

January 2025

# Category review: Chips – Snack Foods

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 Category Review

The number of chips transactions dramatically increases prior to Christmas. Added visibility to customers via a promotional display or Gondola end would boost purchases, driving sales growth during the holiday period

### Primary Shoppers:

- Mainstream: Young singles/couples

### Opportunity with Families:

- Young and Older Families make up 26% of chips shoppers and, on average, purchase larger baskets. There is a significant sales opportunity with these shoppers.

### 3. Increased Spend Per Unit:

- Mainstream: Mid-age, Young singles/couples

**Product Preference:** 23% more likely to purchase Tyrells chips

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02

## Trial Store Analysis

### Test Period Results (Feb 2019 - Apr 2019)

#### Trial Stores:

##### 1. Store 77 & Store 88:

- Significant increase in sales and number of customers observed during at least 2 of the 3 trial months

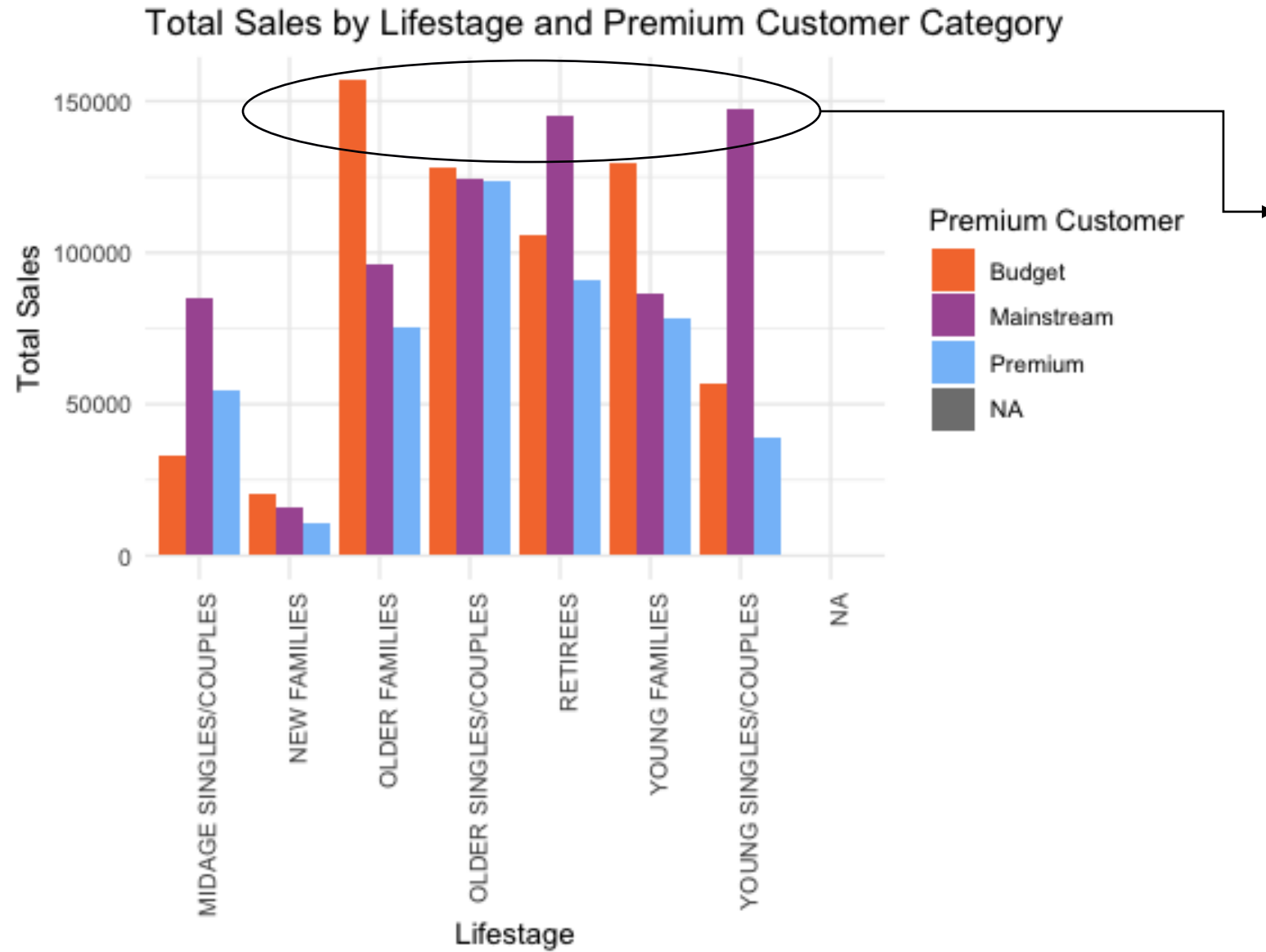
##### 2. Store 86:

- Overall increase in number of customers
- No significant increase in sales for two trial months
- Necessary to check if the implementation was correctly carried out

# 01

## Category

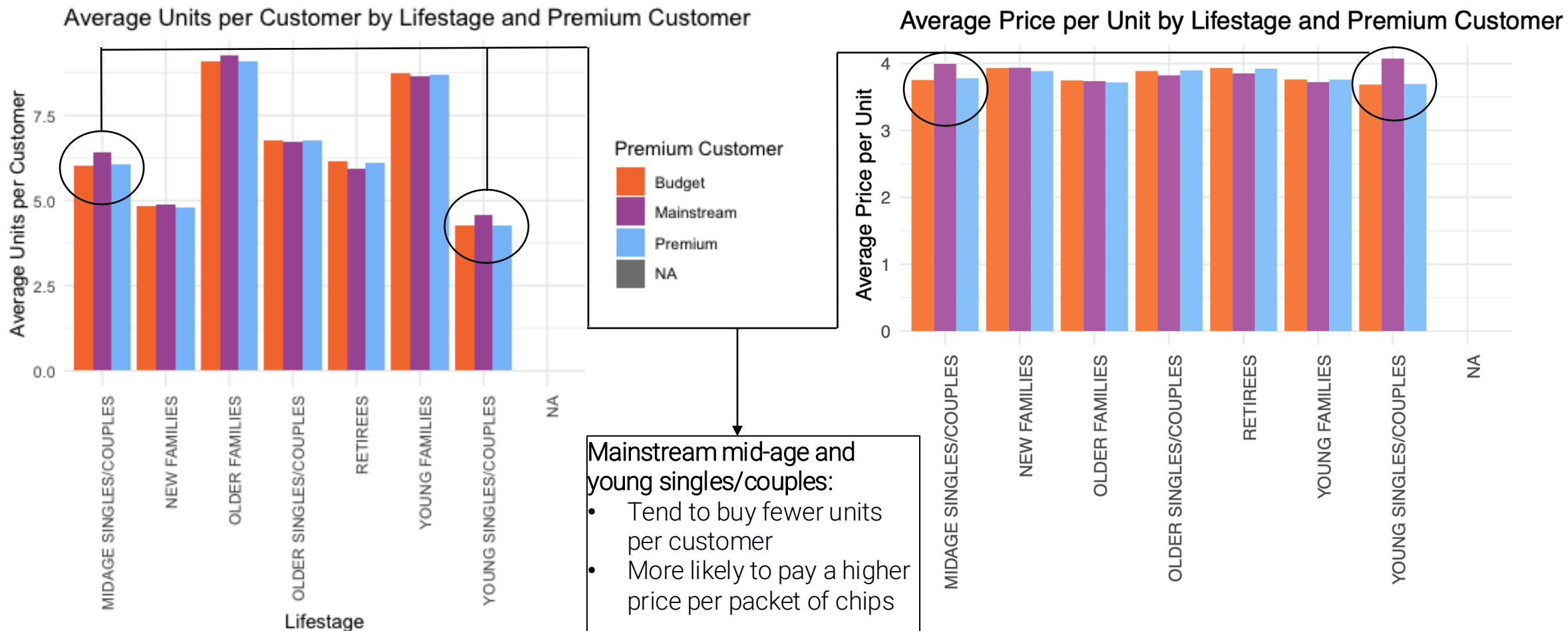
# Overview: Sales by Category



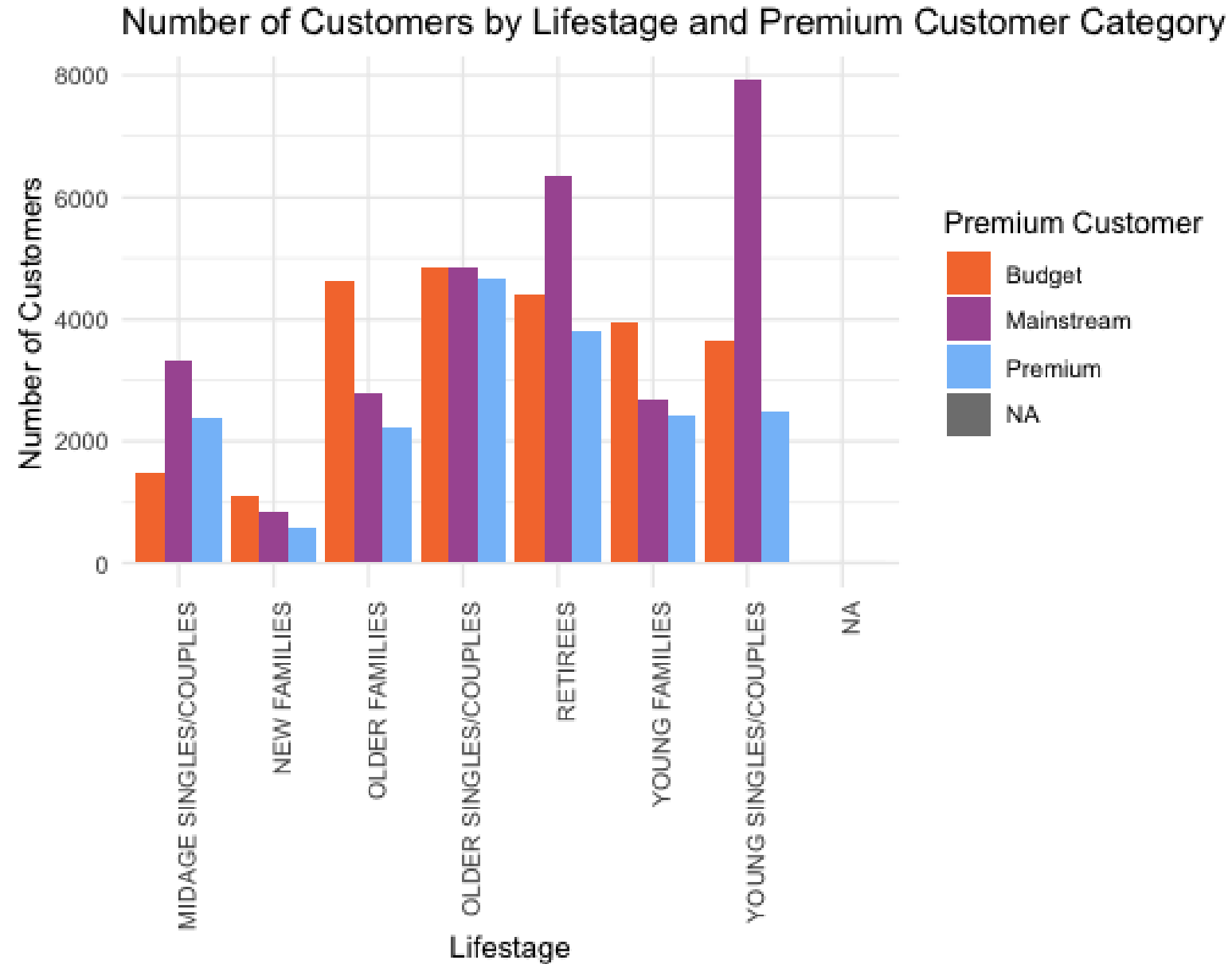
## Most Sales :

- Budget – Older families
- Mainstream – Young singles/couples
- Mainstream - Retirees

# The particularity of the mainstream mid-age and young singles/couples



# Proportion of customers by affluence and life stage



# 02

## Trial store performance



# Comparison with Control Stores : example store 77

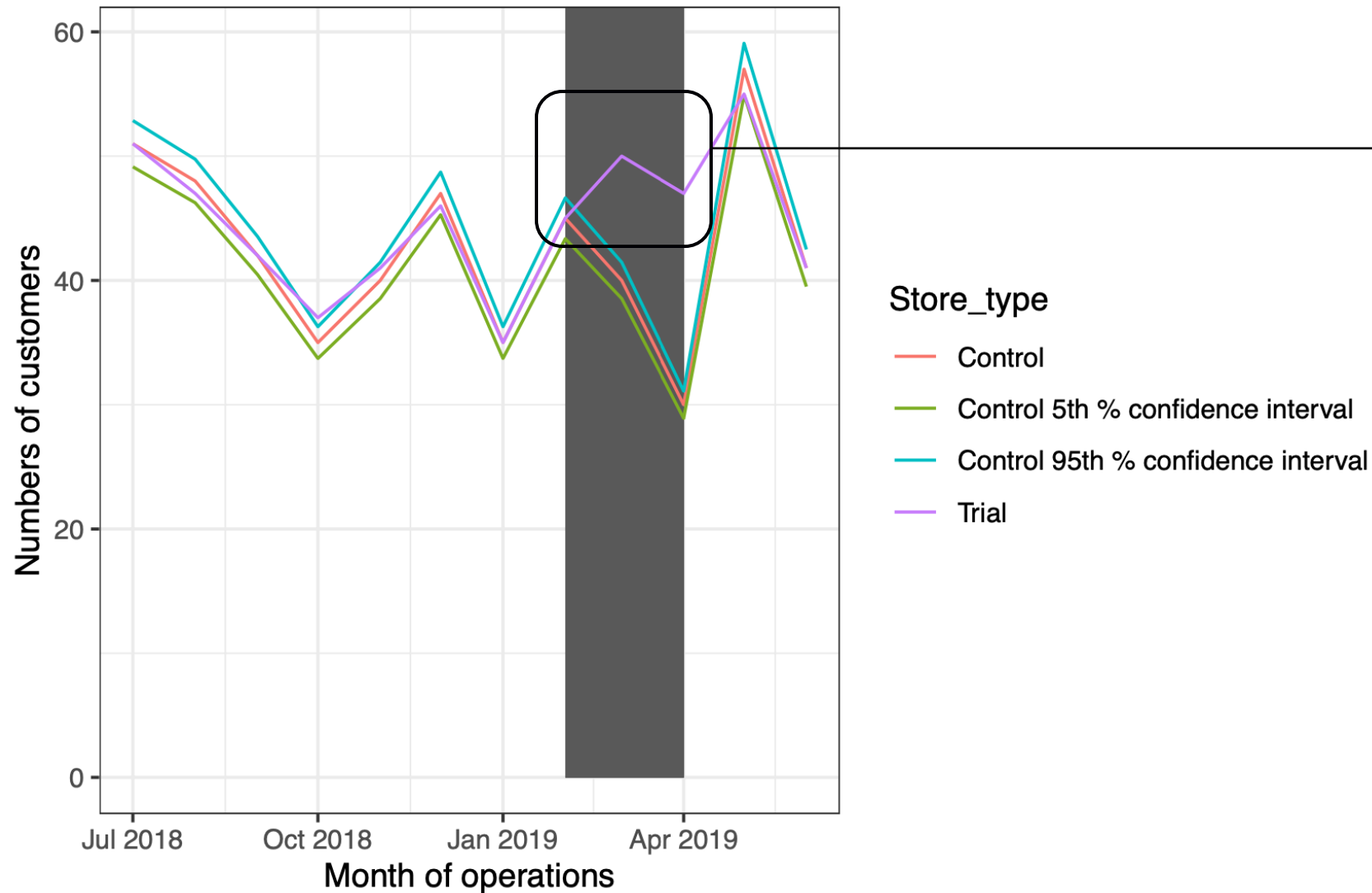


## Control Stores:

- Identified control stores with similar tendencies as the trial stores
- Show different types of performance compared to other stores
- Different control store found for each trial store to ensure accurate comparison

# Customer Growth During Trial Period : example store 77

Numbers of customers by month



Increase in Number of Customers:

- Significant increase observed during the trial period
- Similar growth patterns found in two other trial stores



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