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 Customer Analytics

- The three highest contributing segments to total sales are: 1. Budget older families, 2. Mainstream young singles/couples, 3. Mainstream retirees
- Factors driving sales: older families have largest avg no of packets purchased per customer, while the mainstream young singles/couples have the largest population
- To target in the store strategy: mainstream young singles/couple are more likely to purchase Tyrrells chips than other segments.

02 Trial Store Analysis

- A trial of changing the store layout was implemented in three stores.
- A control store was constructed to reflect the prior performance of the selected trial store.
- The trial saw a significant increase the total sales and number of customers with a new store layout.

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01

Category

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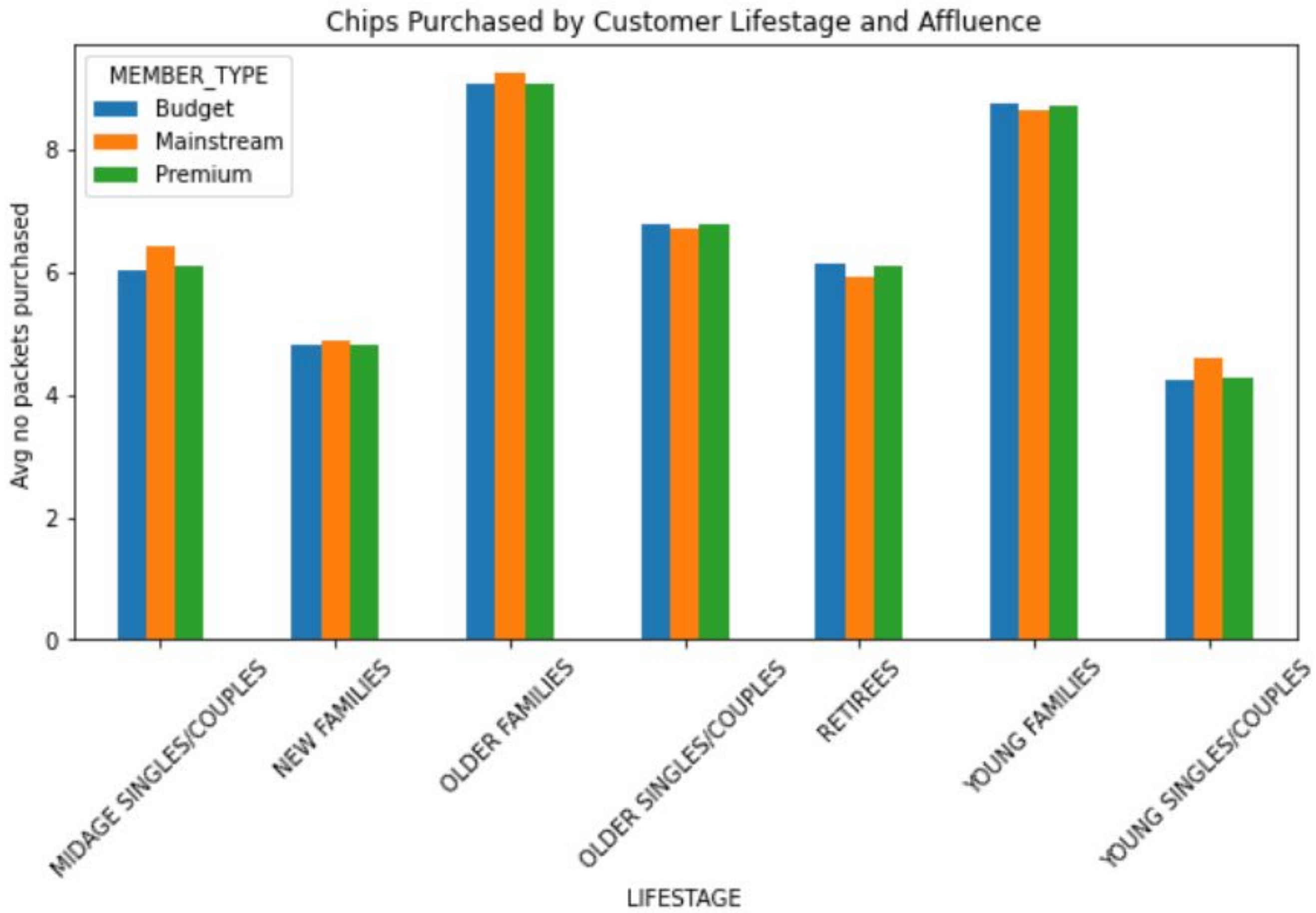
Older and young families purchase more chips on average than the other groups with affluence not affecting quantities of chips purchased.



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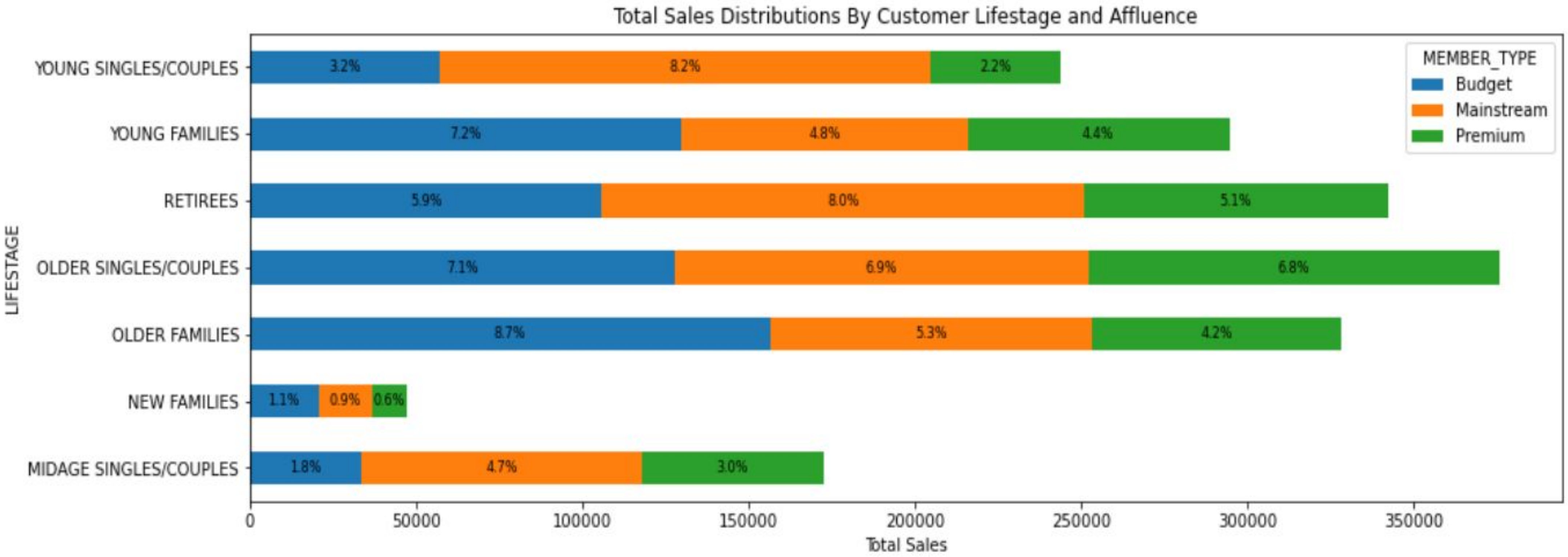
Instead, sales are coming mostly from budget older families, followed by mainstream young singles/couples.



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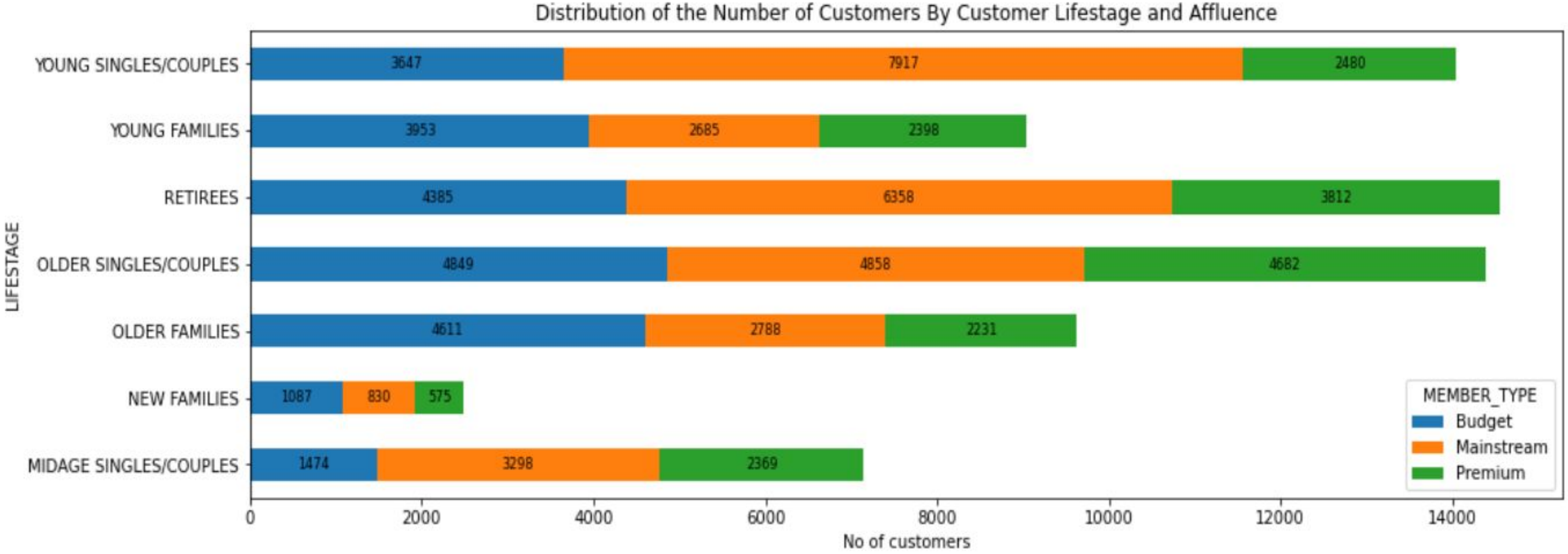
Mainstream young singles/couples have the largest population, driving their sales.



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A deeper dive in the mainstream young singles/couples segment

- While Kettles chips are the most purchased brand across most segments, mainstream young singles/couples are 28% more likely to purchase Tyrells chips

- They are also 32% more likely to purchase 175g packets – only Twisties has this size.

- Product placement strategy – put Kettles and Twisties where this segment is more likely to see them

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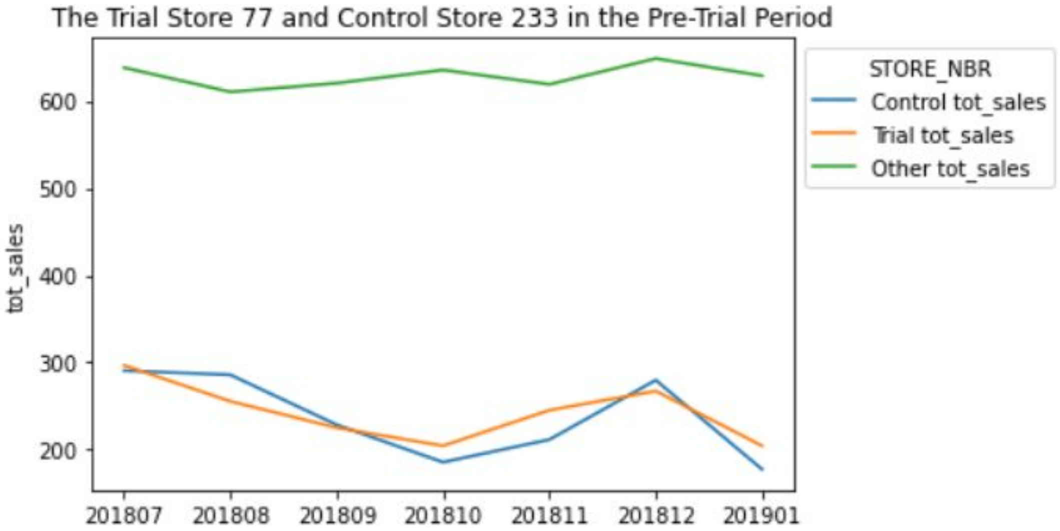
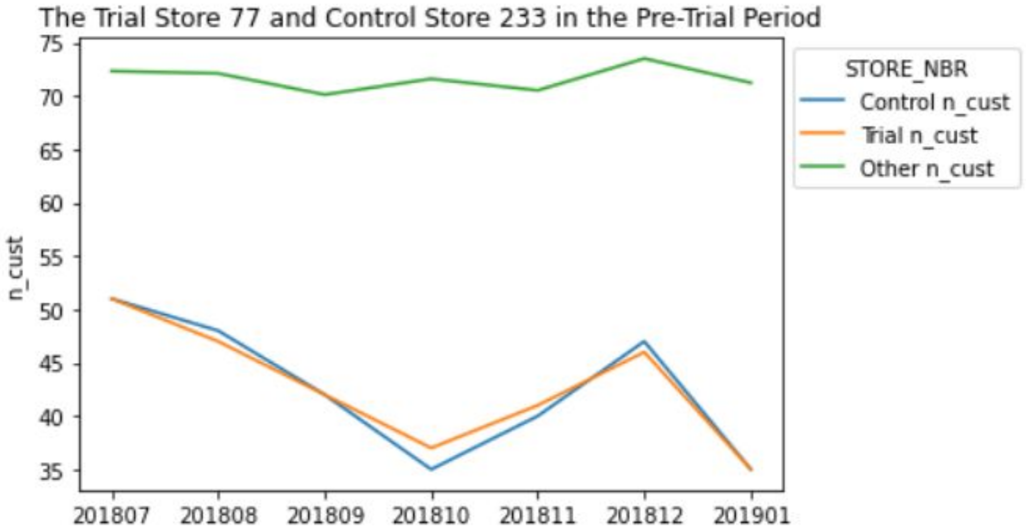
02

Trial store performance

The control store is constructed to reflect performance of the trial store rather than the average of other stores. See e.g. stores 77 and 233:





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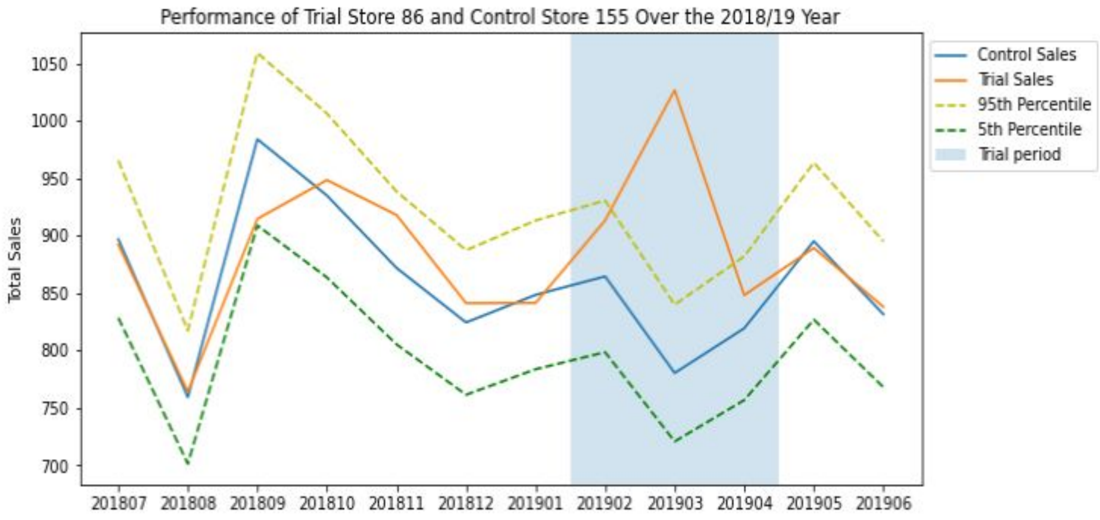
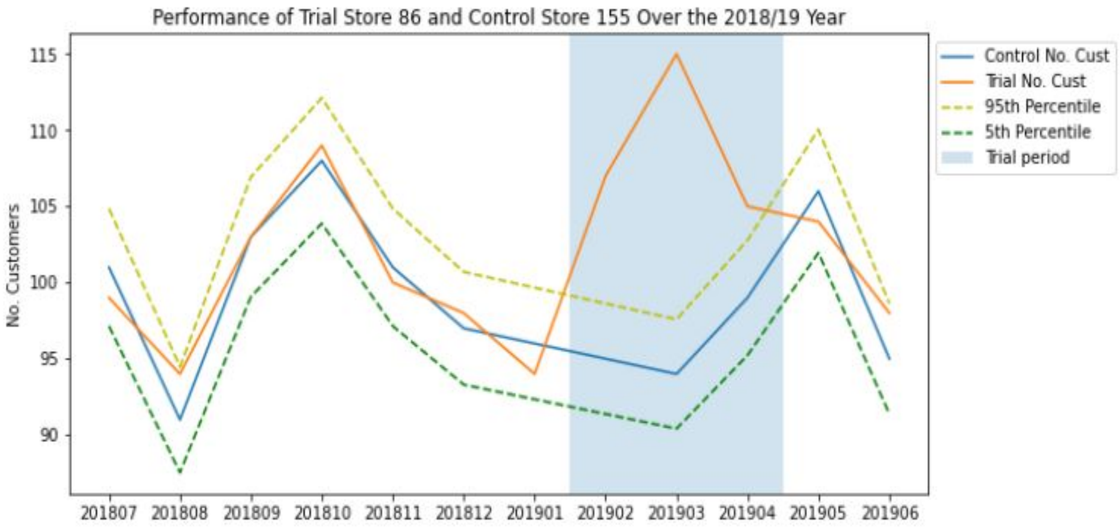
Trial store 86 and control store 155: trial success, greater increase in customer numbers than sales – check the trial implementation.





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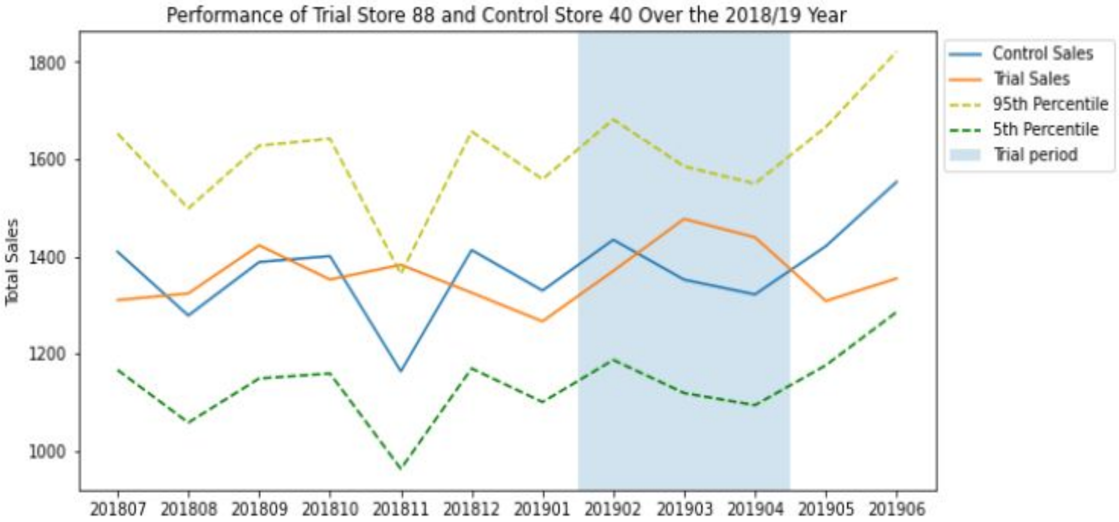
Trial store 88 and control store 40: no significant difference in performance.



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