

Chips: A categorical review

Retail Analytics



Use data for good

Quantum believes in using data for progress, ethically, with the utmost care and responsibility. Please maintain the commercial information of this document with confidentiality.



Privacy

- We have built our business based on privacy by design principles for the past 17 years
- All information is de-identified using an irreversible tokenization process with no ability to re-identify individuals and maintained with integrity.

Security

- We are ISO27001 certified and internationally recognized 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 and accessible only by authorized personnel. Security processes are regularly audited by our data partners.

Executive Summary



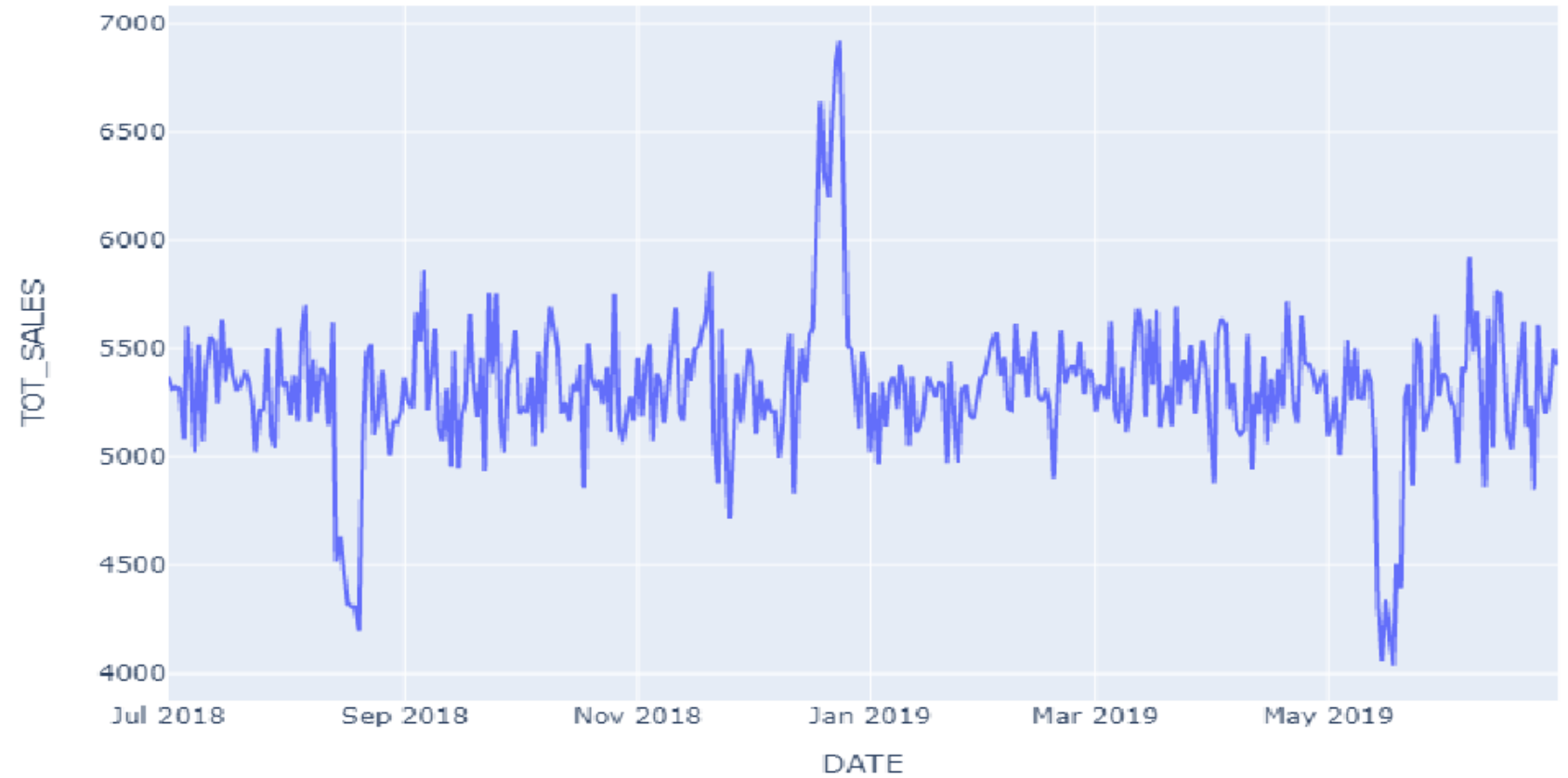
Task 01

- Sales are highest for (Budget, OLDER FAMILIES), (Mainstream, YOUNG SINGLES & COUPLES) and (Mainstream, RETIREES)
- This is true for (Mainstream, YOUNG SINGLES & COUPLES) and (Mainstream, RETIREES) mainly due to the fact that there are more customers in these segments
- (Mainstream, YOUNG SINGLES & COUPLES) are more likely to pay more per packet of chips than their premium and budget counterparts
- They are also more likely to purchase 'Tyrrells' and '270g' pack sizes than the rest of the population

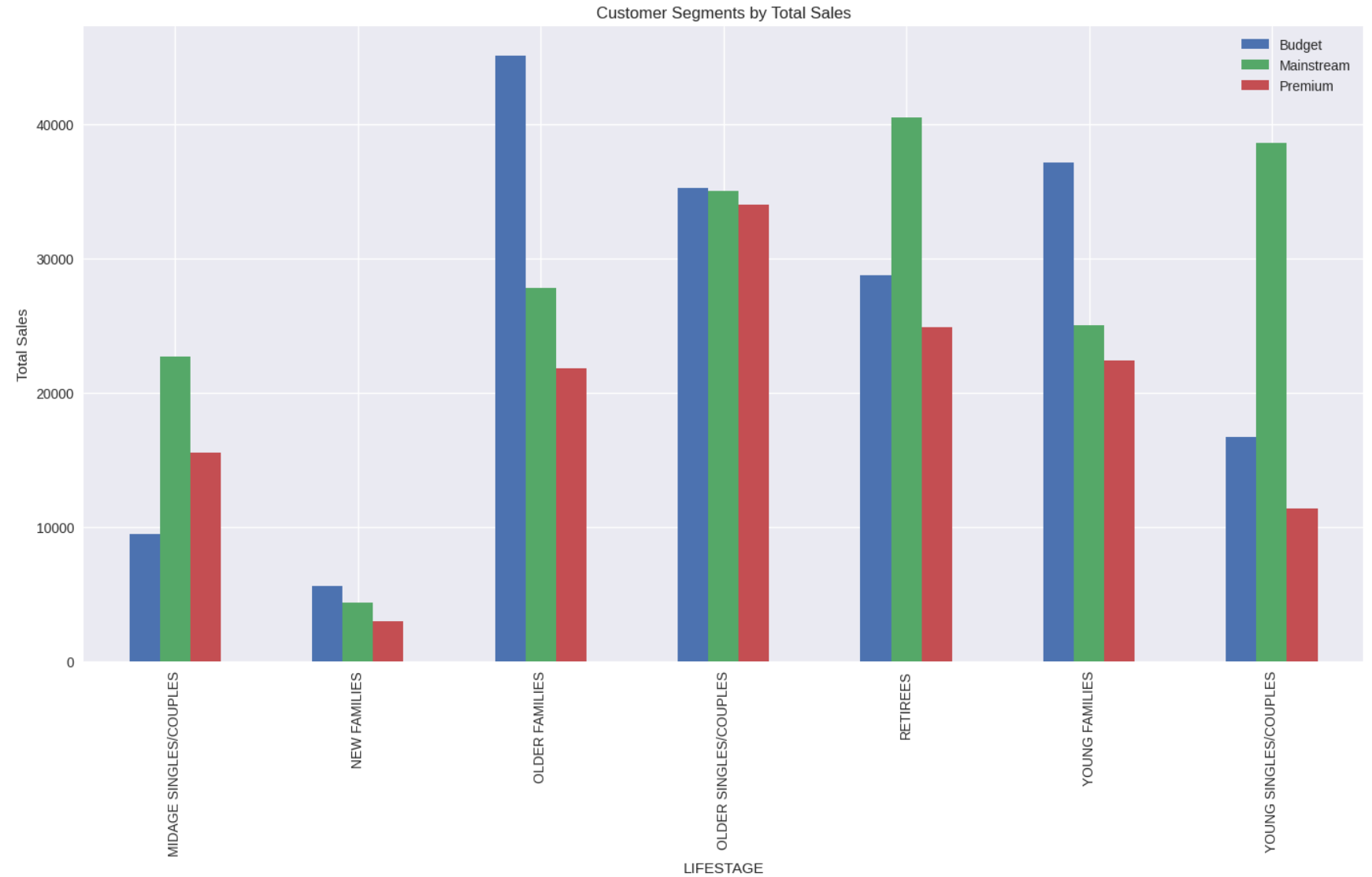
Task 02

- It looks like the number of customers is significantly higher in all of the three months.
- This seems to suggest that the trial had a significant impact on increasing the number of customers in trial store 86 but sales were not as significantly high.

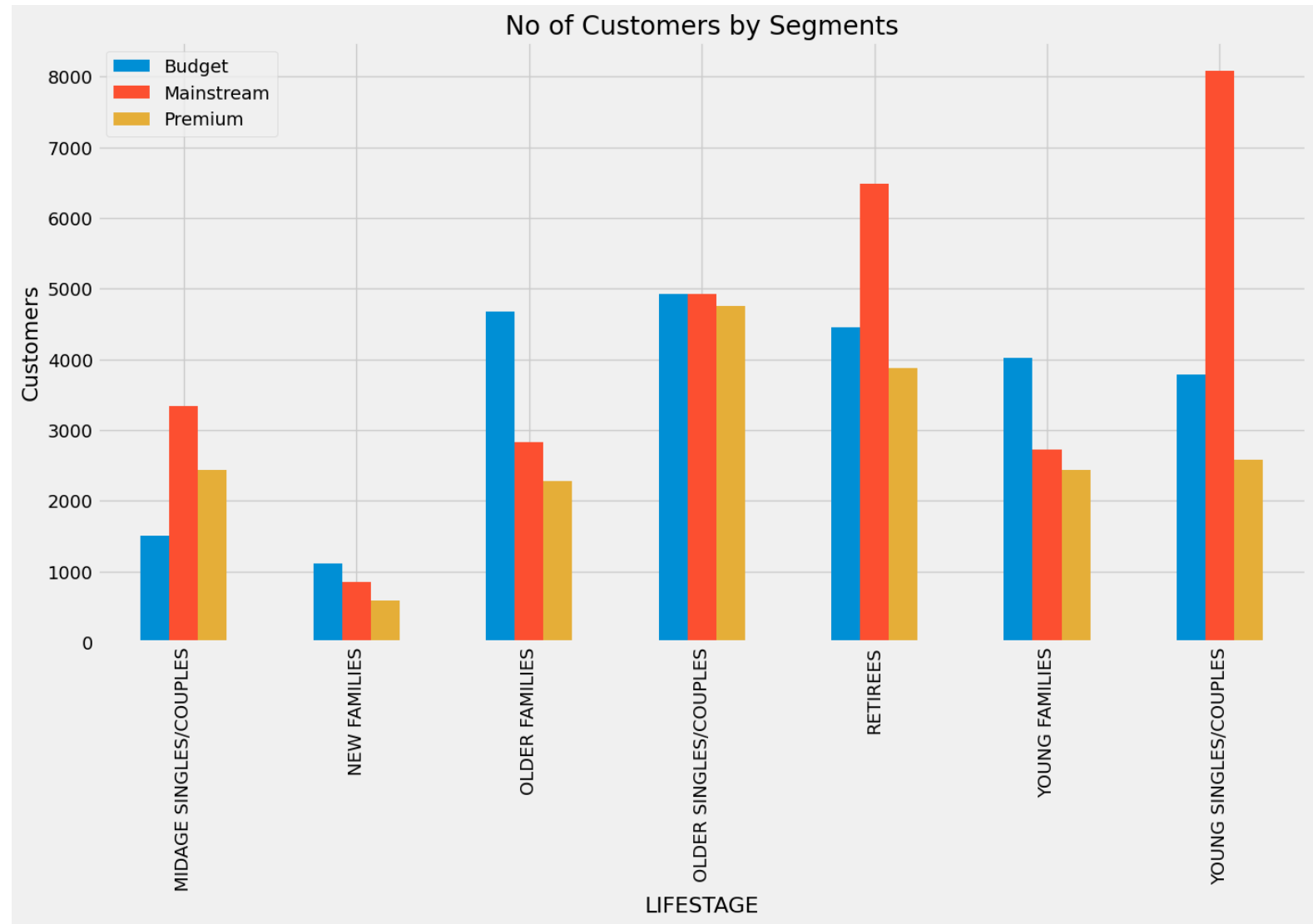
Total Sales by Date



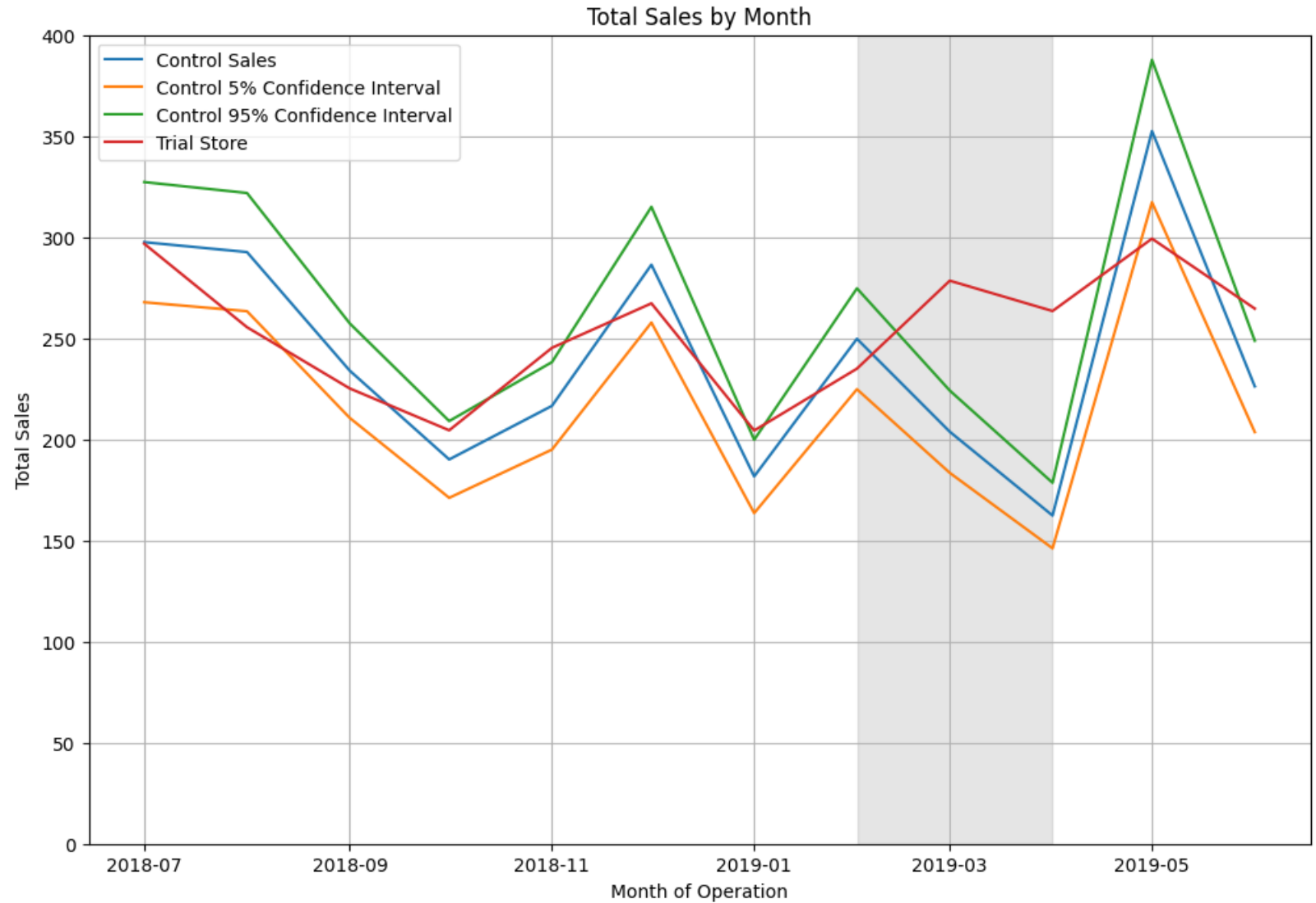
Total Sales by Life stage (or Customer Segment)



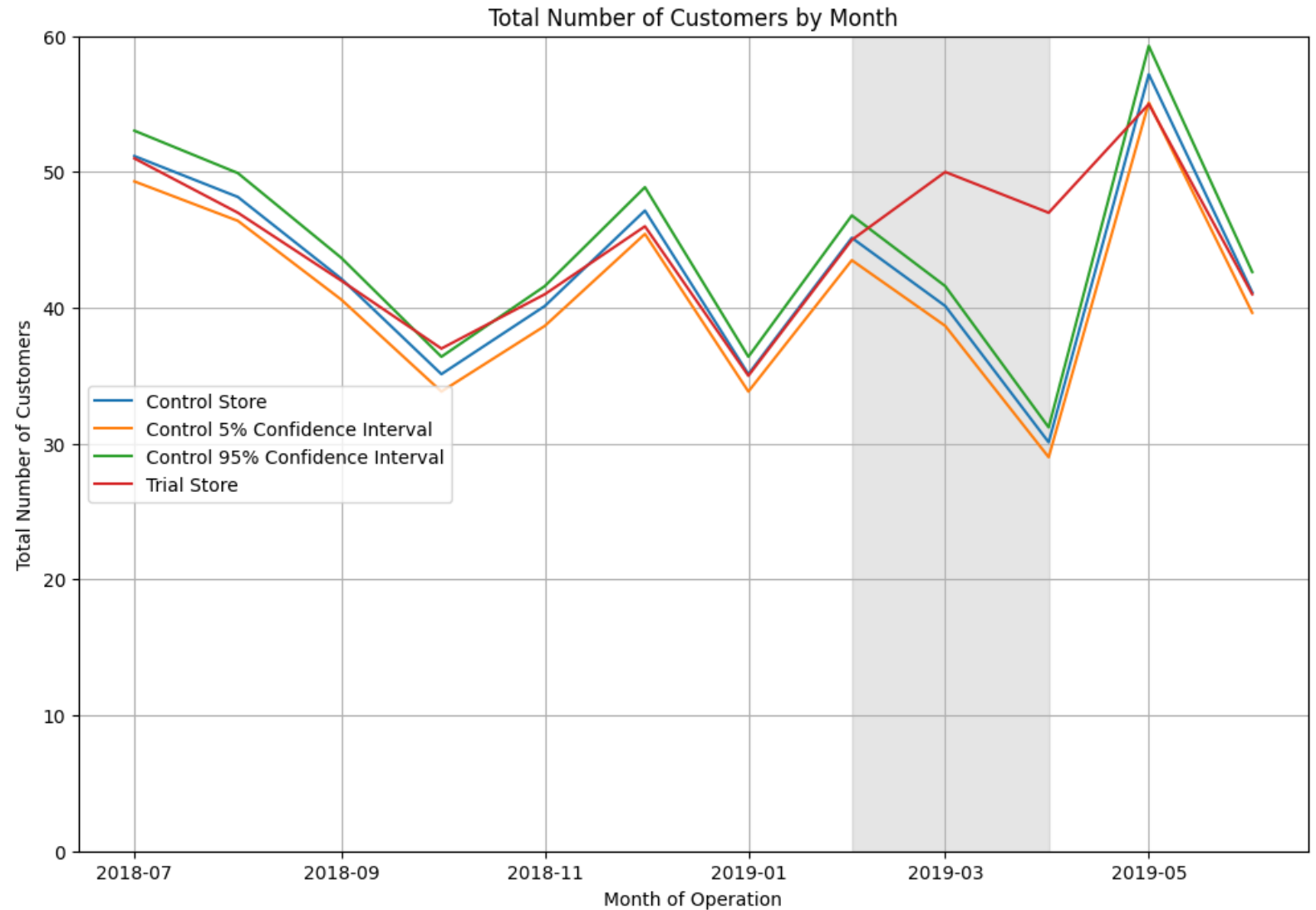
Customer count by Life stage



Control store vs Other stores



Callout of trial store performance, determining if it was successful





Classification: Confidential

Disclaimer: This document comprises, and is the subject of intellectual property (including copyright) and confidentiality rights of one or multiple owners, including The Quantum Group Pty Limited and its affiliates (Quantum) and where applicable, its third-party data owners (Data Providers), together (IP Owners). The information contained in this document may have been prepared using raw data owned by the Data Providers. The Data Providers have not been involved in the analysis of the raw data, the preparation of, or the information contained in the document. The IP Owners do not make any representation (express or implied), nor give any guarantee or warranty in relation to the accuracy, completeness or appropriateness of the raw data, nor the analysis contained in this document. None of the IP Owners will have any liability for any use or disclosure by the recipient of any information contained in, or derived from this document. To the maximum extent permitted by law, the IP Owners expressly disclaim, take no responsibility for and have no liability for the preparation, contents, accuracy or completeness of this document, nor the analysis on which it is based. This document is provided in confidence, may only be used for the purpose provided, and may not be copied, reproduced, distributed, disclosed or made available to a third party in any way except strictly in accordance with the applicable written terms and conditions between you and Quantum, or otherwise with Quantum's prior written permission