

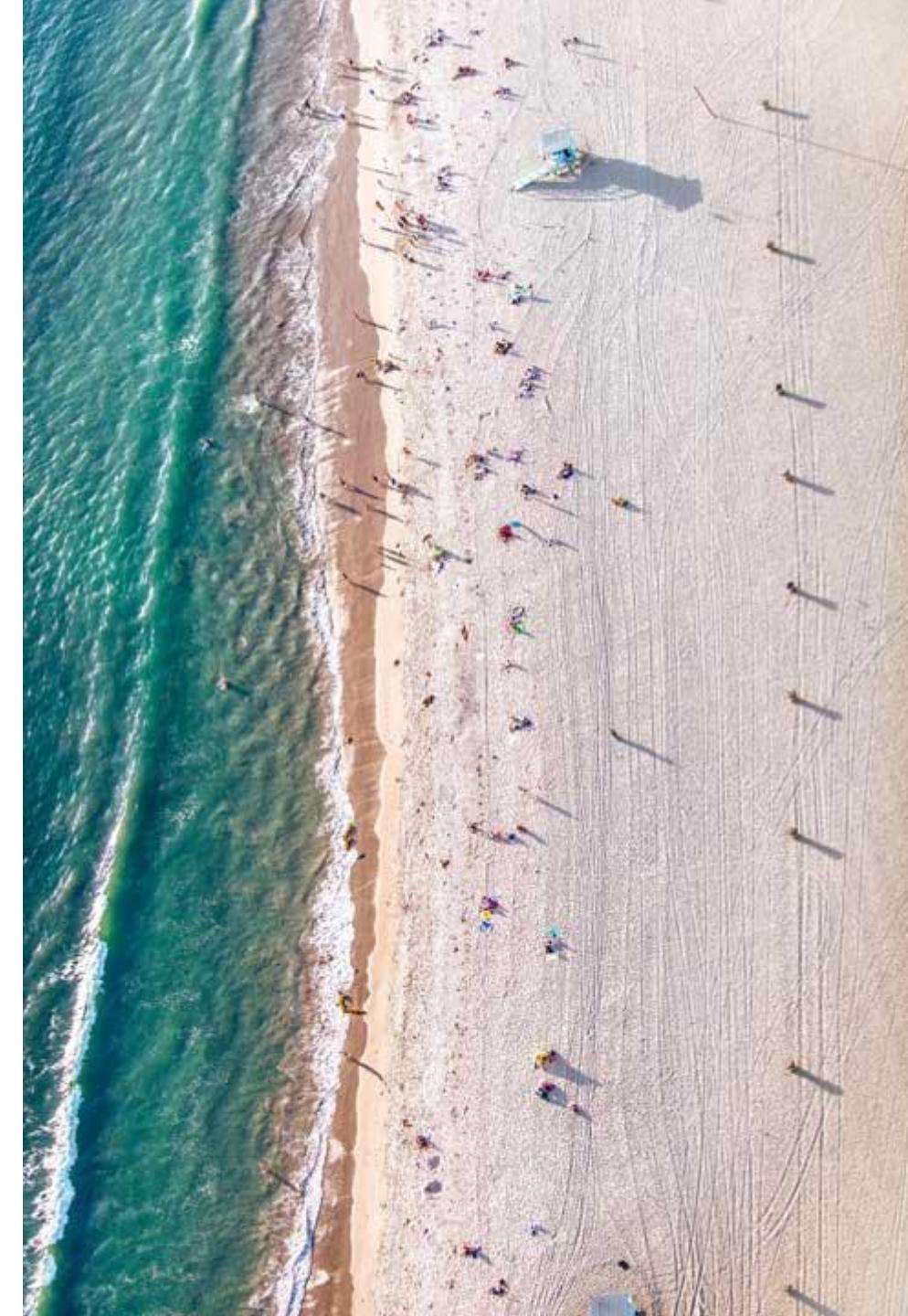
June 2020

Category review: Chips

Retail Analytics



Classification: Confidential



Our 17 year history assures best practice in privacy, security and the ethical use of data

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.

We all have a responsibility to use data for good

Quantum believes in using data for progress, with great care and responsibility. As such please respect the commercial in confidence nature of this document.

Chips sales are primarily driven by higher-affluence customers, with clear differences across life stages.

01

Task 1

- Chips purchasing behaviour varies significantly by affluence and life stage.
- Higher-affluence customers contribute a disproportionate share of total category sales.
- These segments represent the primary growth opportunity for the category.

02

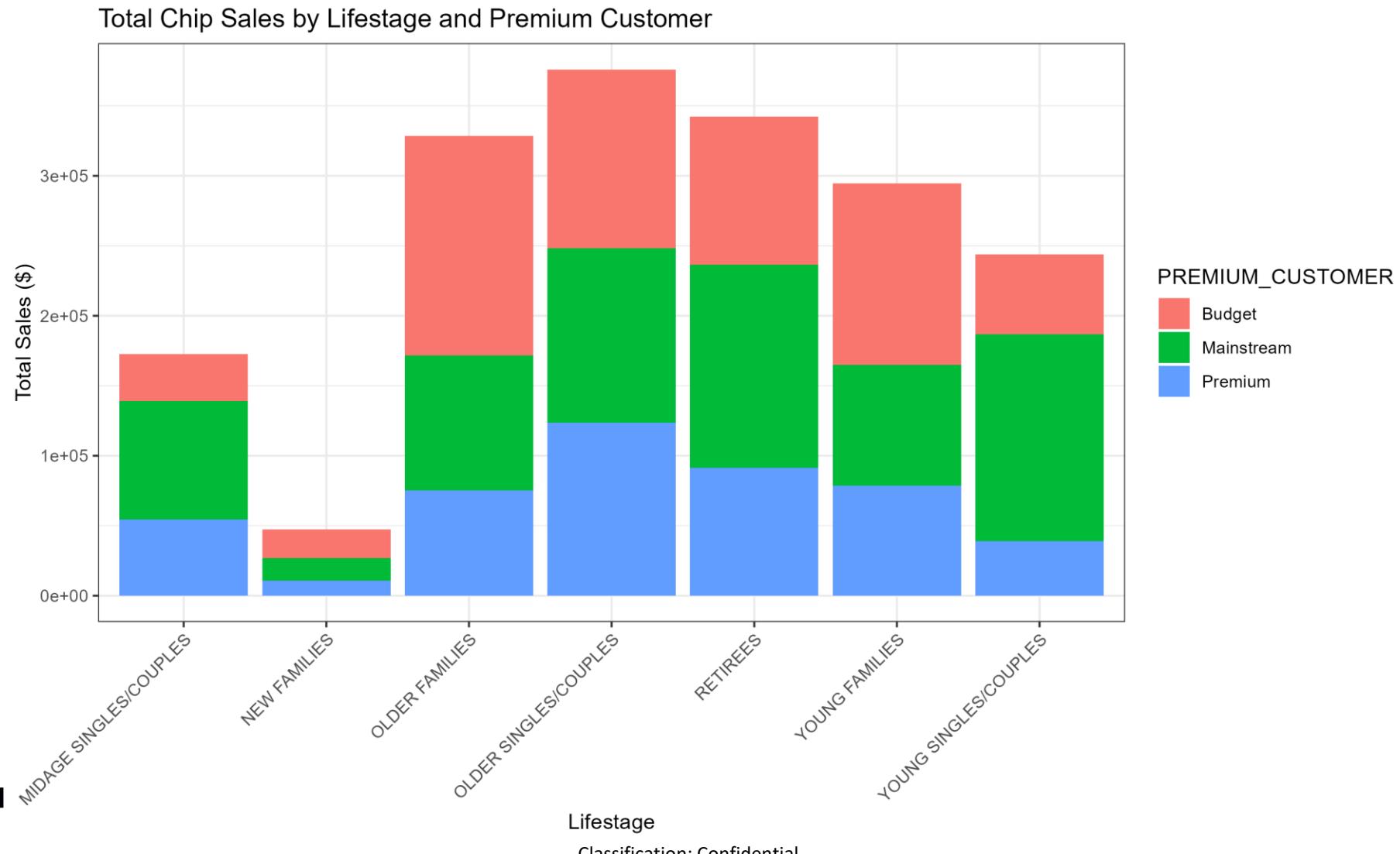
Task 2

- The trial store was benchmarked against a well-matched control store to isolate impact.
- Results show a clear uplift in performance during the trial period versus control.
- This indicates the trial strategy was successful and scalable.

01

Category

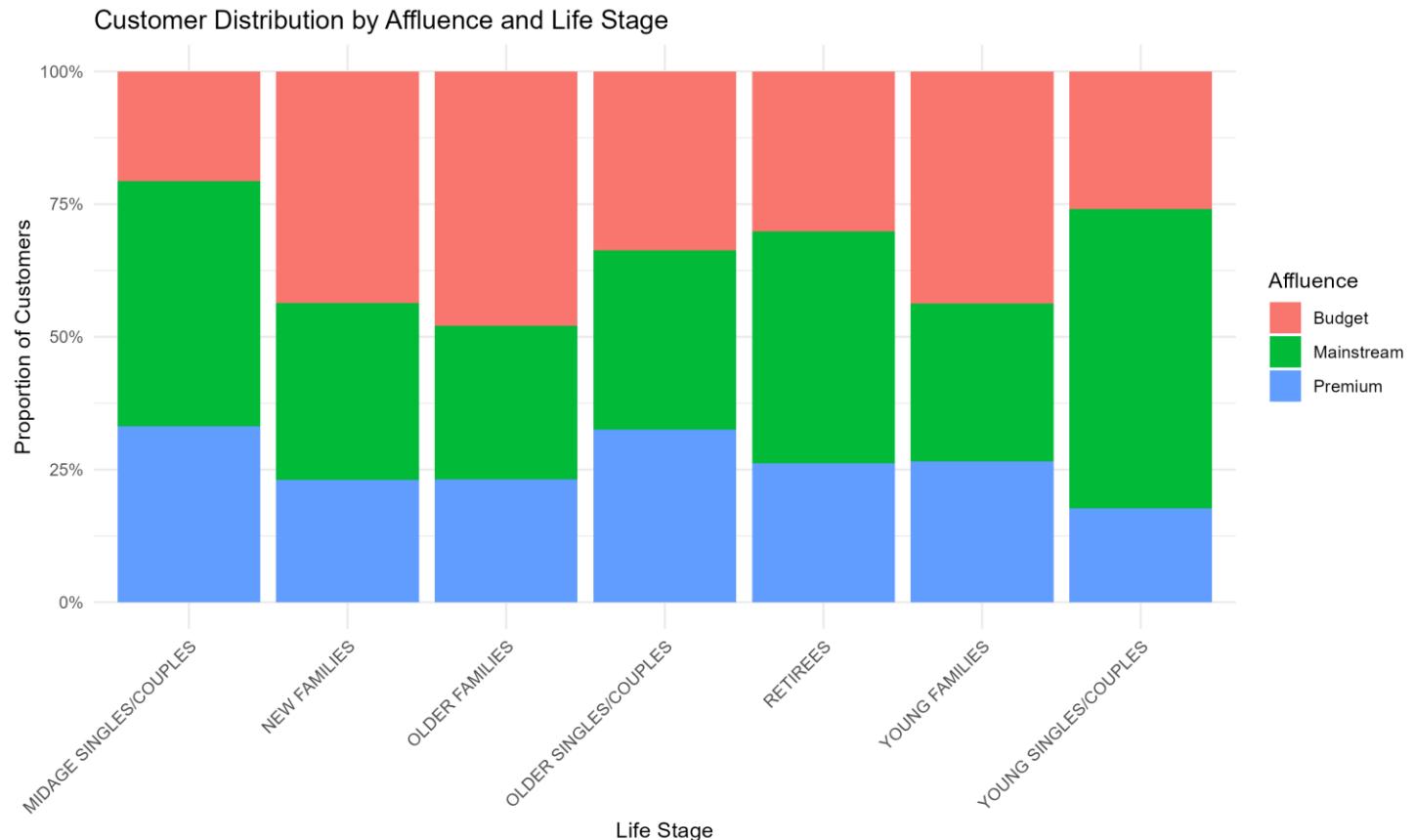
Chips sales show a clear temporal pattern, with a noticeable dip driven by external factors.



Affluence plays a clear role in chips purchasing behaviour. Premium customers tend to spend more per transaction and favour larger pack sizes, indicating lower price sensitivity. In contrast, Budget customers are more price-conscious, purchasing smaller packs more frequently. These insights suggest that differentiated pricing and product strategies by affluence segment could drive incremental category growth.

Show the proportion of customers by affluence within each life stage

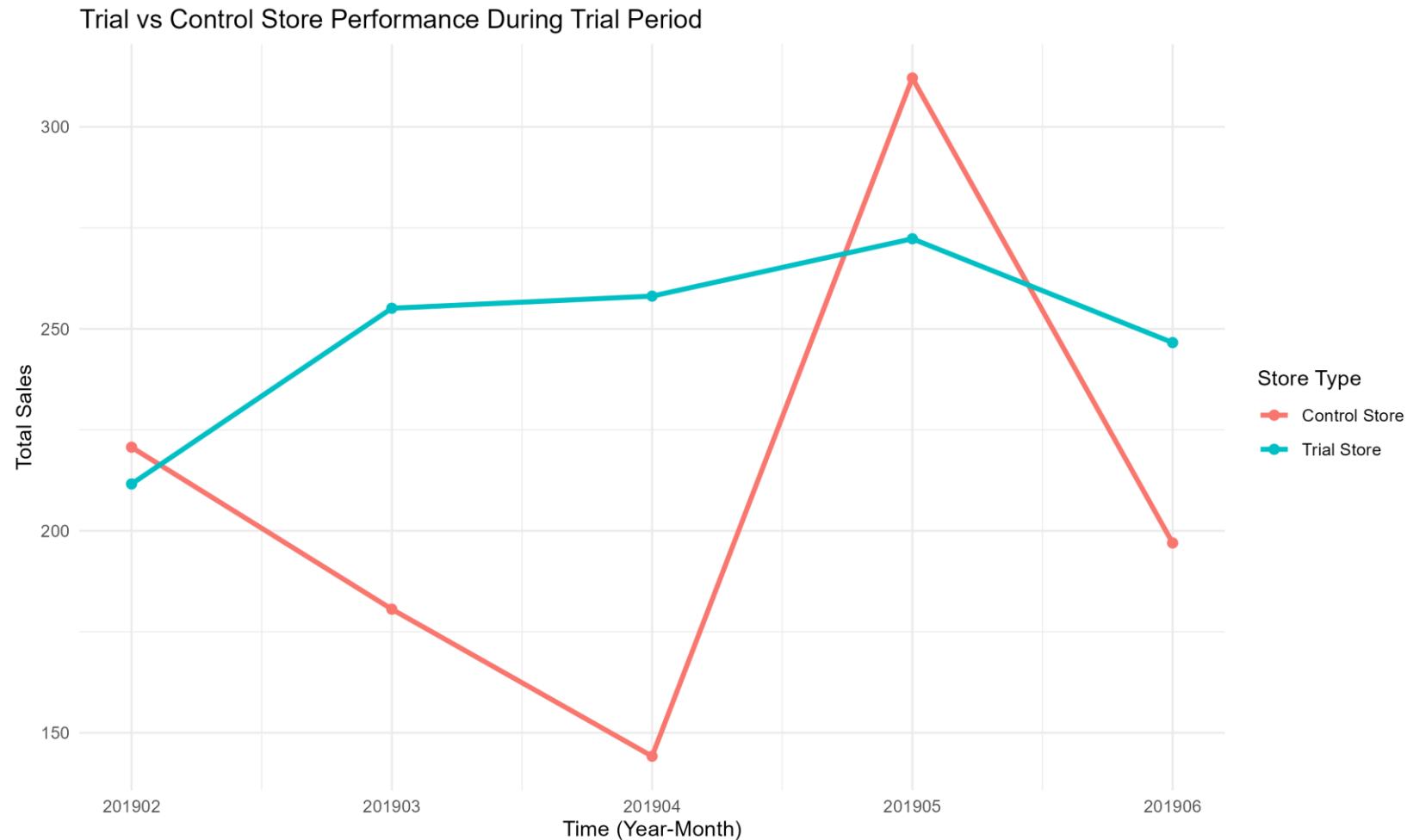
Premium customers are more prevalent among older and family life stages, while budget customers dominate younger segments.



02

Trial store performance

The trial store outperformed the scaled control store during the trial period, indicating a positive trial impact beyond expected baseline performance.



To isolate the true impact of the trial, each trial store was compared against a carefully selected control store with similar pre-trial sales trends and scale. The control store represents the expected performance had the trial not been implemented. By comparing trial stores against scaled control stores rather than all other stores, we minimise the impact of seasonality, market-wide trends, and external factors, allowing us to attribute observed performance differences specifically to the trial.



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