June 2020

Category review: Chips

Retail Analytics

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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
- Quantium 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.

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We all have a responsibility to use data for good

Quantium 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 Mainstream category of Young and Mid-age Singles/Couples have the highest spending of chips per purchase.

Chips Brand Kettle is the most purchased brand in all stores.

02 Store Analysis

Trial stores 77 ,86 and 88 have significant increase in total sales and number of customers during trial as compared to control store.

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01

Category

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Overview: your key callout for the category should be included here

•The Mainstream category of Young and Mid-age Singles/Couples have the highest spending of chips per purchase.

•The Older Families(Budget) have the highest frequency of purchase followed by Young Singles/Couples (Mainstream) and at last Retirees (Mainstream) contributing to a total 25% sales revenue.

•Chips Brand Kettle is the most purchased brand in all stores.

•Young and Mid-age Singles/Couples is the only segment having Doritos as the highest purchase brand while Smiths is for other segments.

•Most frequent chip size purchased is 175 gr followed by 150 gr size for all segments.

•Chips transactions increase a lot before Christmas which can be an advantage with the help of promotional offers.

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This slide will be commentary on affluence and its effect on consumer buying for the category of chips

- Mainstream midage and young singles and couples are more willing to pay more per packet of chips compared to their budget and premium counterparts. This may be due to premium shoppers being more likely to buy healthy snacks and when they buy chips, this is mainly for entertainment purposes rather than their own consumption.This is also supported by there being fewer premium midage and young singles and couples buying chips compared to their mainstream counterparts.

- Mainstream young singles/couples are more likely to purchase Kettle, Doritos, and Smiths chips compared to other brands. For other segments, the preferred three brands are the same as the target group, except that the Smiths brand turns out to be the second most in demand.

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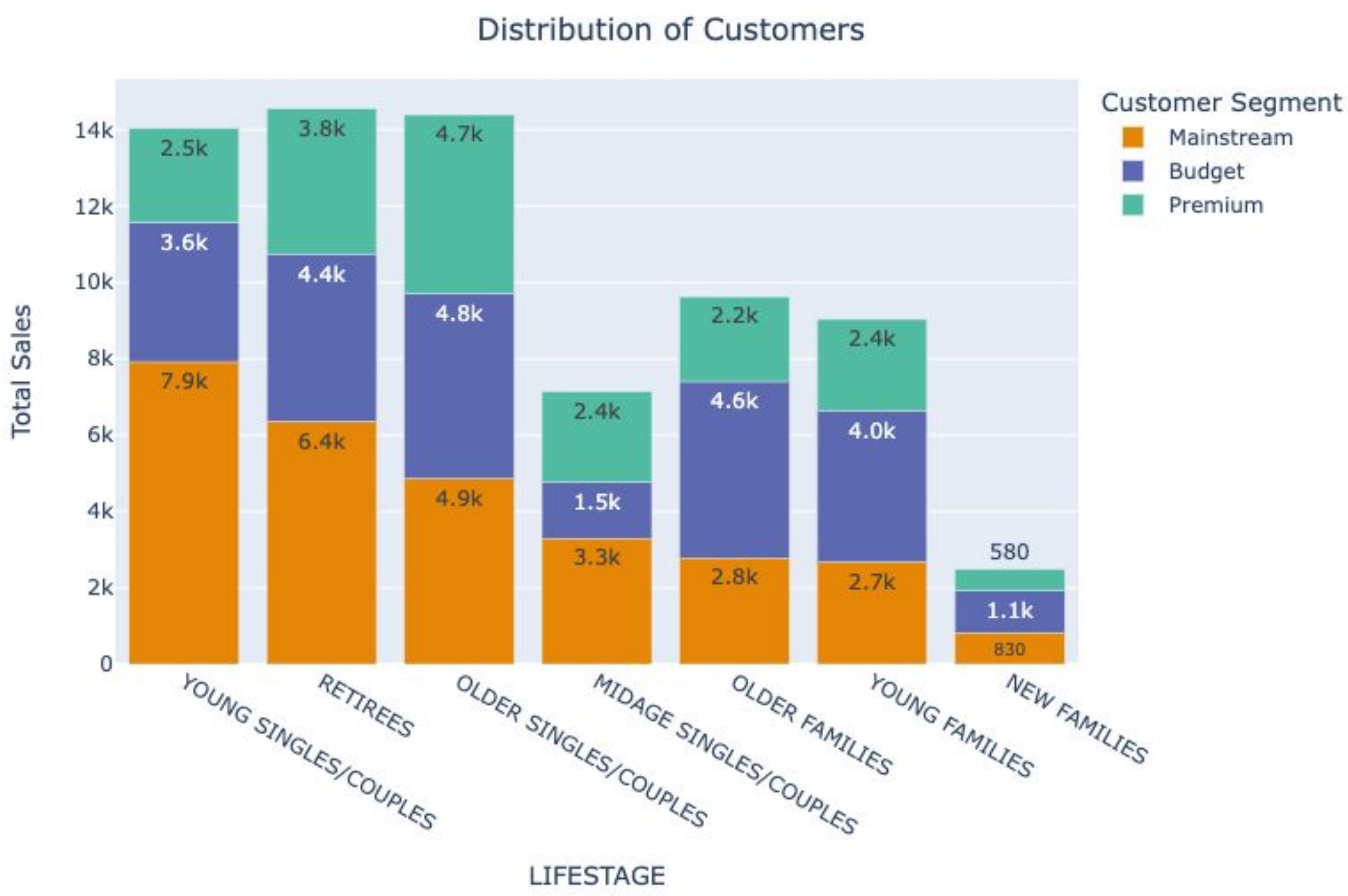
Stretch: Try visualising the proportion of customers by affluence and life stage on this slide



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Trial store performance

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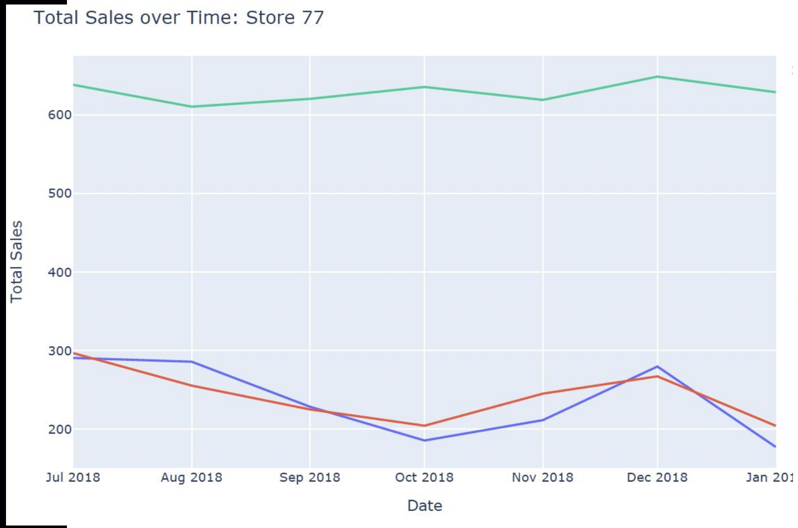
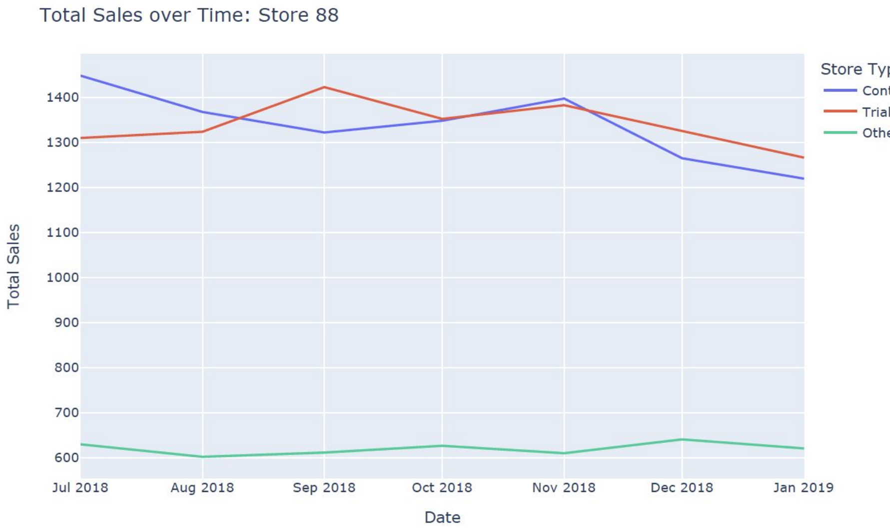
Explanation of the control store vs other stores





- Control stores that are similar to the trial store prior to the trial period of Feb 2019 are founded based on metrics such as Monthly overall sales revenue, Monthly number of customers and Monthly number of transactions per customer.

- The total sales and customer number are indeed similar in the period before the trial in the three stores.
- The value of other stores are the average of stores except trial and control stores
- There is a big difference between control store and other stores.

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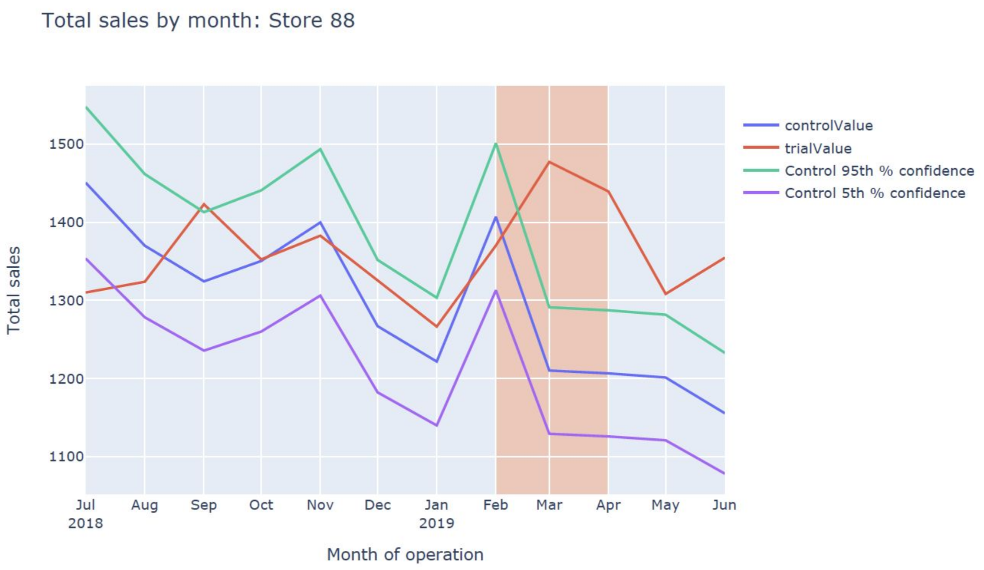
Call out of the performance in the trial store, determining if it was successful



- The total sales in trial period in store 77,86 and 88 are significantly different to its control store as the trial store performance lies outside of the 5% to 95% confidence interval of the control store in two of the three trial months.

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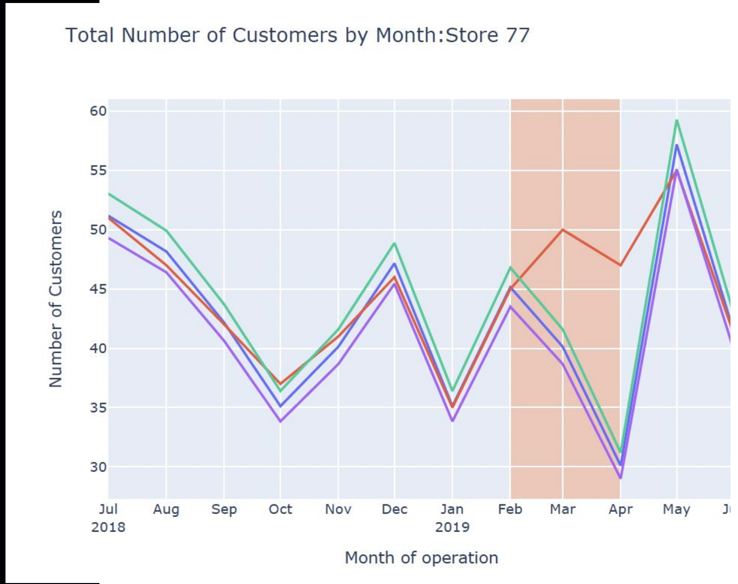

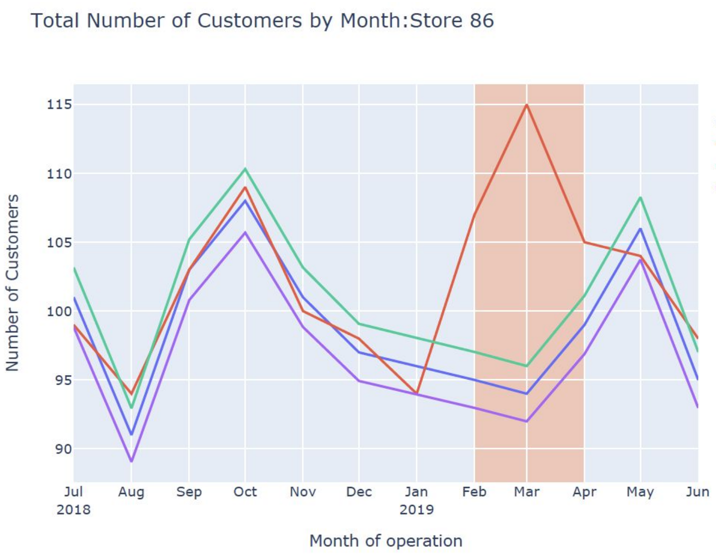

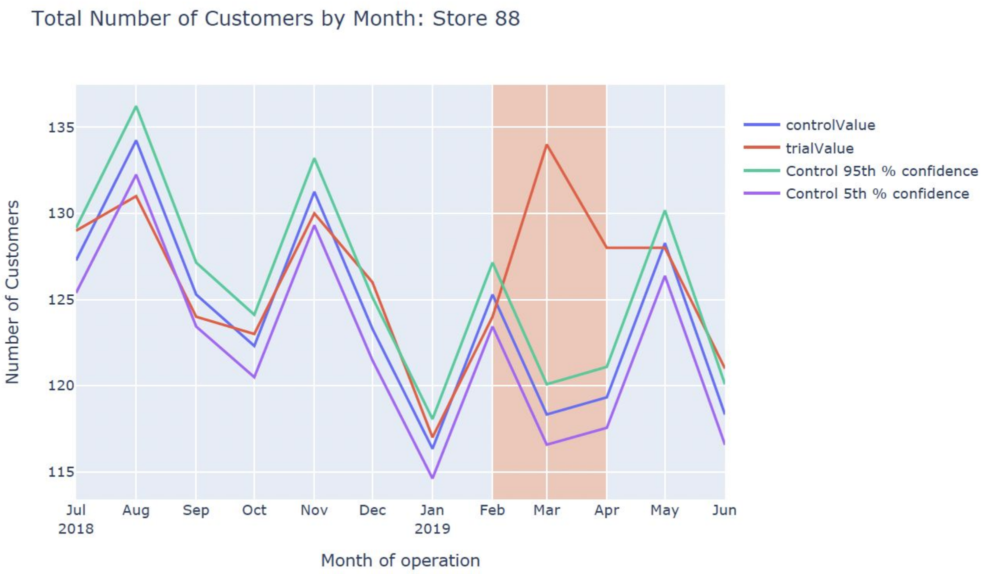

- Total number of customers in the trial period for 77 and 88 store is significantly higher than the control store for two out of three months and that for Store 86 is all the three months, which indicates a positive trial effect.

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In summary, all three stores saw an increase in sales and customers during the trial period, so the driver of the change was likely more buying customers. Of course this is only a preliminary finding and further research is needed.

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