

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



Older Singles/Couples bought the most chips.  
Mainstream customers bought the most chips  
Kettle is customers most preferred brand.  
There is no relationship between packet size and quantity sold.  
Store 226 sold the highest number of chips and has the highest profit

02

## Task 2



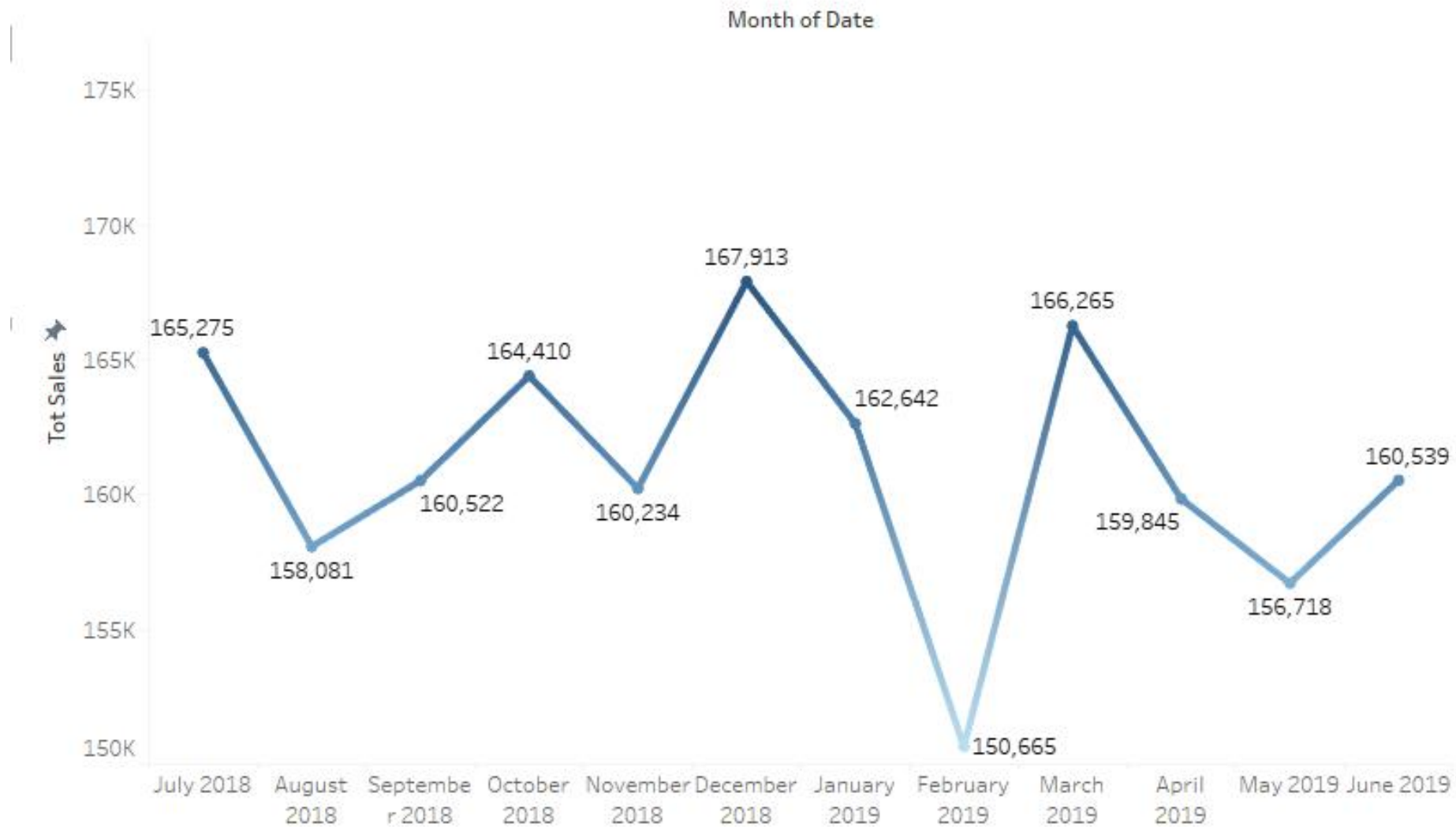
There is a higher likelihood that the strategies used in trial stores increases sales and customers.

# 01

## Category

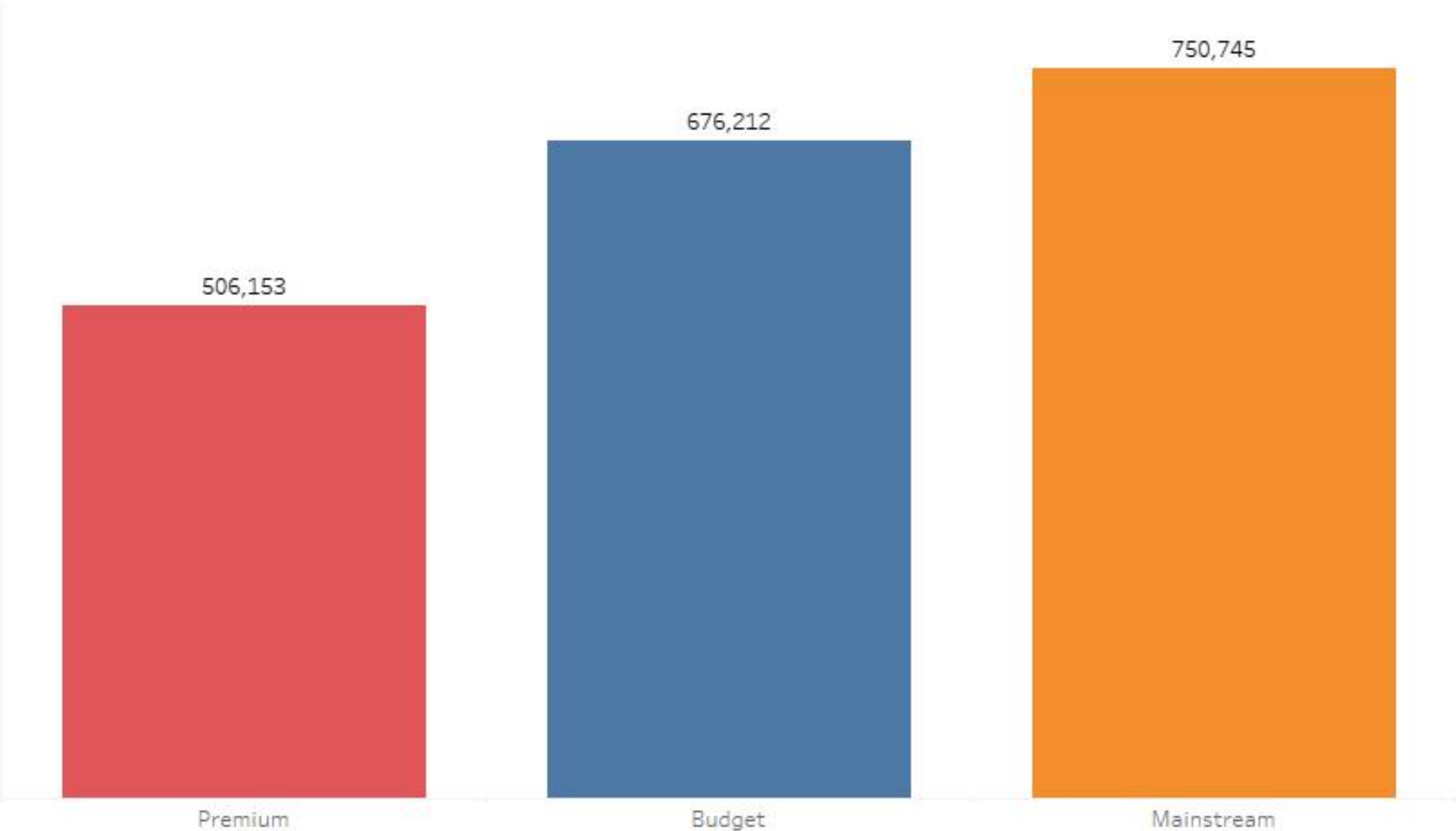
# A review of total sales over the period

Total Sales By Year



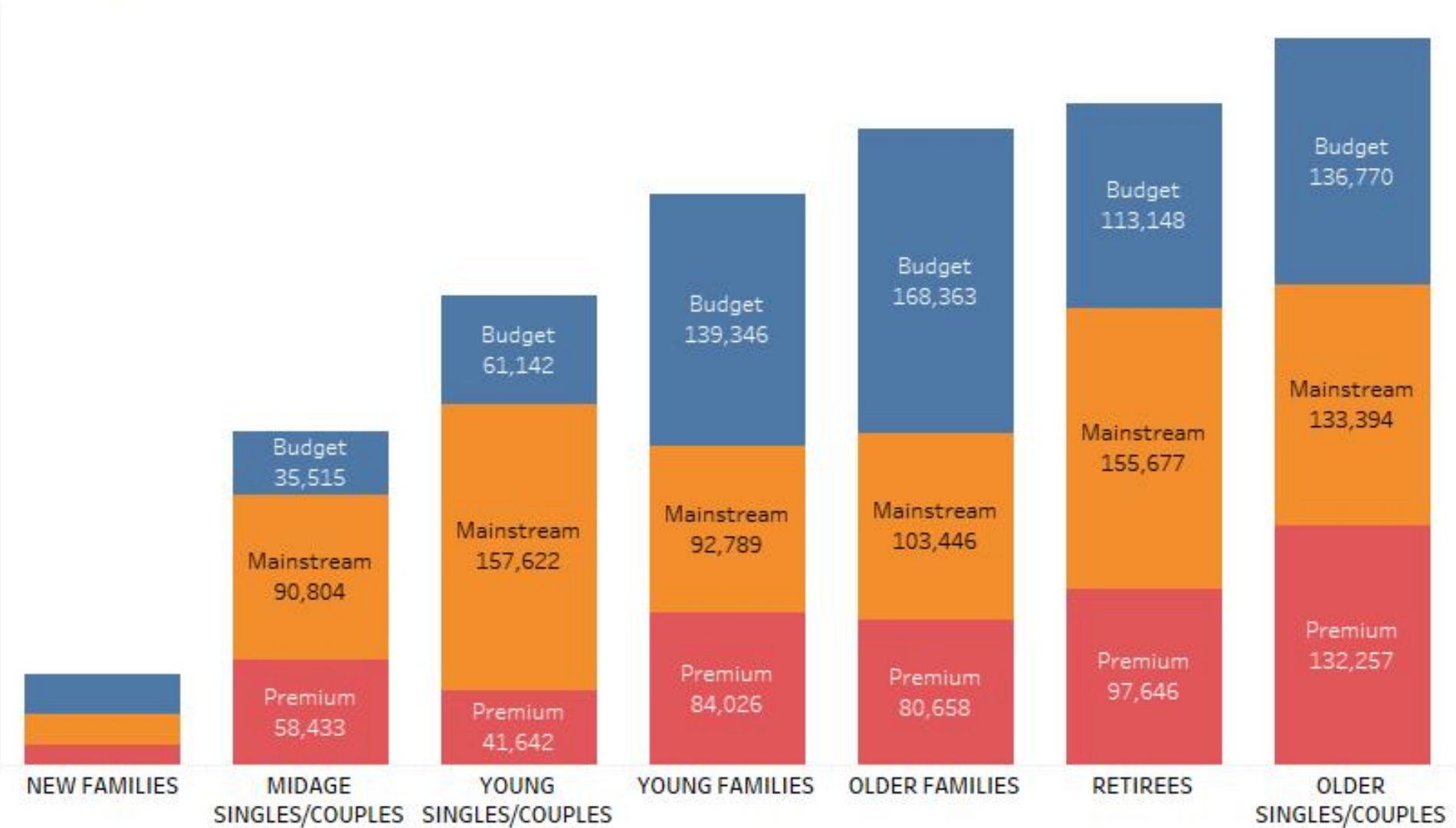
# Mainstream buyers bought the most chips and spent the most

Affluence By Sales



The proportion of customers by affluence and life stage as it relates to total sales

Lifestage, Affluence By Sales

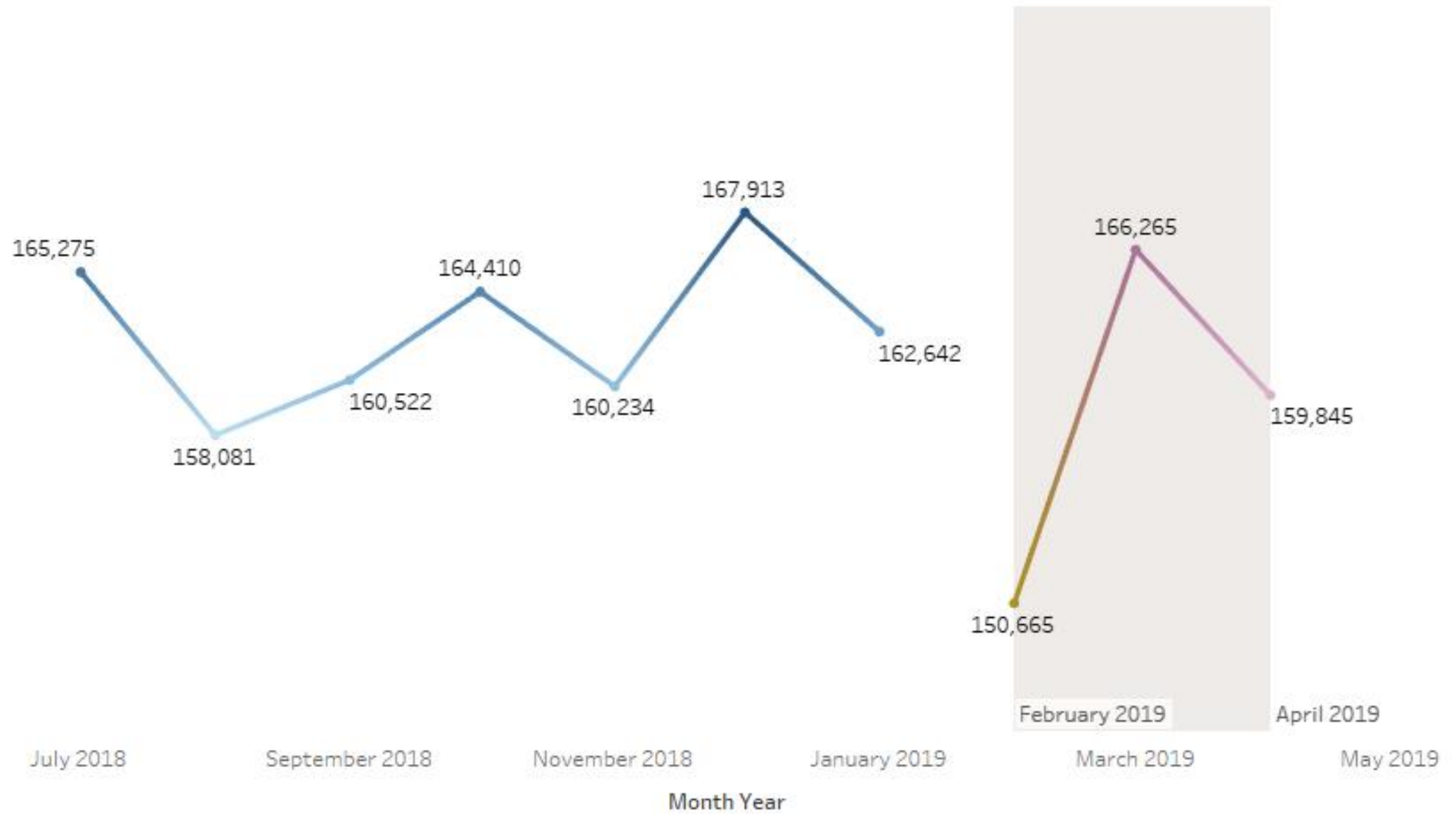


# 02

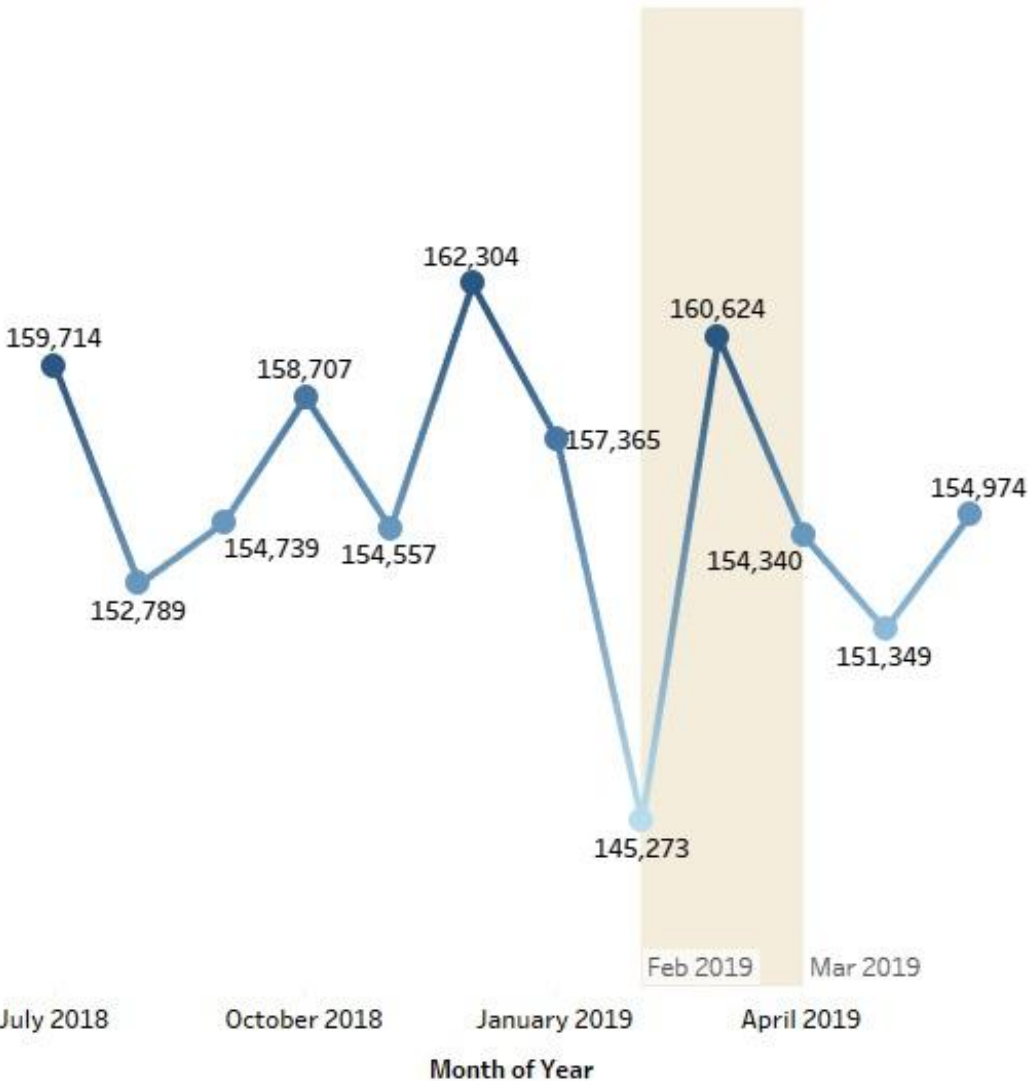
## Trial store performance



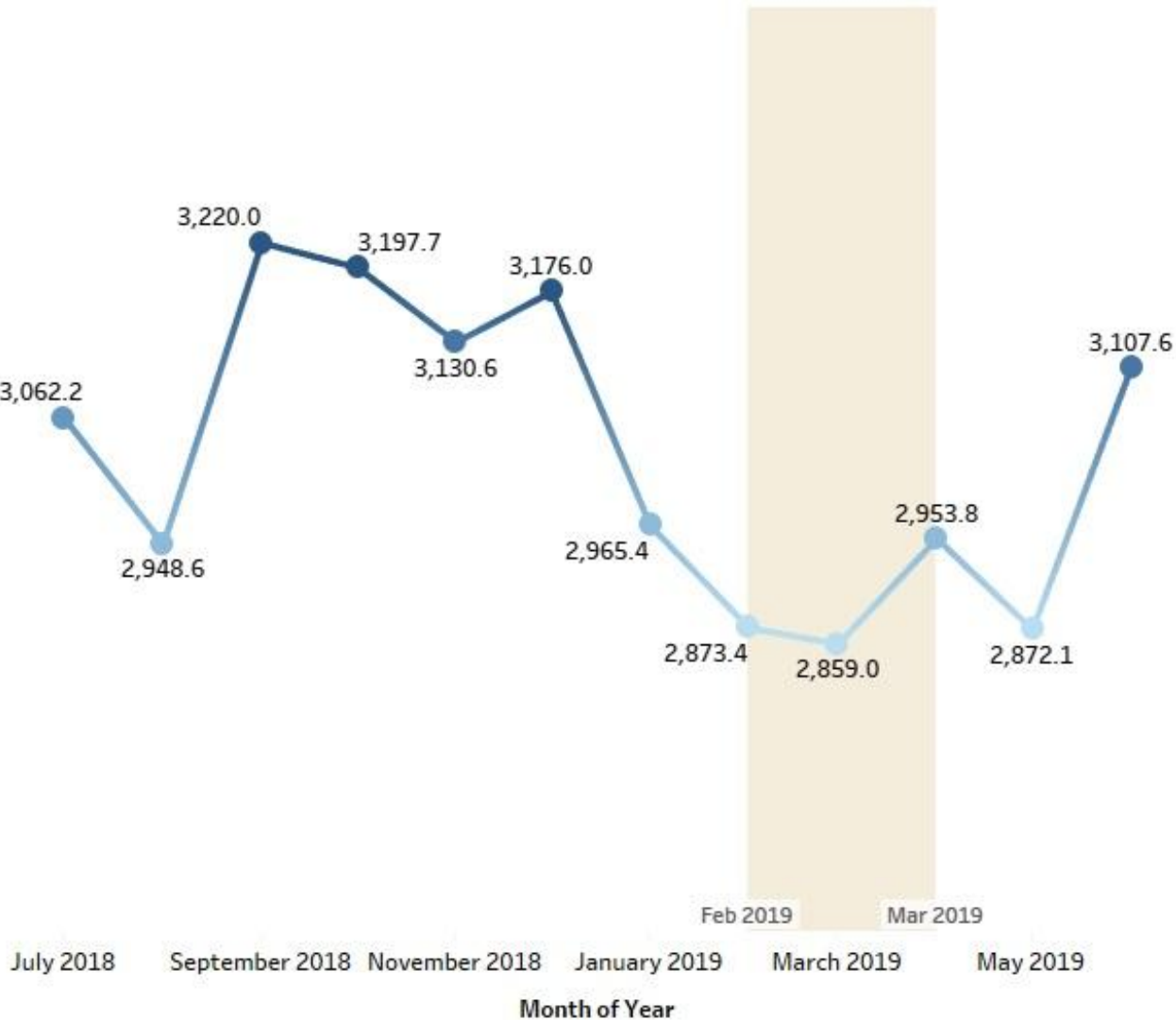
## Comparison of Trial and Post-Trial Period



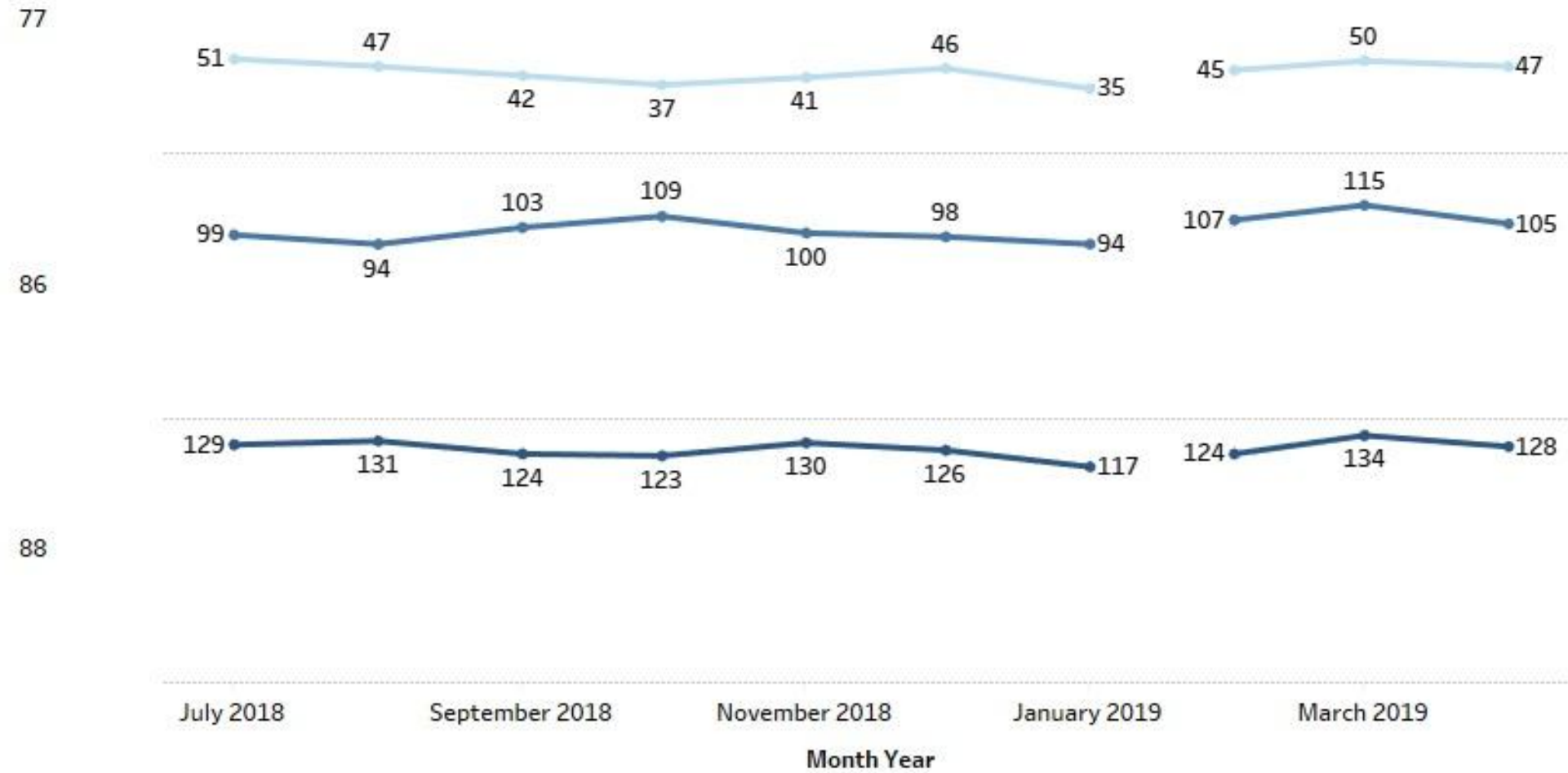
Other Stores Sales



Control Stores Sales



## Customer Growth in Trial Stores





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