

September 2023

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

Here you will include your high-level findings and any key callouts for task 1

02

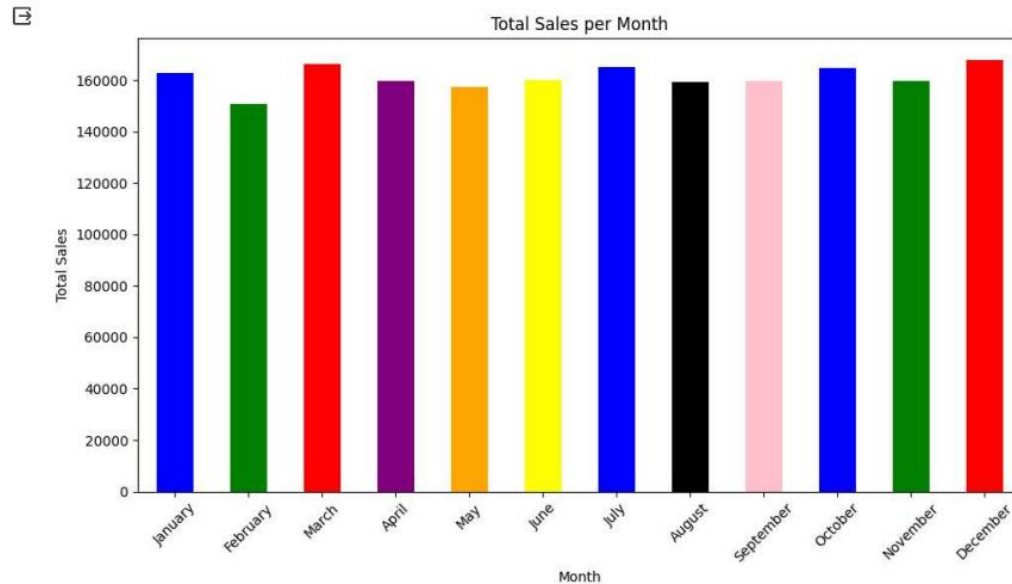
Task 2

Here you will include your high-level findings and any key callouts for task 2

01

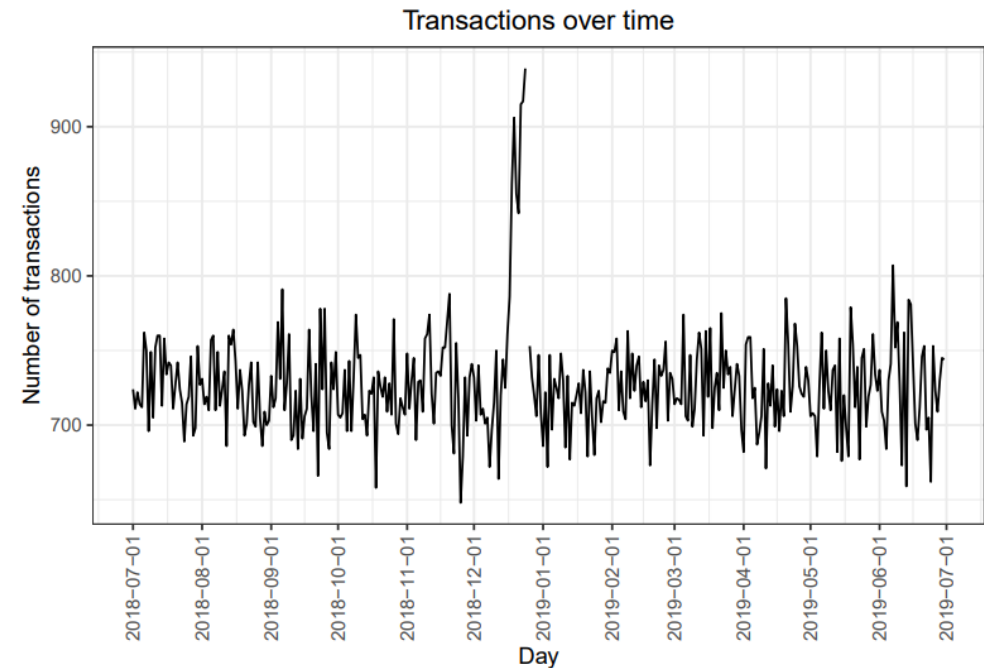
Category

In this task an overall analysis was revealing the customers types and their sales preferences



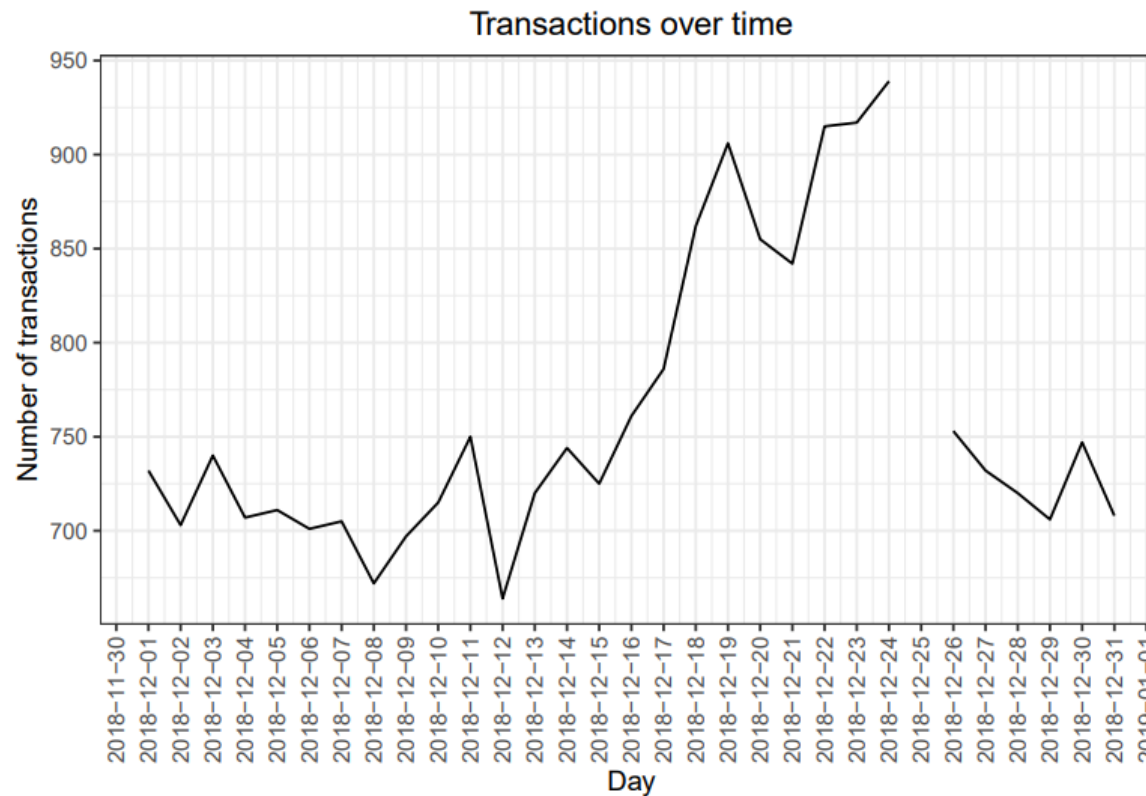
The customer sales cannot be judged based on the period when almost all sales per month are close values

As months analysis can't reveal much, the number of transaction by day can say a lot about how every **start of the year** and with less intensity **start of months** the sales increase.



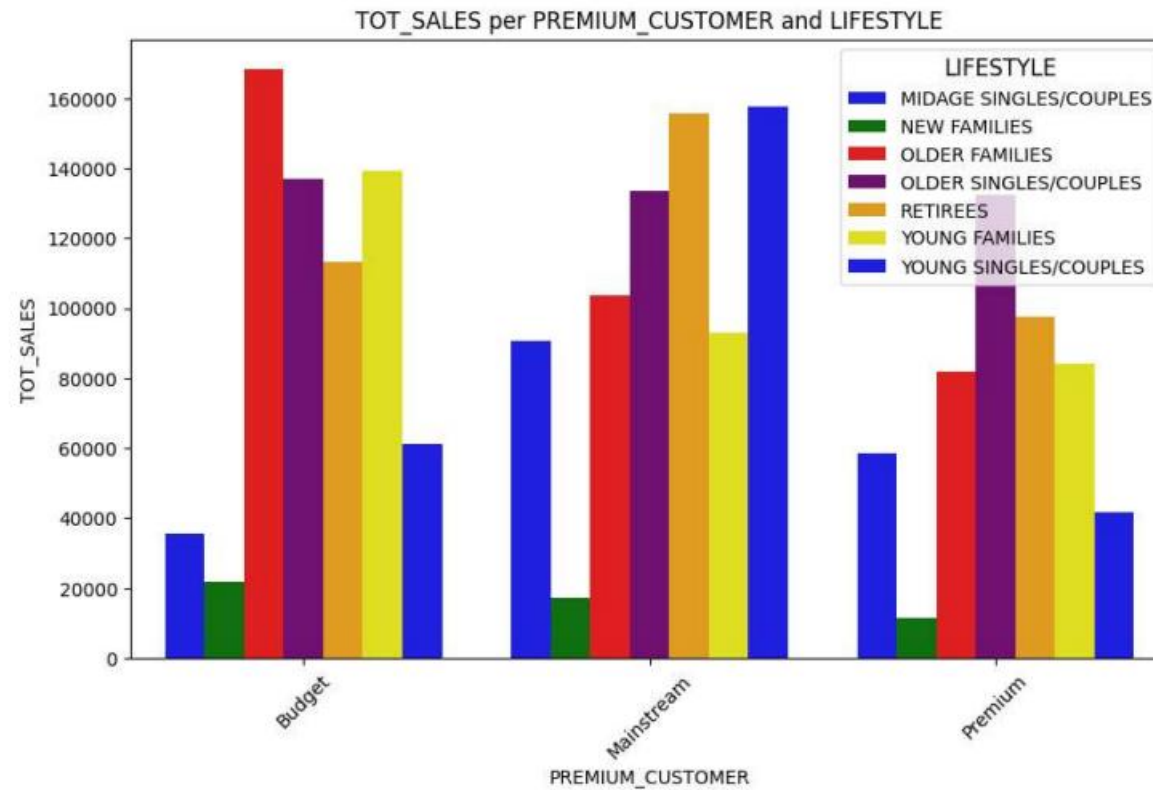
This affluence and its effect on consumer buying for the category of chips

As conclusion and after zoom in on the second graph, we can conclude that the Christmas preparation days are the busiest days for the stores



It's evident that sales surge in the days leading up to Christmas, while there are no sales on Christmas day itself, primarily because stores are closed on that day.

Stretch: Try visualising the proportion of customers by affluence and life stage on this slide



*for the mainstream customers :

midaged singles and couples and retirees are the number one target

*for the **Budget** customers:

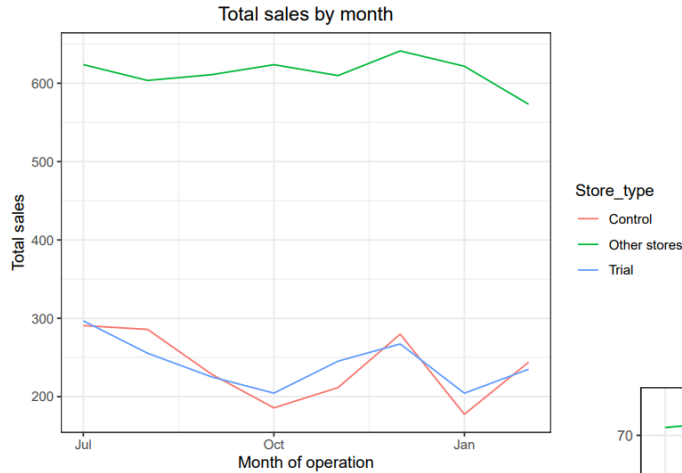
older families are the number one buyers for this category

*for the **premium** customers : older singles and couples are the ones making the highest sales for this category

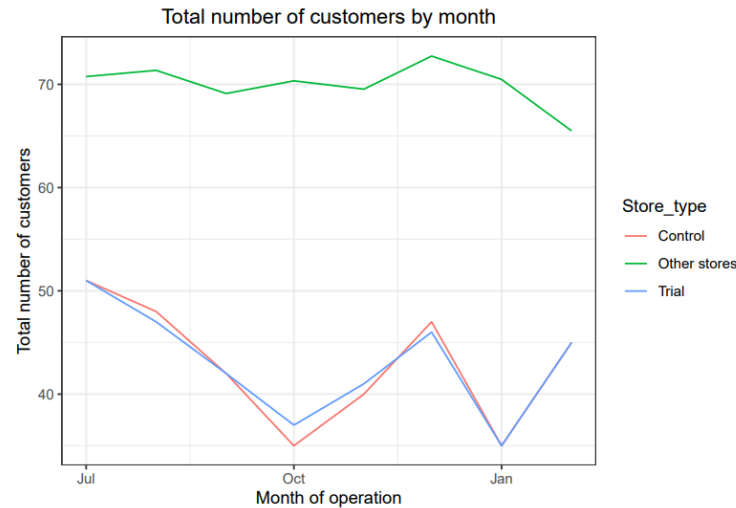
02

Trial store performance

Explanation of the control store vs other stores



At first glance the contrôle stores present lower sales number and thus lower customer numbers than the other stores .



With further analysis we concluded that Store 77's trial period differs significantly from its control store in two of three months. Store 155 is a potential control for store 86, with visual pre-trial checks needed. Store 86's trial aligns with its control, except for two months, with increased customer numbers. Store 237 could be a control for store 88, needing visual pre-trial checks. Store 88's trial significantly differs in two months, particularly with more customers, implying a positive trial impact.

Control stores have been identified: 233, 155, and 237 for trial stores 77, 86, and 88, respectively. Trial stores 77 and 88 exhibit significant differences in at least two of the three trial months, while trial store 86 does not. It's worth discussing with the client if trial implementation varied in store 86. Nonetheless, the trial indicates a substantial sales increase..



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