

April 2025

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

Analysis identified **Mainstream Mid age and Young Singles/Couples** as a crucial, high-spending segment in the chips category. These groups show distinct preferences for **premium/bold brands** (e.g., Tyrrells, Doritos, Tostitos) and **larger pack sizes** (e.g., 270g, 330g, 380g), suggesting opportunities for targeted ranging and promotions.

02

Task 2

The store trial significantly **boosted sales and customer counts in stores 77 and 88** compared to matched control stores (233 and 237 respectively). Store 86 showed **less significant impact**, particularly on sales (vs control store 155), warranting investigation into its trial execution. Overall, the trial strategy demonstrates **positive potential for broader rollout**.

01

Category

Mainstream Mig Age and Young Singles/Couples: A High-Value Chip Segment

Analysis identifies **Mainstream customers within the Midage Singles/Couples** and **Young Singles/Couples** lifestages as particularly valuable segments for the chips category.

1. Highest Spend per Transaction:

As the 'Average Sale' chart shows, these two segments demonstrate the **highest average spend per transaction** among all Mainstream groups.

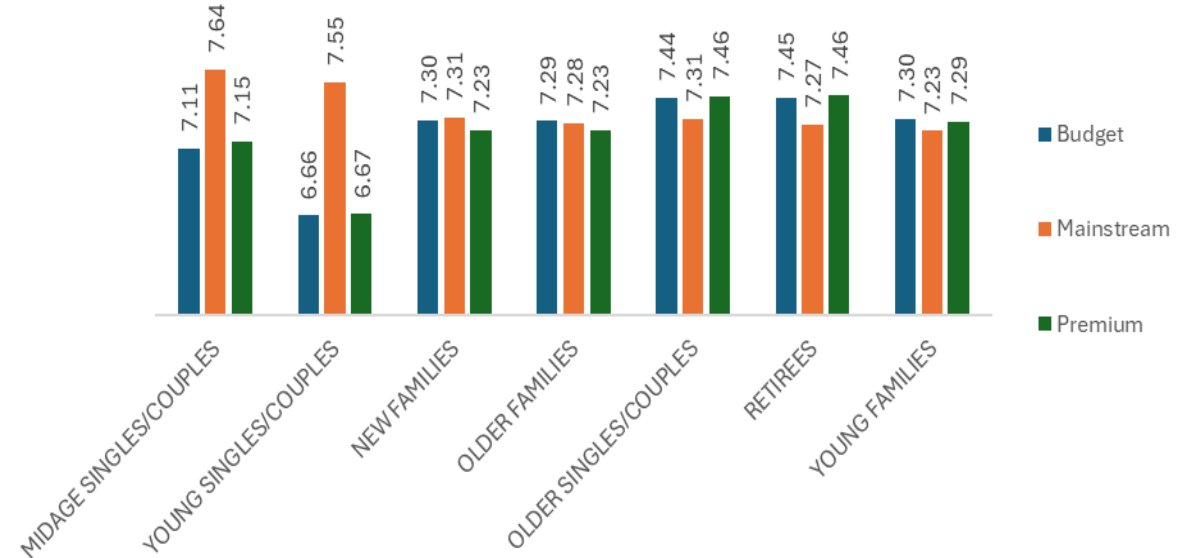
- Mainstream Midage Singles/Couples average **\$7.64** per chip transaction.
- Mainstream Young Singles/Couples average **\$7.55** per chip transaction.

This indicates they contribute significantly to overall sales value each time they purchase chips.

2. Willingness to Pay More per Unit:

- Furthermore, T-Test analysis confirms that these Mainstream segments pay a **significantly higher average price per unit** for chips compared to their Budget and Premium counterparts within the same lifestages ($p < 0.05$).
- This suggests they are less price-sensitive or are selecting more premium offerings within the category, driving higher value per item sold.

Average Sale by Lifestage and Premium Segment

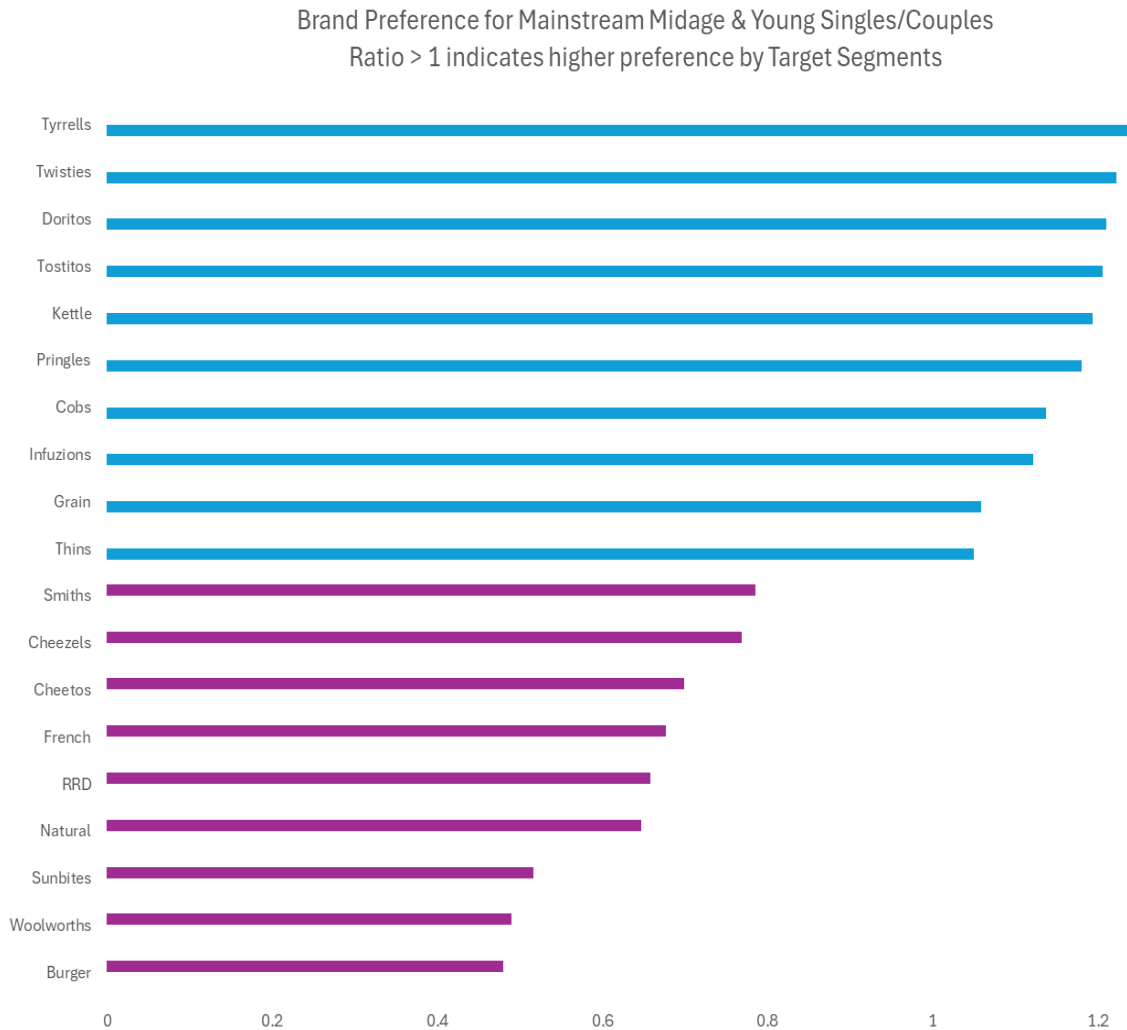
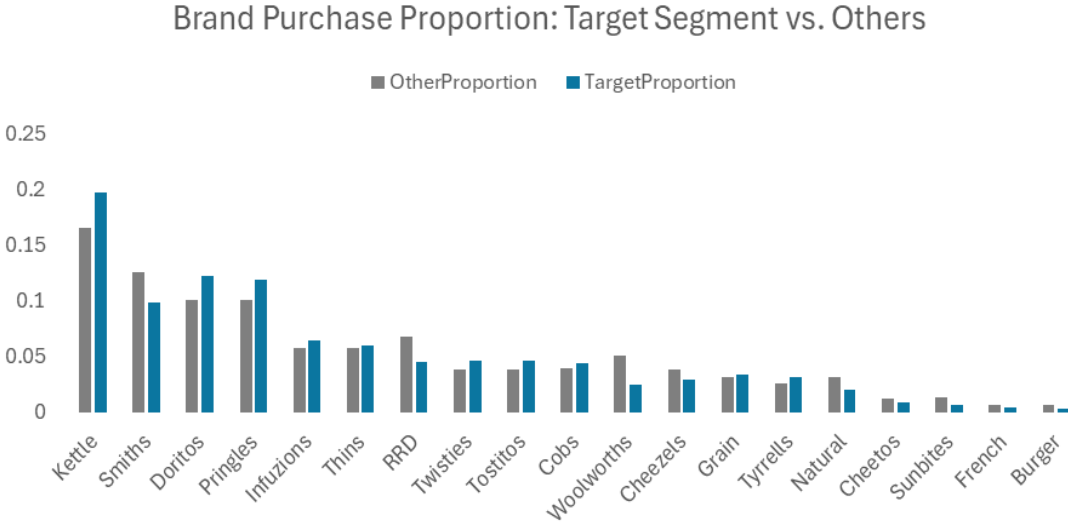


T Test Score - Average Price per Unit Comparison: Mainstream vs. Other Segments

Midage	Mainstream	Premium	Budget
	3.994241	3.770698	3.743328
Young	Mainstream	Premium	Budget
	4.065642	3.665414	3.657366

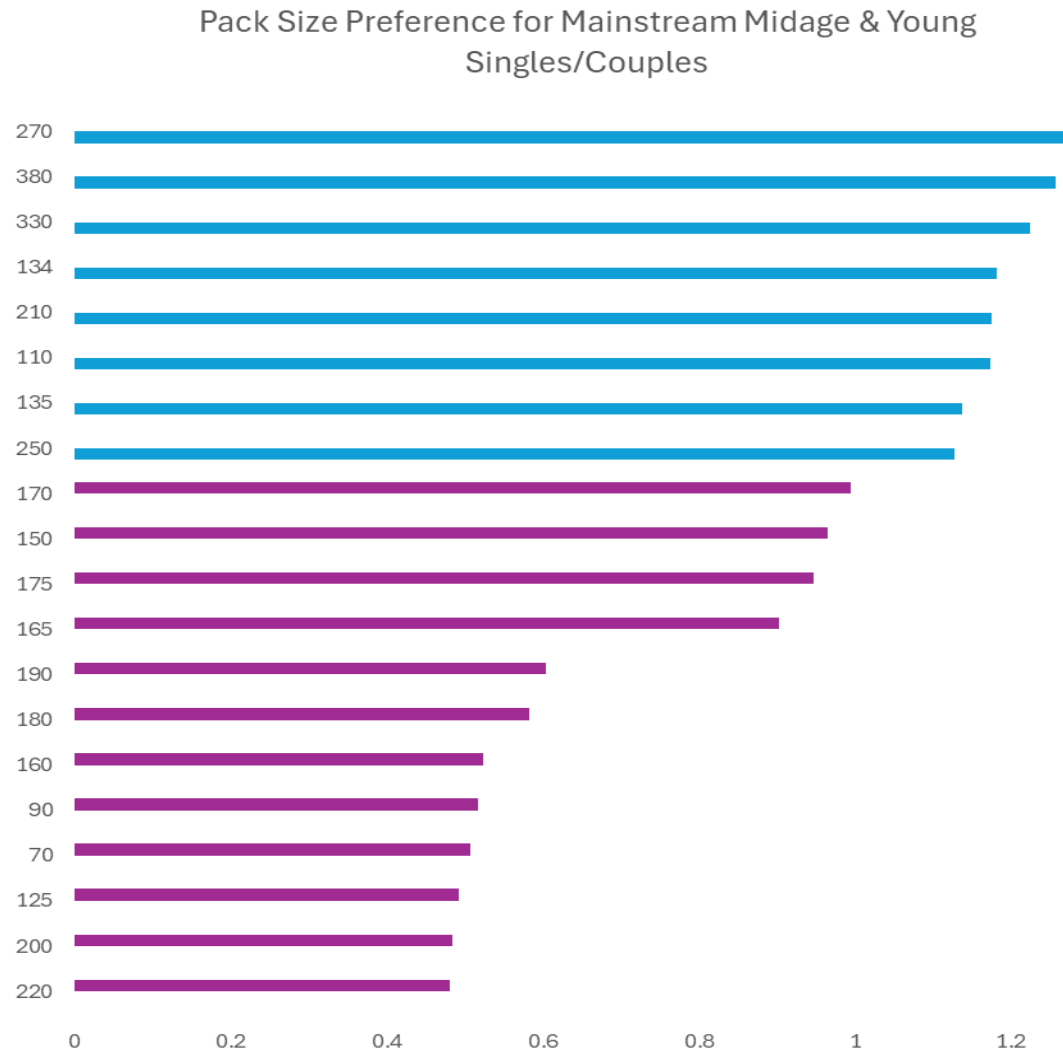
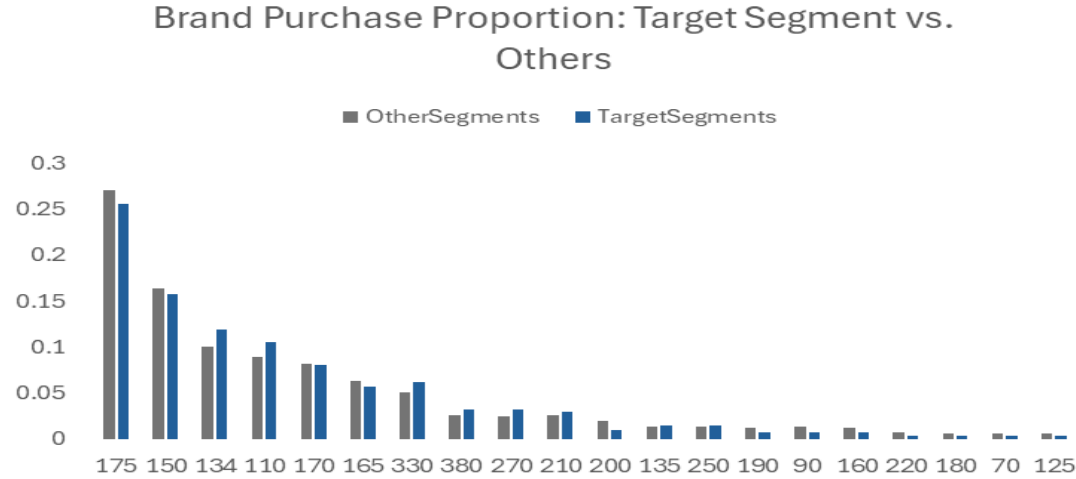
Mainstream Mig Age and Young Singles/Couples(Target Segment) Show Affinity for Specific Brands

Mainstream Midage/Young Singles/Couples exhibit clear brand preferences, strongly favoring **Kettle** chips significantly more than other customer segments. They also show a higher propensity to purchase **Pringles**, **Doritos**, **RRD**, **Twisties**, **Tostitos**, and **Tyrrells**. Conversely, this group buys **Smiths** and **Woolworths** brands less frequently than others. This preference profile, leaning towards perceived premium or distinct brands, supports the finding that they pay a higher average price and suggests focusing marketing efforts on their preferred choices.



Mainstream Mig Age and Young Singles/Couples(Target Segment) Show Affinity for Specific Pack Sizes

Analysis of pack size preferences reveals that Mainstream Mid Age & Young Singles/Couples deviate from average purchasing patterns. This segment shows a significantly higher preference for **larger pack sizes**, particularly **270g, 380g, and 330g**, suggesting these formats strongly appeal to them, potentially for social sharing or perceived value. While overall popular, they purchase the most common **175g and 150g sizes less frequently** than other segments. They also over-index on certain mid-range sizes like **134g and 110g**. This distinct preference profile indicates an opportunity to tailor ranging and promotions, emphasizing larger formats to cater specifically to this high-value segment.



02

Trial store performance

Methodology: Identifying Control Stores

- To measure trial impact, **Control Stores** were selected that closely matched Trial Stores (77, 86, 88) based on their pre-trial performance.
- To identify the best control store for each trial store, focused on two key performance drivers during the pre-trial period:

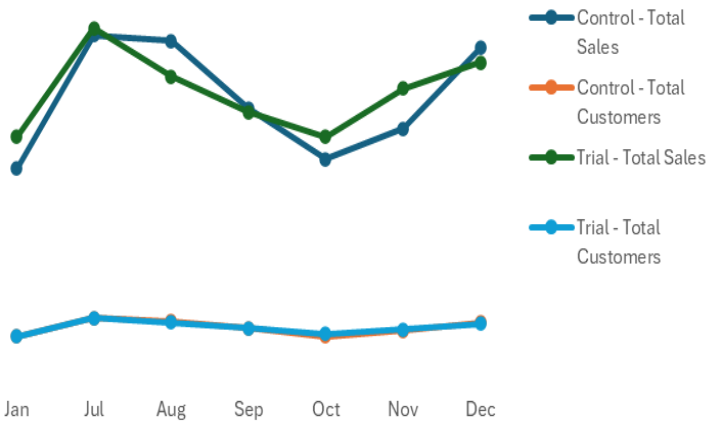
Total Sales: The overall revenue generated.

Number of Customers: The volume of shoppers.

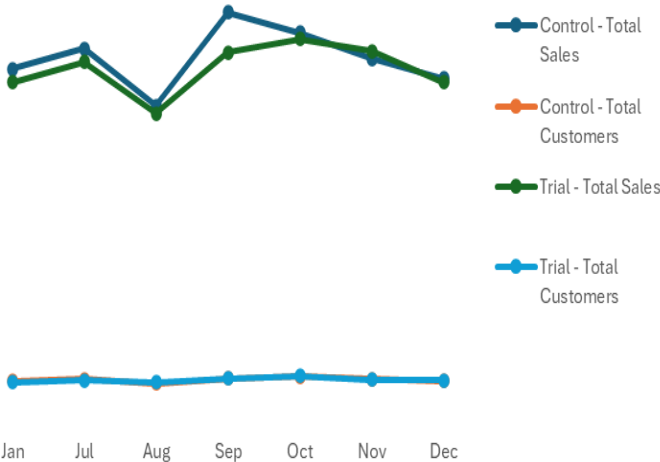
- Both trend **Correlation** and value **Magnitude Distance** were measured for these metrics.
- Scores were combined into a Sales_score and Customers_score, then averaged into a Final_score representing overall pre-trial similarity.
- The highest-scoring store (excluding the trial store itself) was chosen as the control.

Trial Store	Control Store	Sales_score	Customers_score	Final_score
77	233	0.99	0.94	0.97
86	155	0.96	0.92	0.94
88	237	0.97	0.63	0.80

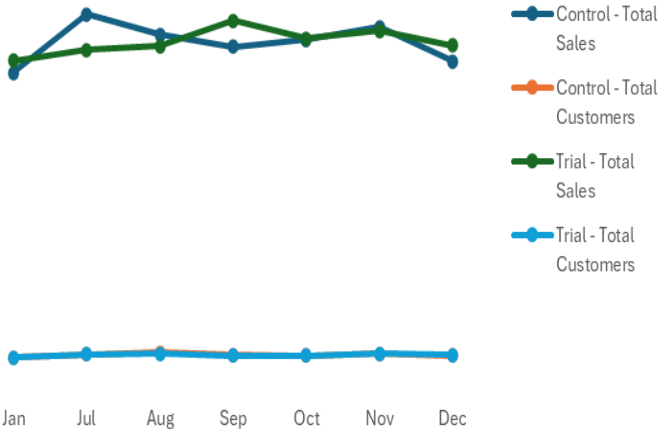
Trial Store 77 vs Control Store 233



Trial Store 86 vs Control Store 155



Trial Store 88 vs Control Store 237



Trial Assessment: Significant Uplift Achieved in Stores 77 & 88

Tested if trial period performance significantly exceeded expectations (t-value > 1.89).

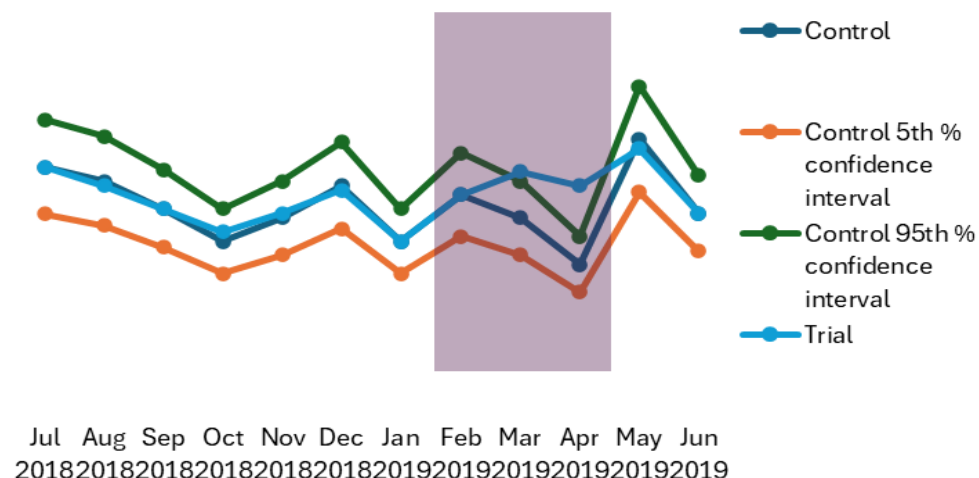
Store 77 (vs Control 233): ✔ **Successful:** Statistically significant increases in both **Sales** and **Customers** during the trial months.

Store 86 (vs Control 155): ⚠ **Mixed:** Statistically significant increase in **Customers**, but **no significant overall Sales** uplift. Requires review.

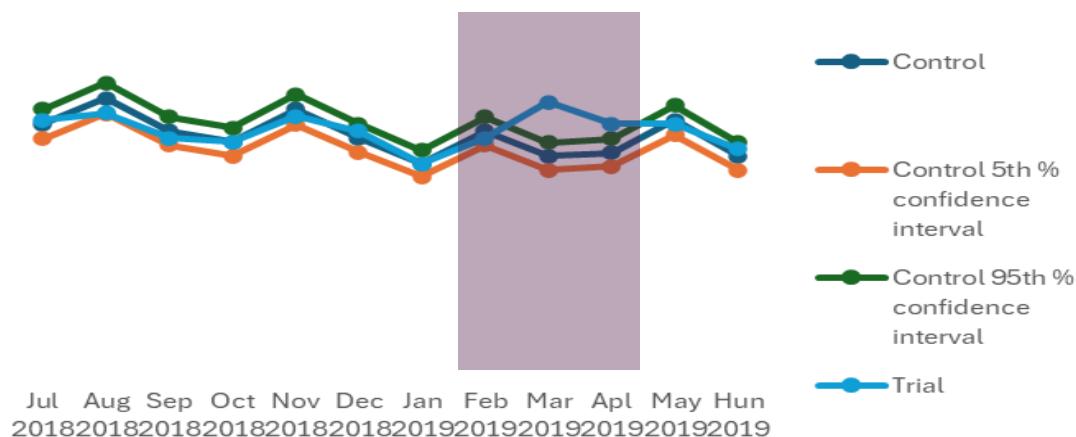
Store 88 (vs Control 237): ✔ **Successful:** Statistically significant increases in both **Sales** and **Customers** during the trial months.

Overall: The trial successfully drove significant growth in stores 77 and 88. Store 86 showed customer growth without a corresponding sales increase

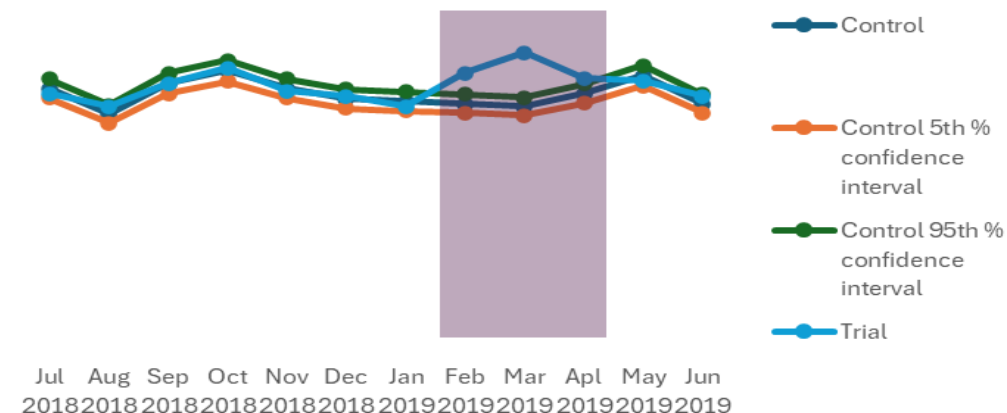
Store 77: Trial Period Monthly Performance - Customers Driver



Store 88: Trial Period Monthly Performance - Customers Driver



Store 86: Trial Period Monthly Performance - Customers Driver





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