

May 2023

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.

Executive summary

01

Chips Category Review

- The sales have climbed up until the day before Christmas, which is a good opportunity to capitalise on this momentum with special offers to boost the purchases. However, the sales also decreased after Christmas.
- Mainstream young singles/couples contribute most to the sales.
- Older families and young families, who make up our target market for sales, purchase more chips overall for all three Life stages.

02

Trial Store Analysis

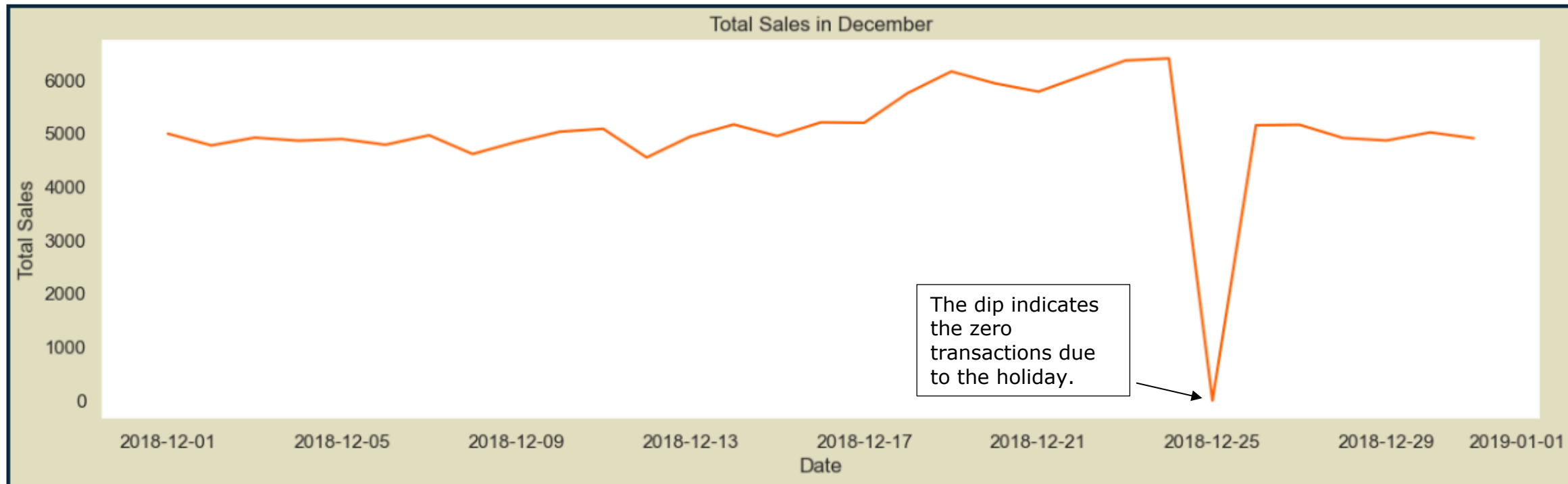
- To replicate the previous performance of the chosen trial stores 77,86 and 88, control stores 233, 155 and 237 were created.
- Following the implementation of the new shop design, the trial store's effectiveness and the control store were contrasted.
- During the trial period, the trial in stores 77 and 86 differed considerably from the control store in terms of both sales and customer count.
- However, as compared to its control shop, the increase for trial store 88 was not that substantial.

01

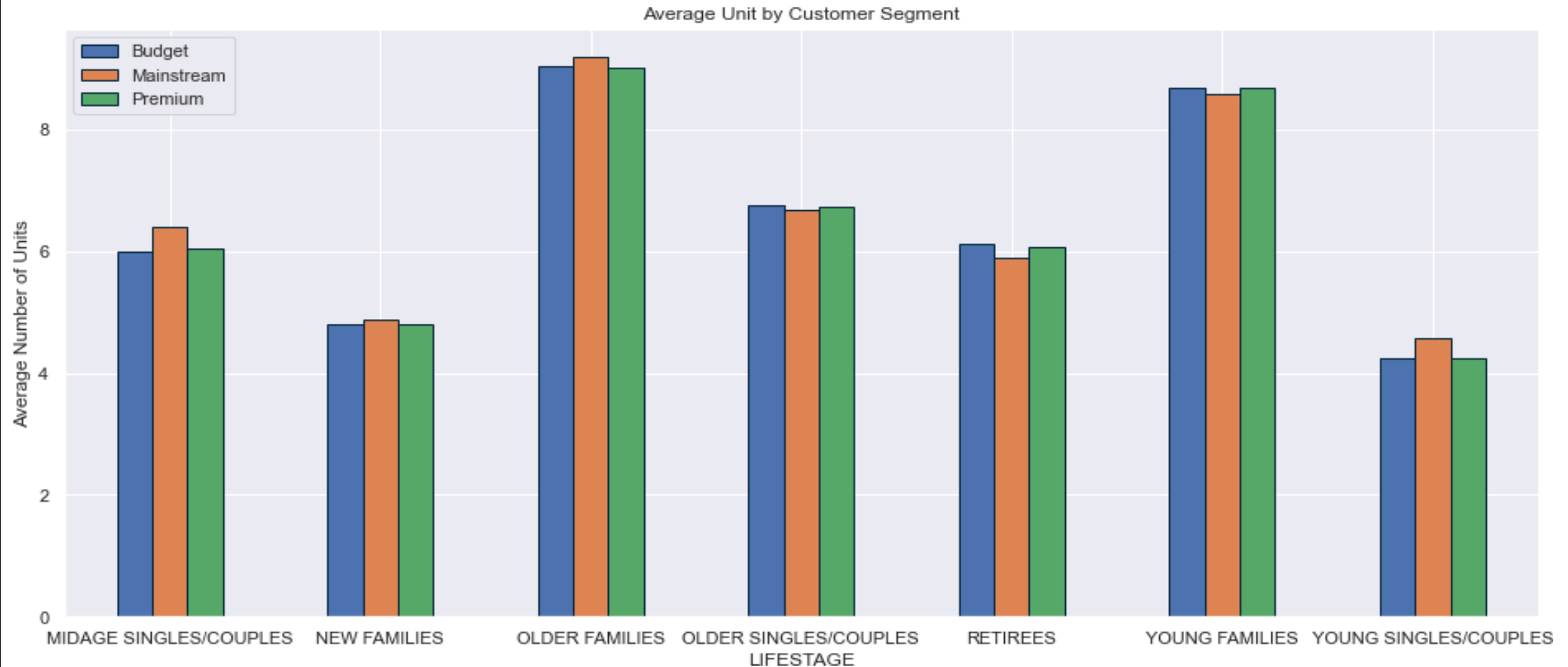
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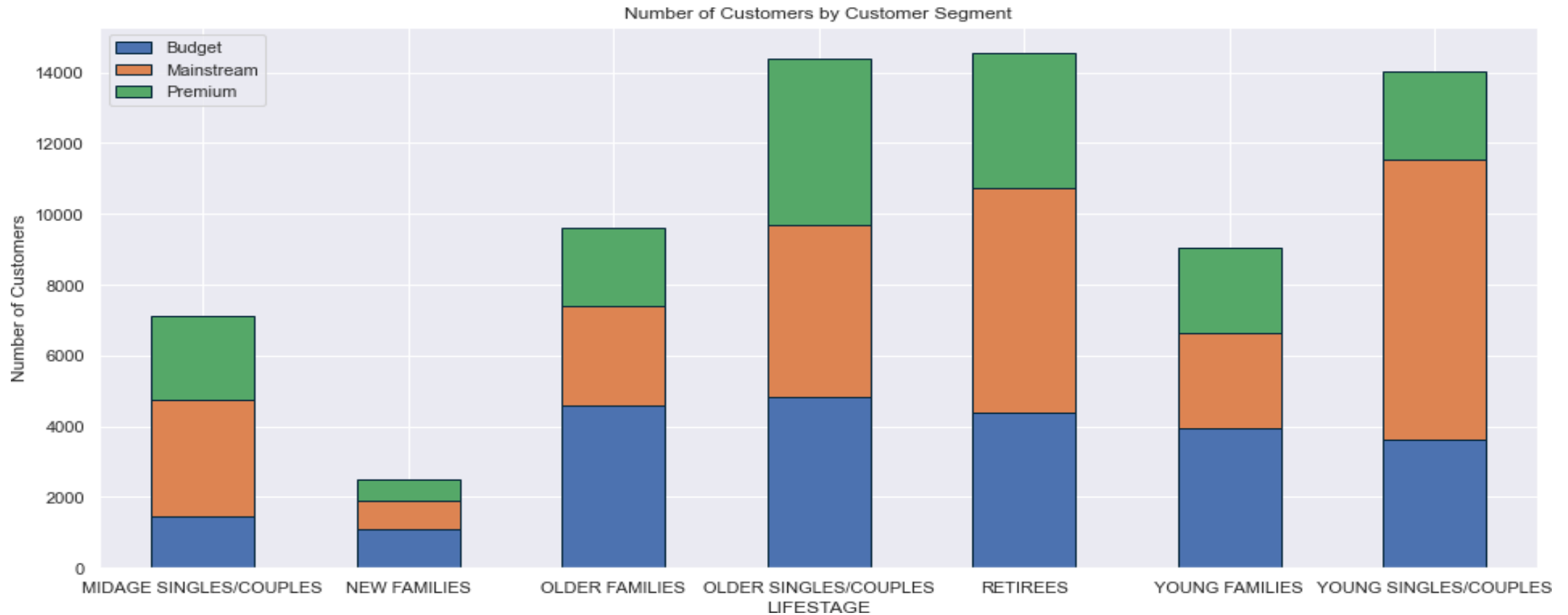
As Christmas approaches, sales gradually grow. On New Year's Eve, they resume their early December levels. However, because stores were closed for Christmas, there were no sales on December 25 as indicated by the dip.



Each individual life stage profile shows a constant level of affluence; older & younger families are the buyers that make the largest average transactional purchases.



The majority of mainstream young singles and couples purchase snacking chips, while mainstream retirees also make up a sizeable component of this market.

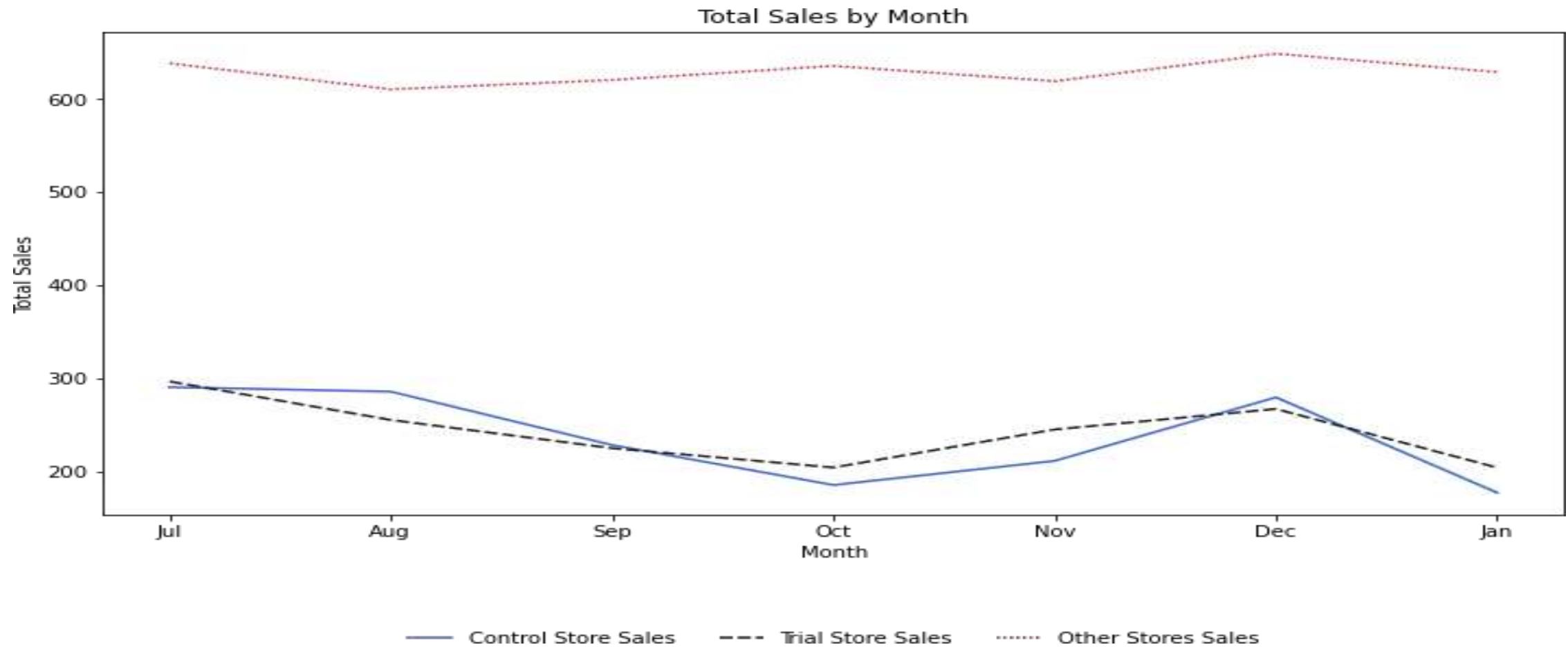


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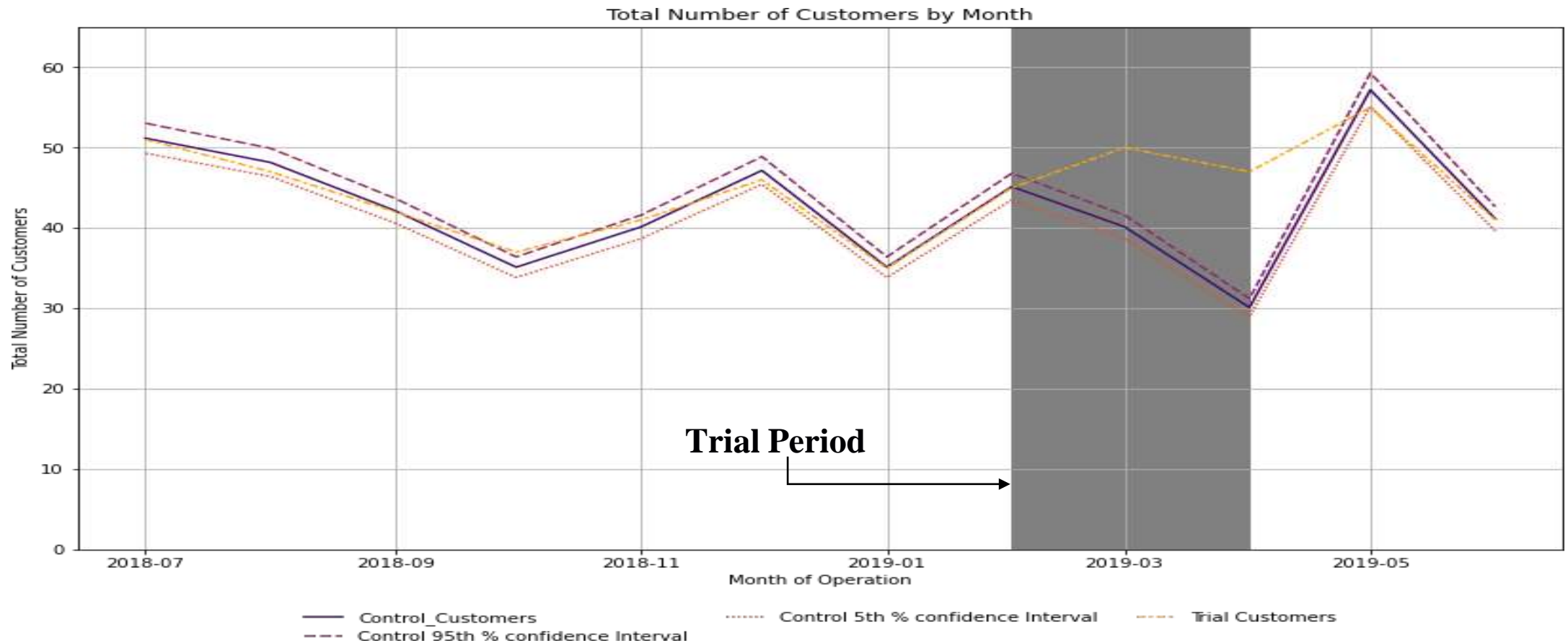
Trial store performance



The trial store's performance in terms of total sales and customer count are reflected in the Control stores, whereas it is not exhibited in the other stores.



Trial shops 77 and 86 significantly outperformed Control stores 233 and 155 in terms of both total sales and the number of customers they attracted throughout the trial period. The performance improvement at the 88th trial shop, however, is modest.





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