

AUGUST 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

Chips Sales and Customer Spending Behaviour Analysis.

1. Mainstream Category customers provide the maximum sale almost **1.5 times** Premium Category customers while Premium and Budget Category customers being **in same range** with Budget customers being higher.
2. The Brand **KETTLE** dominates over every other brand in the stock in **every metric** such as total sale, customer category, and customers of different life stages.
3. Pack size of **175g** is most preferred in chips category which is by far most sold, **dominated** among customers preference, With an exception of **PRINGLES** being sold maximum in **134g** category.
4. Store number **211,76, 11, 252, 206, 92, 193, 85, 31** are the worst performing stores with them performing almost 1.5% of highest selling stores.

02

Analysis of Trial Layout in Stores 77, 86 and 88 in comparison to Control stores

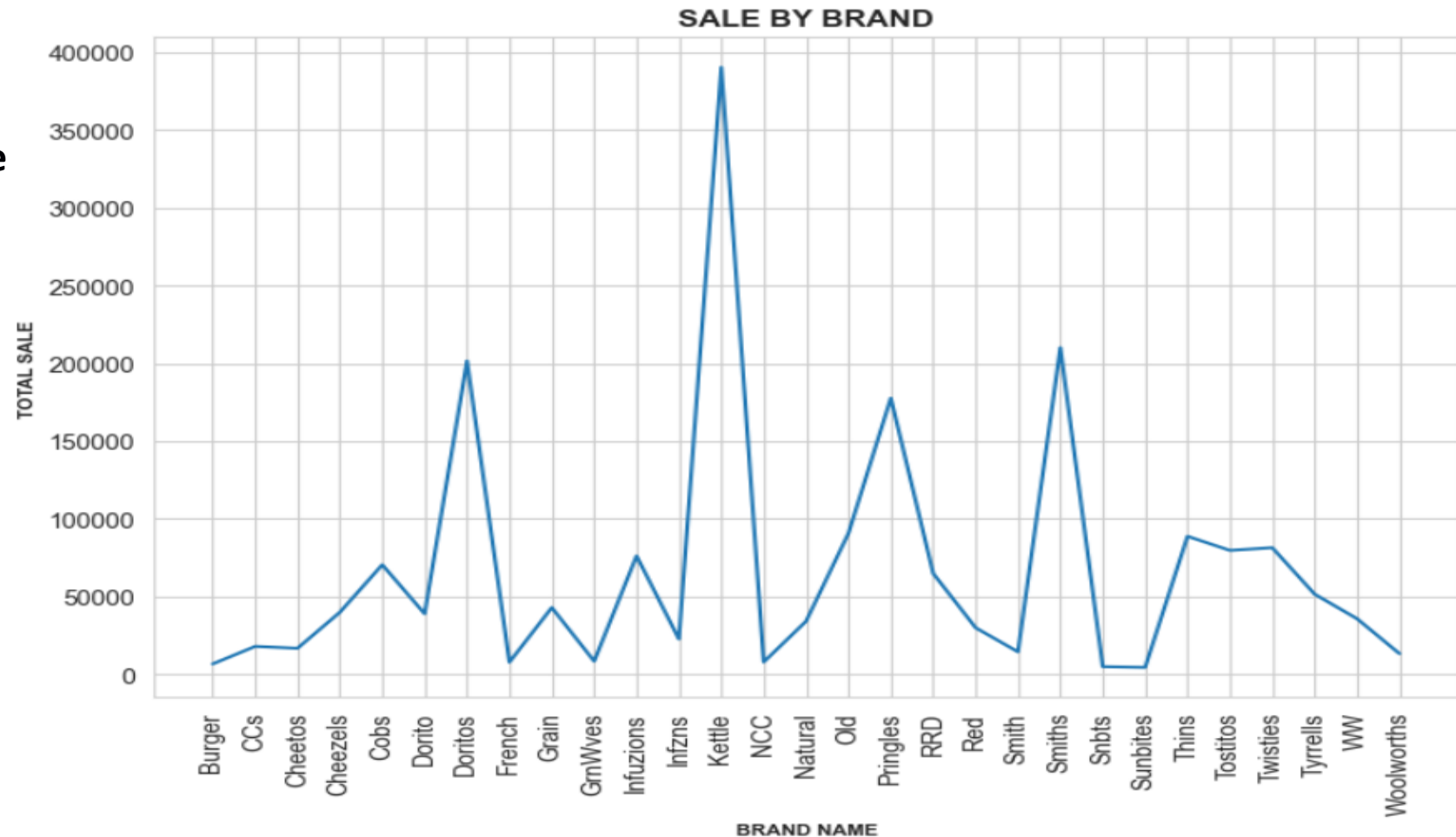
1. Trial Store 77 shows the growth in Total sales by **almost 28%** and Customers grown by almost **24.6%**, which is the highest among all three selected trial stores.
2. Trial Store 86 and 88 have shown quite similar result, they have shown positive trend in both metric, with sales being **8.2% and 12.3% respectively** and customers growth being **6.2% and 7.5%**.
3. All three stores have experienced positive growth but the sales **declined** between march and April 2019.

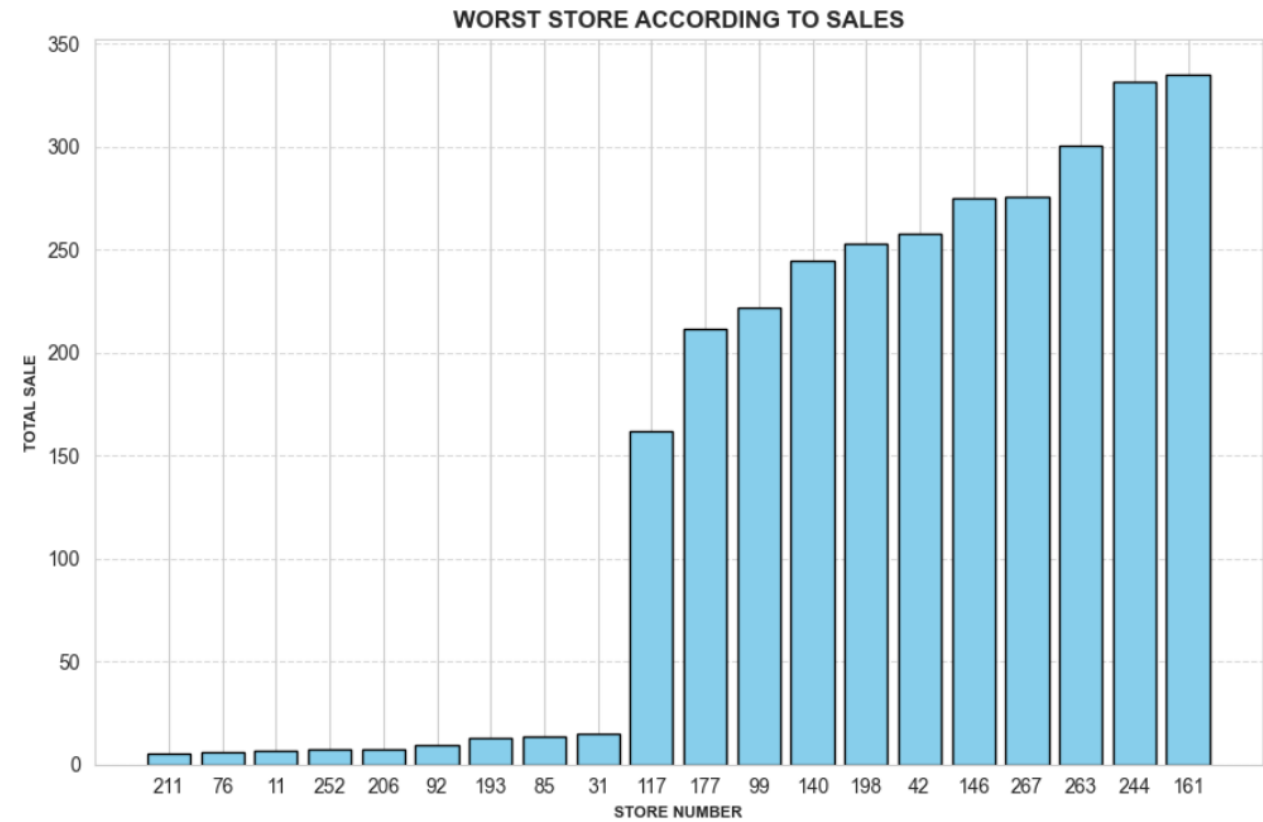
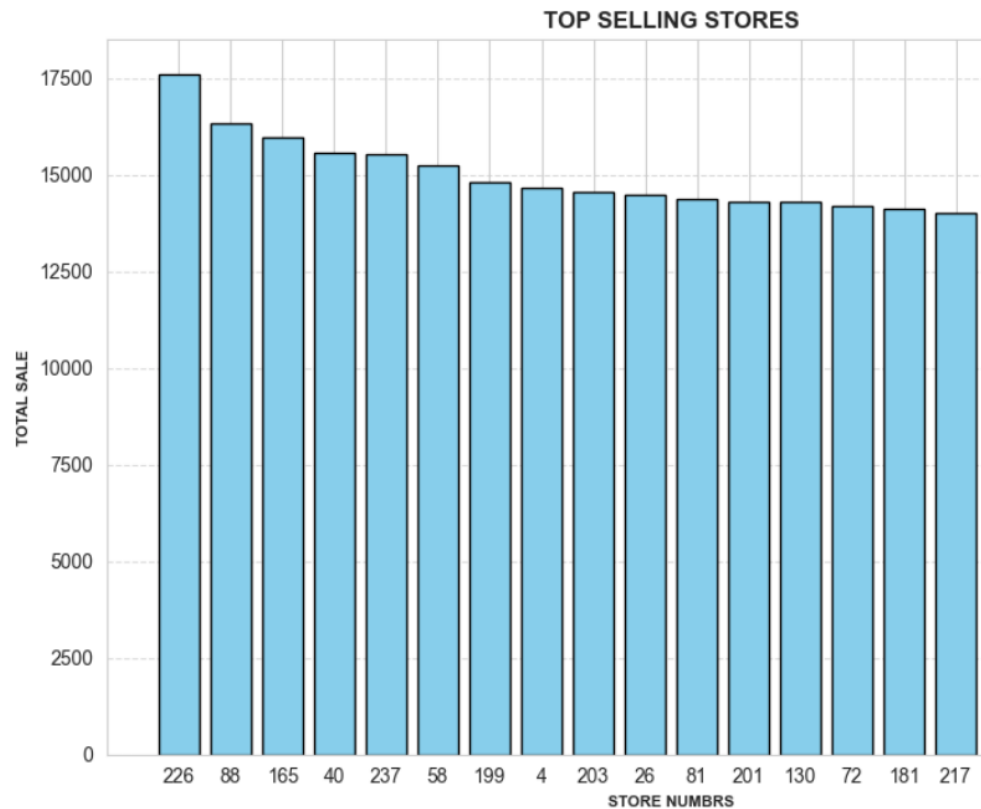
01

Chips Sales and Customer Spending Behaviour Analysis

SALE ANALYSIS BY BRAND

1. KETTLE exceed all other brand in total sales by HUGE margin with close to being almost double of second highest i.e. SMITHS
2. Other top brands after KETTLE are SMITHS, DORITOS and PRINGLES
3. Some of the least performing brands are Burgers, Sunbites and Smith.





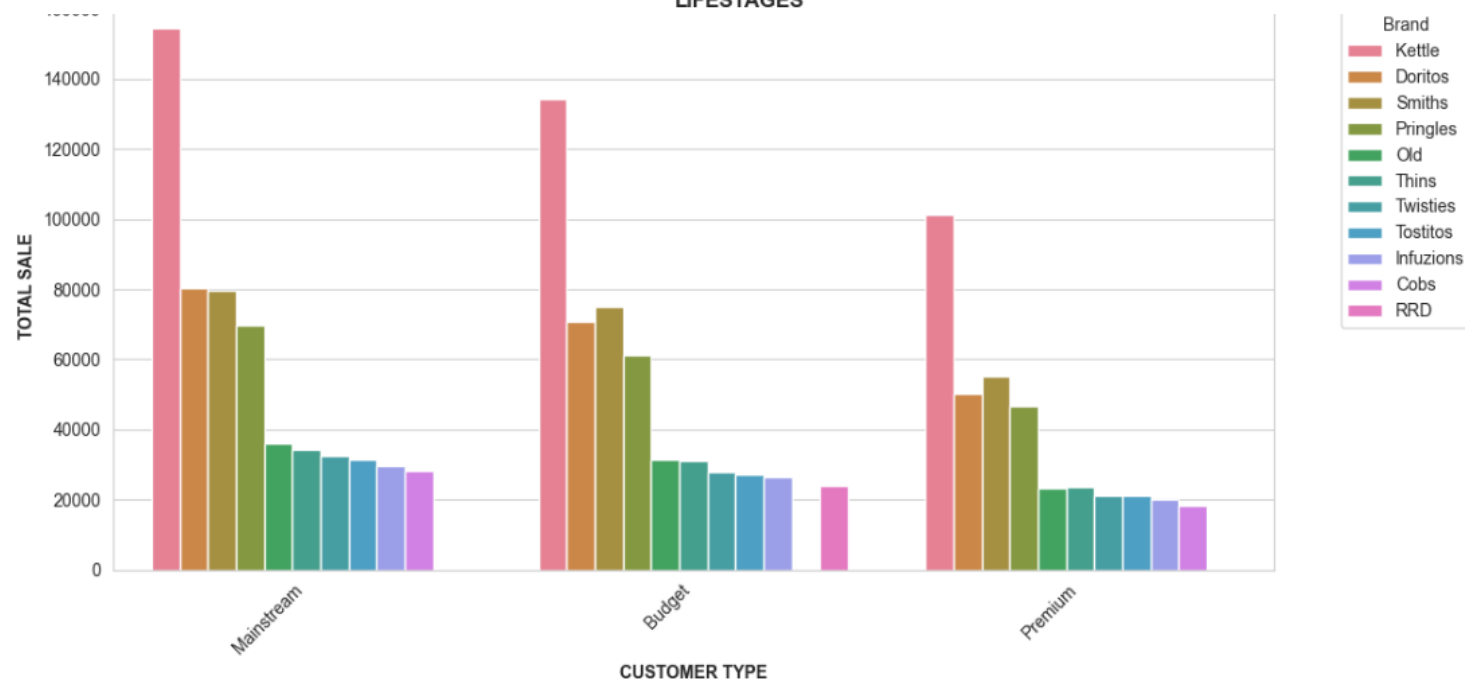
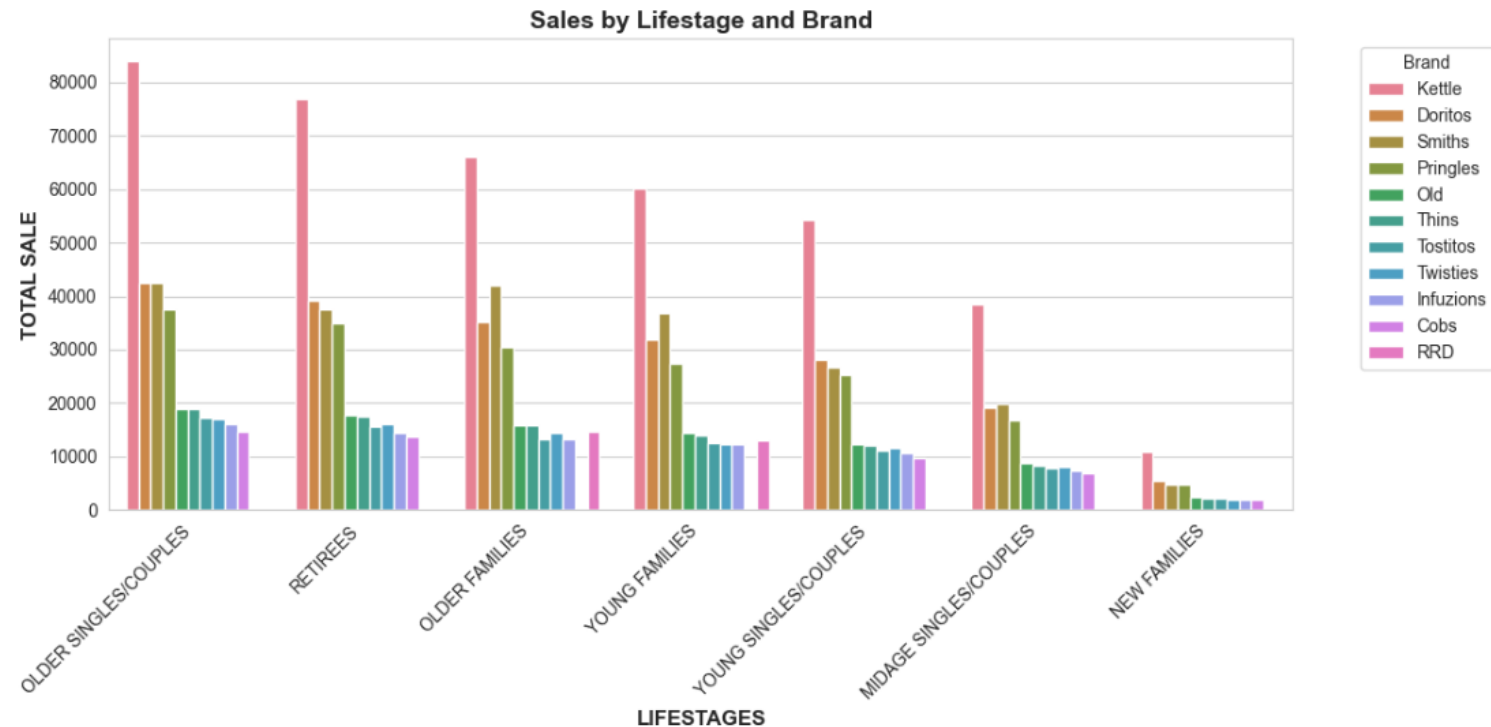
WORST PERFORMING STORES SHOULD BE CLOSED DOWN AS LESS THAN 0.15% SALE OF HIGHEST PERFORMING STORES.

PERFORMANCE OF STORES IS CONSISTENT AMONG THE CUSTOMERS CATEGORY AND LIFESTAGES.

1. OLDER SINGLE/
COUPLES MAKE THE
MOST SPENDING
CUSTOMERS AND THAT
TOO OF MAINSTREAM
CATEGORY.

2. THE CATEGORY DOES
NOT MAKE MUCH
DIFFERENCE IN SALES.

3. RETIREES AND OLDER
FAMILIES AMONG
OTHERS FOR KEY DRIVER
OF SALE



02

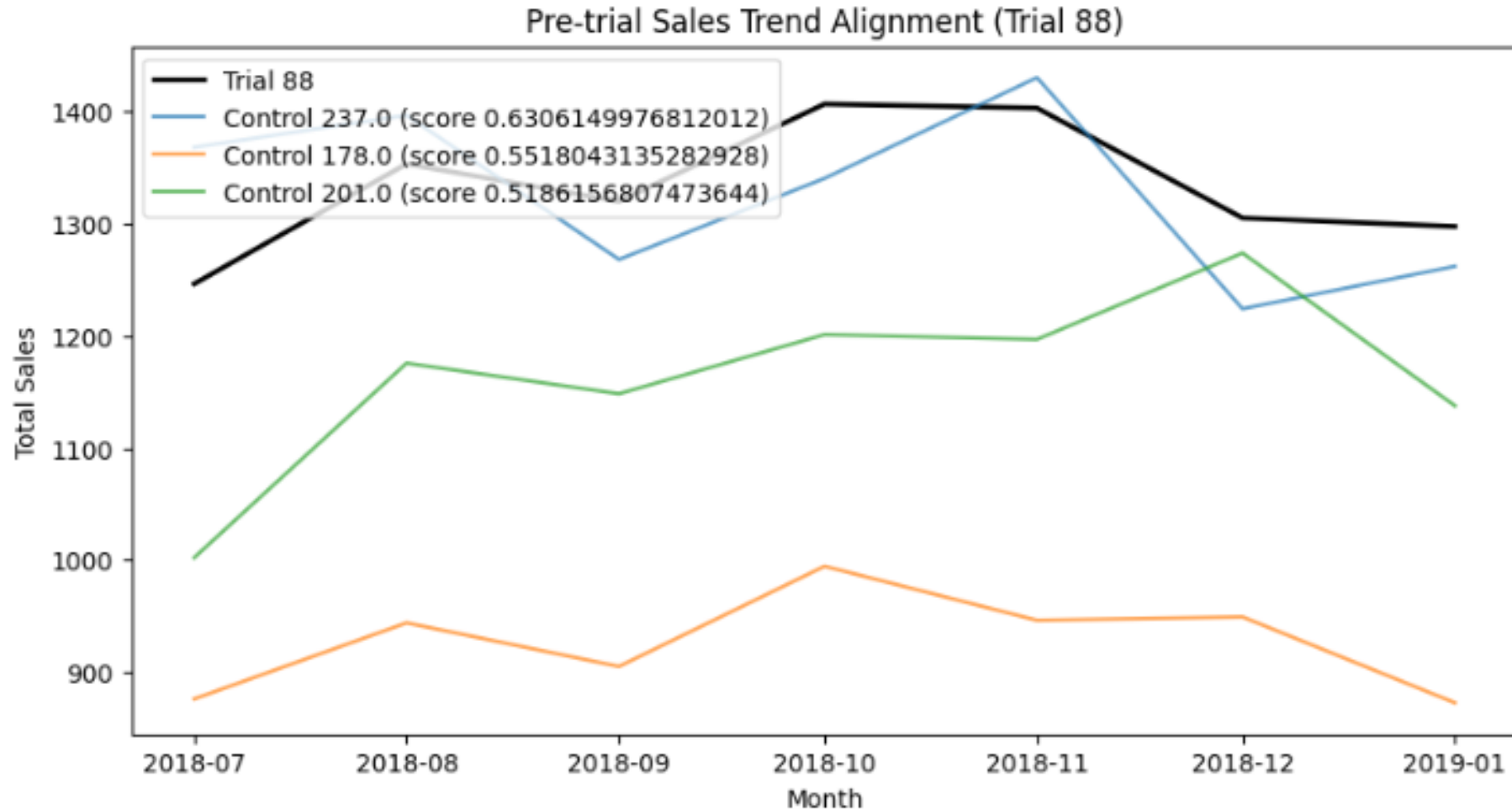
Trial Store Performance

1. Based on Correlation and Difference between Trial and Control stores, top 3 were selected.

2. From those top 3 the most aligned store is selected and scaled for further analysis of Trial period.



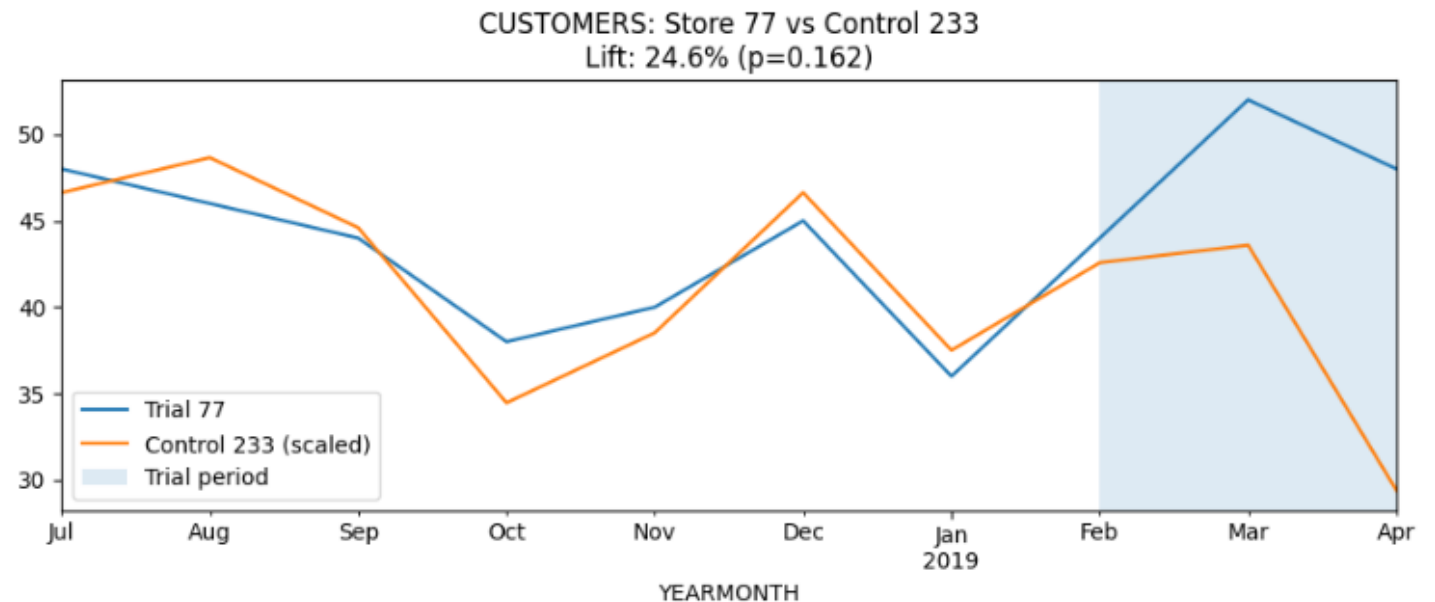
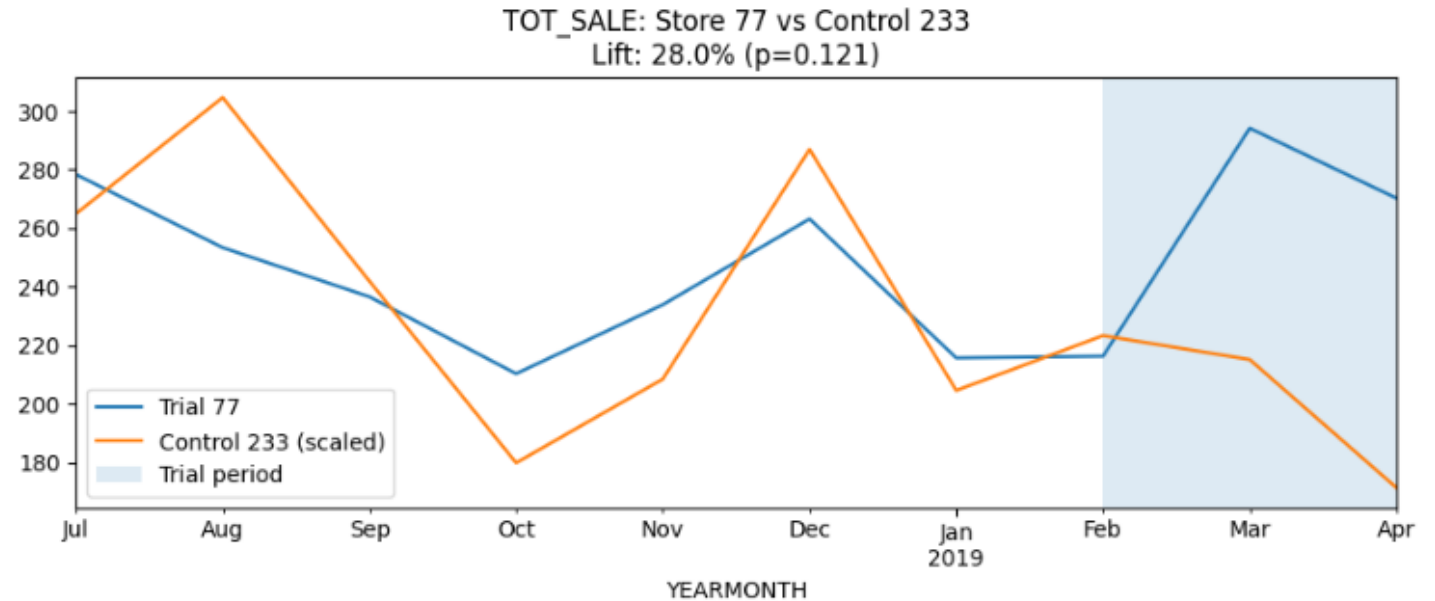
CONTROL STORE SELECTION



1. Control Stores 233 , 62 and 237 were selected for Trial store 72,86 and 88 for analysis during Trial period of Feb 2019 to April 2019.

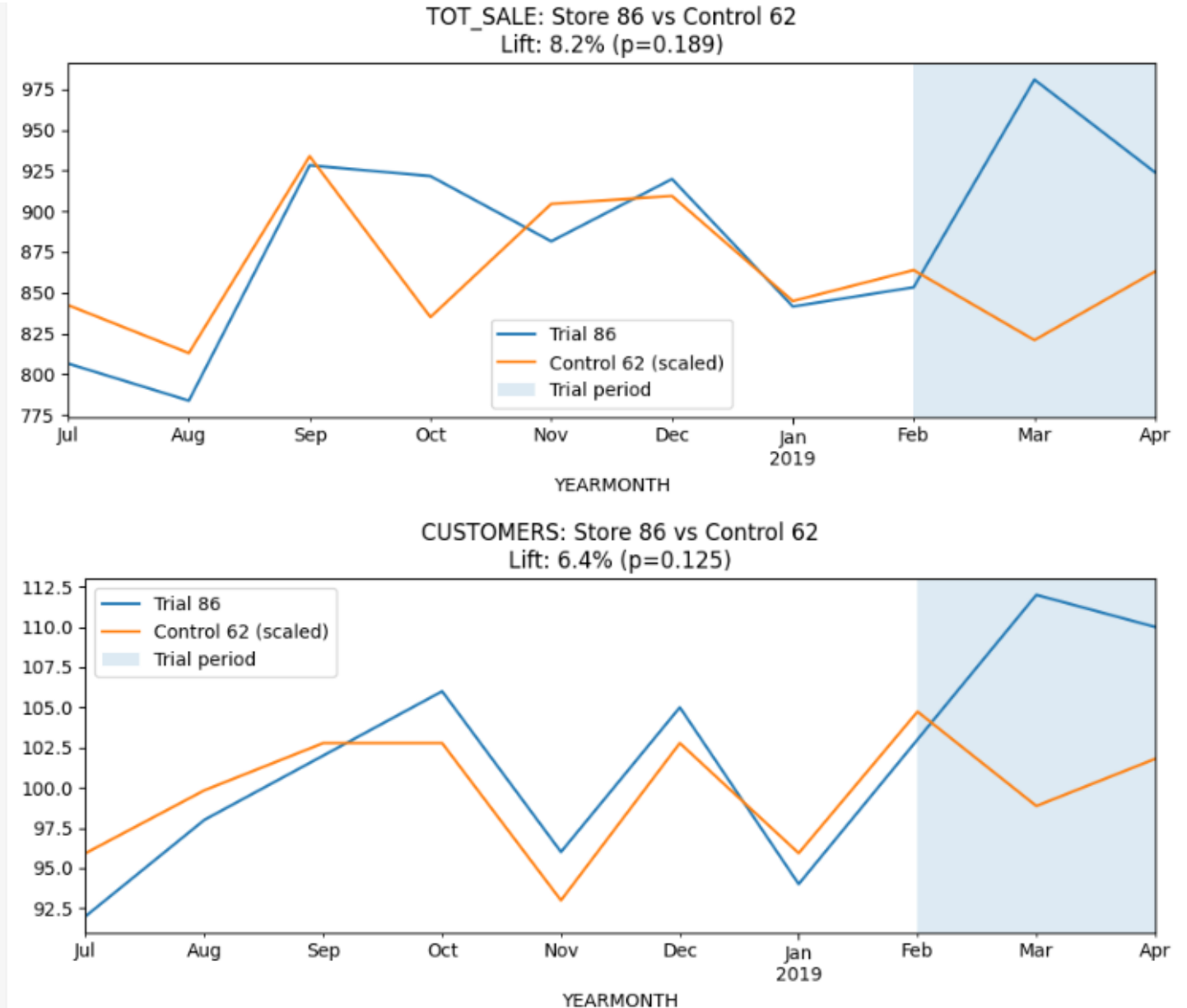
TRIAL STORE 77 vs CONTROL STORE 233 DURING TRIAL PERIOD

Trial Store 77 shows the growth in Total sales by **almost 28%** and Customers grown by almost **24.6%**, which is the highest among all three selected trial stores.



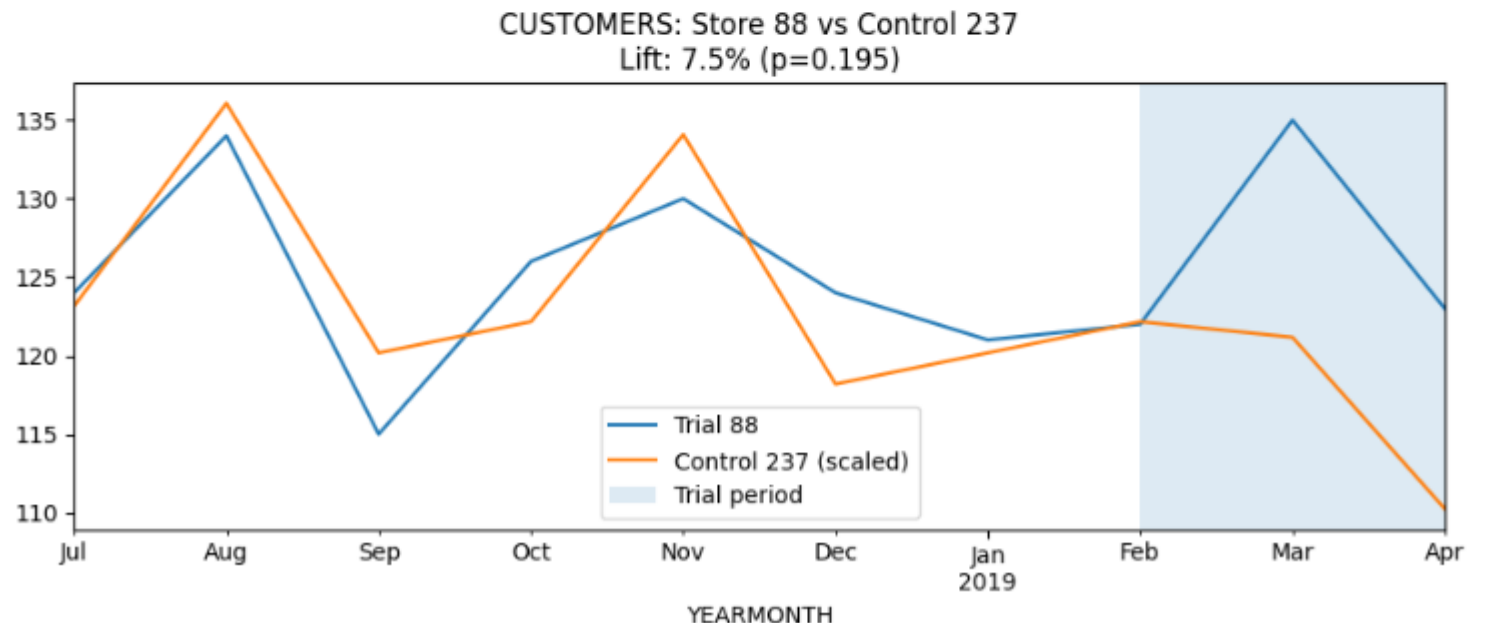
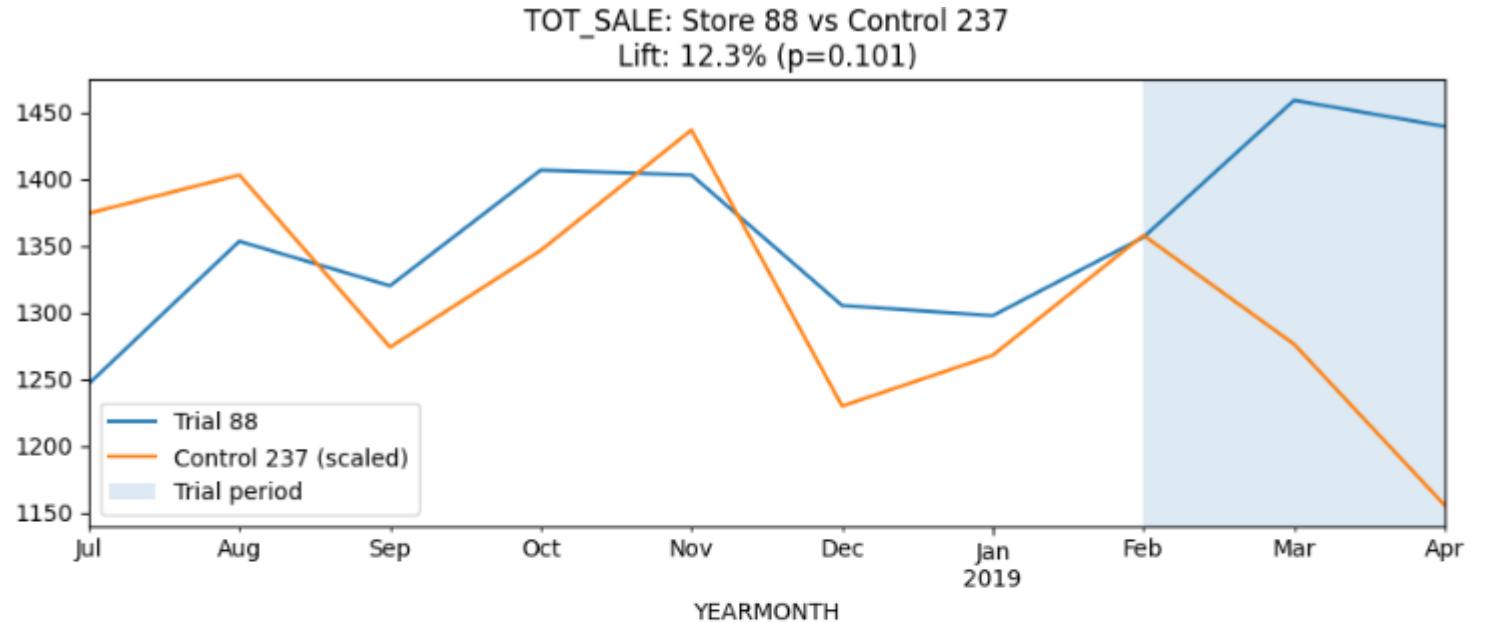
TRIAL STORE 86 vs CONTROL STORE 62 DURING TRIAL PERIOD

Trial Store 86 shows the positive growth in Total sales by **almost 8.2%** and Customers grown by almost **6.4%**, which is the lowest among all three selected trial stores.



TRIAL STORE 88 vs CONTROL STORE 237 DURING TRIAL PERIOD

Trial Store 88 shows the positive growth in Total sales by **almost 12.3%** and Customers grown by almost **7.5%**, which is the considerably higher than store 86 performance considering store 88 was second highest in overall sales already.



RECOMMENDATIONS

1. Kettle, Smiths, Doritos and Pringles brand Chips must be pushed more.
2. Pack size of 175g is recognised as most preferred size, with pringles preferred more in 134g.
3. **Store number 211,76, 11, 252, 206, 92, 193, 85, 31 are the worst performing stores with them performing almost 1.5% of highest selling stores.**
4. OLDER SINGLE/ COUPLES MAKE THE MOST SPENDING CUSTOMERS AND THAT TOO OF MAINSTREAM CATEGORY. RETIREES AND OLDER FAMILIES AMONG OTHERS FOR KEY DRIVER OF SALE
5. Stores such as 233, 41, and 50 with similar functionality as store 77 must be pushed with trial layout with full force as they have high potential.



Disclaimer: This document comprises, and is the subject of intellectual property (including copyright) and confidentiality rights of one or multiple owners, including The Quantum Group Pty Limited and its affiliates (**Quantium**) and where applicable, its third-party data owners (**Data Providers**), together (**IP Owners**). The information contained in this document may have been prepared using raw data owned by the Data Providers. The Data Providers have not been involved in the analysis of the raw data, the preparation of, or the information contained in the document. The IP Owners do not make any representation (express or implied), nor give any guarantee or warranty in relation to the accuracy, completeness or appropriateness of the raw data, nor the analysis contained in this document. None of the IP Owners will have any liability for any use or disclosure by the recipient of any information contained in, or derived from this document. To the maximum extent permitted by law, the IP Owners expressly disclaim, take no responsibility for and have no liability for the preparation, contents, accuracy or completeness of this document, nor the analysis on which it is based. This document is provided in confidence, may only be used for the purpose provided, and may not be copied, reproduced, distributed, disclosed or made available to a third party in any way except strictly in accordance with the applicable written terms and conditions between you and Quantum, or otherwise with Quantum's prior written permission