

January 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

## **Customer Segments**

People in older groups are recognised as key target markets in Chips category, with the fact that levels of affluency also could impact purchase decisions.

02

## **Trial Store Performance**

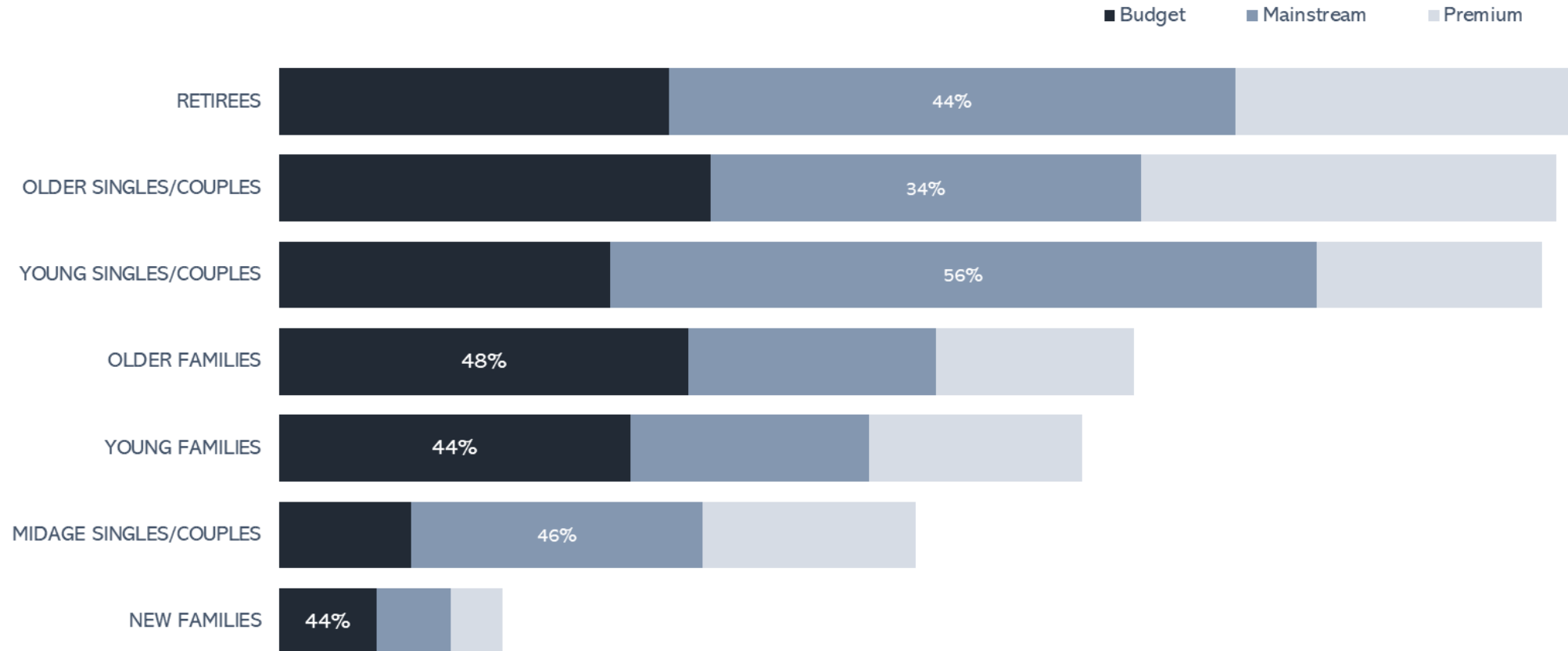
Among 3 trial stores, new features in store 77 have the best performance as it significantly increase No. of customers purchasing chips and category total revenues. Besides, the features there show longer impacts with its best performance lasting for roughly one month.

# 01

## Customer Segments

## TOP 3 SEGMENTS MAKE UP OF 60% OF TOTAL CUSTOMER FOR CHIPS CATEGORY

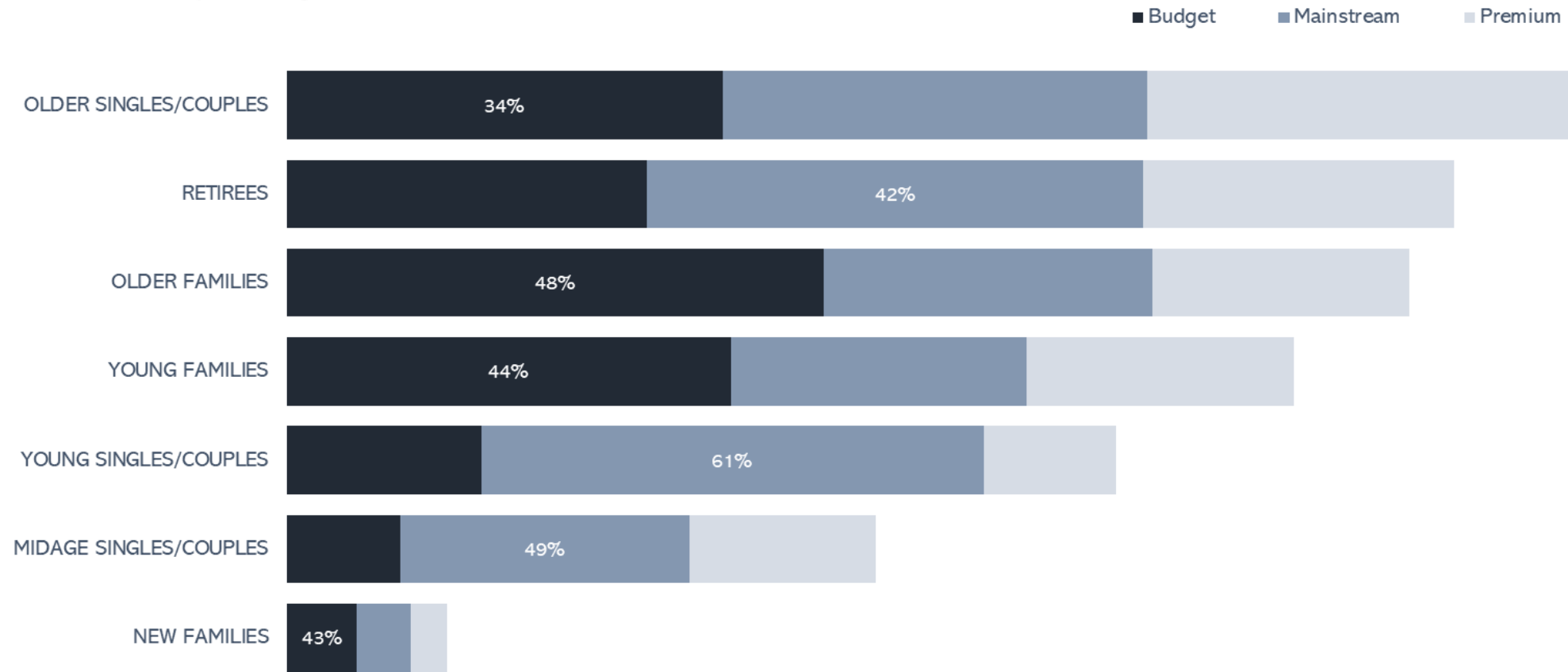
No of customers by lifestage



**Note:** Percentage labeled in the bar is the top ratio of premium type to the corresponding lifestage segment

# MORE THAN 58% OF TOTAL SALES GENERATED FROM OLDER SEGMENTS

Total sales by lifestage



Note: Percentage labeled in the bar is the top ratio of premium type to the corresponding lifestage segment

# 02

## Trial store performance

## Trial period sees a consistently positive impact with April reaching its best.

Trial store 77 performance over time



**Note:** Percentage labelled is Top Percentage Difference



## March sees the impact reaching its best.

Trial store 86 performance over time



**Note:** Percentage labelled is Top Percentage Difference

## Gradually-increased performance identified initially and losing its positive impact slowly

Trial store 88 performance over time



**Note:** Percentage labelled is Top Percentage Difference



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