

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

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

Task 1

CATEGORY : Find the best group that purchases chips and their affinity with product in brands and sizes.

02

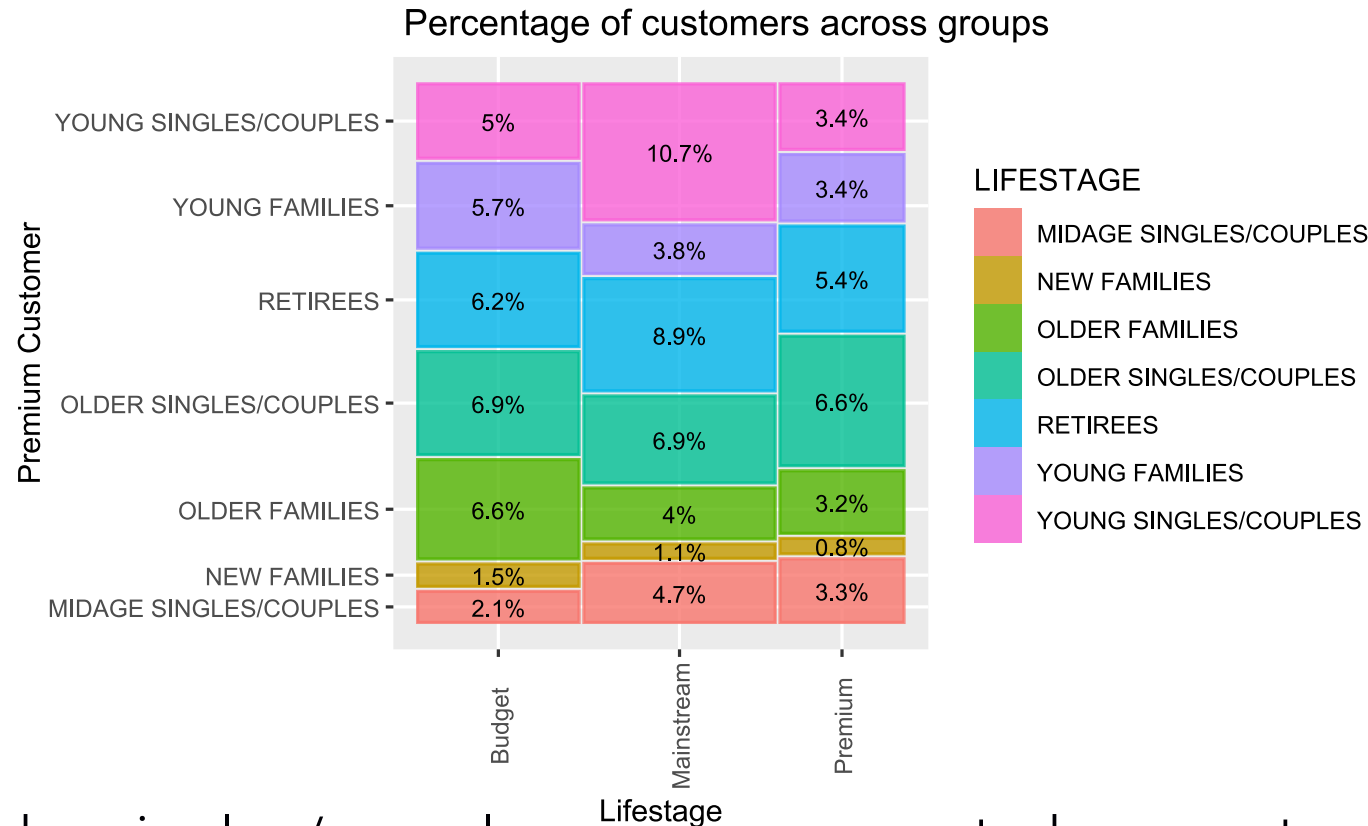
Task 2

TRIAL STORE PERFORMANCE : assess the trial store in order to find the best performance following the marketing intervention.

# 01

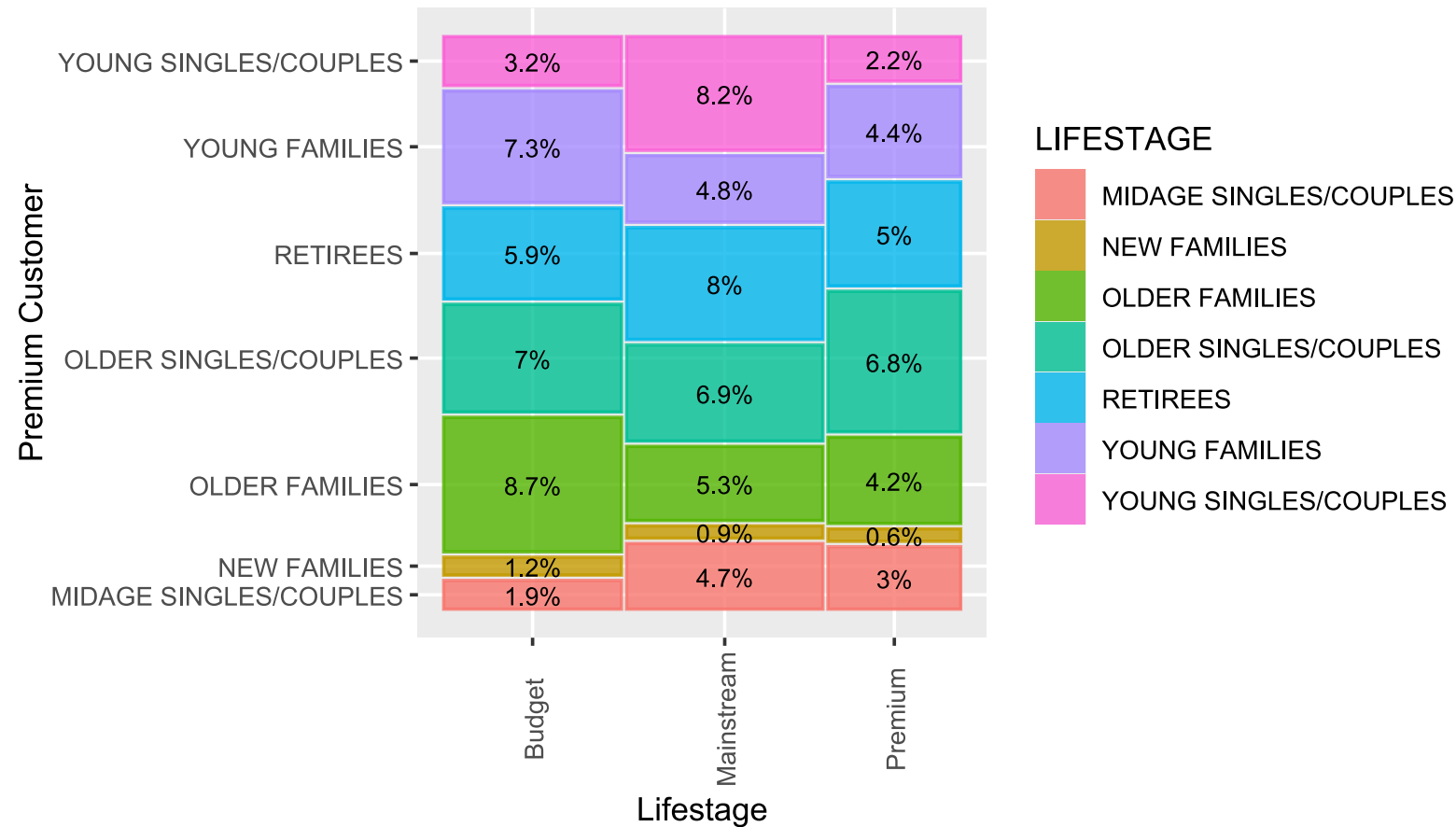
## Category

# Overview: Frequency across groups



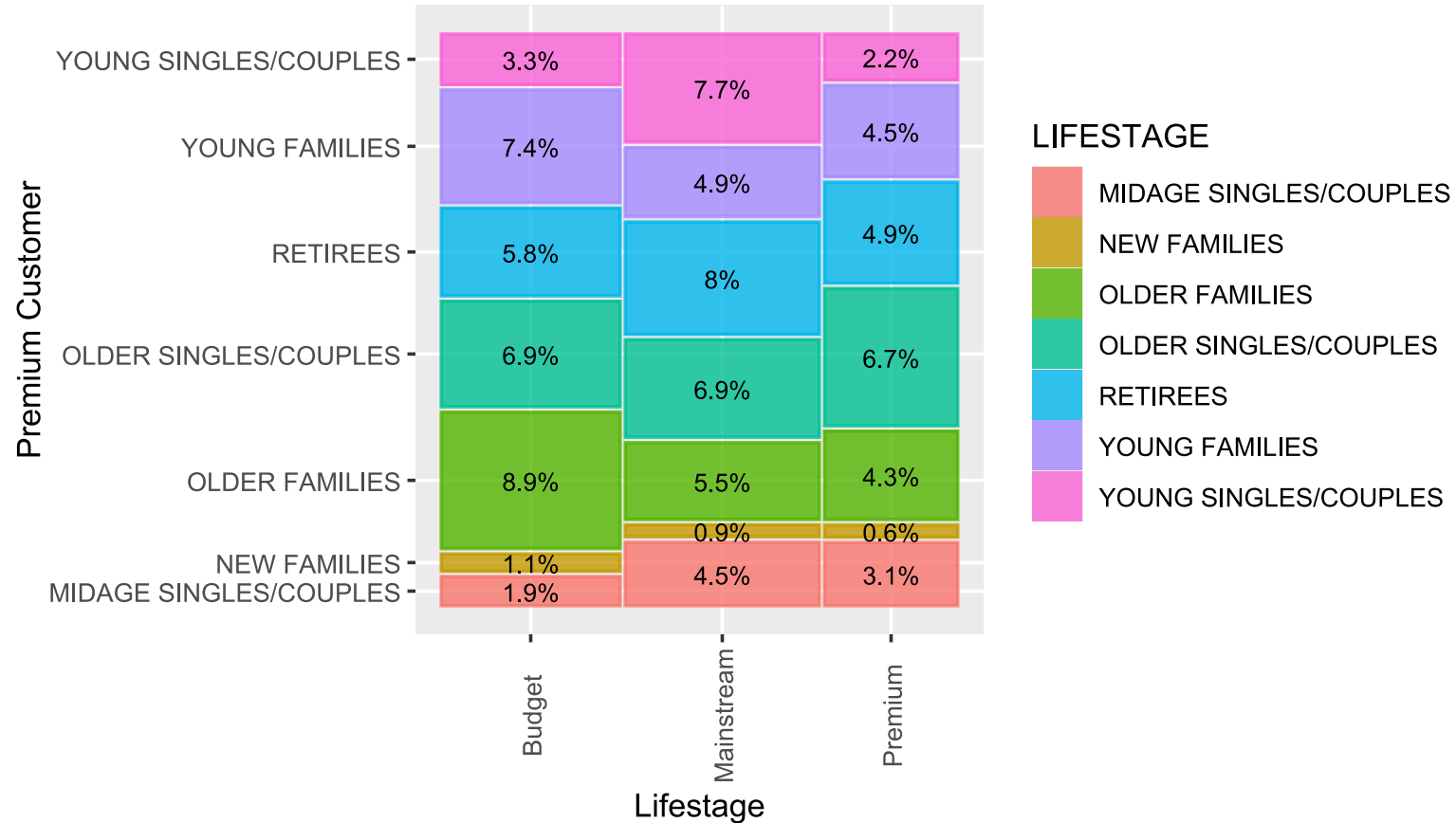
- ❖ 6.9 % older singles/ couples were represented as customers in budget lifestage,
- ❖ 8.9 % retirees made up of customers in mainstream,
- ❖ and 6,6 % older singles/ couples were represented customers in Premium.

Percentage of Total sales across groups



- ❖ 8.7 % total sales were from older families in budget lifestage,
- ❖ 8.2 % total sales made up of young singles/couples in mainstream,
- ❖ and 6.8% total sales were from older singles/ couples in Premium.

Percentage of basket size across groups



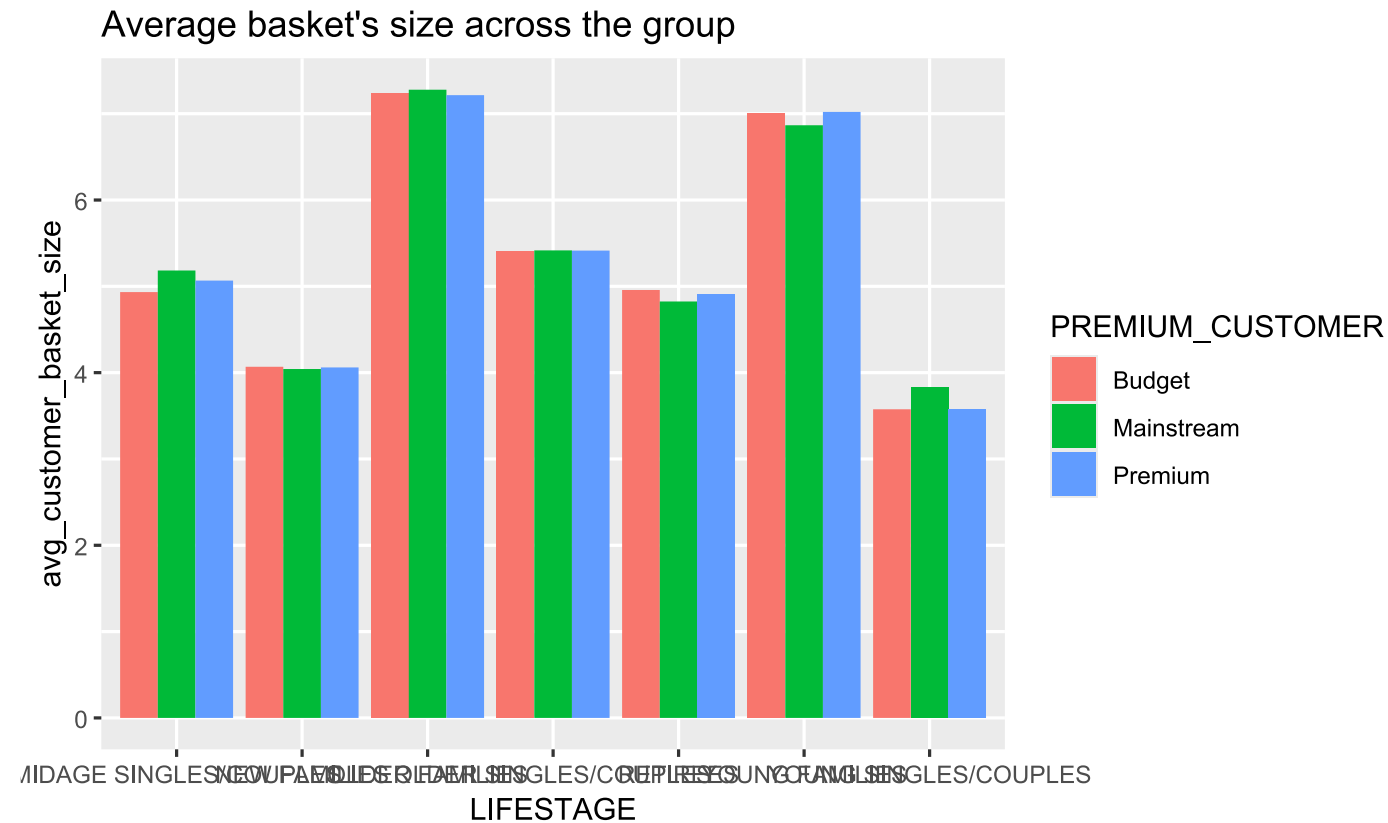
- ❖ 8.9 % of chips had been bought by older families in budget lifestage,
- ❖ 8 % of chips had been bought by retirees in mainstream,
- ❖ and 6.7% of chips had been bought by older families older singles/ couples in Premium.

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

- ❖ Old singles/ couples are likely interested about more quality chips as they were represented in Premium lifestage
- ❖ Old families/ couples are likely interested about quantity/ quality chips which maybe destinate to their children
- ❖ Retirees buy medium chips.



## Overview: statistic test



❖ Old families/ Mainstream represent the most average basket's size

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



❖ Young singles/couples Mainstream represent the most average spending's value

- ❖ Young\_single\_couple mainstream and non\_mainstream are significantly differences in means
- ❖ Young singles and couples in mainstream are likely to buy more chips and the preferred chips is the "TYRRELLS"
- ❖ 270g chips size is preferred according to size\_affinity ratio .  
However, TWISTIES is the only product with this size, it could be adjusted by offering similar sizes with other brands like "TYRRELLS"

# 02

## Trial store performance

## Explanation of the control store vs other storesC

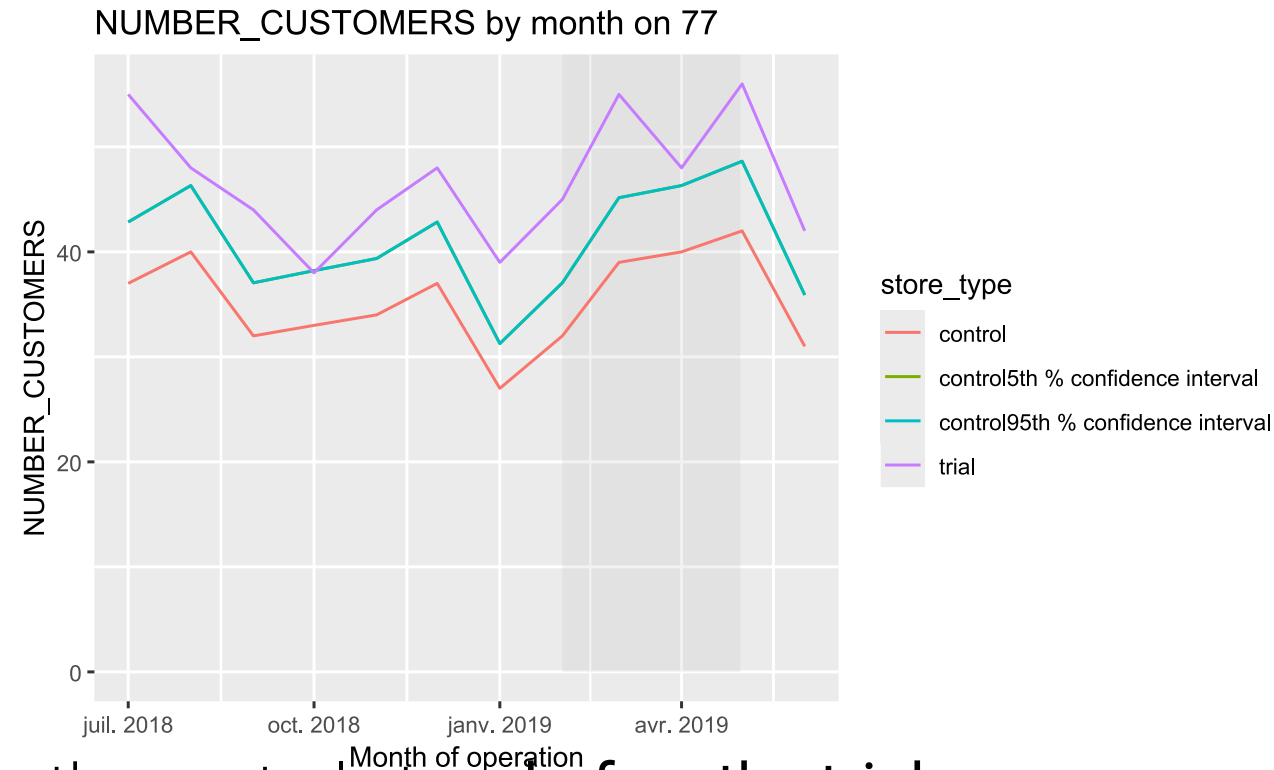
In order to find correct witness for well understanding of trial store, those below were found like best matched :

TRIAL STORE 77 -> CONTROL STORE 35

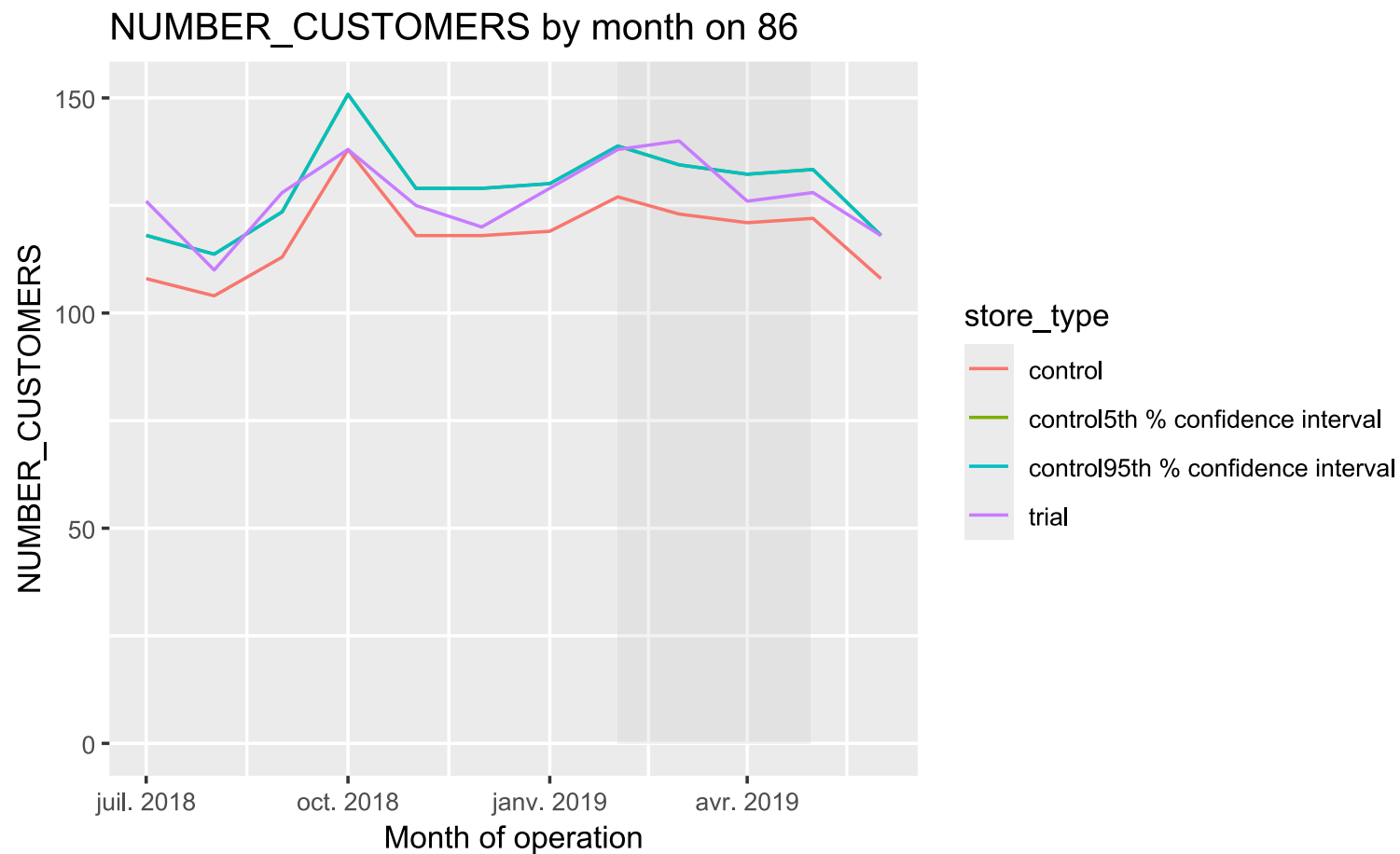
TRIAL STORE 86 -> CONTROL STORE 147

TRIAL STORE 88 -> CONTROL STORE 201

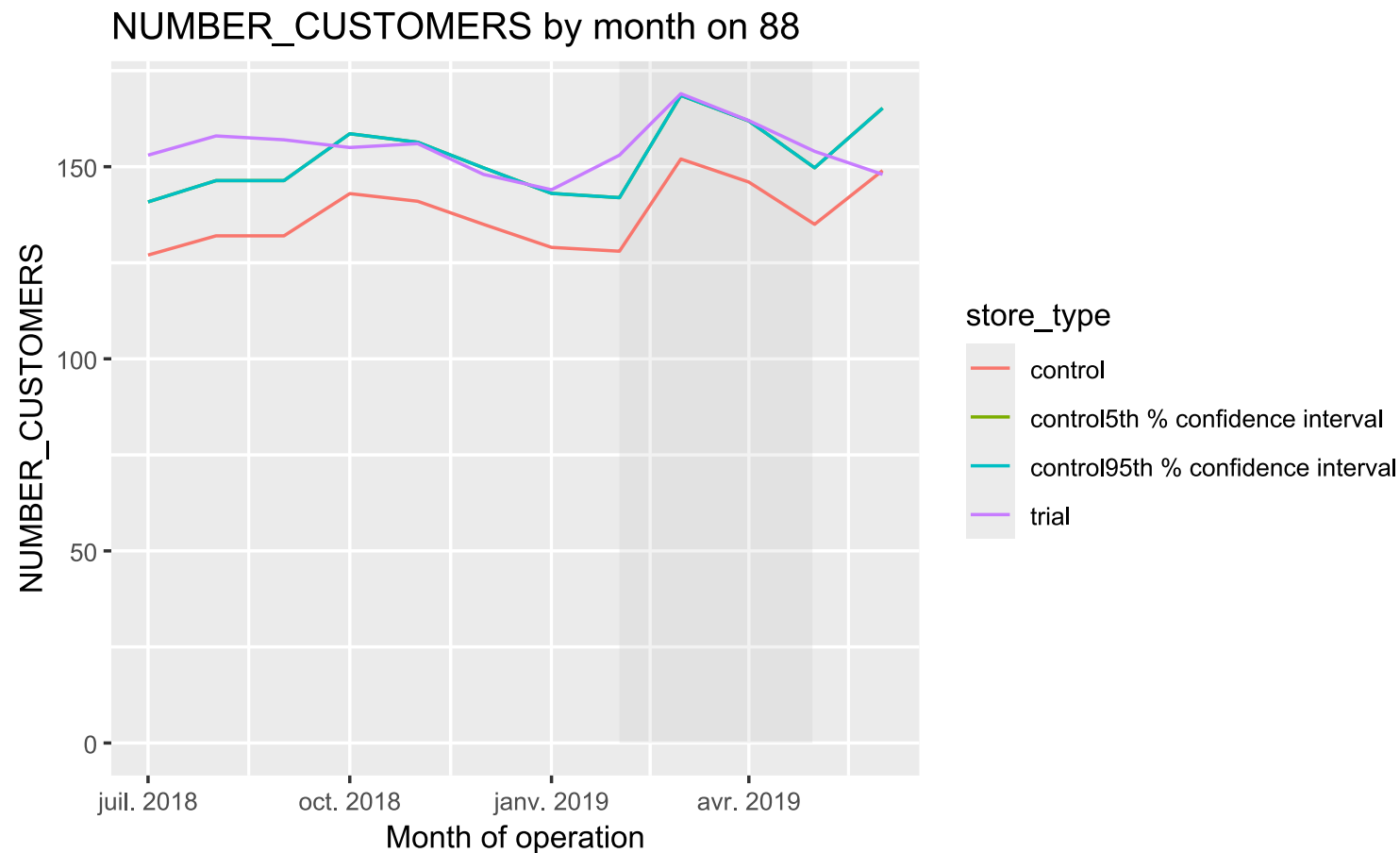
# Call out of the performance in the trial store, determining if it was successful



- ❖ Similar trends to the control store before the trial.
- ❖ During the trial period (**Fed-Apr 2019**) : **Increased** and to be above the CI
- ❖ A potentially significant impact on the store layout.
- ❖ Fell after trial that proved a **no lasting effect**.



- ❖ showed **similar trends** to the control store before the trial.
- ❖ During the trial period (Feb-April 2019) : The trial store increased in short period.
- ❖ This increase appears to be above the 95% and then fell quickly,
- ❖ Suggesting a potentially significant impact of the new store layout in the beginning of the intervention.
- ❖ However, the trend trial store goes down after the trial period and indicating a no lasting effect



- ❖ Similar trends to the control store before the trial Period.
- ❖ During the trial period (Fed-Apr 2019) :
- ❖ The trial in number of customer increased but it was closed to the upper bound 95% confidence interval . This may suggest a potential increase in customer traffic, the change was not statistically significant at the 95% confidence level.
- ❖ Therefore, we cannot confidently attribute the observed trend to the trial



## CONCLUSION AND SUGGESTION

- ❑ The analysis shows the trial store 77 matches to store 35 as control store, trial store 86 to control store 147 and trial store 88 to control store 201.
- ❑ The findings shows that the number of customers in the trial store (store 77) pattern could be roll out across the new layout and the trial store (store 88) need more investigation.
- ❑ The trial store 86 had not showed good performance during the intervention.



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