

August 2025

Category review: Chips

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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

- ✓ Mainstream, young singles/couples drive highest sales volume
- ✓ 175g packs are preferred – ideal for snacking and personal use

02

Task 2

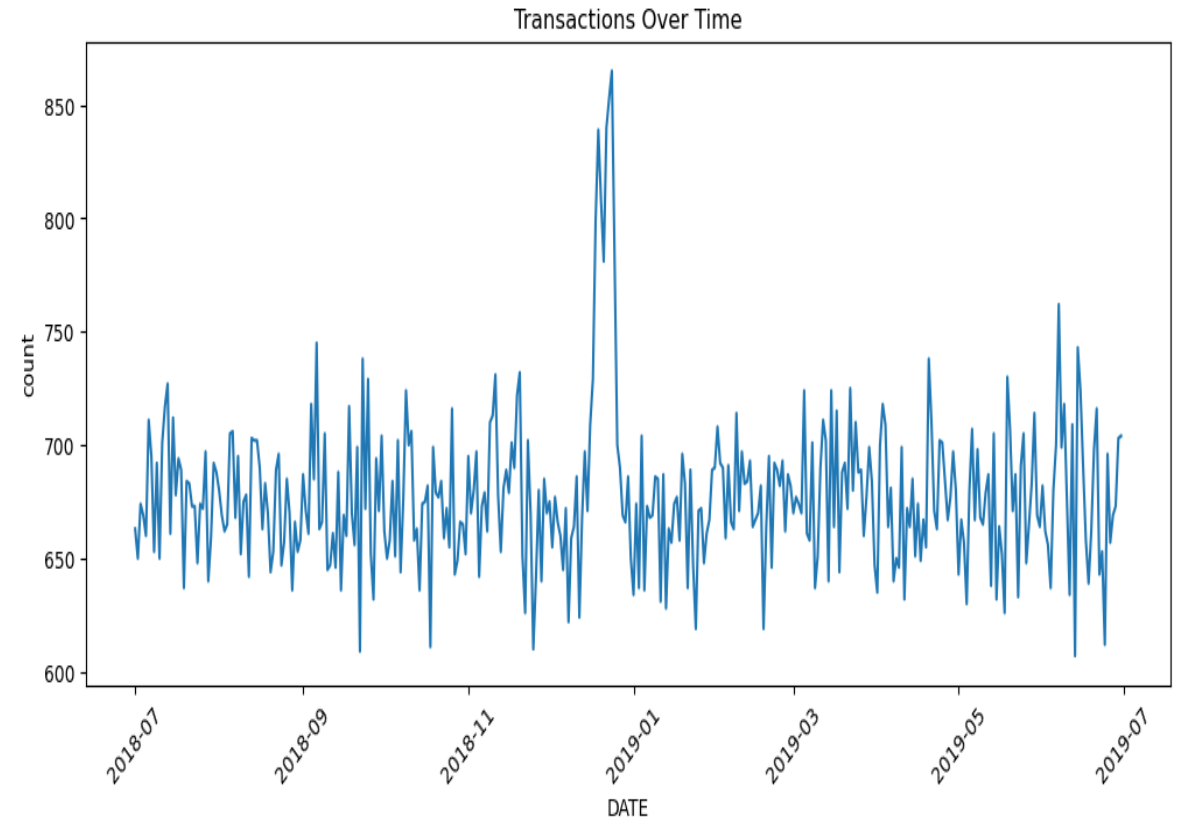
- ✓ Significant uplift in trial store sales during trial period
- ✓ Recommendation: Refine target segment messaging and trial design

01

Category

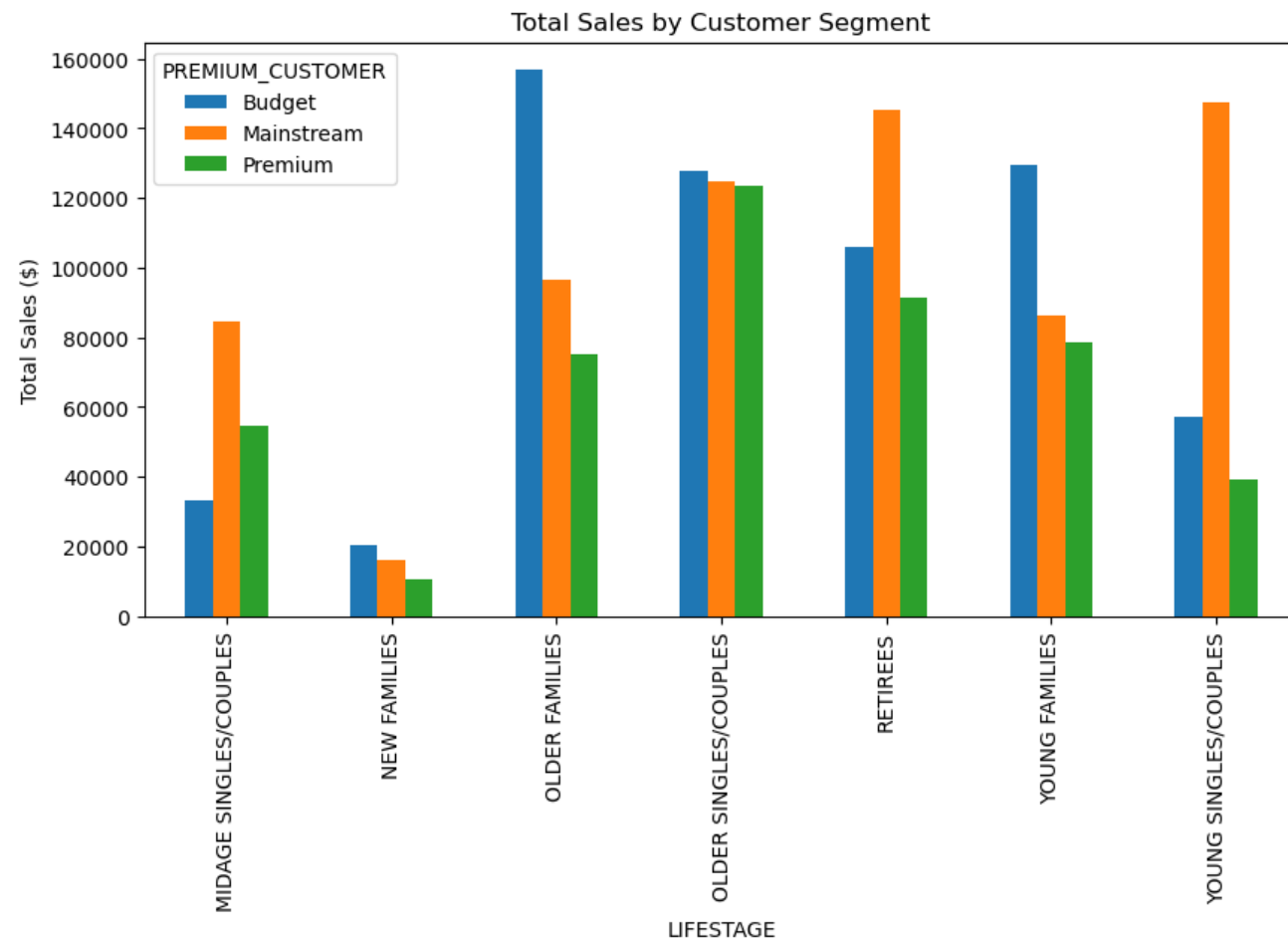
Transactions over time

- Stable performance throughout the year.
- Spike in late December (holiday effect).
- Opportunity for seasonal campaigns.



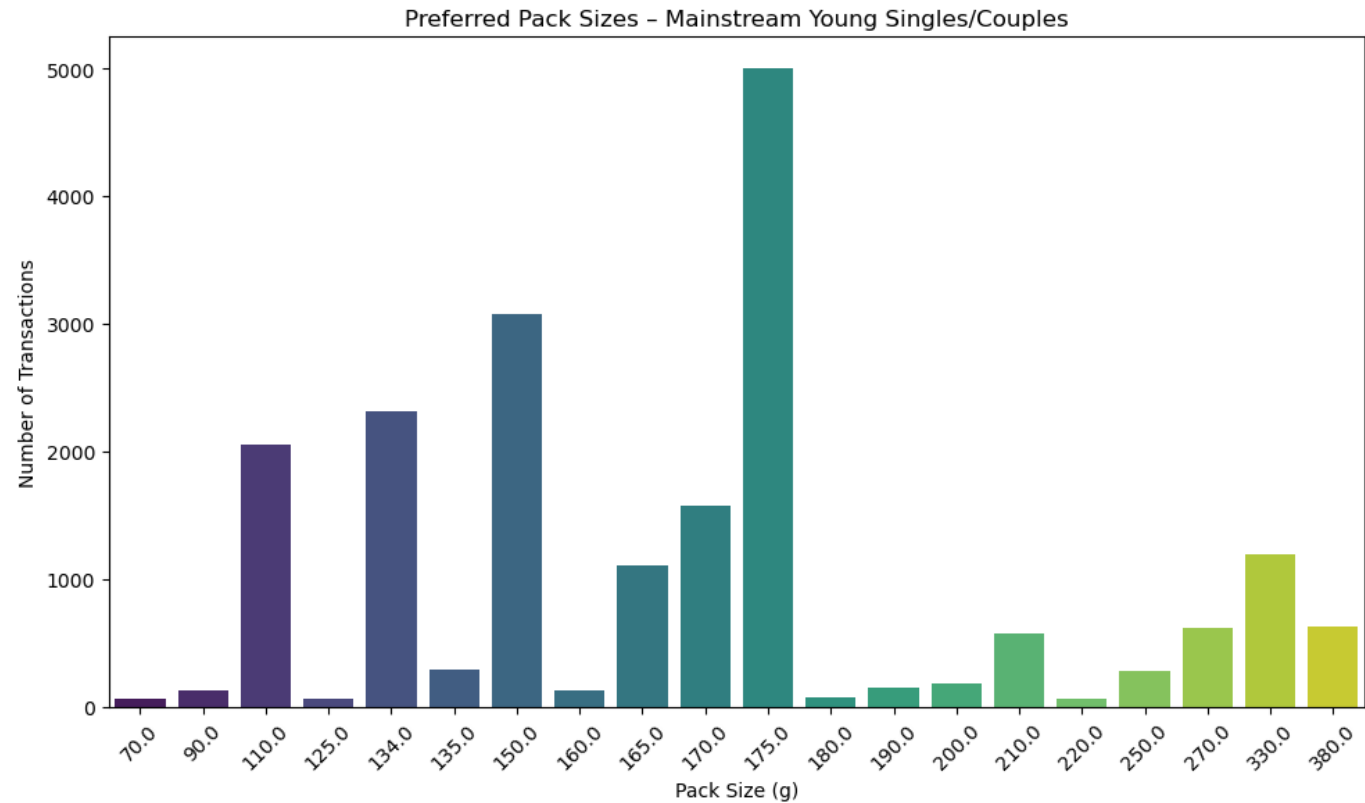
Total sales by customer segment

- Mainstream Young Singles/Couples lead in total sales.
- Older and Young Families are secondary targets.
- Premium customers contribute less—price sensitivity?



Preferred pack sizes – Mainstream young singles/couples

- 175g is the most purchased size.
- 150g and 134g are also popular.
- Large sizes (330g, 380g) underperform.



02

Trial store performance

Explanation of the control store vs other stores

- Trial Store 1 vs Control Store 204: Significant uplift ($p = 0.0004$) ✓
- Trial Store 1 vs Control Store 159: Significant uplift ($p = 0.0004$) ✓
- Trial Store 1 vs Control Store 161: Strong uplift ($p = 0.0002$) ✓
- Overall: Evidence of trial impact, worth replicating across similar demographics

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

- Focus marketing on mainstream, young demographics
- Expand 175g SKUs – high engagement size
- Replicate trial strategy in well-matched stores with strong baseline similarity
- Consider longer trial durations for statistical clarity



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