March 2025

Category review: Chips

Retail Data
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.

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.

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Executive summary

01 Chips Category Review

- There is an increase in sales before Christmas and zero sales on Christmas day, this can serves as an advantage within the region.
- Most frequent chip pack size purchased is 175g followed by 150g pack size for all segments.
- The Mainstream category of Young and Mid-age Singles/Couples have the highest spending of chips per purchase.
- Young and Mid-age Singles/Couples is the only segment having Doritos as the highest purchase brand while Smiths is for other segments.
- Mainstream young singles/couples are 27% more likely to purchase Twisties.270g pack of chips compared to the rest of the population.
- Chips Brand Kettle is the most purchased brand in all stores.

02 Store Analysis

- Trial stores 77 and 86 have significant increase in total sales and number of customers during trial as compared to control store.
- Trial store 88 had increase as well but not as good as stores 77 and 86.

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01

Category

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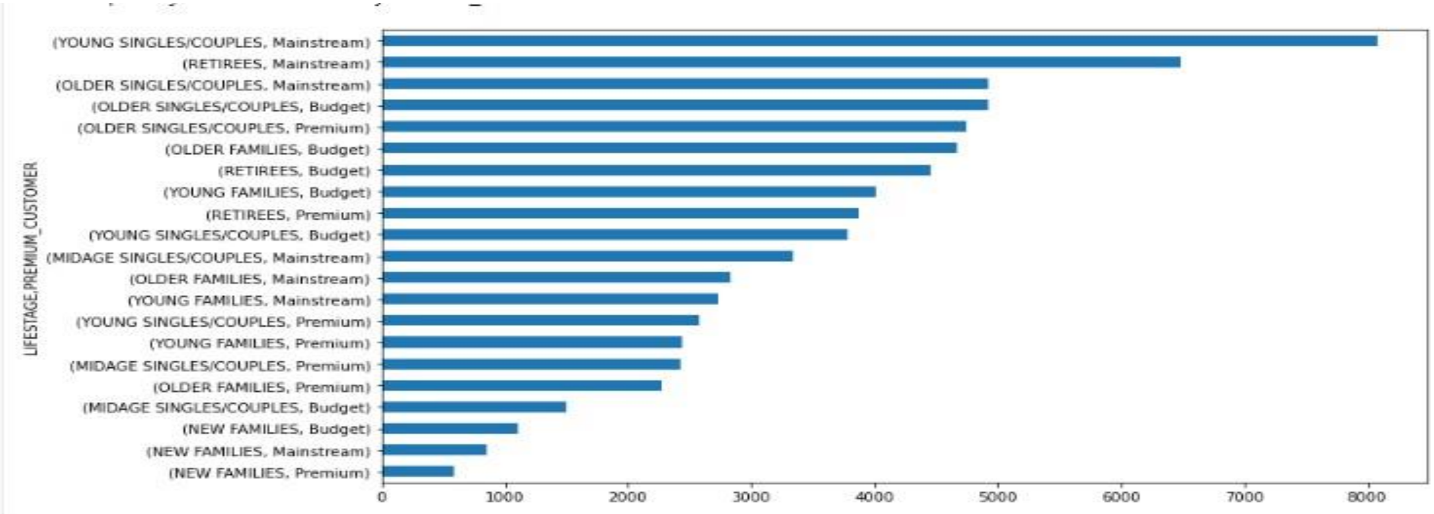
Customer category

Sales increase steadily as the Christmas day approaches and return again to early December sales level during New Year Eve.



Sales mainly came from Mainstream – young and older singles/couples, and Mainstream - retirees. In total contributing 25% of sales revenue.

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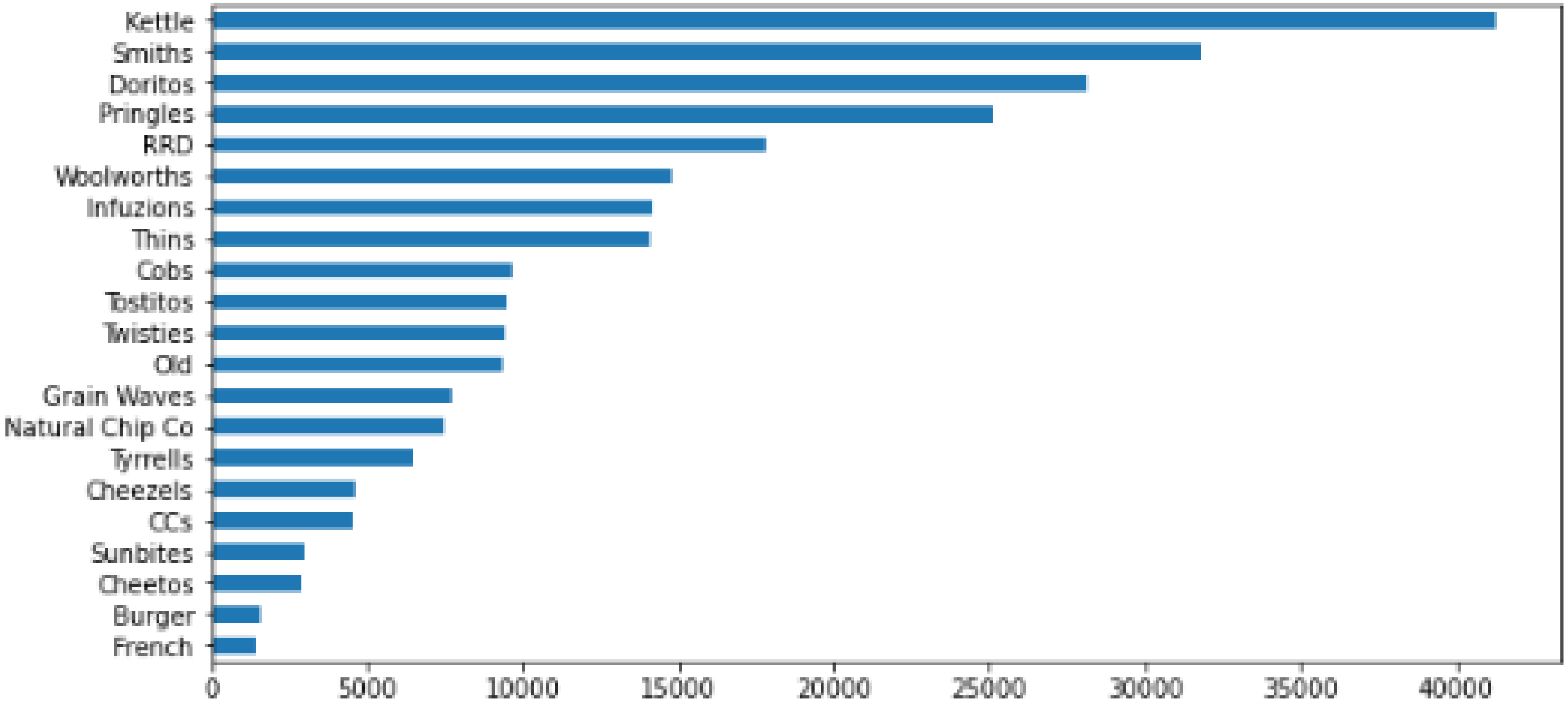
Consumer buying for the category of chips

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



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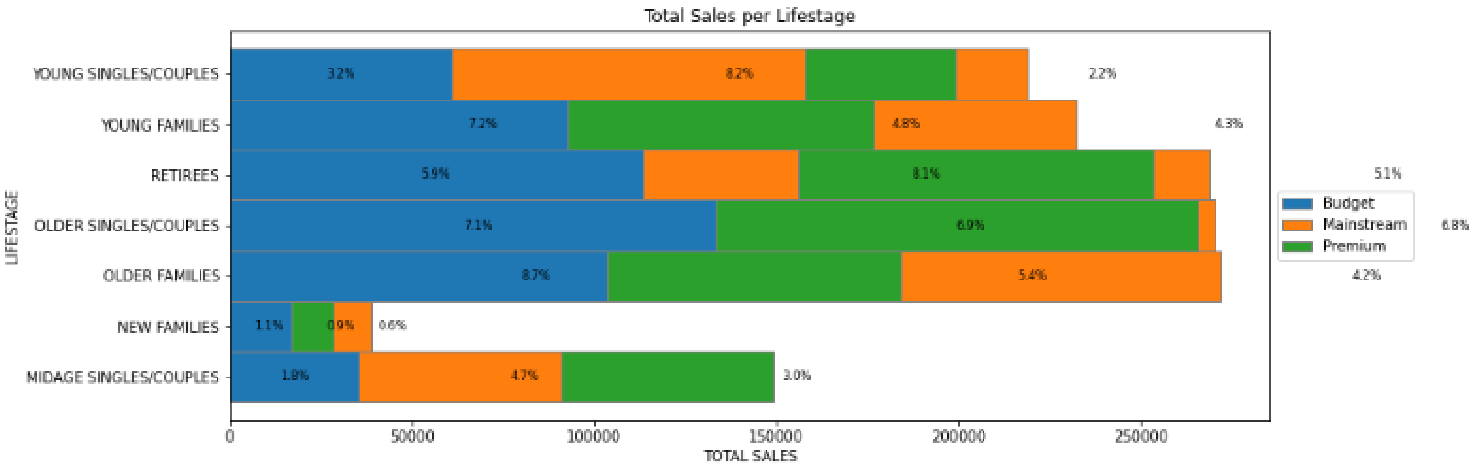
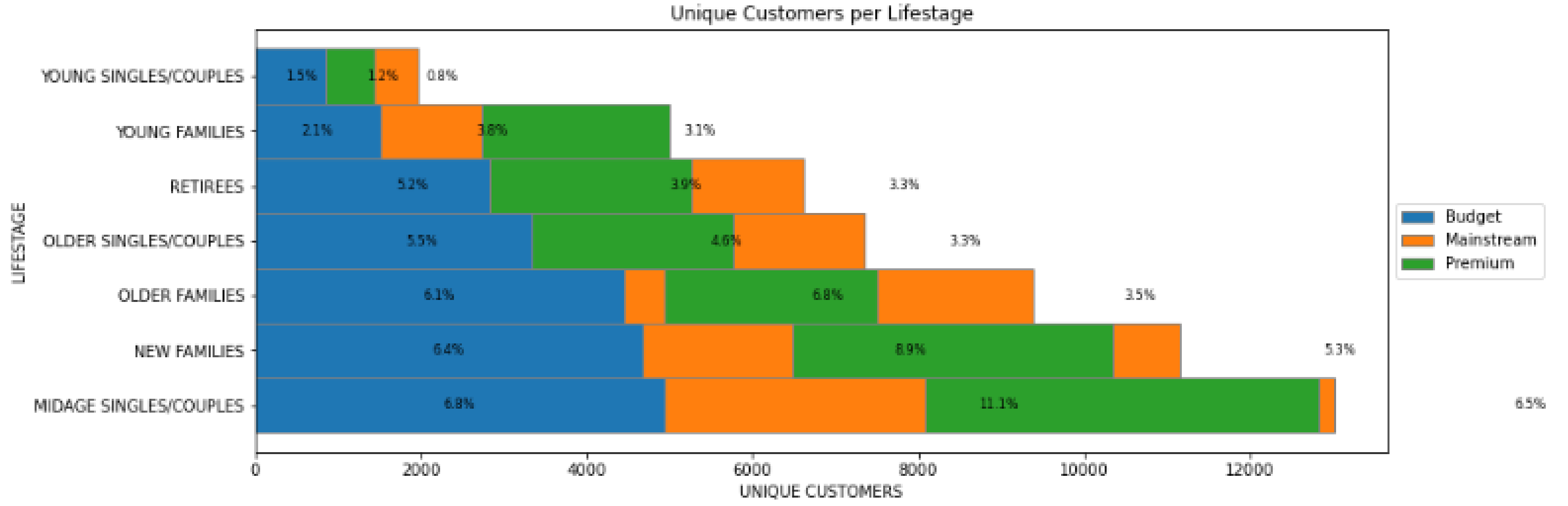
The proportion of customers by affluence and life stage



Sales mainly came from Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees. In total contributing 25% of sales revenue.



Older and Young Family segment have the highest average purchase units per unique customer

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Trial store performance

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Control store vs other stores

In the context of this analysis, the terms "control store" and "other stores" are used to classify and compare different types of retail stores, typically in the context of a marketing or business evaluation. Control stores are used as reference points for comparison, while other stores provide additional context and data for a more comprehensive analysis of how specific changes or strategies affect the performance of retail stores. This approach helps businesses make informed decisions and understand the effectiveness of their actions.

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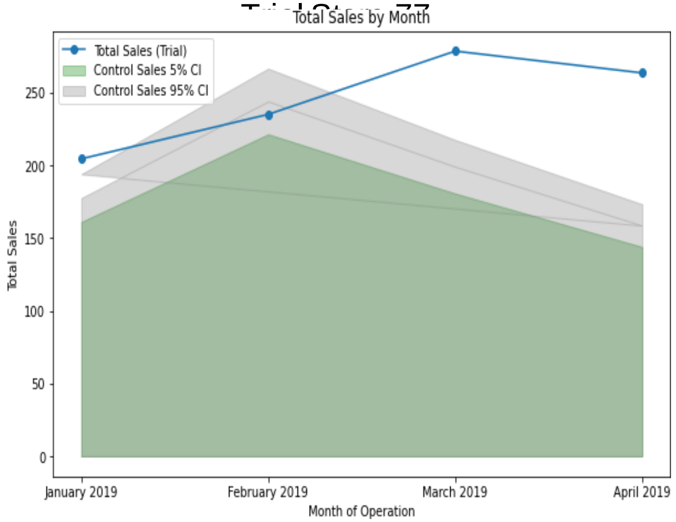
Performance of the trial store

We can see that Trial store 77 sales for Feb, March, and April exceeds 95% threshold of control store. Same
goes to store 86 sales for all 3 trial months.

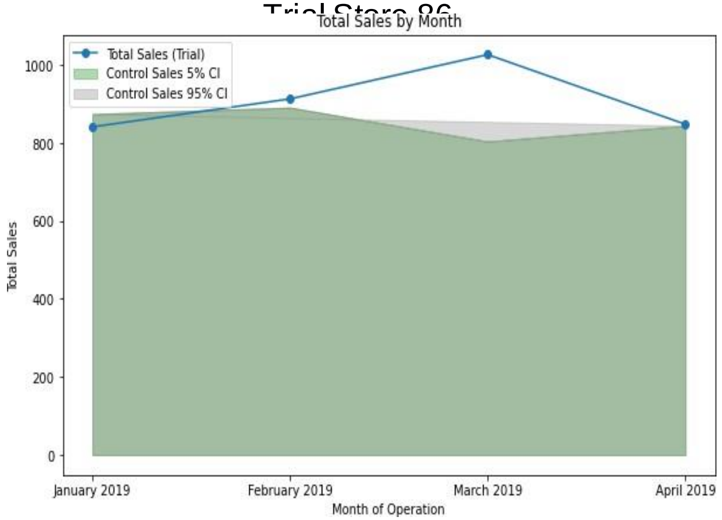
Whereas trial store 88 sales is significantly different to its control store in the trial period as the trial store performance lies outside of the 5% to 95% confidence interval of the control store in two of the three trial months.

Trial Store 77



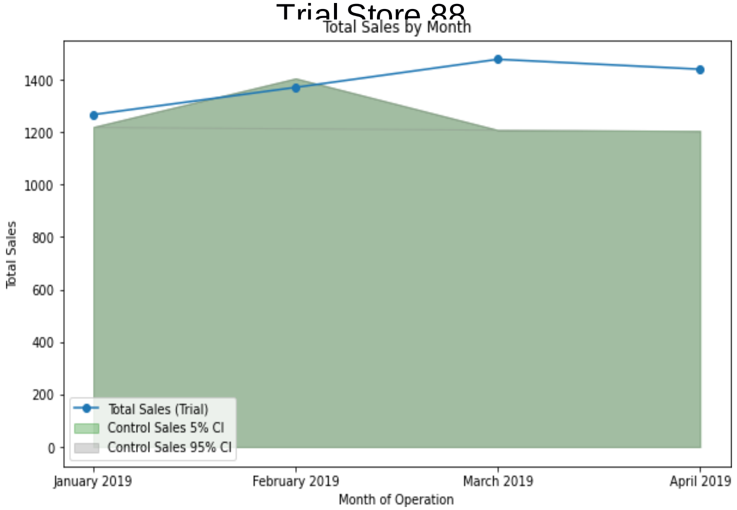
Trial Store 77: Control store 233

Trial Store 86



Trial store 86: Control store 155

Trial Store 88



Trial store 88: Control store 40

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Overall the trial showed positive significant result

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