

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 confidence nature of this document.

Executive summary

01

Customer Analytics

- The **three highest contributing segments** to the total sales are: Budget older families, Mainstream young singles/couples, and Mainstream retirees.
- **Key Sales Drivers:** Older families have the highest average number of packets purchased per customer. Mainstream young singles/couples represent the largest population segment.
- **Target Store Strategy:** Mainstream young singles/couples are more likely to buy Tyrells chips as compared to other segments.

02

Trial Store Performance

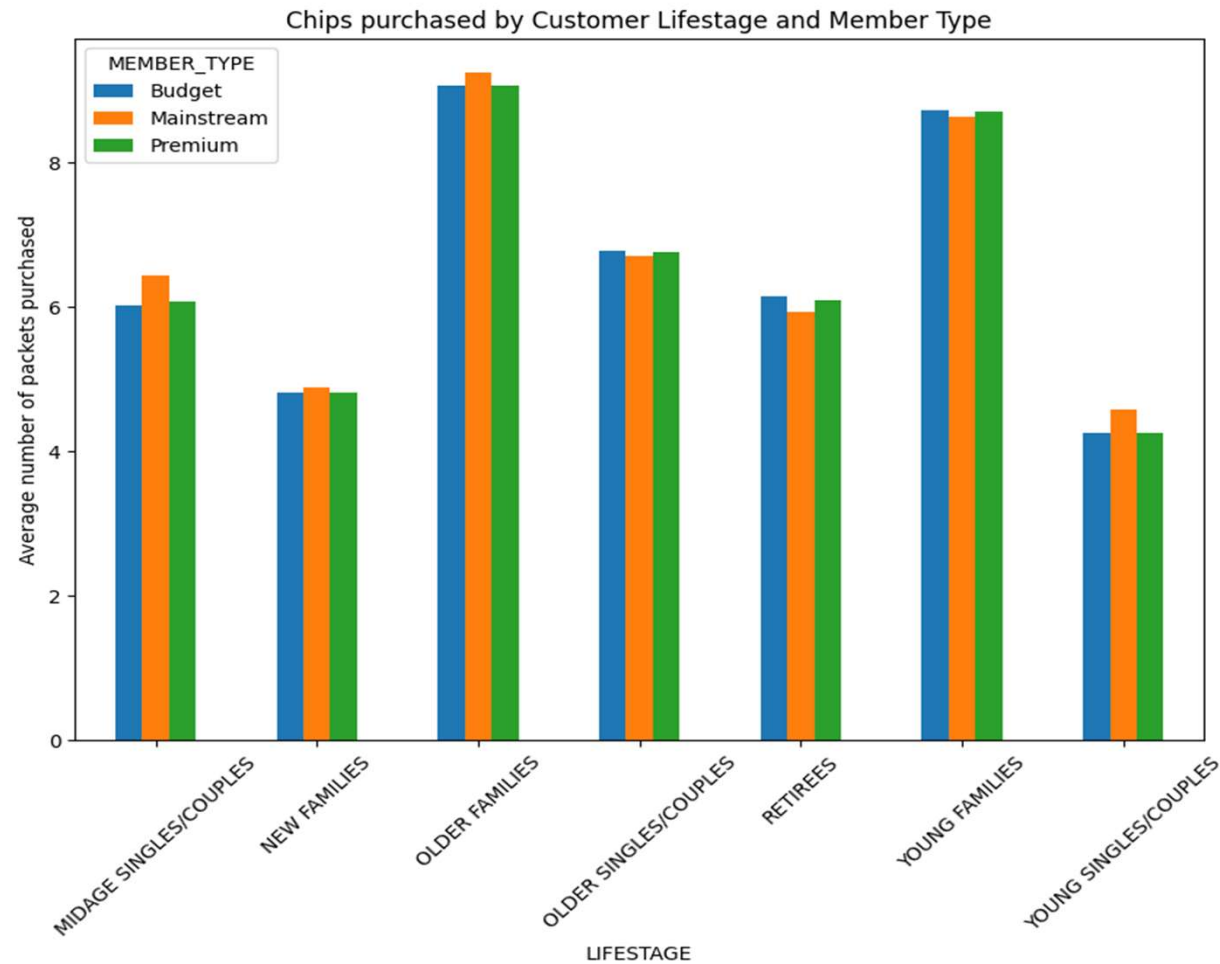
- A trial involving a new store layout was conducted in **three trial stores**.
- **Control stores** were created to represent the prior performance of the trial stores.
- The trial resulted in a **significant increase in both the total sales and customer numbers** with the new layout.

01

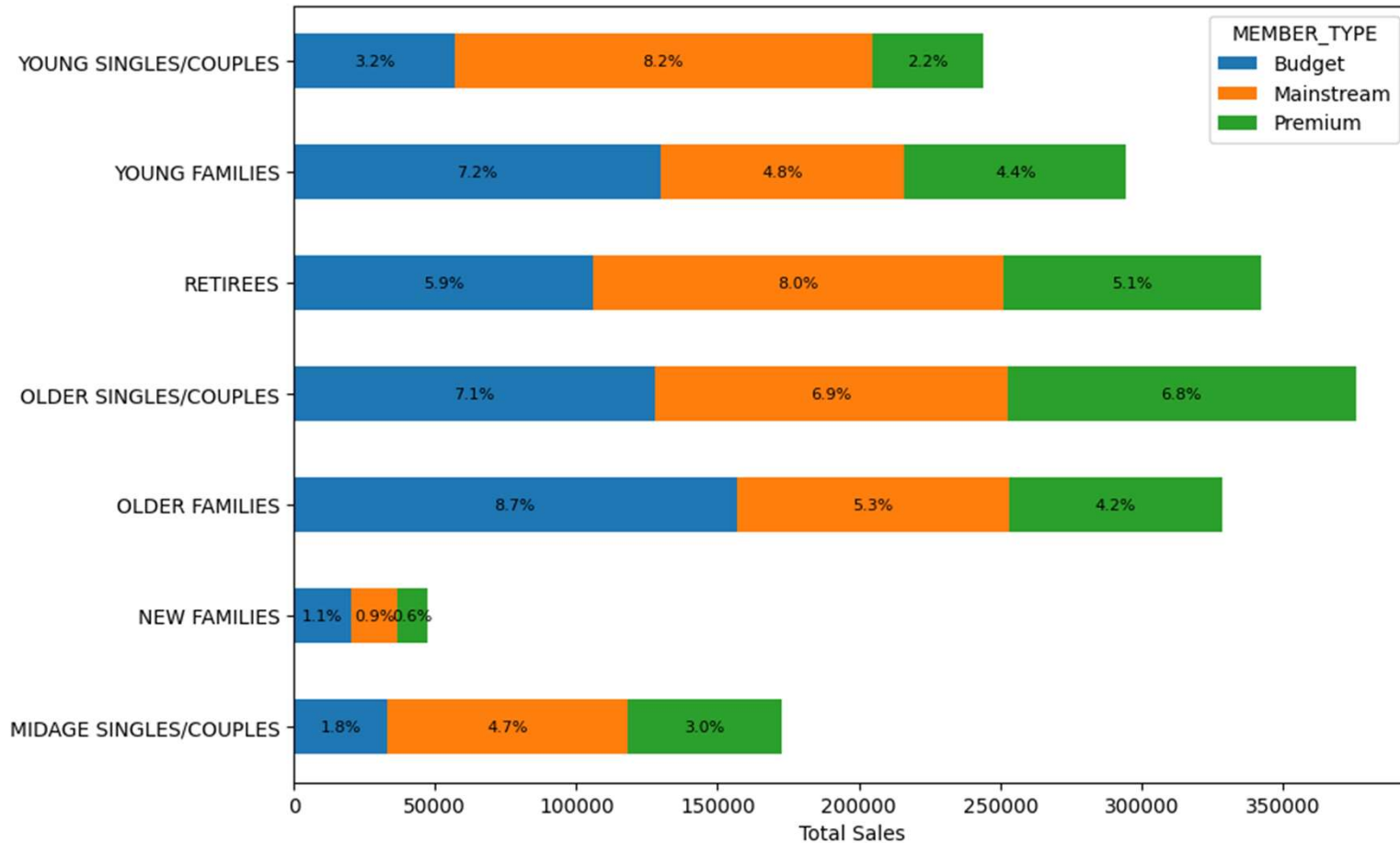
Customer Analytics



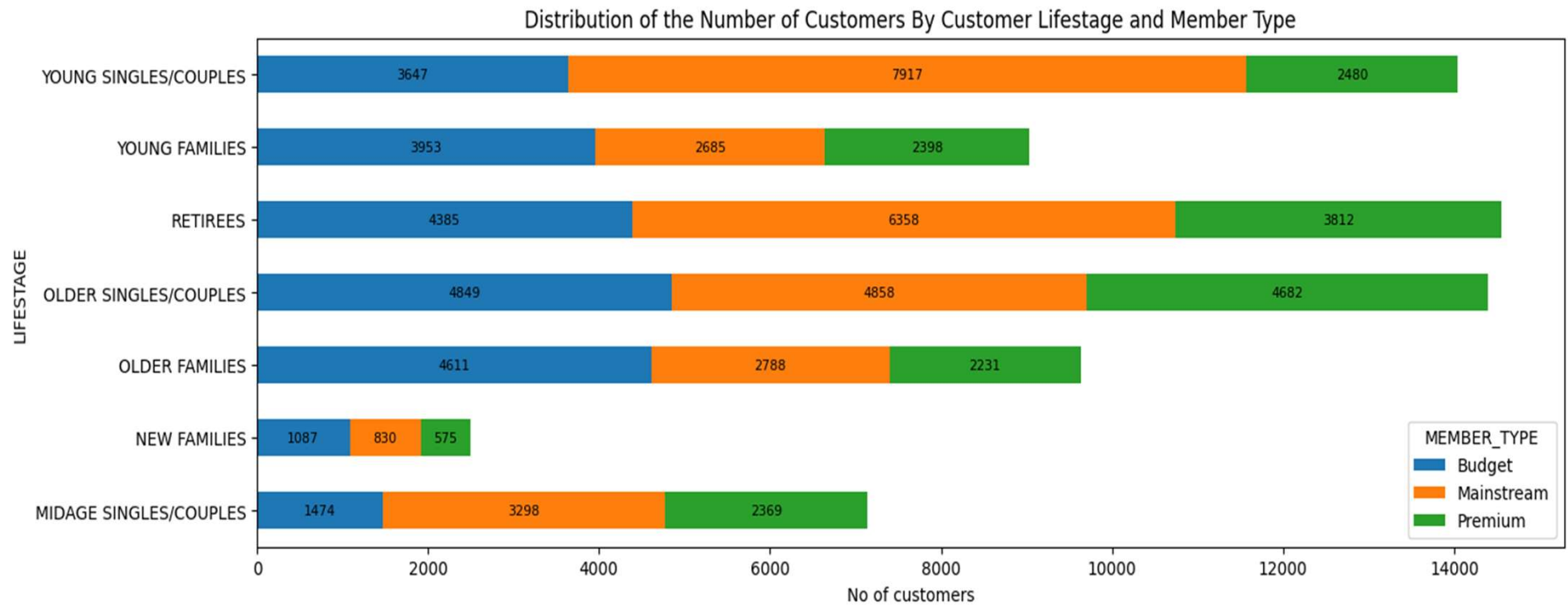
Older families and Young families tend to buy more chips on average as compared to other segments. Member types has insignificant affect on quantities of chips purchased.



Most sales come from budget older families, followed by mainstream young singles/couples, and finally mainstream retirees.



Sales via mainstream young singles/couples is attributed to their population being the largest of all the segments.



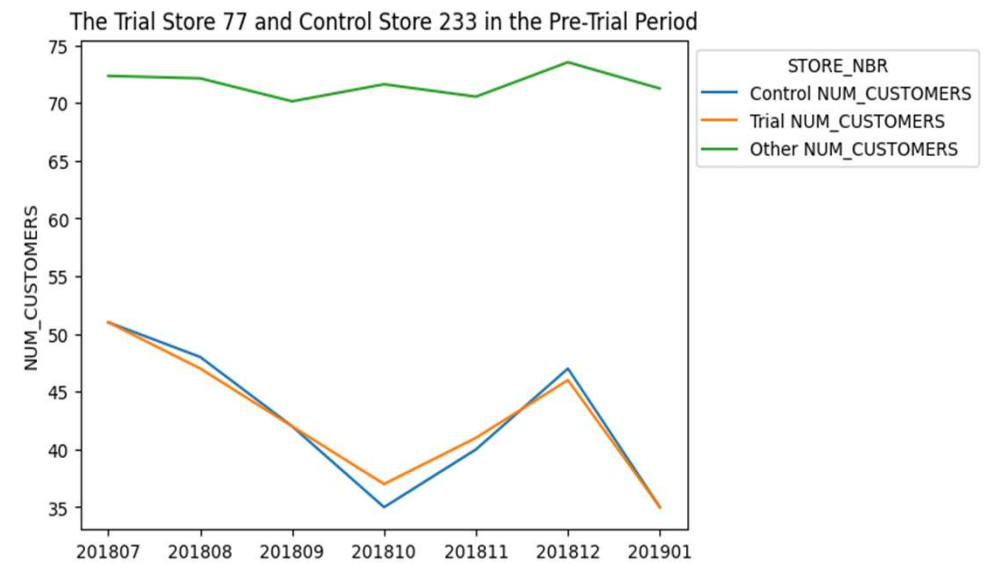
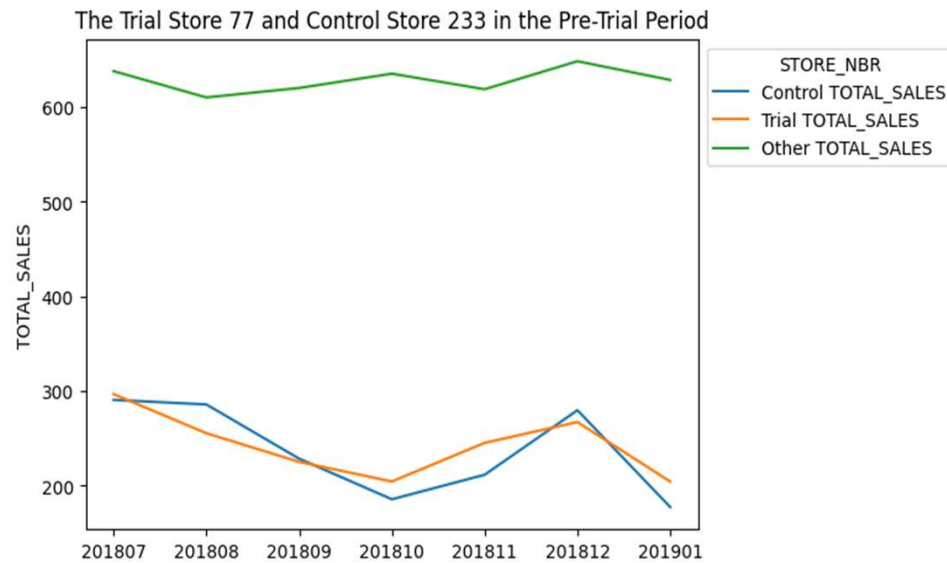
Deeper Insight into the Mainstream Young Singles/Couples Segment

- Kettle chips are the most purchased brand across most segments.
- Mainstream young singles/couples are 28% more likely to buy Tyrells chips and 32% more likely to purchase 175g packets, which are exclusive to Twisties.
- **Product Placement Strategy:** Position Kettle chips and Twisties in areas highly visible to this segment.

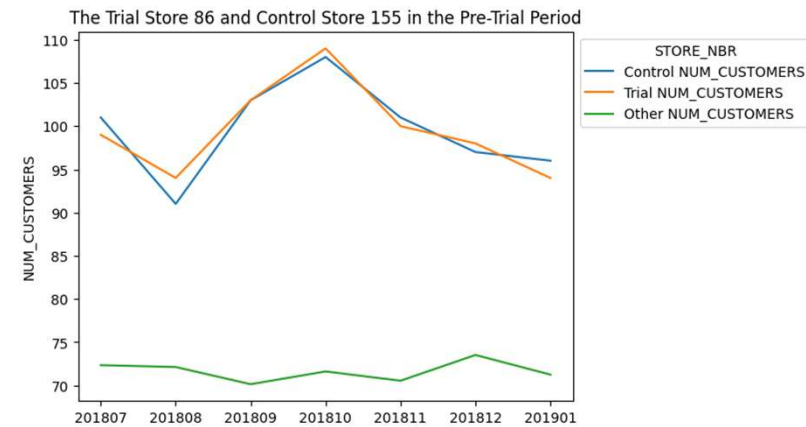
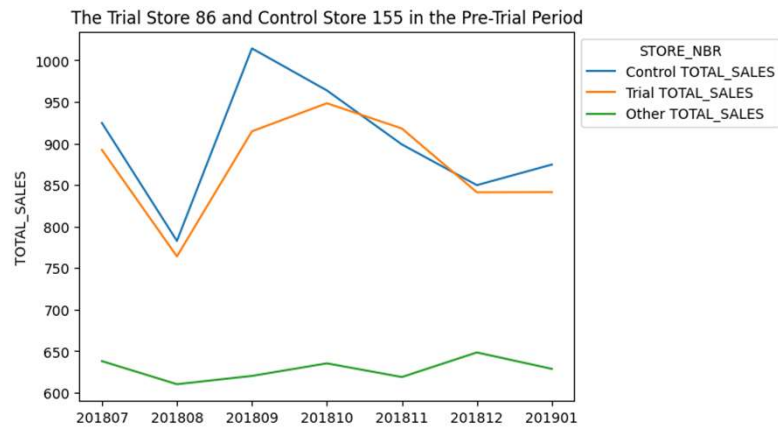
02

Trial store performance

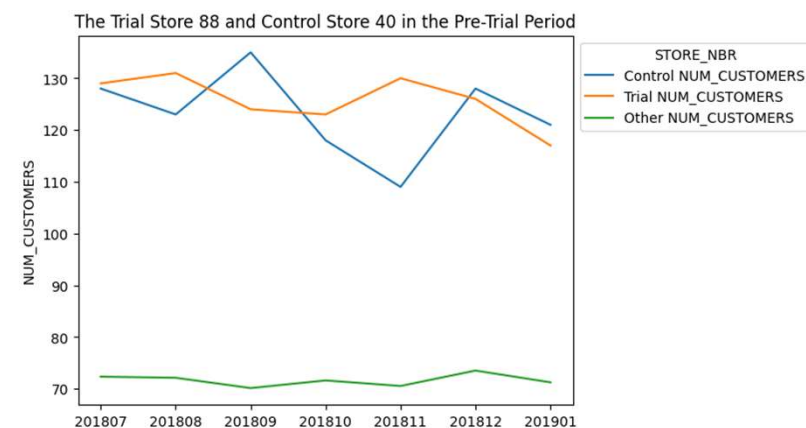
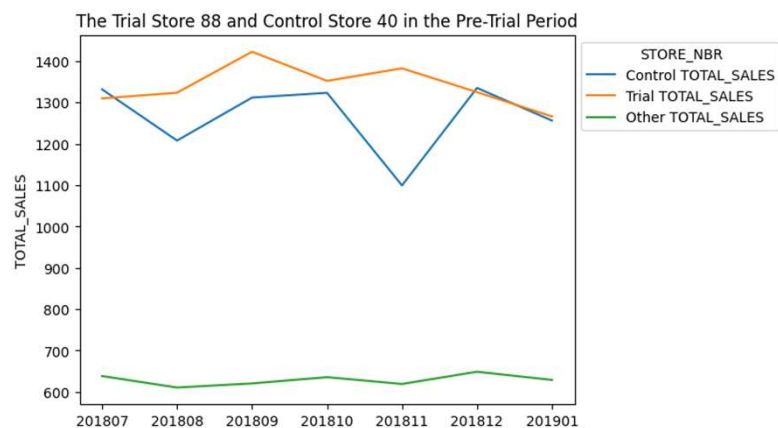
The control store is created to represent the prior performance of the trial store as compared to the average of other stores. See example, stores 77 and 233:



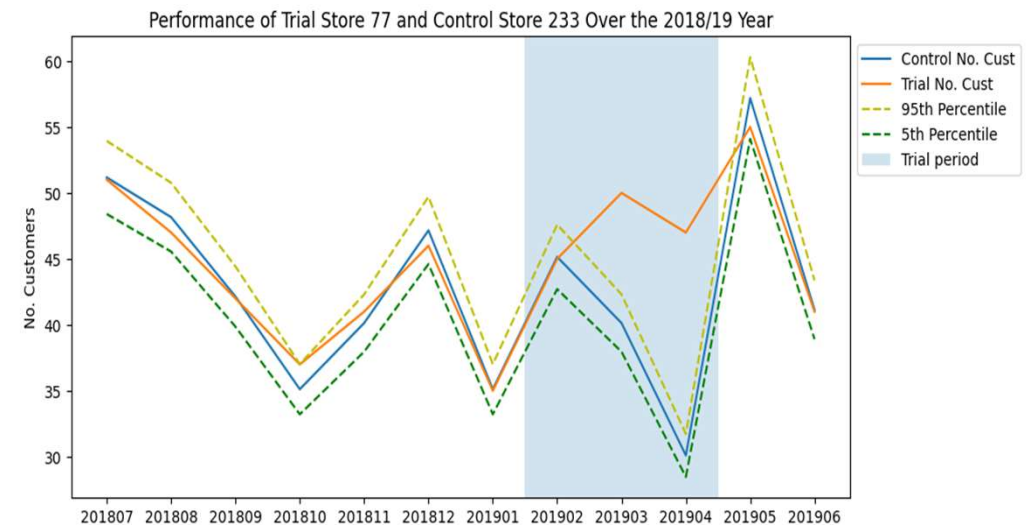
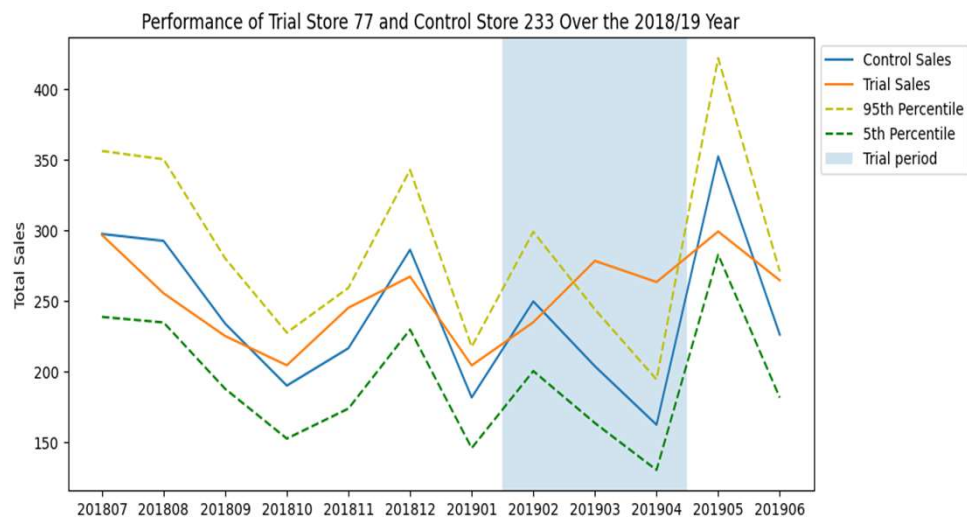
Stores 86 and 155:



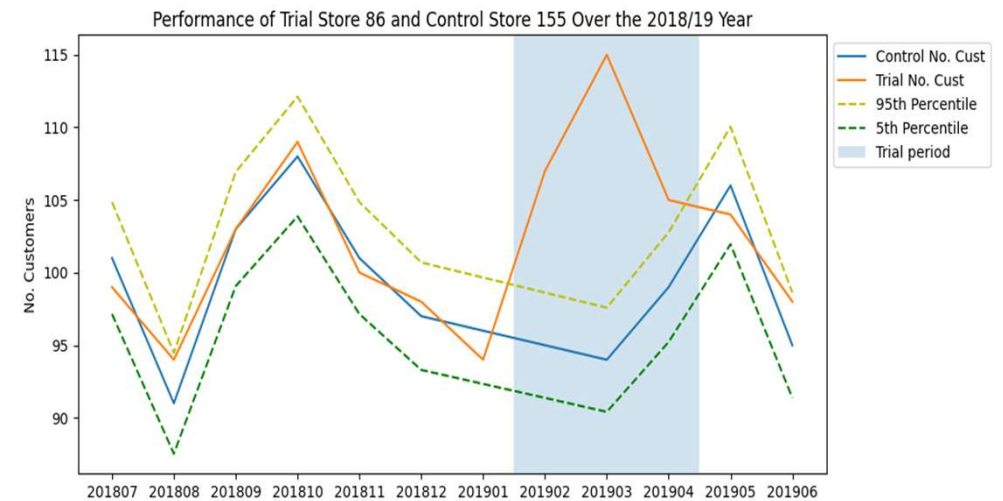
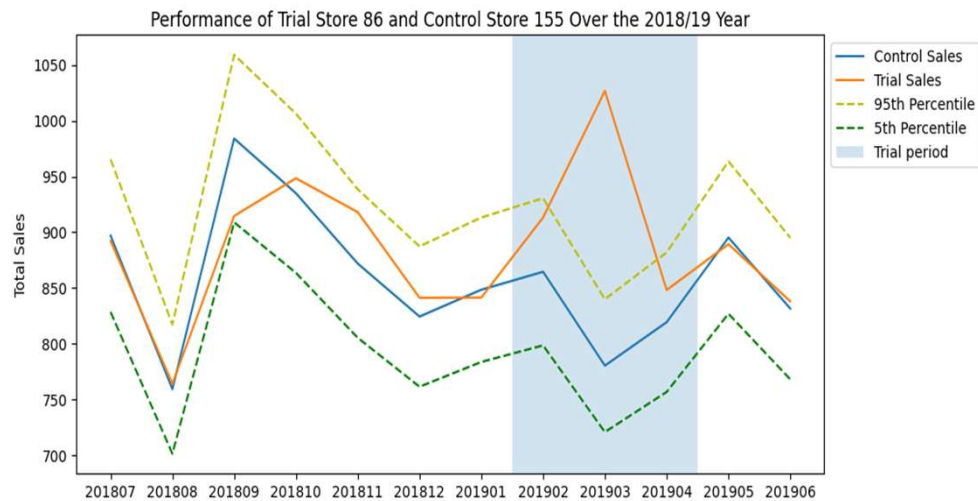
Stores 88 and 40:



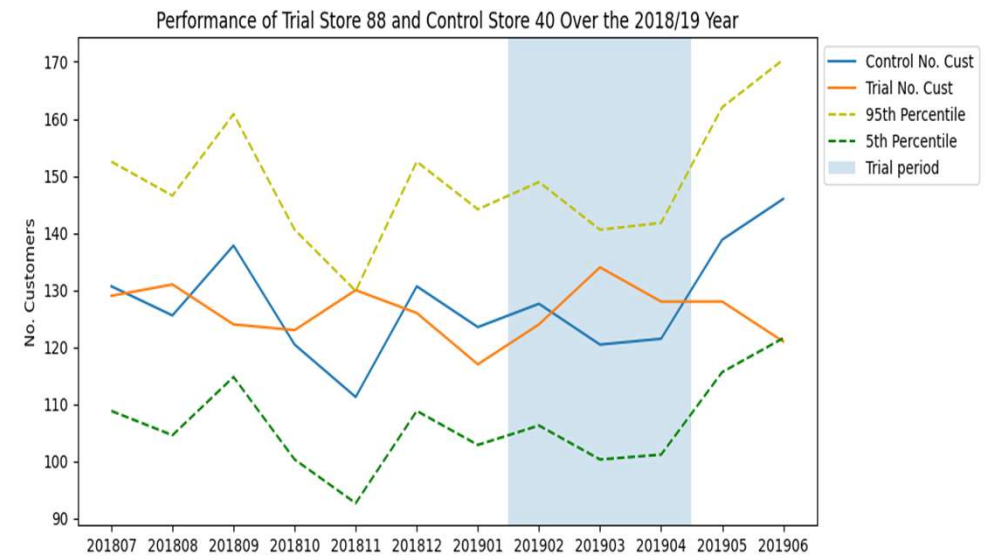
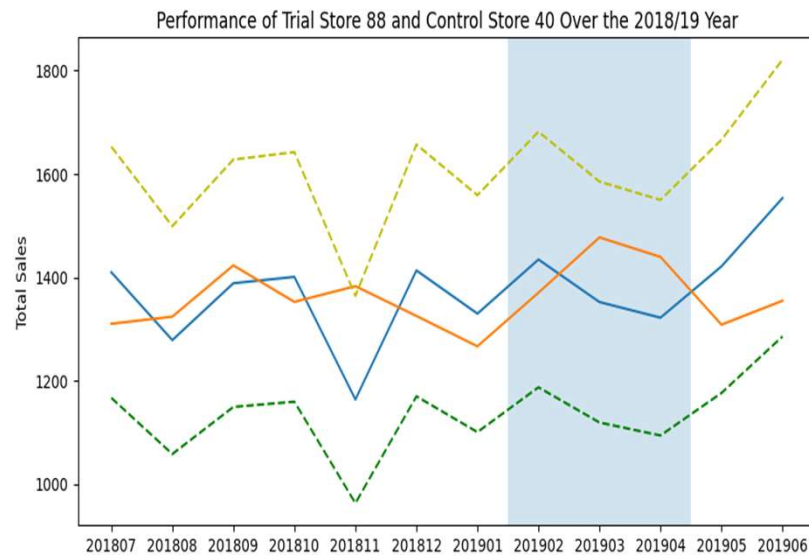
Trial store 77 and control store 233: trial success, with increases in sales and customer numbers.



Trial store 86 and control store 155: trial success, greater increase in customer numbers than sales. Need to check the trial implementation.



Trial store 88 and control store 40: no significant difference in performance.





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