

OCTOBER 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

Task 1

The sales composition and customer segmentation are as followed:

- The mainstream people are the highest buyers among the others then followed by the budget and then at last the premium sector in context of the financial stability factor.
- Older singles/ couples, retirees and older families were among the highest buyers in context with the life stage .
- The results show that the highest buying slab consists of budget sector older families , premium sector young single/couples , premium sector retirees , budget sector young families

02

Task 2

The impact of the results changes by the introducing new changes in some stores:

- For store number 77, a 3.88% increase in the sales was recorded after the changes were introduced with a p-value of 0.029 that is not very high but significant
- For store number 86, a -2..86% increase in the sales was recorded after the changes were introduced with a p-value of 0.0002 that suggest great impact on the results
- For store number 88, a 6.59% increase in the sales was recorded after the changes were introduced with a p-value of 0.017 that is significant

01

Category

Overview: The category's strong engagement across older and mainstream segments and the combined results with proven visible success in most trial stores, supports a **phased national rollout** with localized adjustments and segment specific marketing strategies to increase profits .

Affluence and Consumer buying behaviour

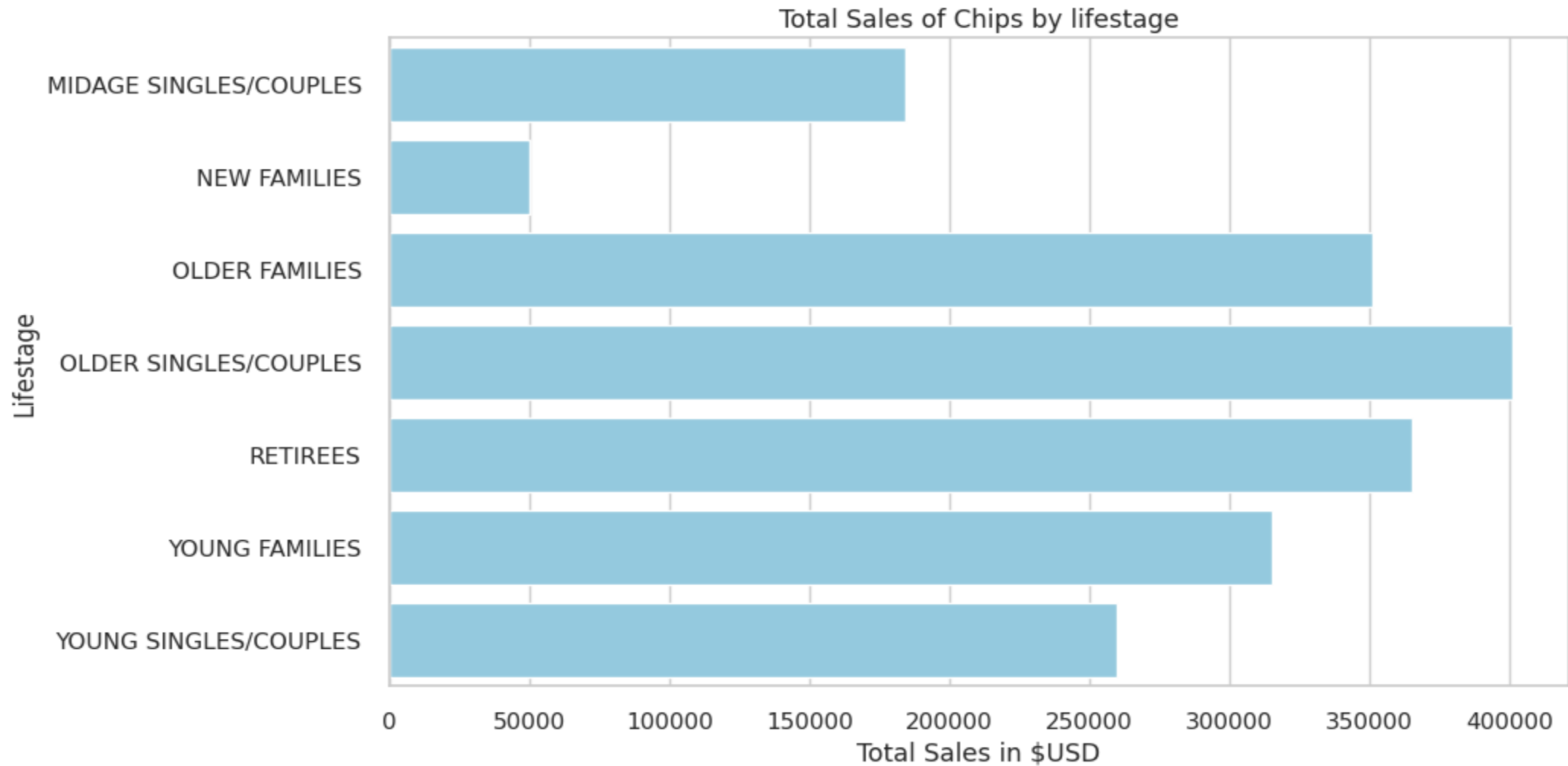
This Data shows that the mainstream people are the highest buyers among the others then followed by the budget and then atlast the premium sector in context of the financial stability factor.

This Data results suggest that the higher buyers in context of the lifestages are older singles/couples, retirees and older families. This information suggests the older people comprise of major portion of the buyers composition , if sales tagetted more on this concentrated sector , profits can be improved.

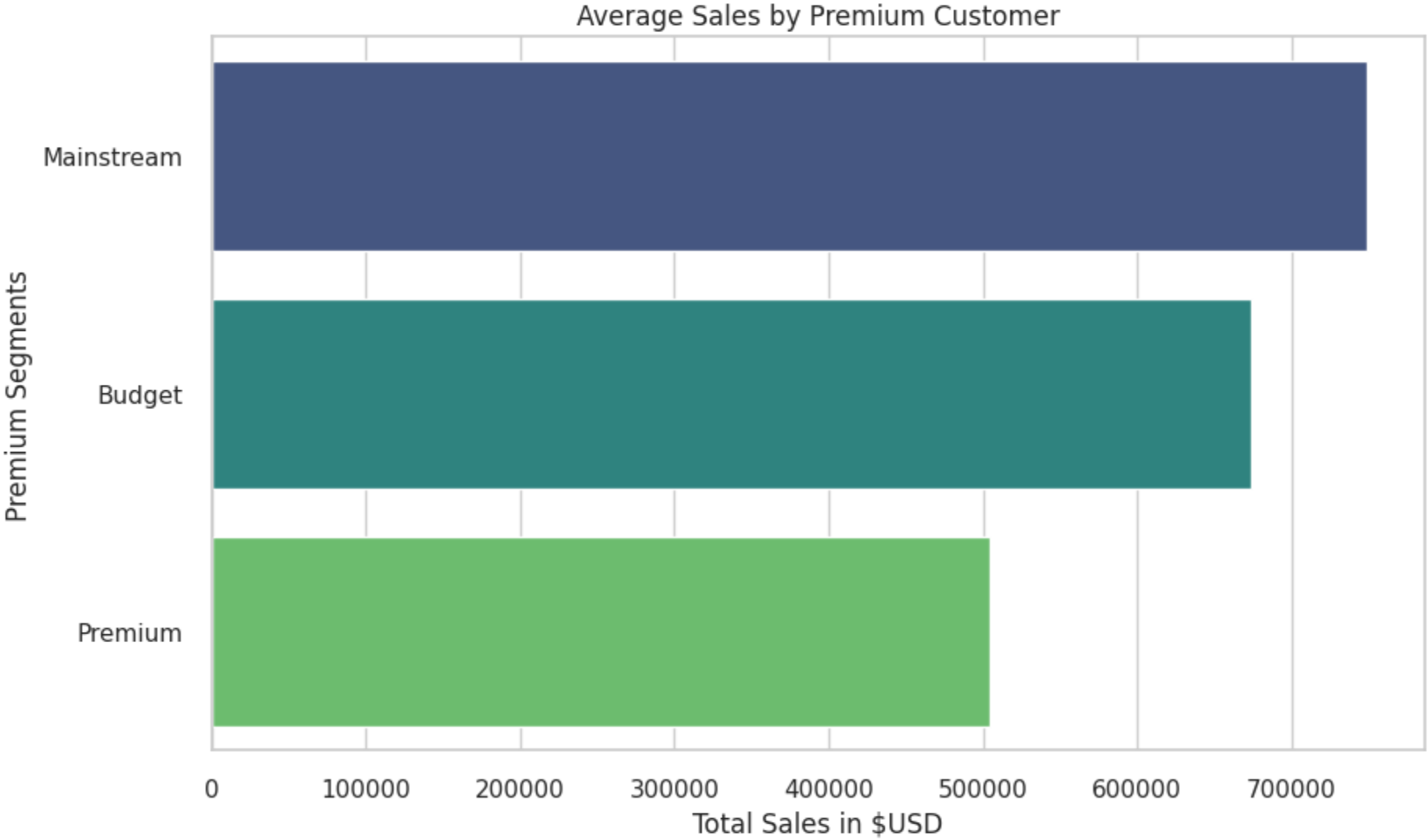
In context of Both the factors (financial stability and the lifestage) , The results show that the highest buying slab consists of budget sector older families , preimum sector young single/couples , preimum sector retirees , budget sector young families. This shows with different contexts or on a broader feature scale , different results comes up.

The most 3 popular companies among the buyers were Old El Chapo , Kettle Sensations , Doritto corn chips.

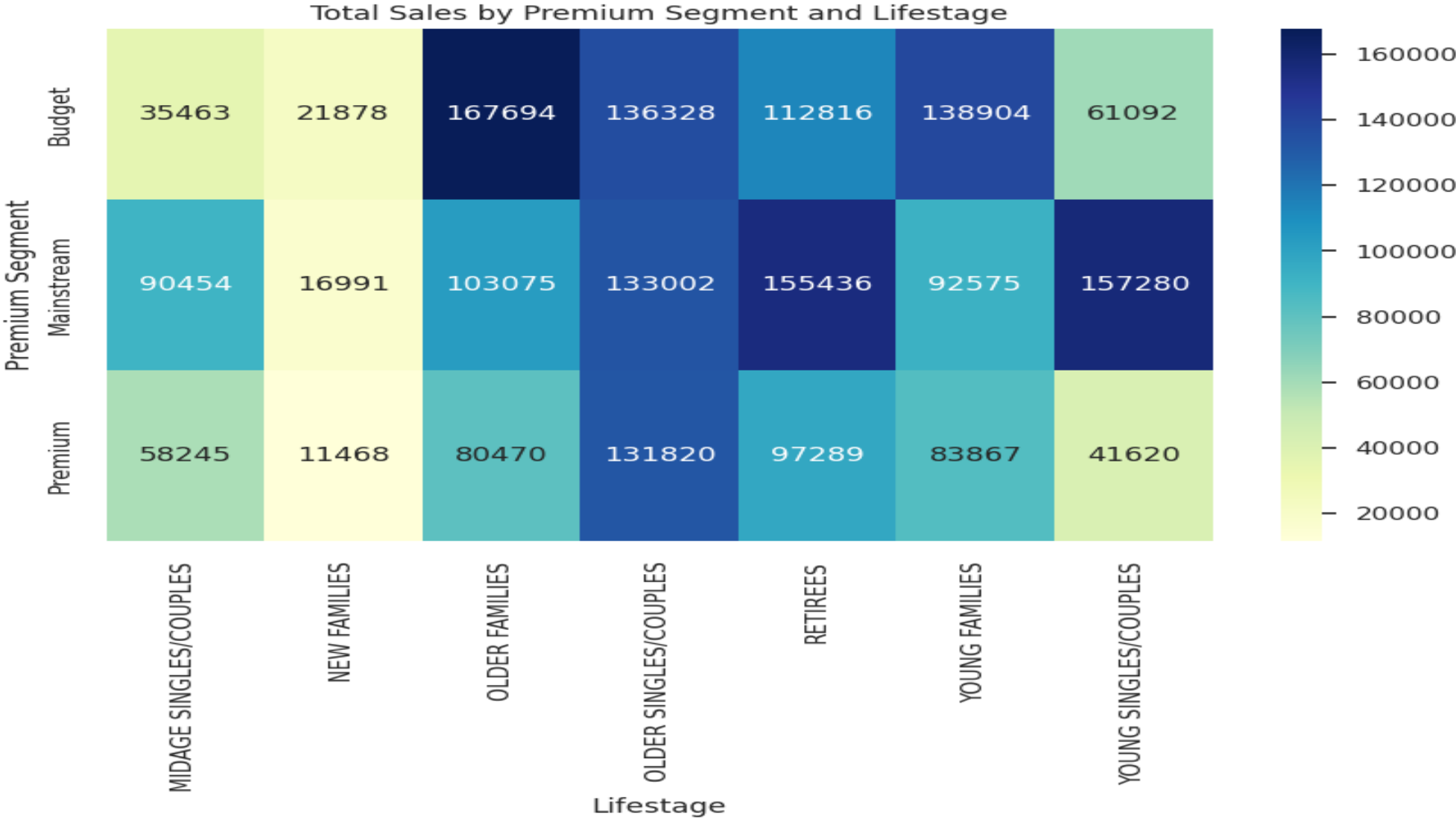
Customers by affluence and life stage on this slide



Customer Affluence by Financial stability



Combined affluence



02

Trial store performance

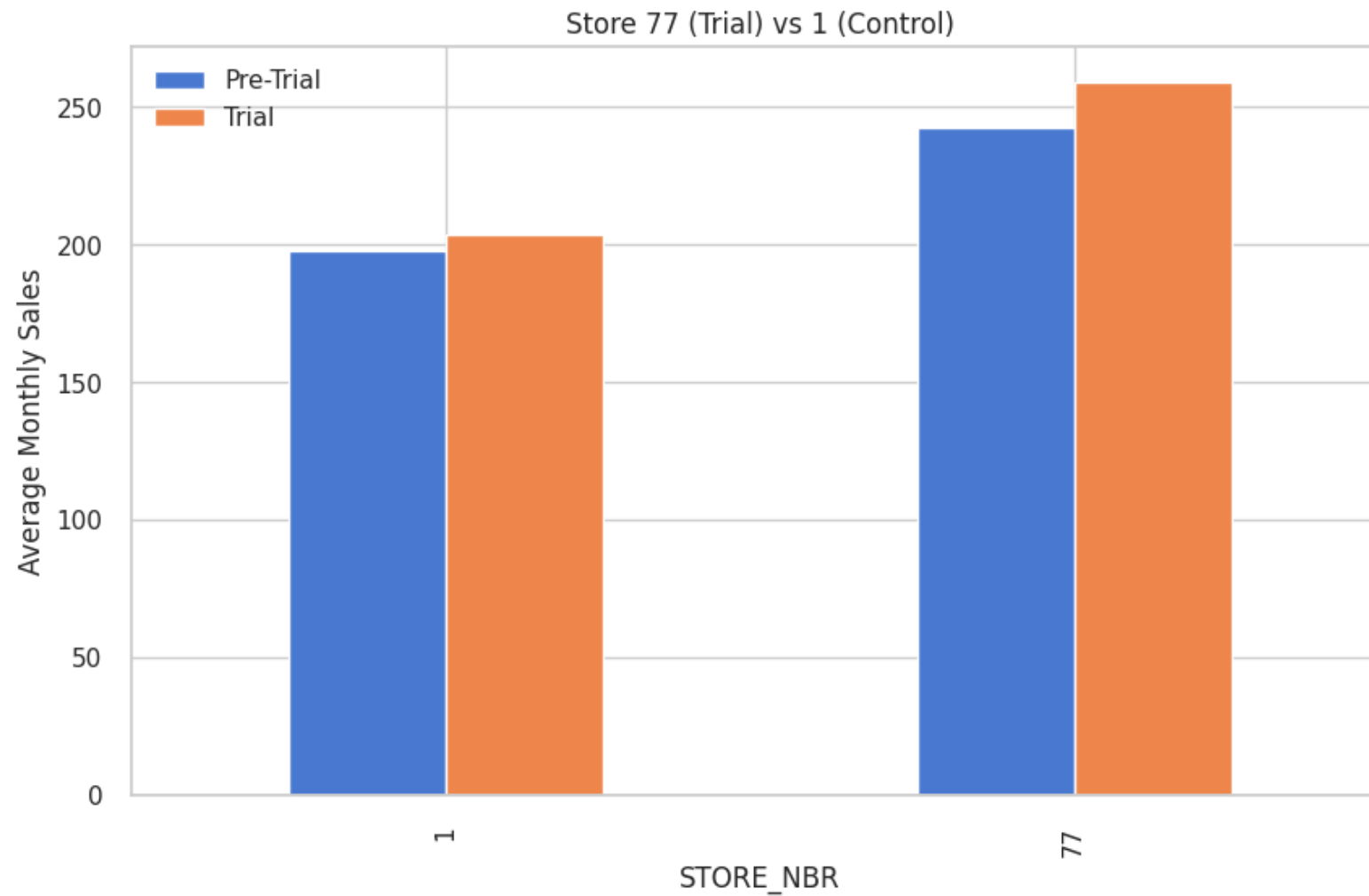
Explanation of the control store vs other stores

The impact of the results changes by the introducing new changes in some stores:

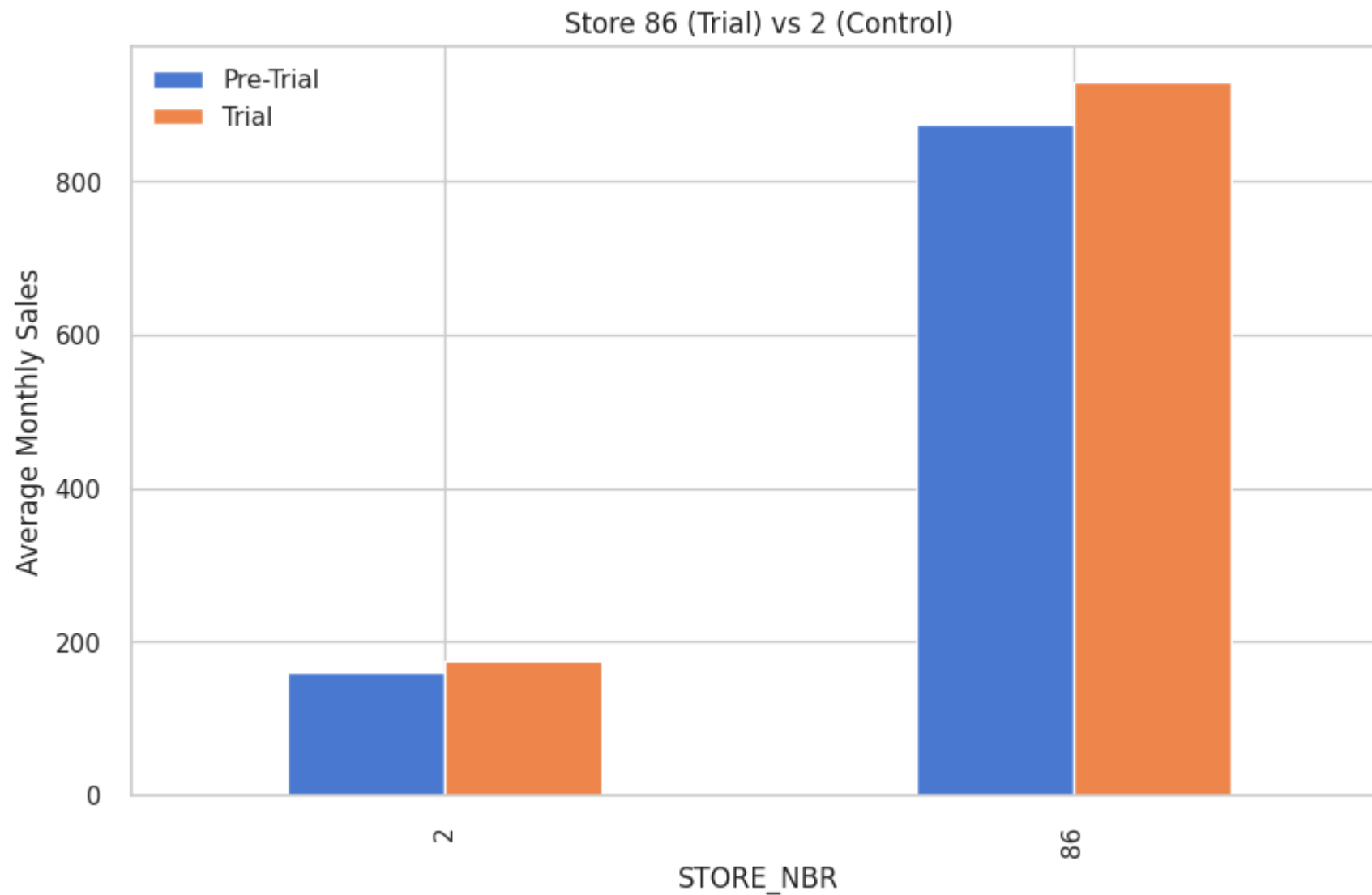
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Rollout Recommendation – Similar Changes like the ones applied in the store number 77 , 88 should be introduced in other store locations to improve the profits across different locations and the changes applied in the store number 86 should be avoided in other stores to avoid loss.

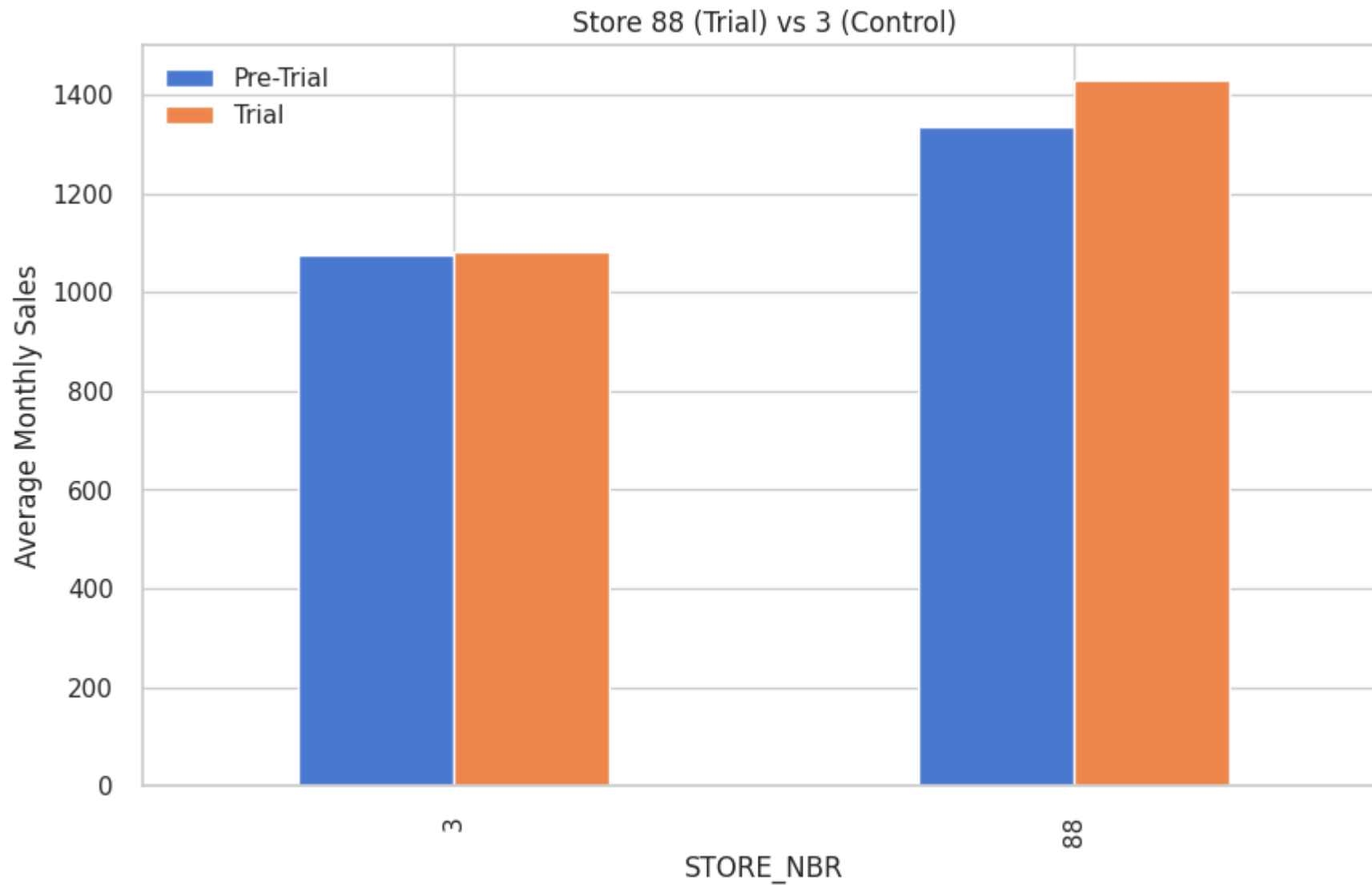
STORE 77 VS STORE 1 SALES



STORE 86 VS STORE 2 SALES



STORE 88 VS STORE 3 SALES





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