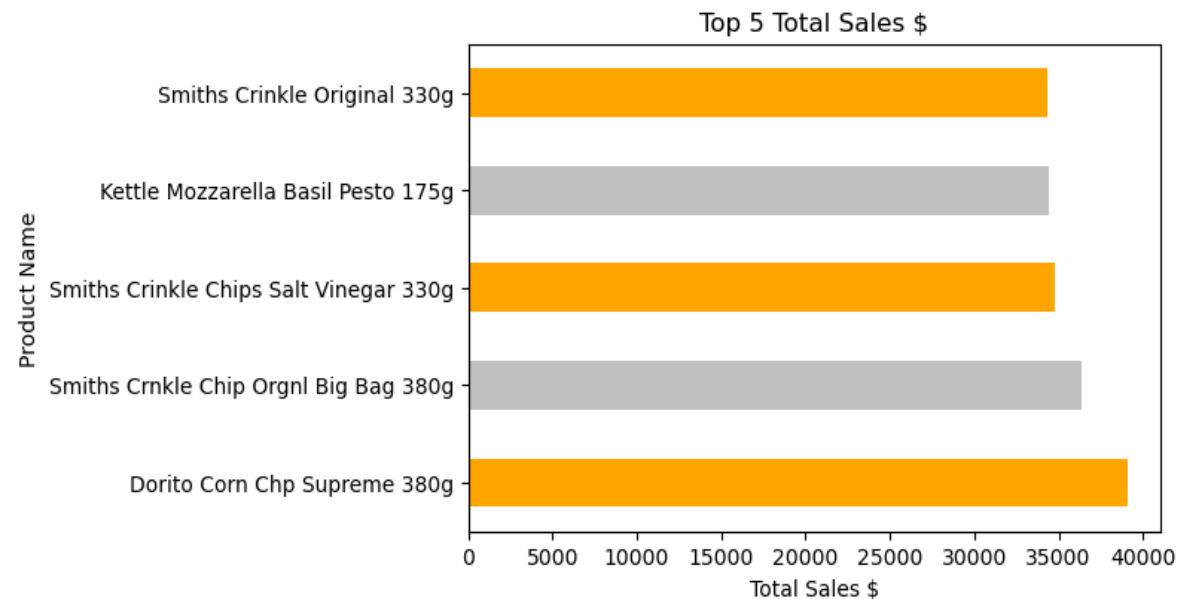
In 90% of transactions, customers purchased multiple packets, the Budget Older-Families and Young Families segments had an average purchase quantity exceeding 8 packets per transaction, setting them apart from the other segments.



The 175g chip pack size emerges as the most popular choice among consumers, accounting for 27% of total sales.

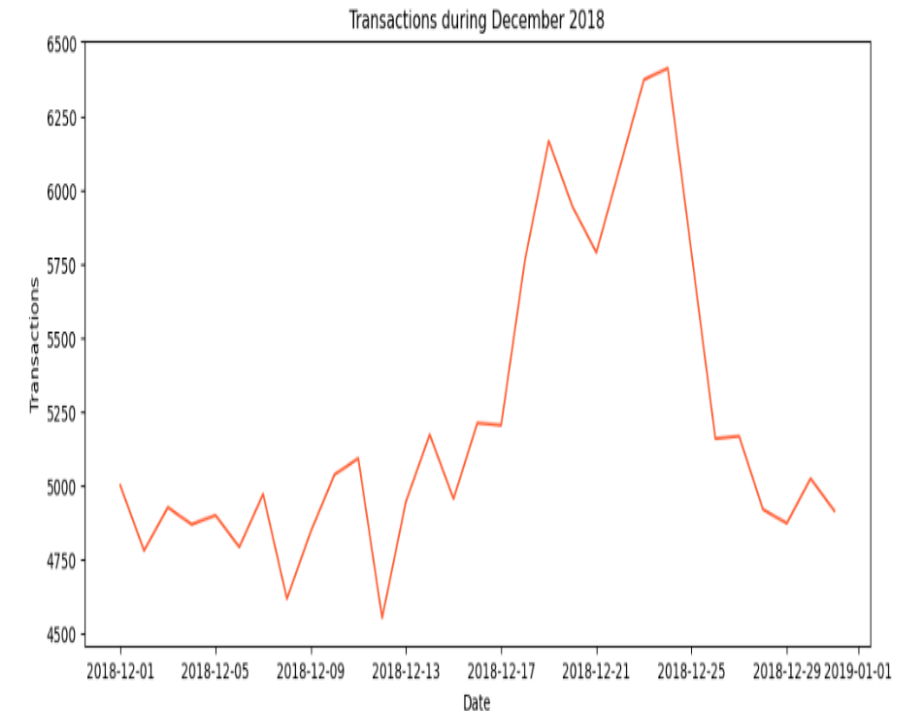
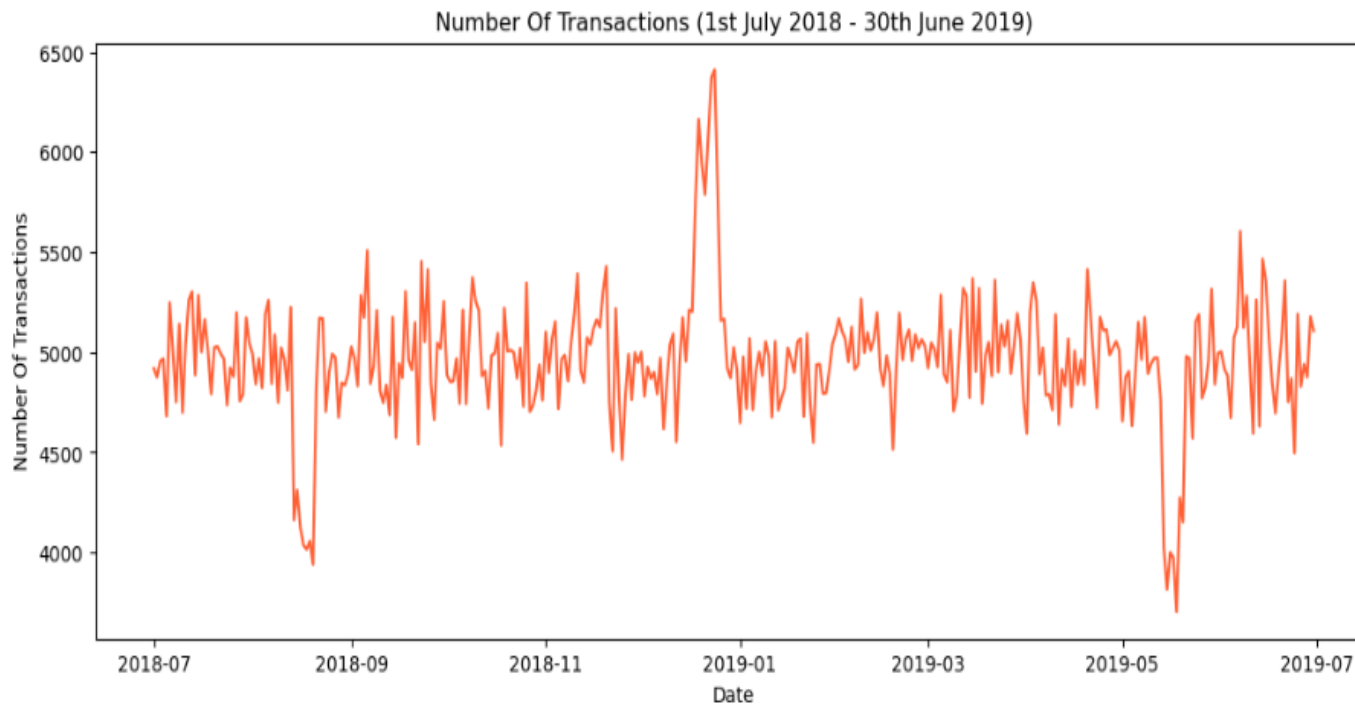


- Kettle dominates the market, being the preferred brand across most customer segments. Exceptions exist for Budget-OLDER FAMILIES and Mainstream-RETIREEES, which tend to buy products from the brand Smiths.
- Kettle Mozzarella Basil Pesto 175g" leads product sales with 6381 units sold, closely followed by "Kettle's Tortilla Chips Honey Jalapeño Chili 150g" at 6309 units sold.
- Despite Kettle and Smiths being the preferred brands, Dorito Corn Chip Supreme 380g is the top-selling product, generating \$39052, which is 13% higher than Kettle's best-selling product.





Seasonal trends show an increase in transactions during December, likely linked to Christmas celebrations, with peak sales reaching \$6410.





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