

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

- Comparison of Chip sales overtime. From 2018 to 2019.
- Impact of customer affluence and spending habits.
- Customer life stage and affluence impact on spending habits

02

Task 2

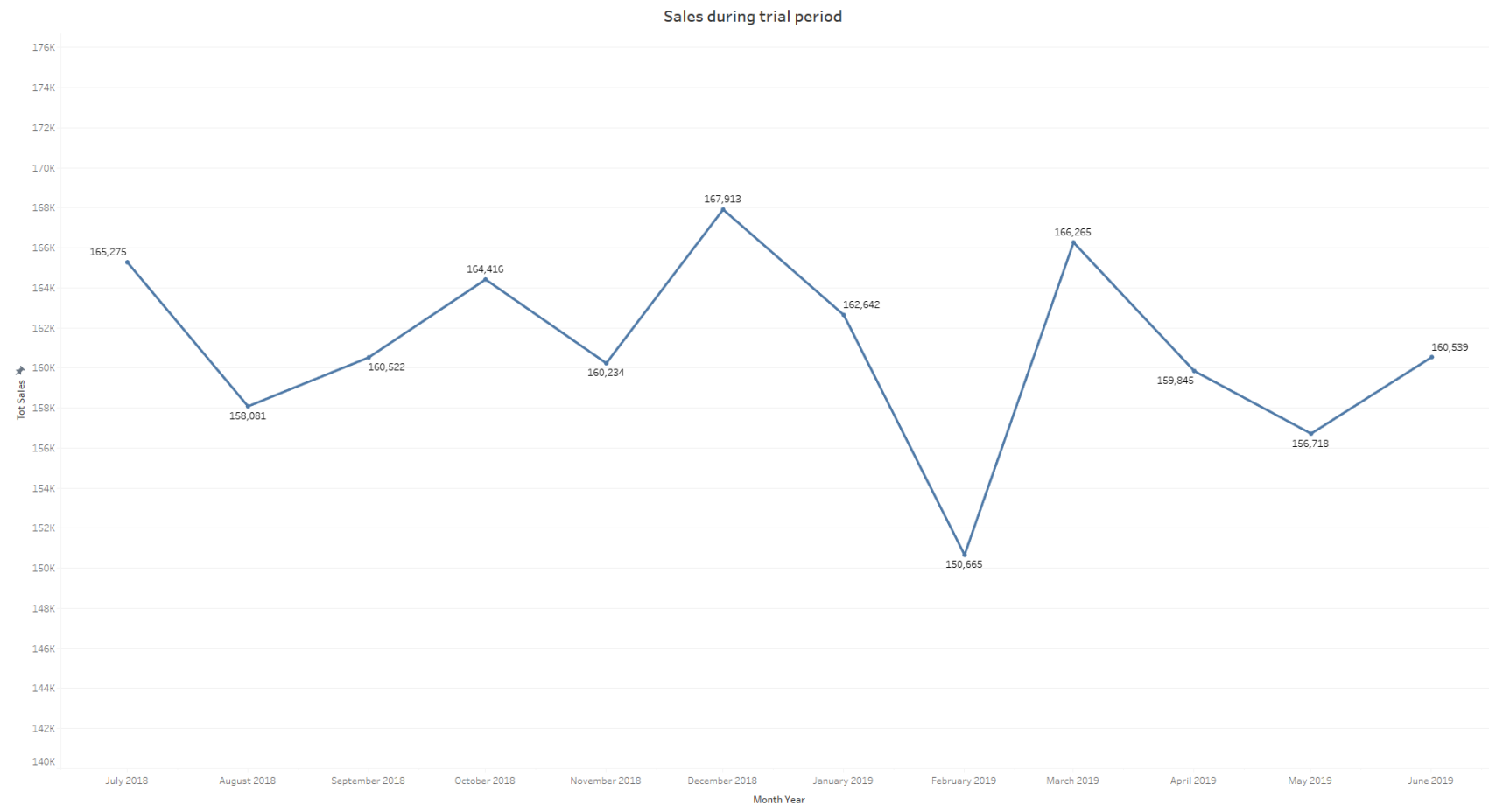
- Overall the stores outperformed control stores in every category during the trial period
- The trial stores do show a leveling out of performance in the third month.
- Two out of the three stores are showing higher every category to control stores at the end

01

Category

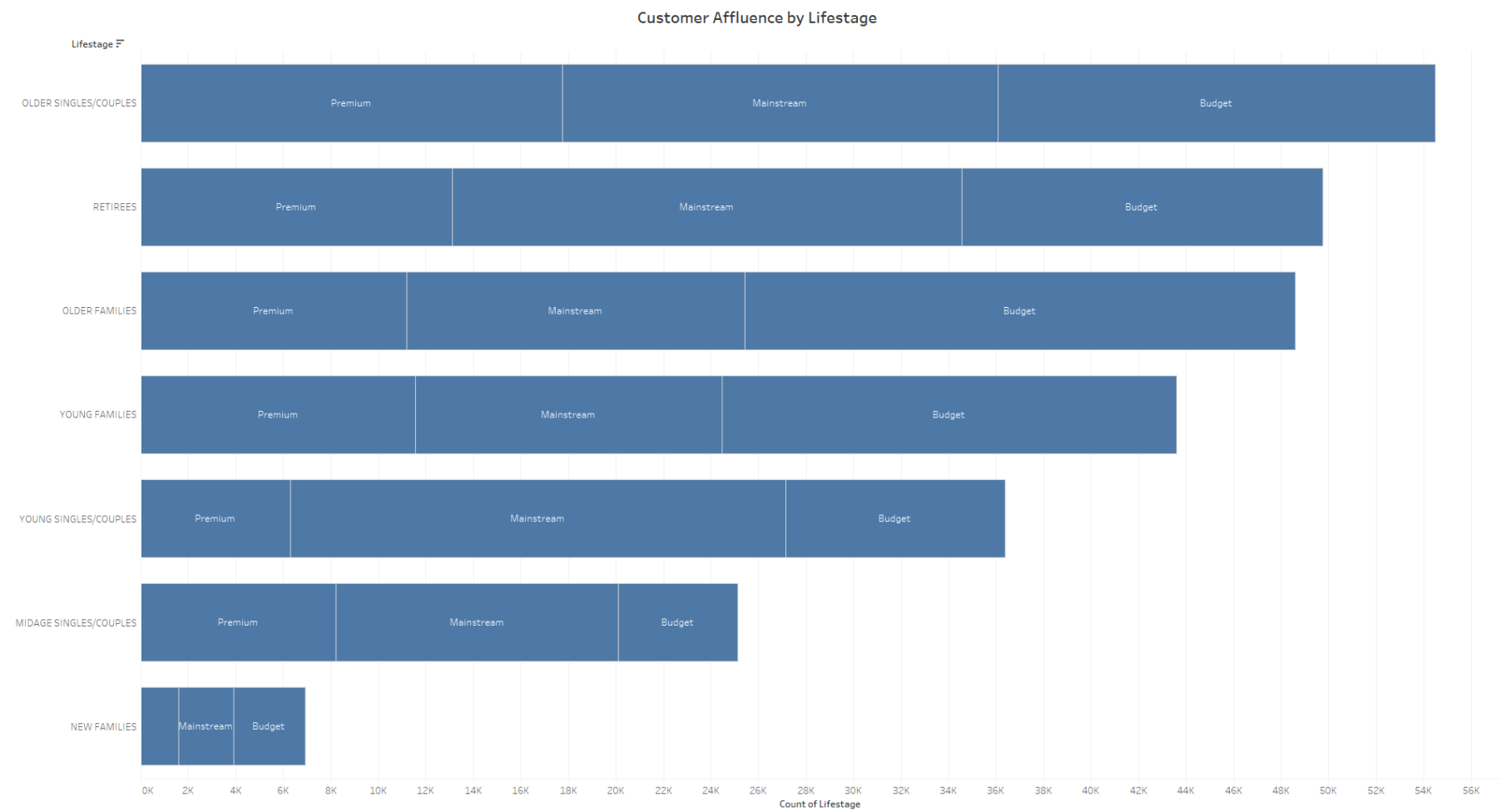
Total sales trend for the past year

Total sales for the year 2019 has decreased from 2018. Showing slight improvement in the month of June.



Customer affluence and its effect on customer buying

As we can see on the graph below Mainstream customers made the most chip purchases with budget customer in second. It does not seem affluence has a large impact on chip sales as one would expect.

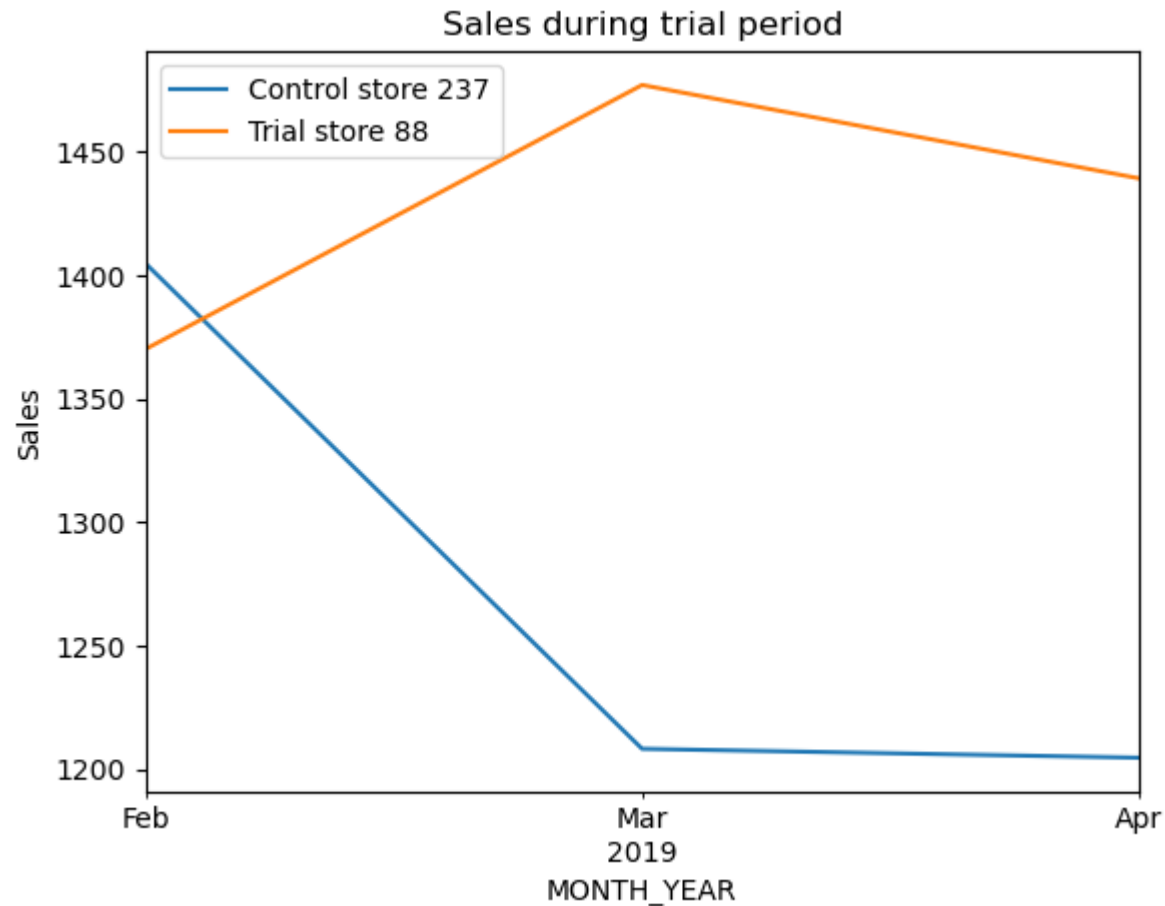


02

Trial store performance

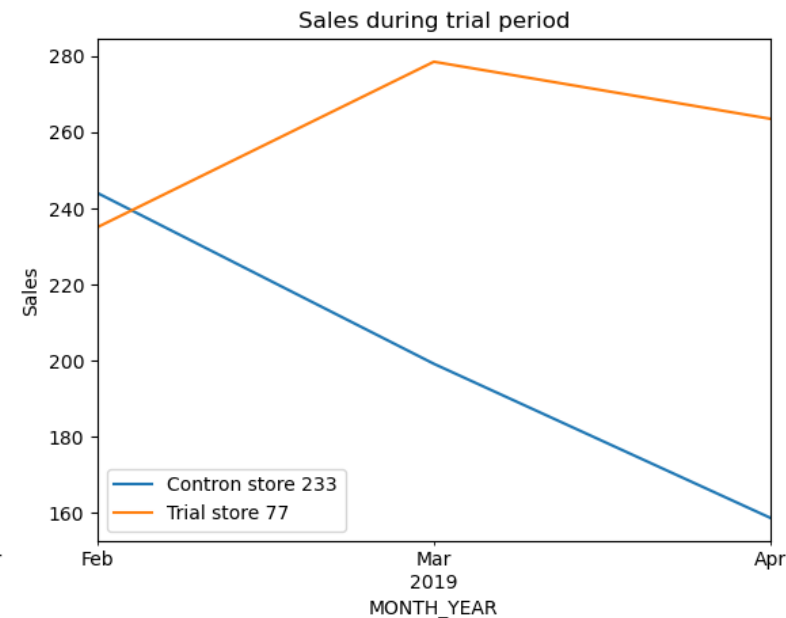
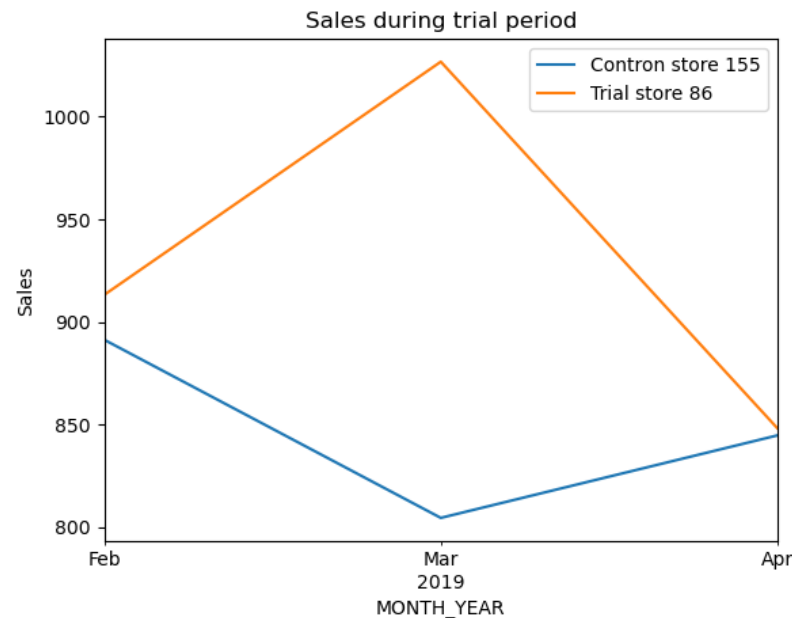
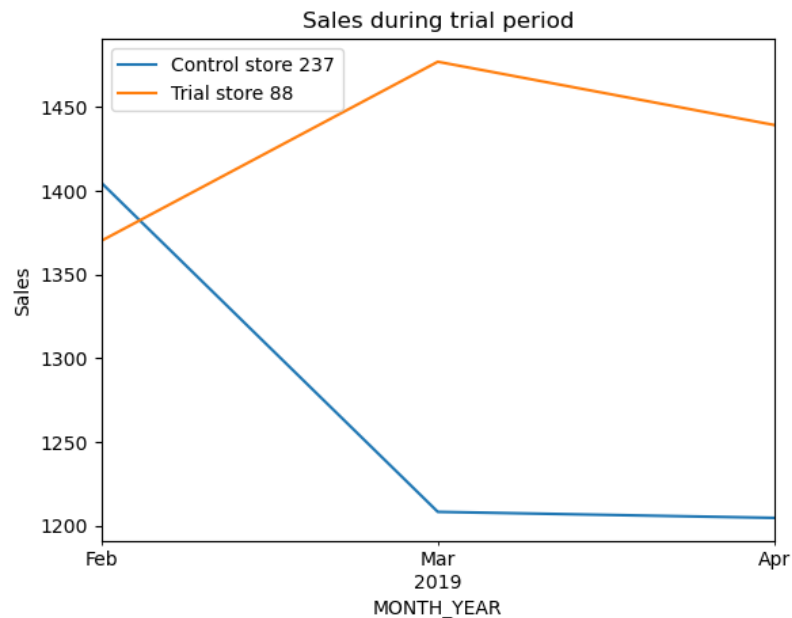
Trial stores vs Control stores

- The data shows that trial stores have increased sales from February ends with a slight decline in April.
- The control stores declined from February and since levelled out March into April.



Trial stores vs Control stores: Transactions

- The data shows that the trial stores have increased sales transactions from February and end with a slight decline in April.
- The control stores declined from February and since levelled out March into April. While control store 233 continued a decline.



Recommendations:

- Two of the three trial stores are outperforming their control stores.
- One store continued to increase after the trial period. Showing a possible change in customer purchase behaviour in store 77.

Our recommendation would be to convert the stores into a new layout. After 6 months I would consider another Analysis to see the impact the new layout has across a large sample of stores and how the sales volume is trending overtime.



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