June 2020

CATEGORY REVIEW: CHIPS

Retail Analytics

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Classification: Confidential

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 Task 1

1. The sales increase in the month of December before the Christmas (except the day itself). So, these are the crucial times.
2. Kettle is the most popular brand followed by Smiths, Doritos and Pringles. So, they need to be in stock. Also 175 gram packets are the most sold.
3. Mainstream young singles/couples, retirees are the most common customers and also account for a great share of chips sale.
4. Budget older families have the maximum contribution to sales.

02 Task 2

1. One control store was selected for each trial store and the values of metrics were compared in trial and pre trial period.
2. The results for trial stores 77 and 88 during the trial period show a significant difference in at least two of the three trial months but this is not the case for trial store 86.

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Customer Analysis

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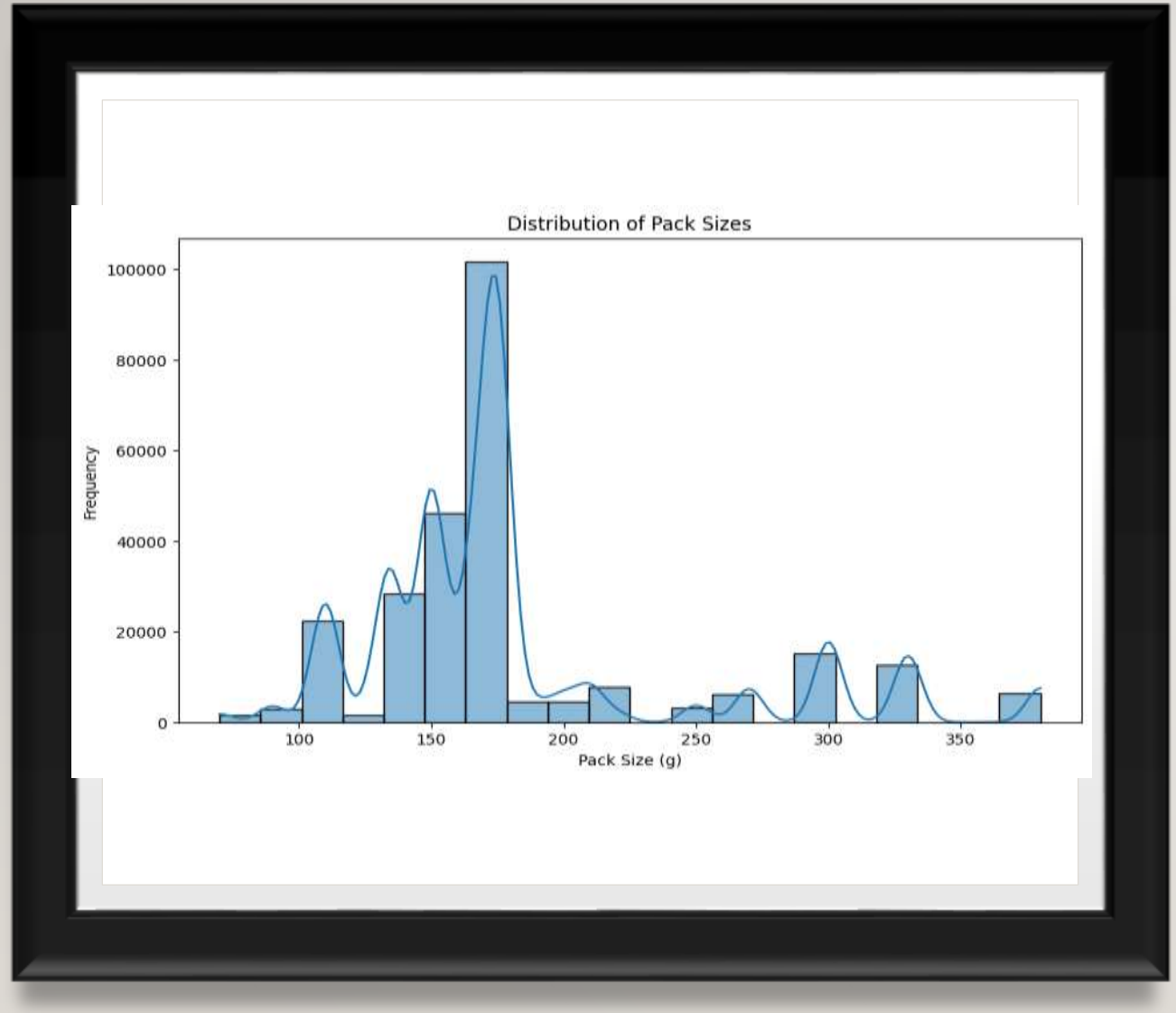
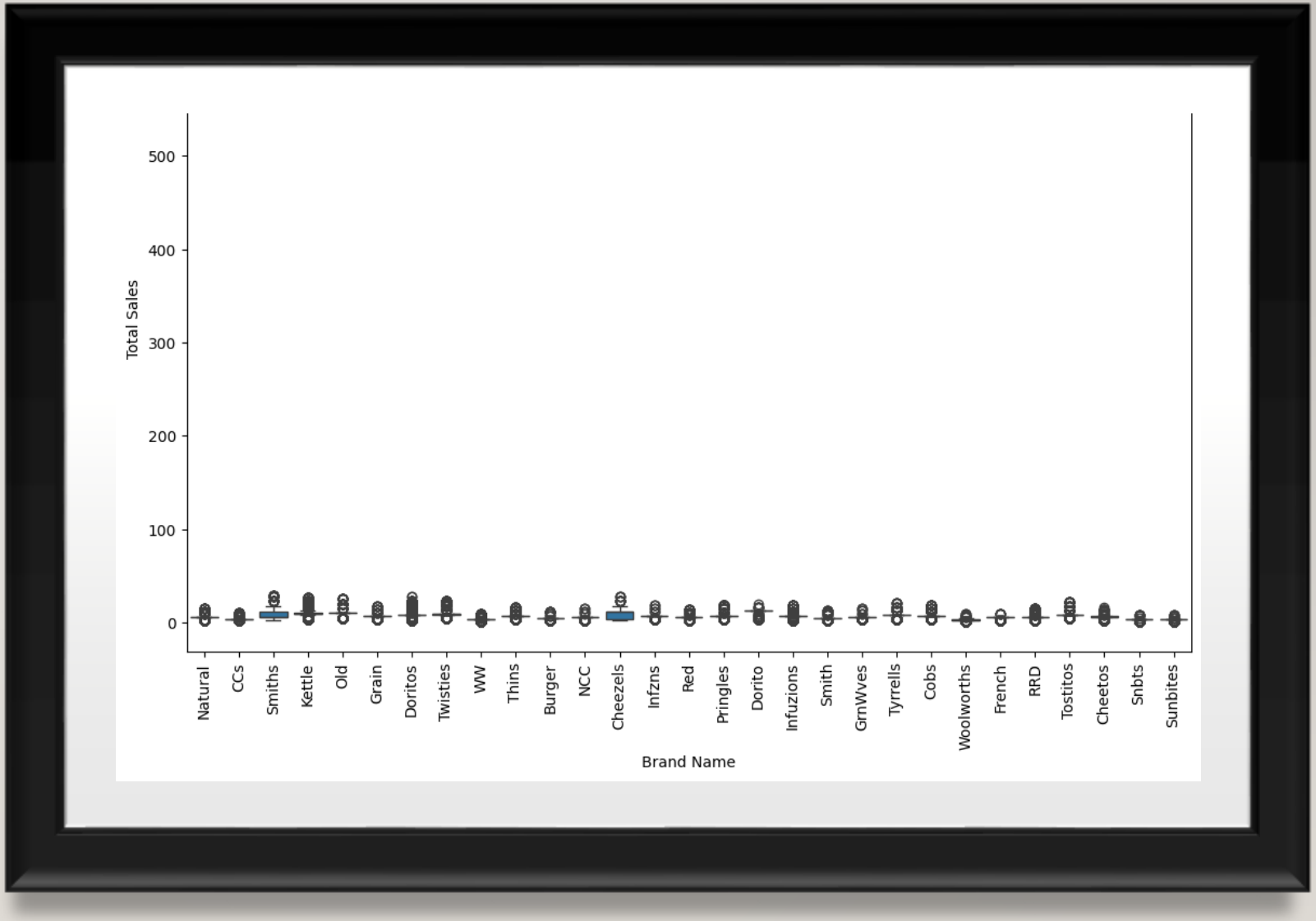


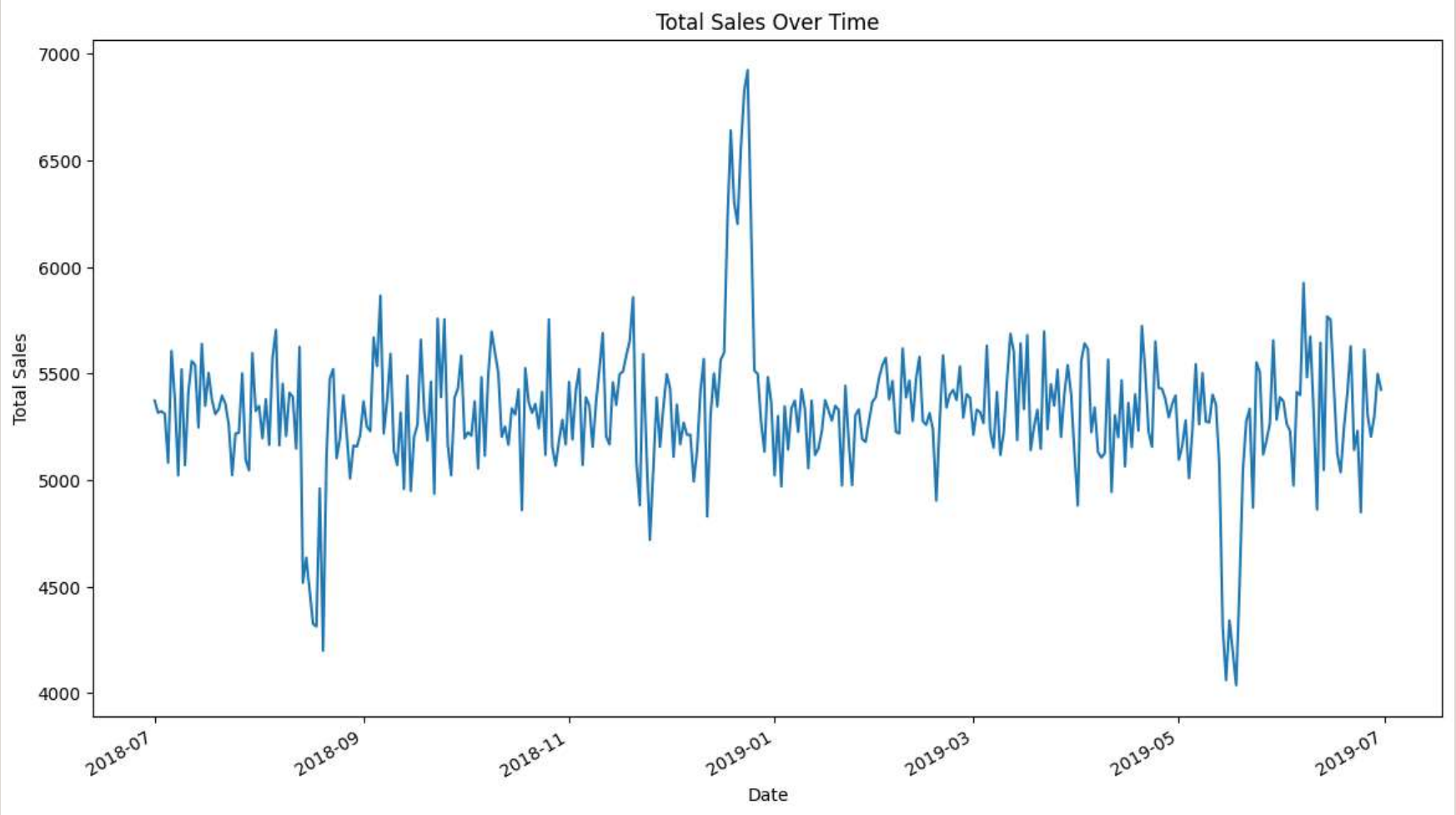
DISTRIBUTION OF PACKET SIZE

- The sales have a sudden hike n the month of December before the Christmas (except the day itself). Whereas there is no sales on 25th.

TOTAL SALES BY BRAND NAME



Total Sales Over Time:



It can be clearly visualized that mainstream young singles/couples, retirees are customers contributing the most

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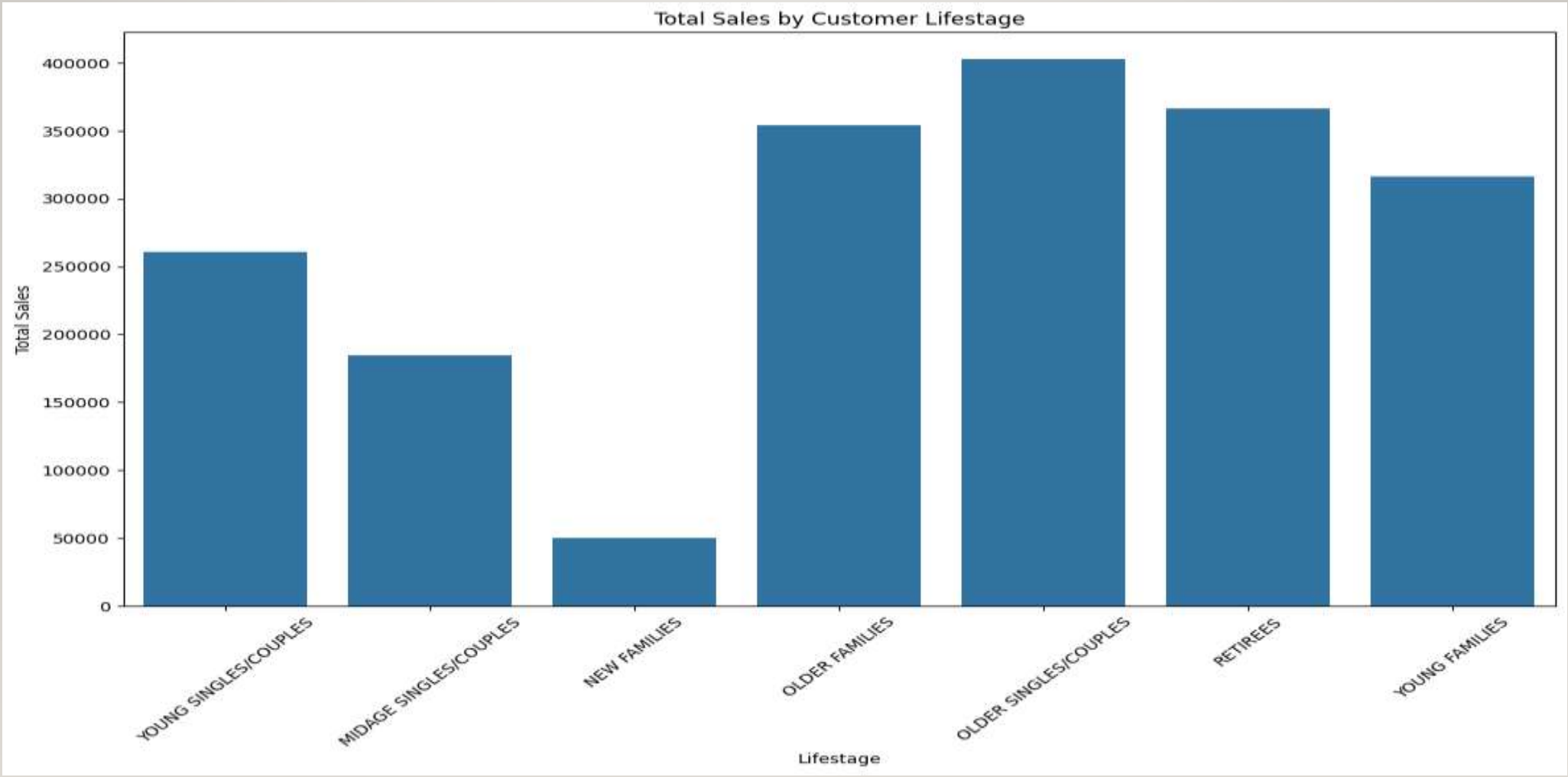
Total Sales By customer Lifestage



It can be seen that retirees, young singles/couples, retirees are the most common customers

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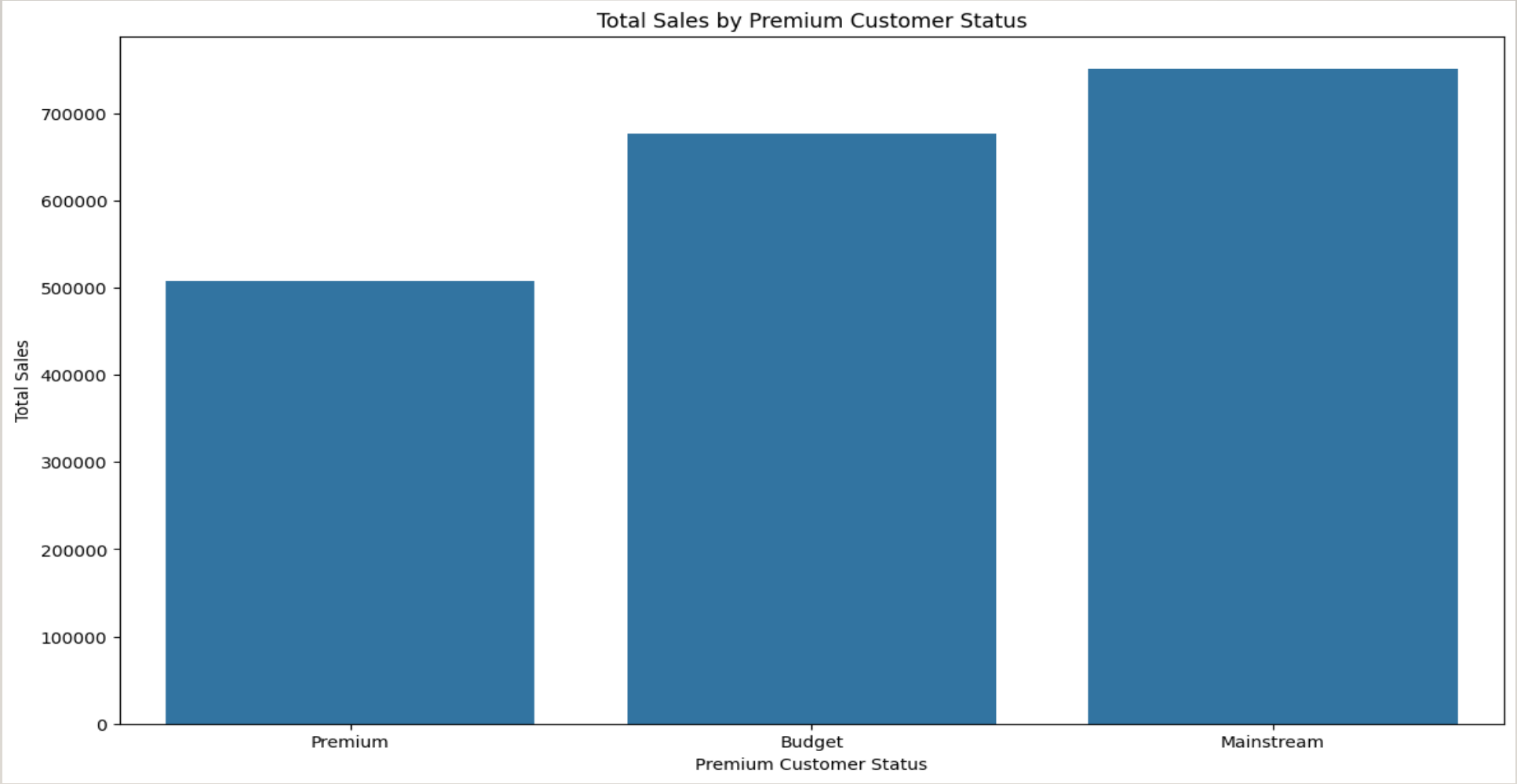
Total Sales by Premium Customer Status



mainstream young singles/couples also spend the most

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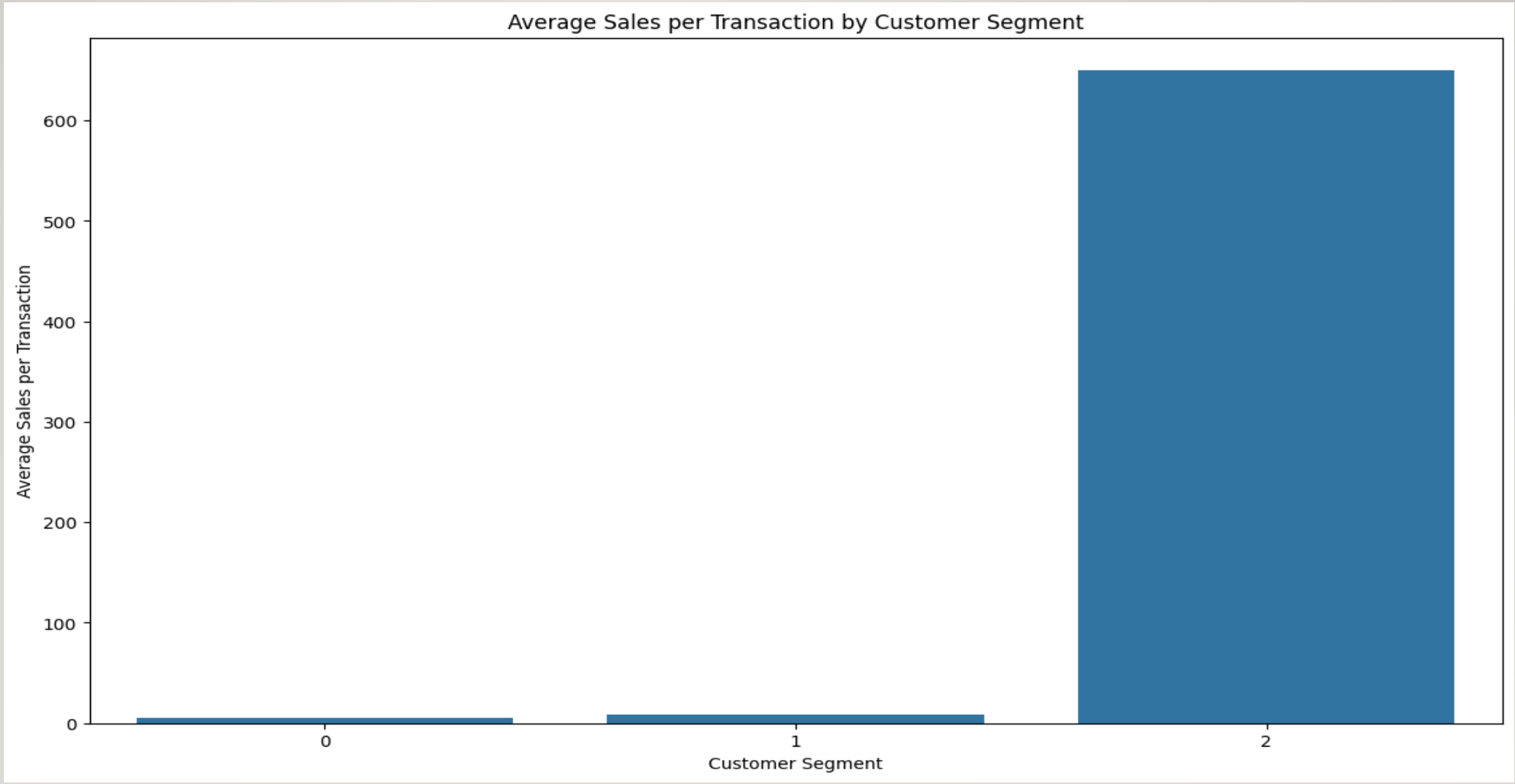
Average Sales per Transaction by Customer Segment



Kettle is the most popular brand followed by Smiths, Doritos and Pringles.

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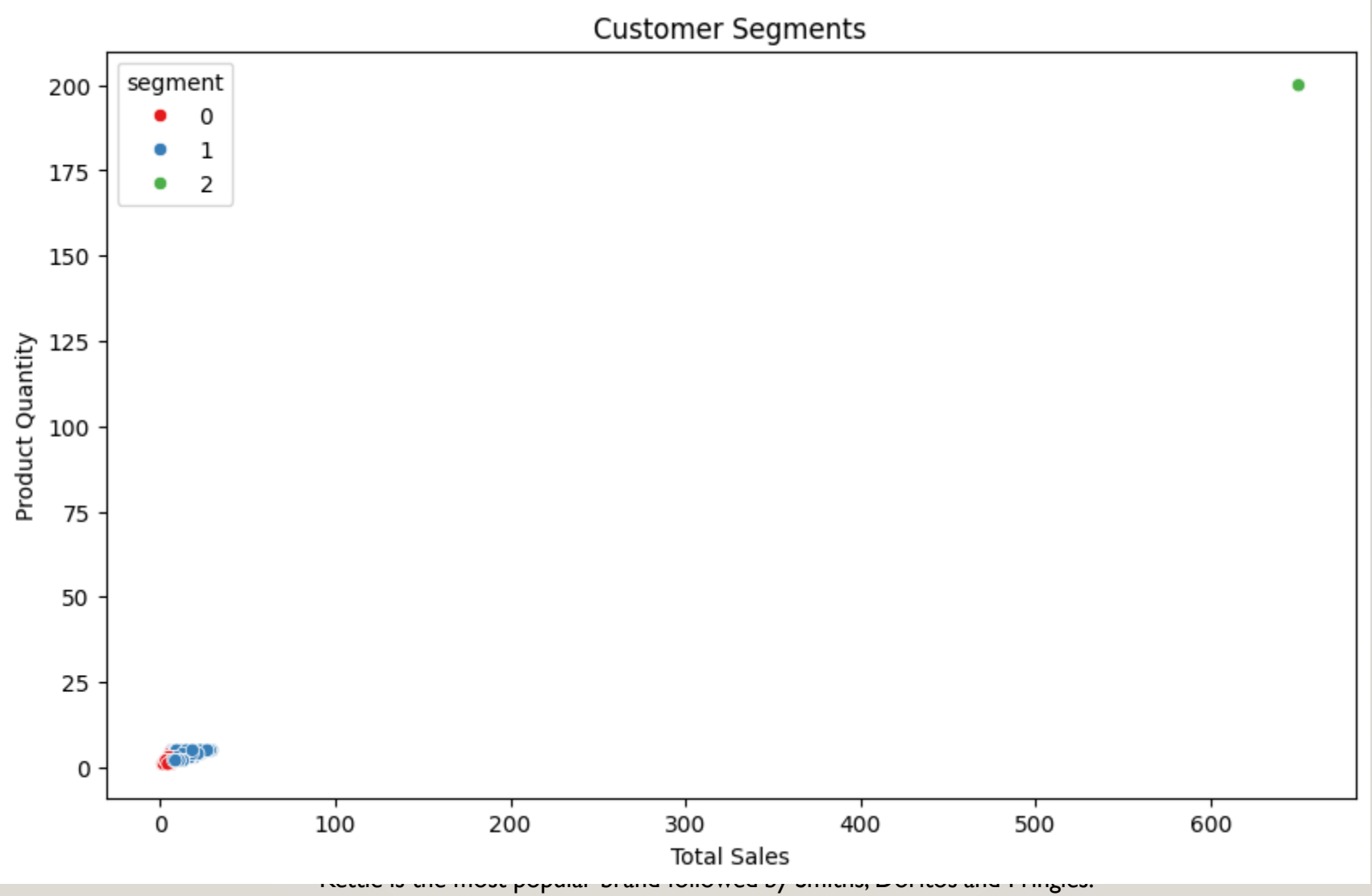
Customer Segment



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Trial store performance

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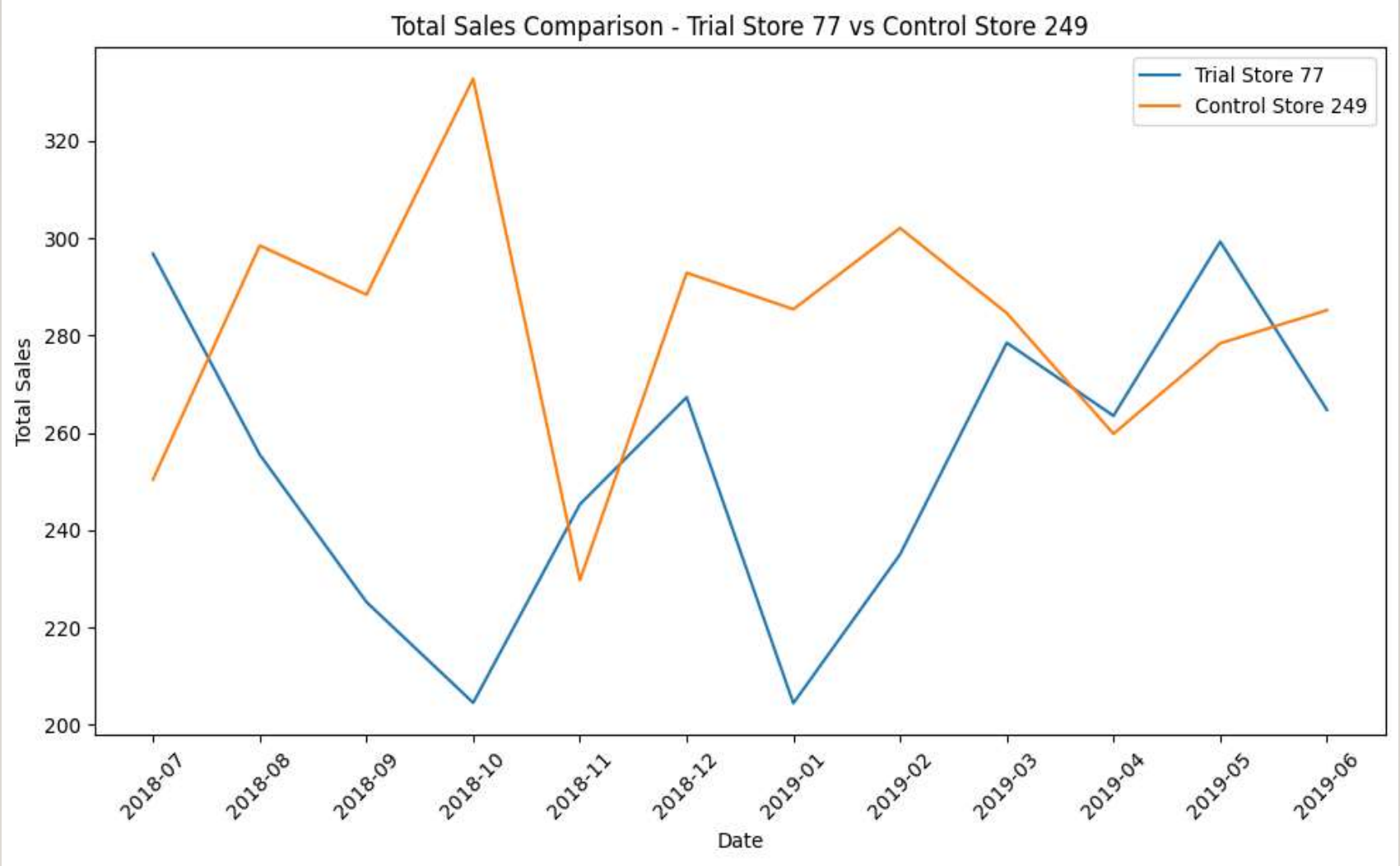
Total Sales Comparison – Trial Stores 77 Vs Control Store 249



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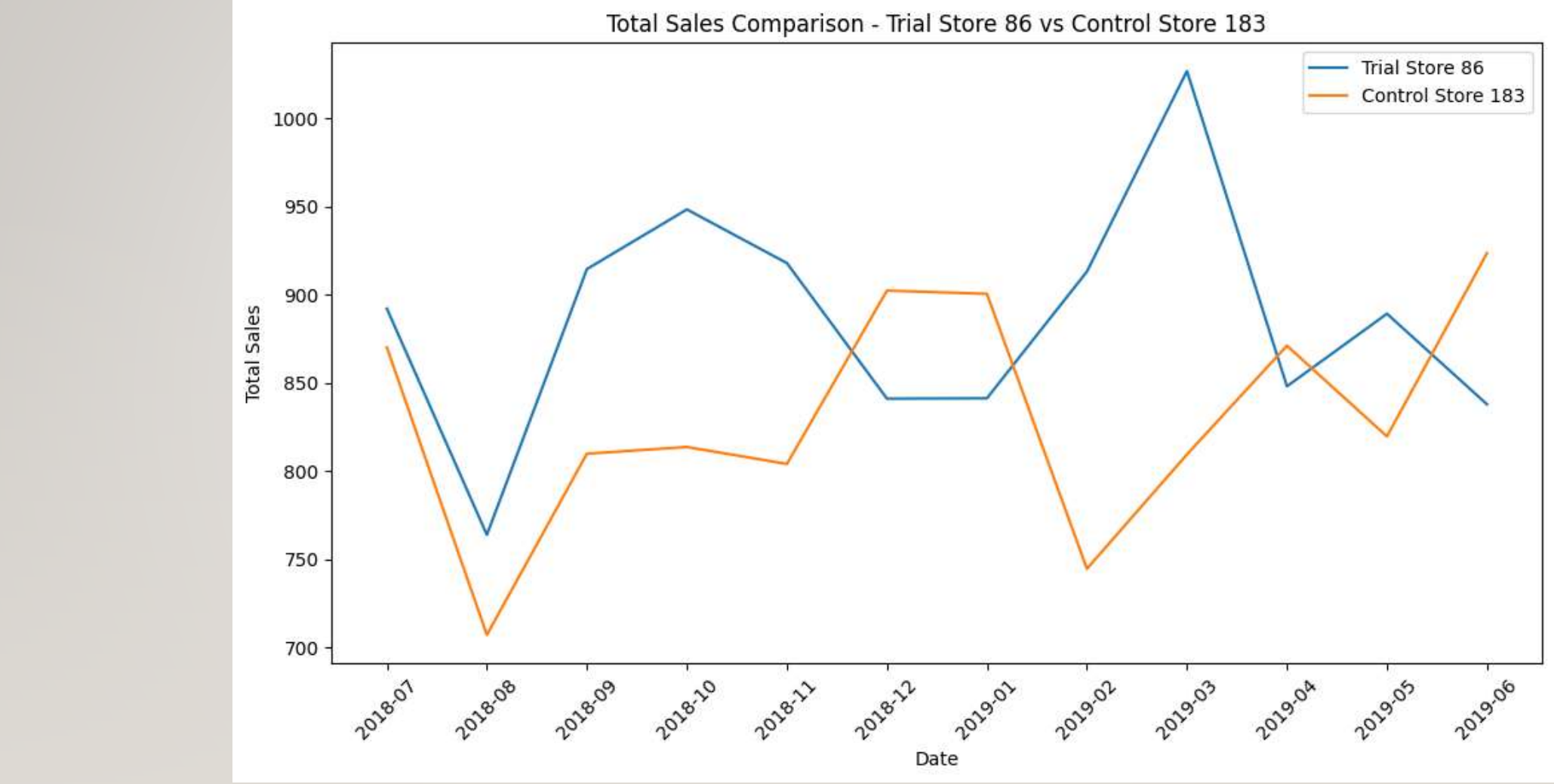
Total Sales Comparison – Trial Stores 86 Vs Control Store 183



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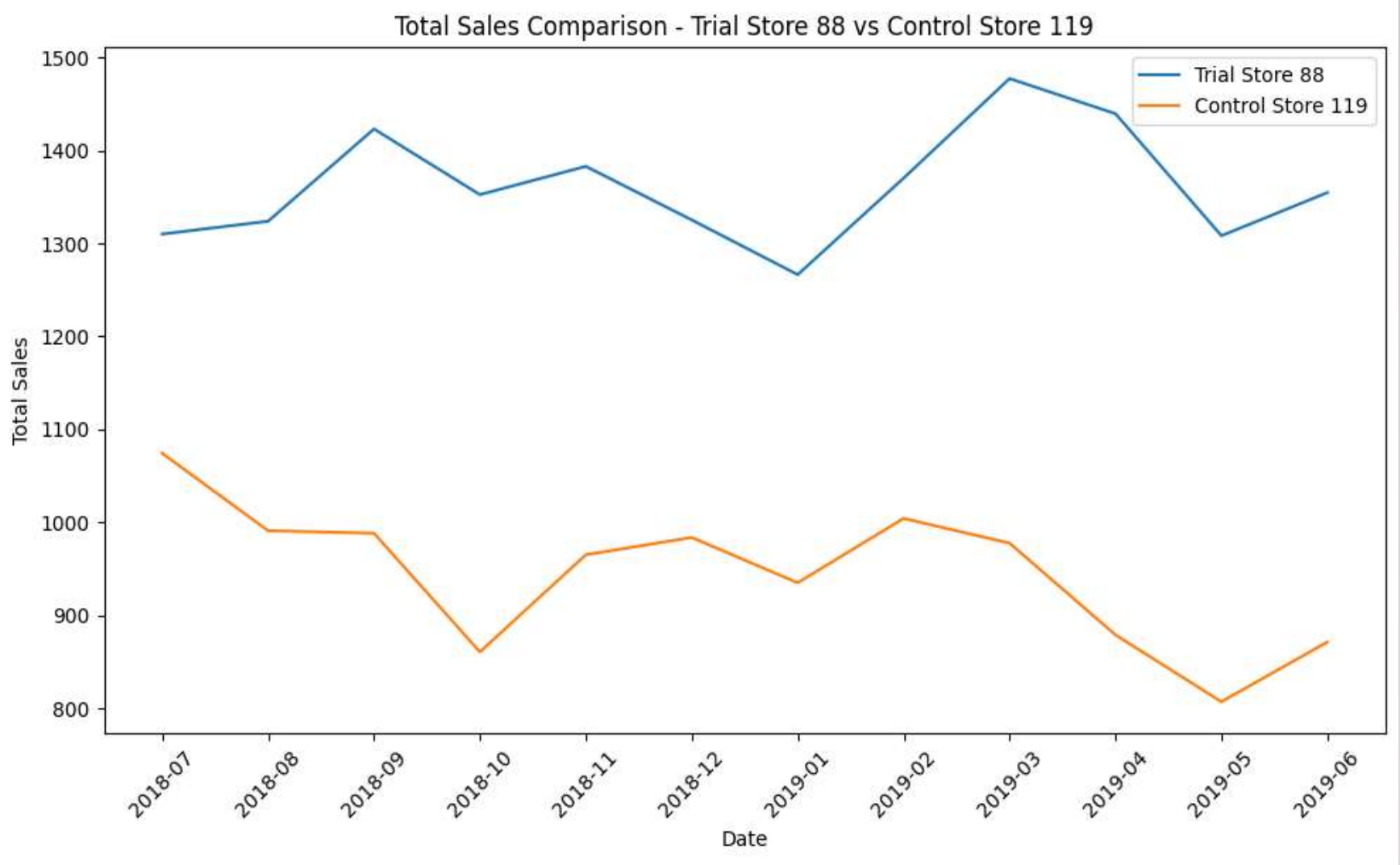
Total Sales Comparison – Trial Stores 88 Vs Control Store 119



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