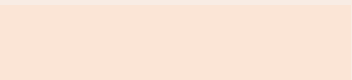


Chips Category Review & Trial Store Performance

Leveraging Retail Analytics for Strategic Growth



Quantium: Data Science with Integrity

With 17 years of pioneering data science and AI, Quantium is built on a foundation of trust and ethical data practices. Our commitment to privacy, security, and responsible data use underpins every insight we deliver.

1

Privacy by Design

Strict protocols ensure personal information is always de-identified through irreversible tokenization.

2

Bank-Grade Security

ISO27001 certified, upholding the highest standards in information security. All partner data is isolated and regularly audited.

3

Ethical Data Use

We use data for progress, ensuring our solutions positively impact individuals, organizations, and society.

Executive Summary: Unlocking Chips Category Growth

Our deep dive into the chips category reveals key customer segments and validates the impactful success of a recent in-store trial, providing a clear roadmap for future strategies.



Key Customer Segments

Top contributors: **Budget Older Families**, **Mainstream Young Singles/Couples**, and **Mainstream Retirees**.



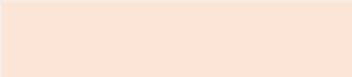
Sales Drivers Uncovered

Older families buy more packets, but **Mainstream Young Singles/Couples** are the largest demographic of chip shoppers, showing a strong preference for Tyrells.

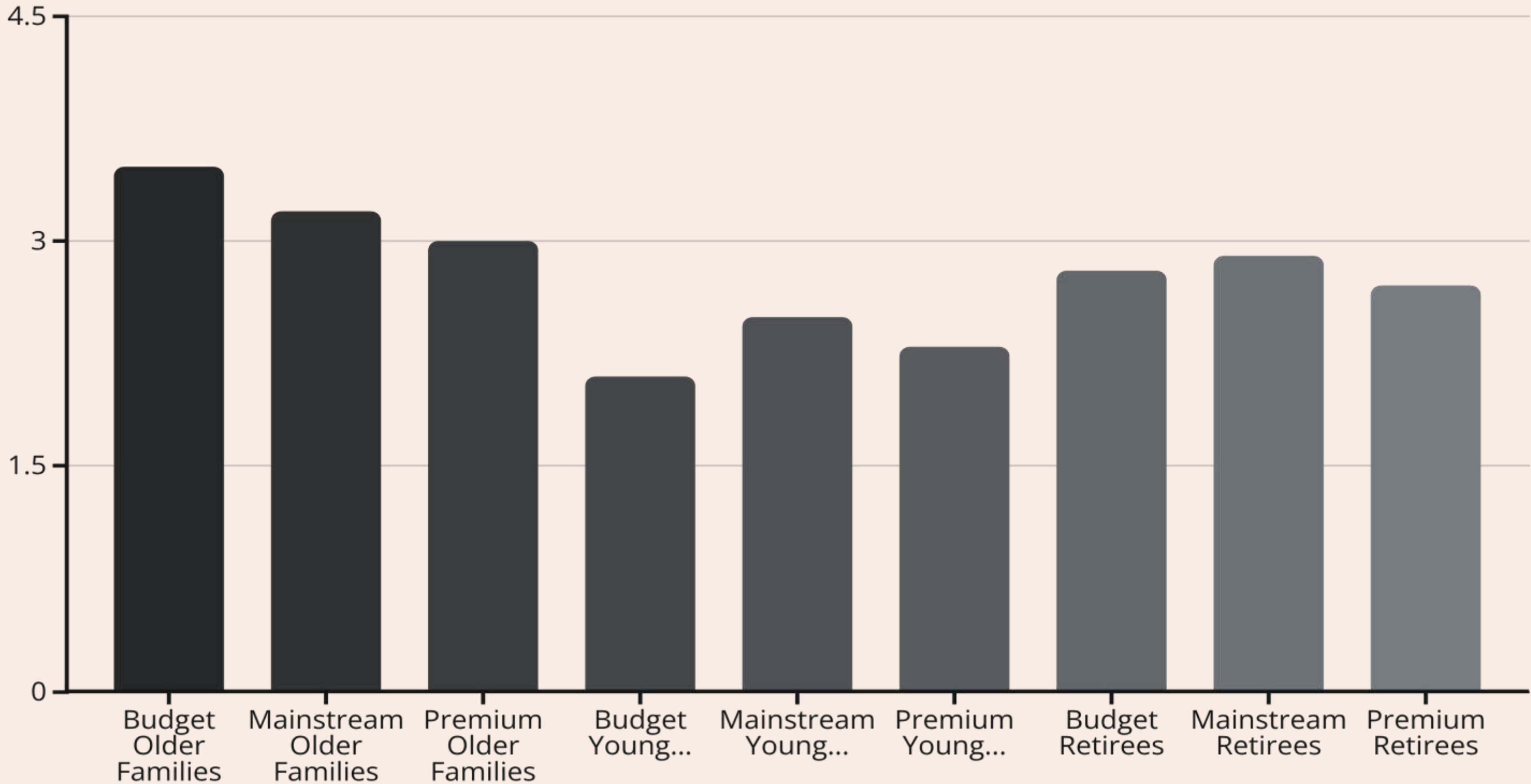


Trial Performance Verified

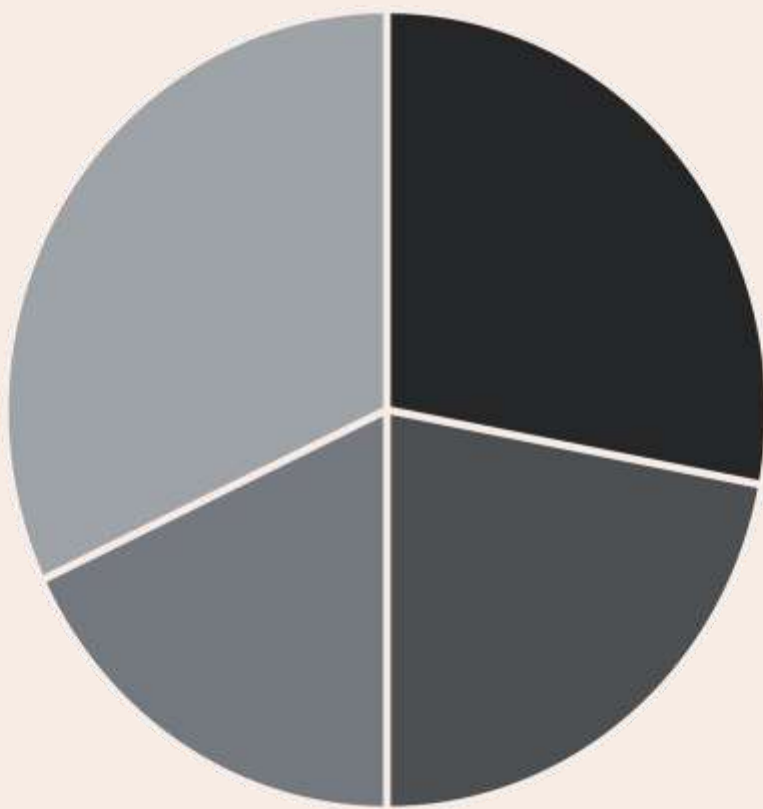
New store layout trials resulted in significant and sustained uplift in both total sales and customer numbers in trial stores.



Customer Analytics: Transaction Insights



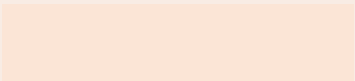
Customer Demographics: Targeting the Largest Shopper Segment



■ Mainstream Young Singles/Co... ■ Budget Older Families ■ Mainstream Retirees ■ Other Segments

Highlight: Mainstream Young Singles/Couples represent the largest segment of chip shoppers by population, making them a prime target for strategic initiatives.

Opportunity: This segment is 28% more likely to purchase Tyrells chips and 32% more likely to purchase 175g packets (unique to Twisties in this dataset). This presents a clear opportunity for targeted product placement and promotions focusing on these brands and sizes.



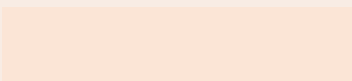


Seasonal Trends: Capitalizing on the Christmas Spike

While the total number of chip transactions remains generally stable throughout the year, a significant surge occurs in the weeks leading up to Christmas.

Observation: We see a dramatic and notable increase in chip transactions in November and December, aligning with holiday season festivities and increased social gatherings.

Recommendation: To maximize this seasonal demand, implement high-visibility promotional displays and secure prime gondola end-caps for the chip category during the pre-Christmas period. This will drive incremental sales growth during a peak consumption window.



Trial Store Analysis: Robust Methodology

To precisely measure the impact of the new store layout, a rigorous control store methodology was employed for trial stores (77, 86, and 88).

01

Control Store Selection

For each trial store, a control store was meticulously selected based on similar pre-trial performance in total sales and customer numbers.

02

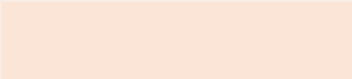
Performance Measurement

Comparing trial store performance against its dedicated control store isolates the new layout's impact from external factors, ensuring accurate attribution of results.

03

Key Metrics Tracked

Total sales, total customers, average price per unit, transactions per customer, and chips per transaction were continuously monitored.



Findings from Trial Plots: Clear Positive Impact

The trial data conclusively demonstrates a significant and positive impact from the new store layout, driving tangible growth in key metrics.



Sales & Customer Uplift

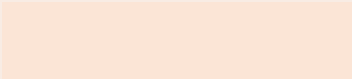
Trial stores 77 and 86 consistently outperformed their control stores in both total sales and customer numbers during the trial.

Statistical Significance

Growth in trial stores frequently exceeded the 95th percentile confidence interval of control stores, indicating statistically significant uplift.

Volume-Driven Growth

Stable average price per unit confirms sales increases were driven by genuine purchase volume, not price inflation.



Strategic Recommendations for Growth

Based on our comprehensive analysis of customer behavior and the successful trial store performance, we propose the following strategic actions to optimize the chips category.

Target Key Demographics

Prioritize marketing and in-store promotions for Mainstream Young Singles/Couples, leveraging their preference for Tyrells and 175g Twisties.

Strategic Product Placement

Implement targeted placement for Kettles and Twisties in high-traffic areas frequented by the Mainstream Young Singles/Couples segment.

Rollout Successful Layouts

Begin phased rollout of the proven trial store layout to broader store sets, prioritizing similar demographic profiles.

Launch Seasonal Campaigns

Develop high-impact promotional campaigns, especially pre-Christmas, to maximize sales during this peak demand window.



Conclusion: A Clear Path Forward

The data unequivocally provides a clear and actionable path for robust growth within the chips category. By focusing on the largest and most engaged customer segments through tailored product strategies and by replicating the proven success of the new store layout, we can confidently drive significant increases in both sales and customer engagement.

Thank you.

