



# Chips Category Review

This presentation reviews the chips category, analyzing sales trends, customer demographics, and the impact of a new store design.

# Quantium: Data-Driven Insights

## Privacy

Quantium prioritizes privacy by design, using irreversible tokenization to de-identify personal information.

## Security

ISO27001 certified, Quantium employs bank-grade security and complies with stringent data partner requirements.

# potto chips

ket

- Teports
- Collegan
- Oveased worchits
- Pelictive
- Malening
- Health cognellic



Tourlet marliets

**\$.6.7**

Meathing supcting a pots.

Seccats that opeeg for alenthay and onipe

Tectly of onesting ceread out on ealth cer soorloy dats

11

99%

Fain market thips

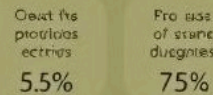


Chas heros

- Young chips
- Prociurs
- Potetialneing
- Fulcats
- Corialing
- Hourke chips



Targete dlijerims



## Chips Category Overview

1

### Sales Trends

Sales peak before Christmas, decline after, and resume December levels on New Year's Eve.

2

### Customer Demographics

Older and younger families are the largest average transactional purchasers.

3

### Target Market

Mainstream young singles/couples contribute most to sales.

# Trial Store Analysis

## Trial Stores

Stores 77, 86, and 88 were chosen for the trial.

## Control Stores

Stores 233, 155, and 237 were created to replicate trial store performance.

## Performance Comparison

Trial stores 77 and 86 significantly outperformed control stores.





# Trial Store Performance



## Sales

Trial stores 77 and 86 showed significant sales increases.



## Customer Count

Trial stores 77 and 86 attracted more customers.

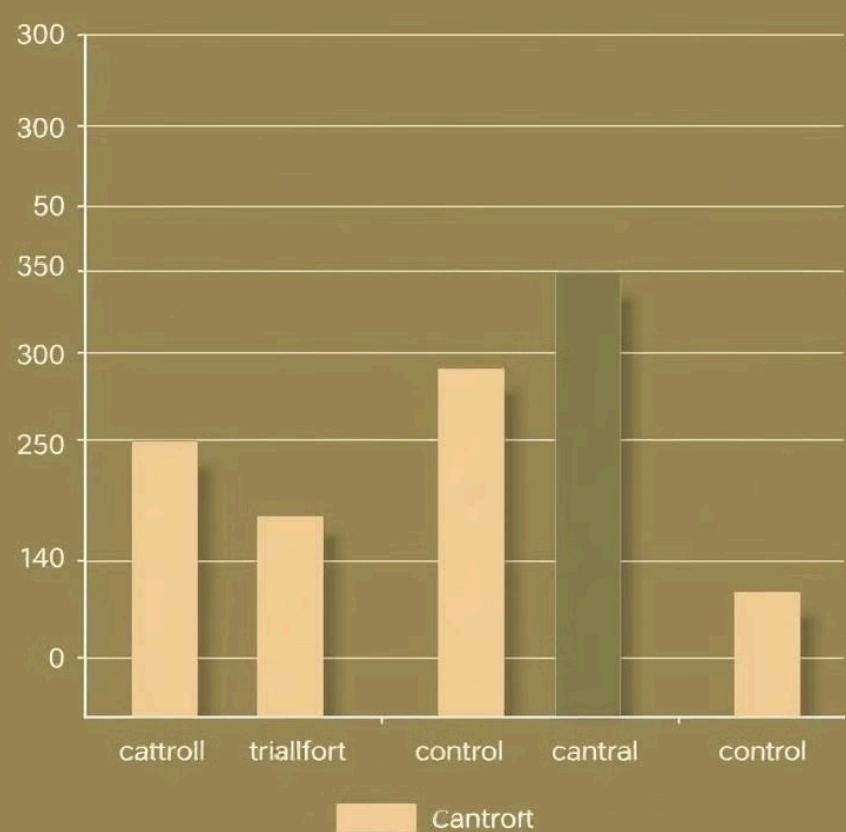


## Store 88

Performance improvement at trial store 88 was modest.

# ErtAill gust be in raxtellsuts

froml Stius ar deluxes



# Key Findings

- 1

### Trial Store Success

Trial stores 77 and 86 demonstrated significant performance improvements.
- 2

### Control Store Comparison

The trial store's performance is reflected in the control stores.
- 3

### Further Investigation

The modest performance improvement at trial store 88 requires further investigation.



# Next Steps

1

## Analyze Store 88

Investigate the reasons behind the modest performance improvement at store 88.

2

## Replicate Success

Implement the successful elements of the new store design in other stores.

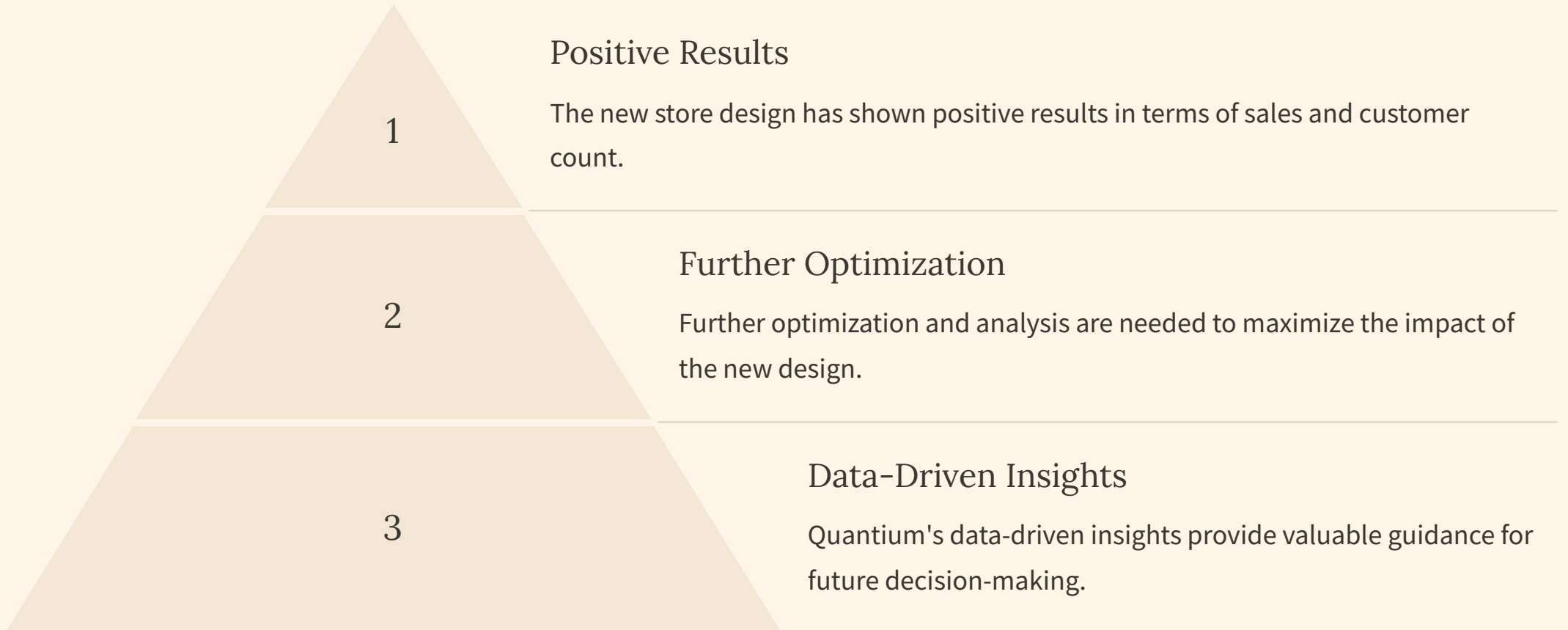
3

## Monitor Performance

Continuously monitor the performance of both trial and control stores.



# Conclusion







# Thank You

Thank you for your time and attention. We look forward to continuing our collaboration.