

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

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 3 highest sales belong to segments below:
  1. Budget old families
  2. Mainstream young singles/couples
  3. Mainstream retirees
- Kettle is choice of most of segments
- Older families have the largest average number of pocket chips purchased, while young singles/couples have the largest population

02

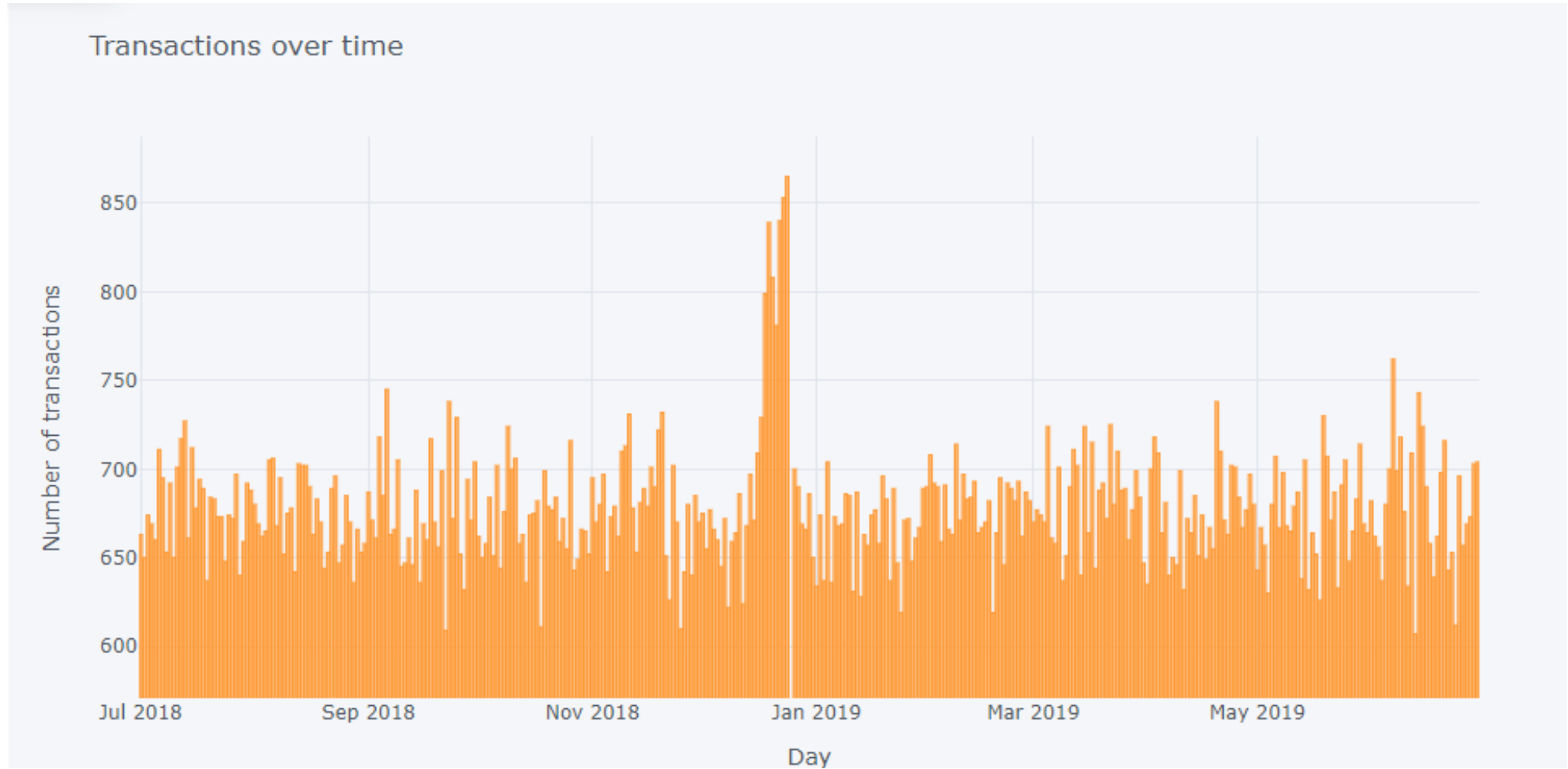
Task 2

The results for trial stores 77 and 88 during the trial period show a significant difference in at least two of the three trial months but this is not the case for trial store 86.

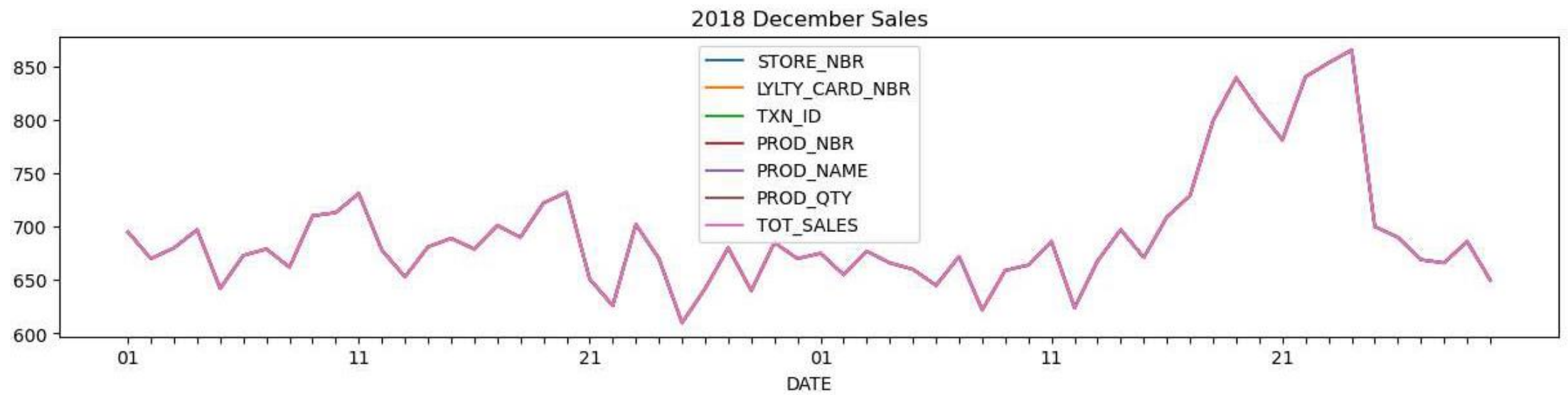
# 01

## Customer Analysis

## Sales distribution

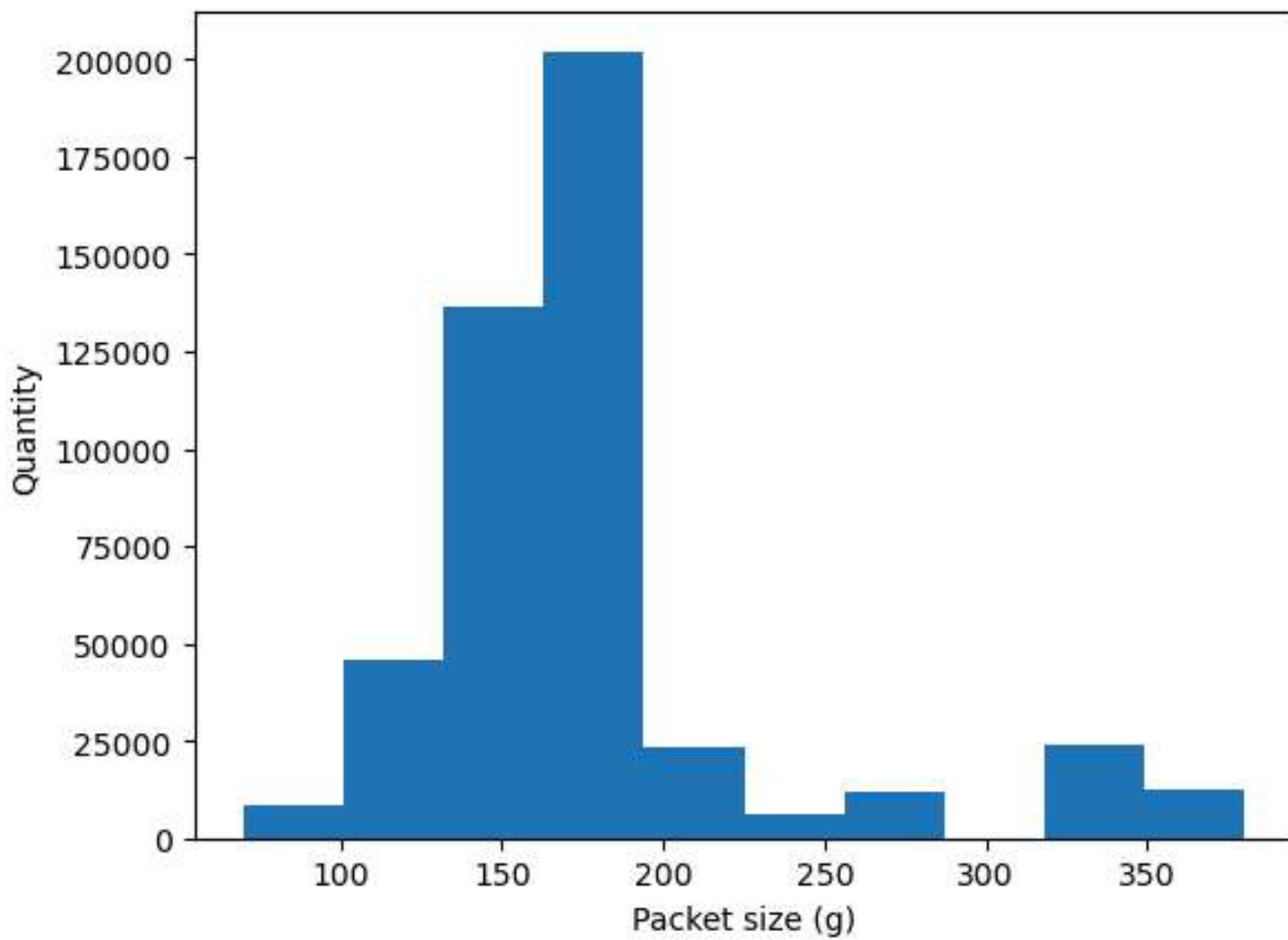


The sales have a sudden hike in the month of December before the Christmas (except the day itself). Whereas there is no sales on 25<sup>th</sup>.



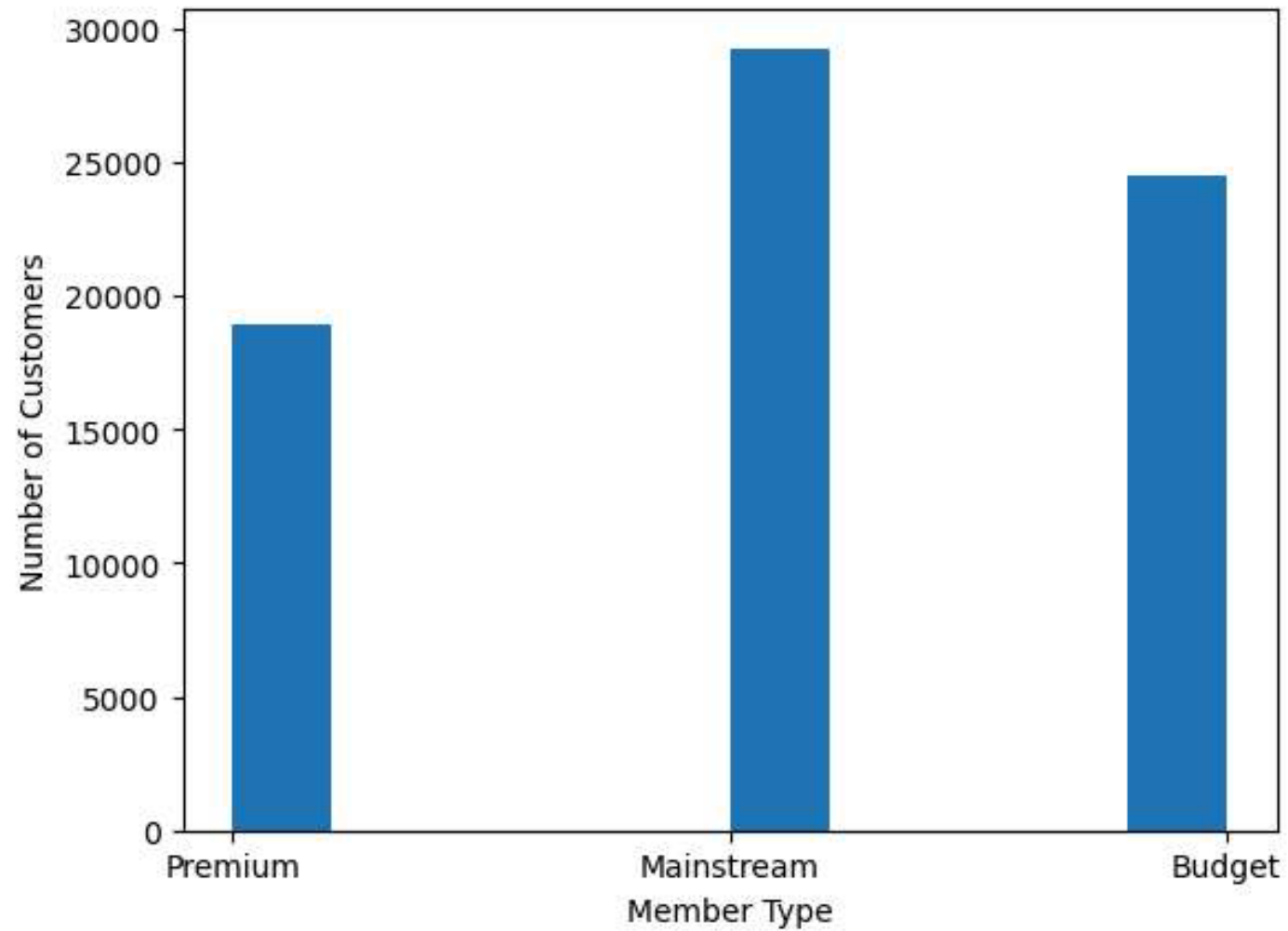
## Affluence and its effect on consumer buying for the category of chips

- 1.Kettle is the most popular brand followed by Smiths, Doritos and Pringles.
- 2.Mainstream young singles/couples, retirees are the most common customers and also account for a great share of chips sale.
- 3.Budget older families have the maximum contribution to sales.
- 4.Mainstream young singles/couples and mid-age single/couples pay more per packet than any other group.

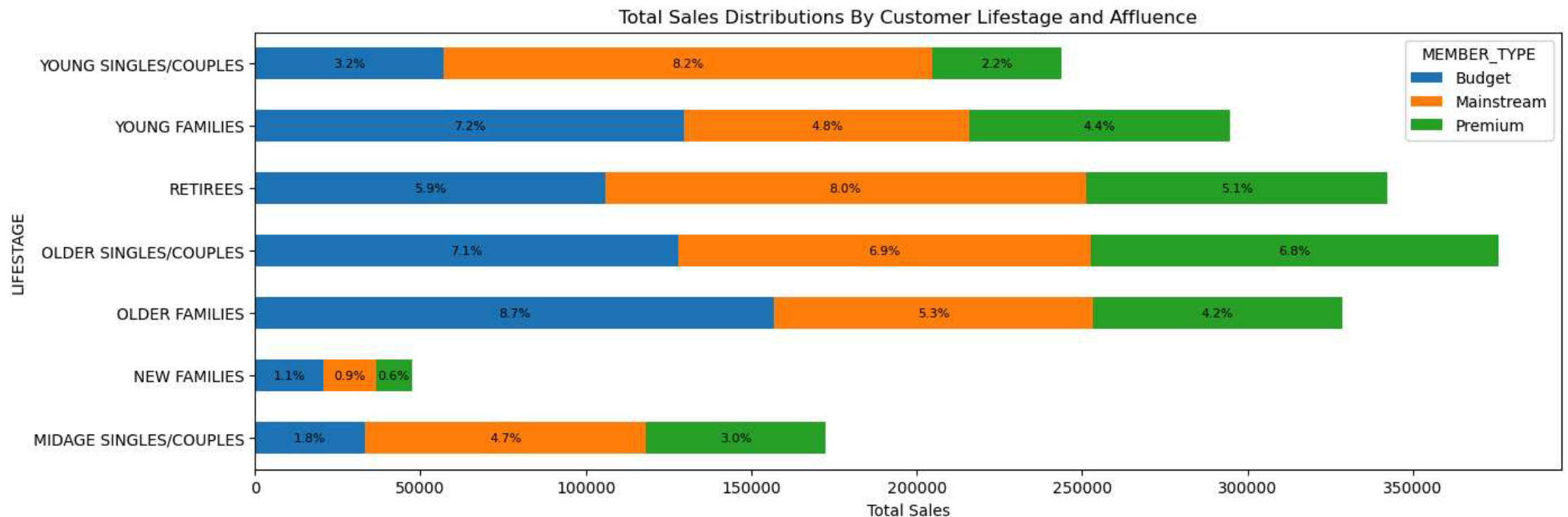




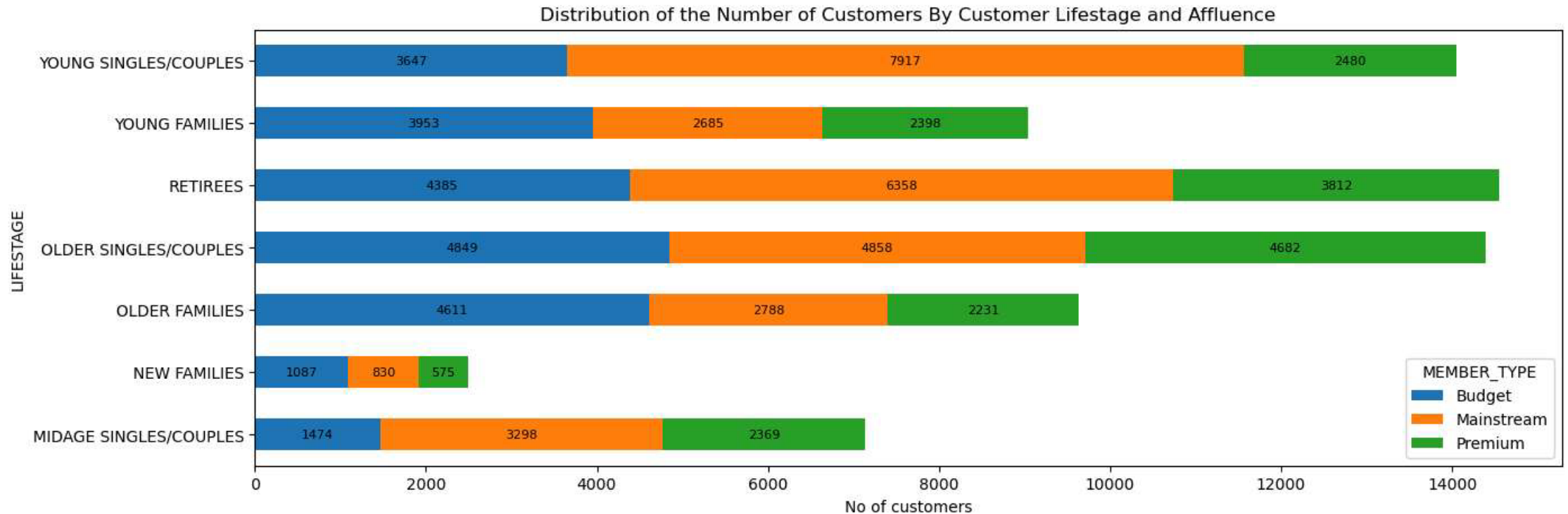
## Number of unique customers by their member type



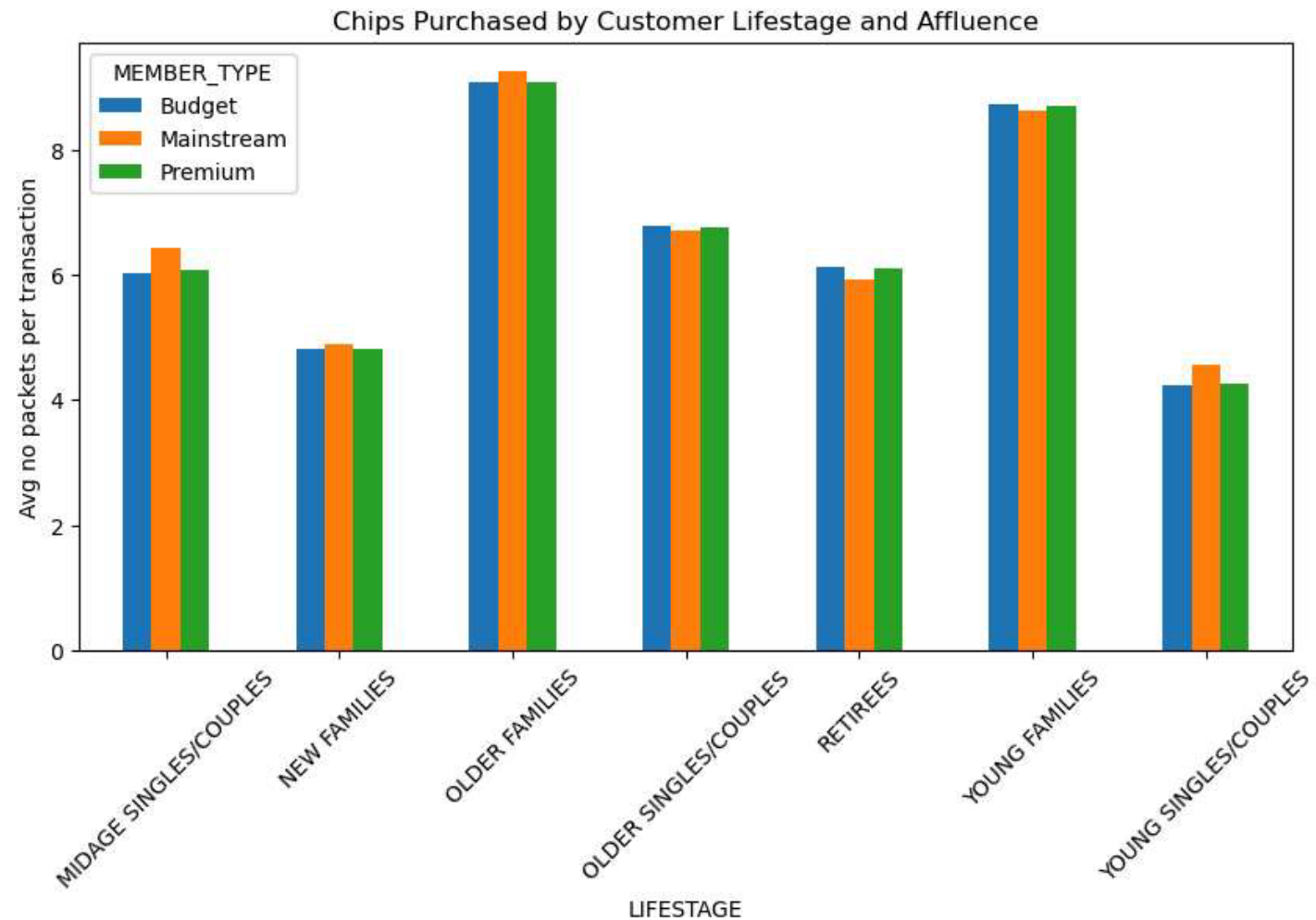
# Visualising the proportion of customers by affluence and life stage



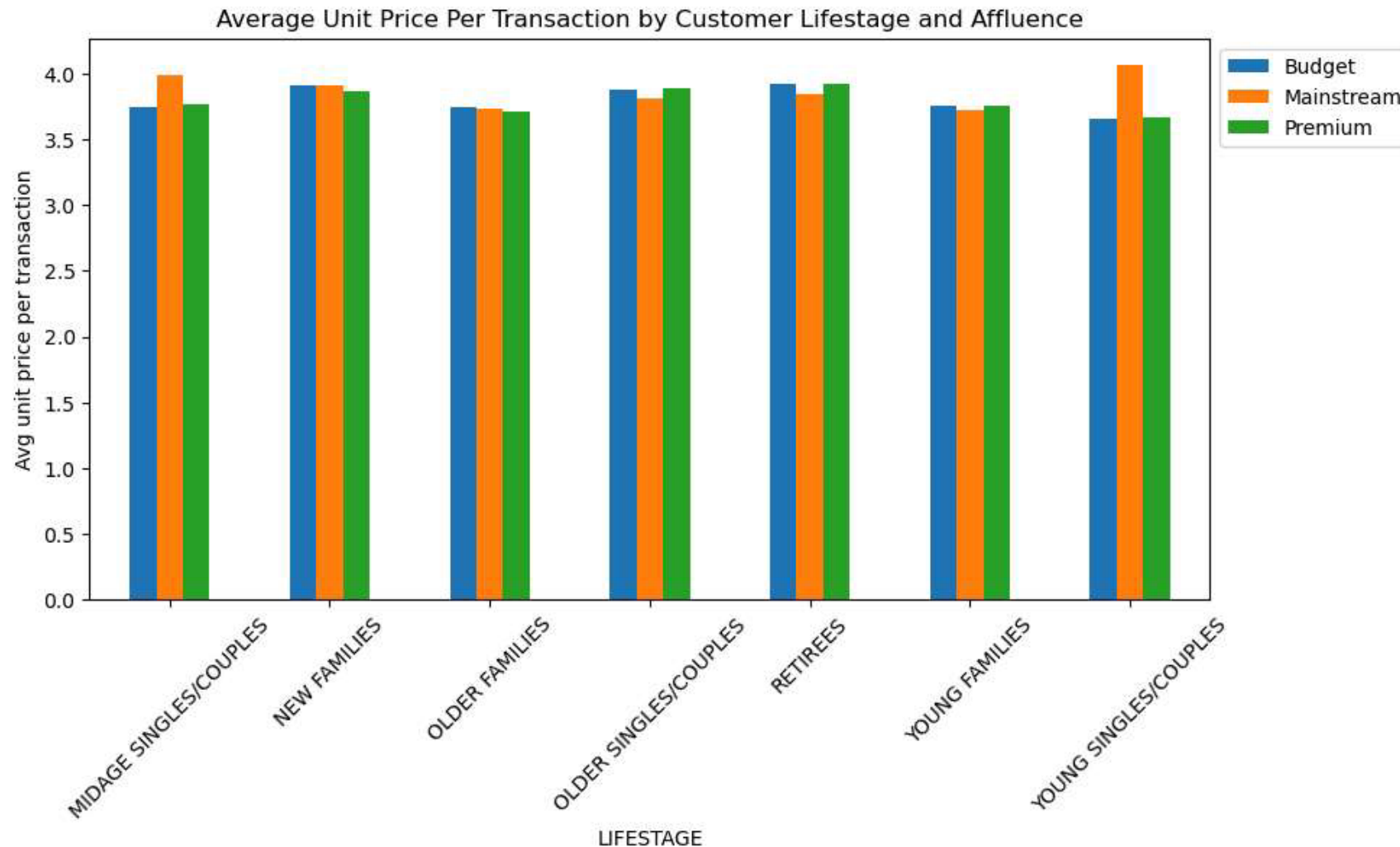
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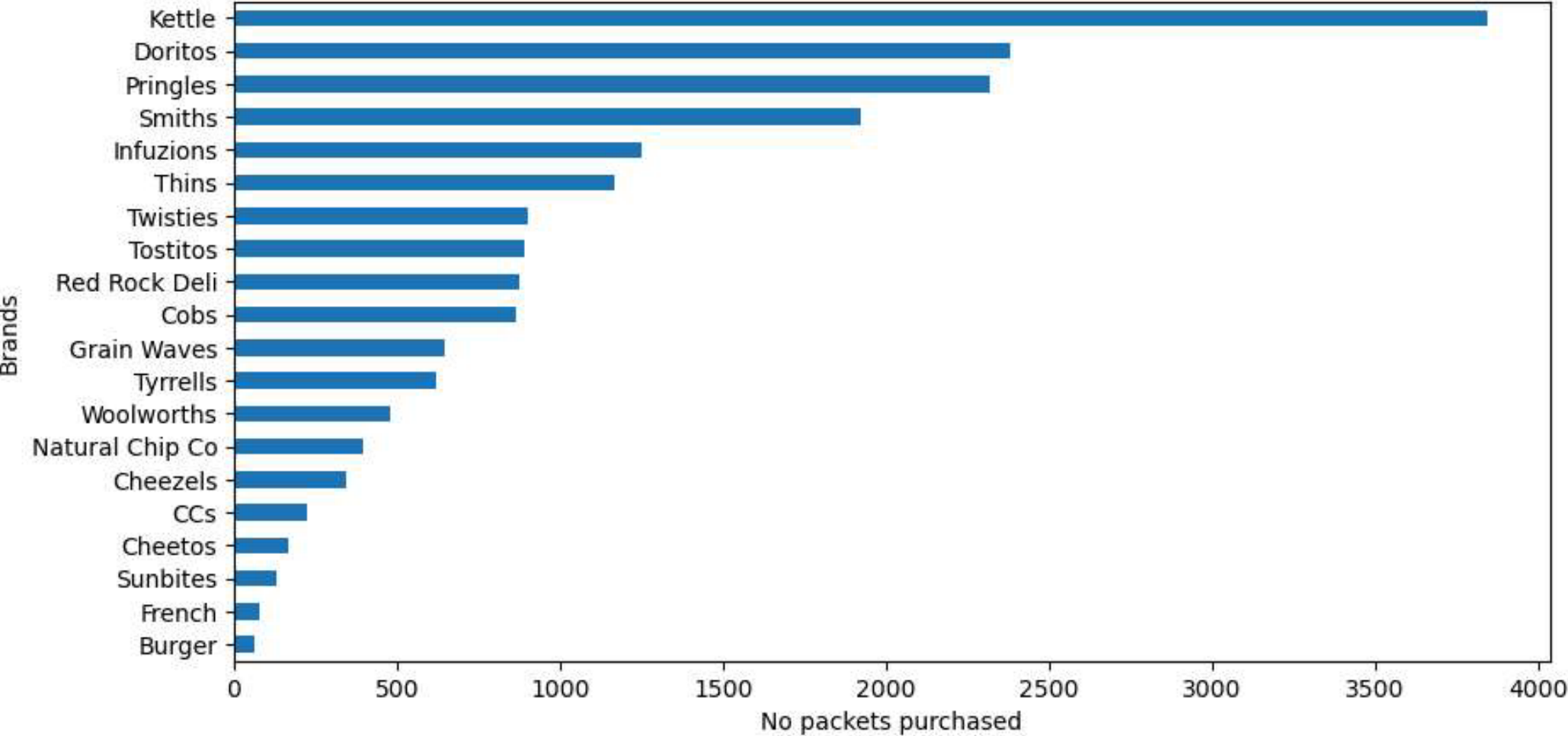
# Visualising the proportion of customers by affluence and life stage



# Visualising the proportion of customers by affluence and life stage



# Kettle the first choice of mainstream young singles/couples



# 02

## Trial store performance

- We've found control stores 233, 155, 237 for trial stores 77, 86 and 88 respectively.
- The results for trial stores 77 and 88 during the trial period show a significant difference in at least two of the three trial months but this is not the case for trial store 86.
- We can check with the client if the implementation of the trial was different in trial store 86 but overall, the trial shows a significant increase in sales.



# Recommendations

- 1.Stocks should be high in December before the Christmas
- 2.Kettle, Smiths, Doritos and Pringles should be kept in stocks as they are the most sold
- 3.Mainstream young singles/couples, retirees are the account for a great share of chips sale so they need much attention.
- 4.Budget older families have the maximum contribution to sales.
- 5.Control stores 233, 155, 237 for trial stores 77, 86 and 88 respectively would be a good choice