

June 2020

# 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 Most Profitable Customer Segments

This analysis highlights the financial distribution across various demographic groups.

Older Families (Budget Category): 163,363 \$  
Young Singles/Couples (Mainstream Category): 157,621\$  
Retirees (Mainstream Category): 155,677\$

## 02 Trial Store Strategy

The trial stores demonstrated superior performance compared to the control stores, indicating that the retail strategy was effective. This success supports the potential for expanding the strategy to additional locations.

# 01

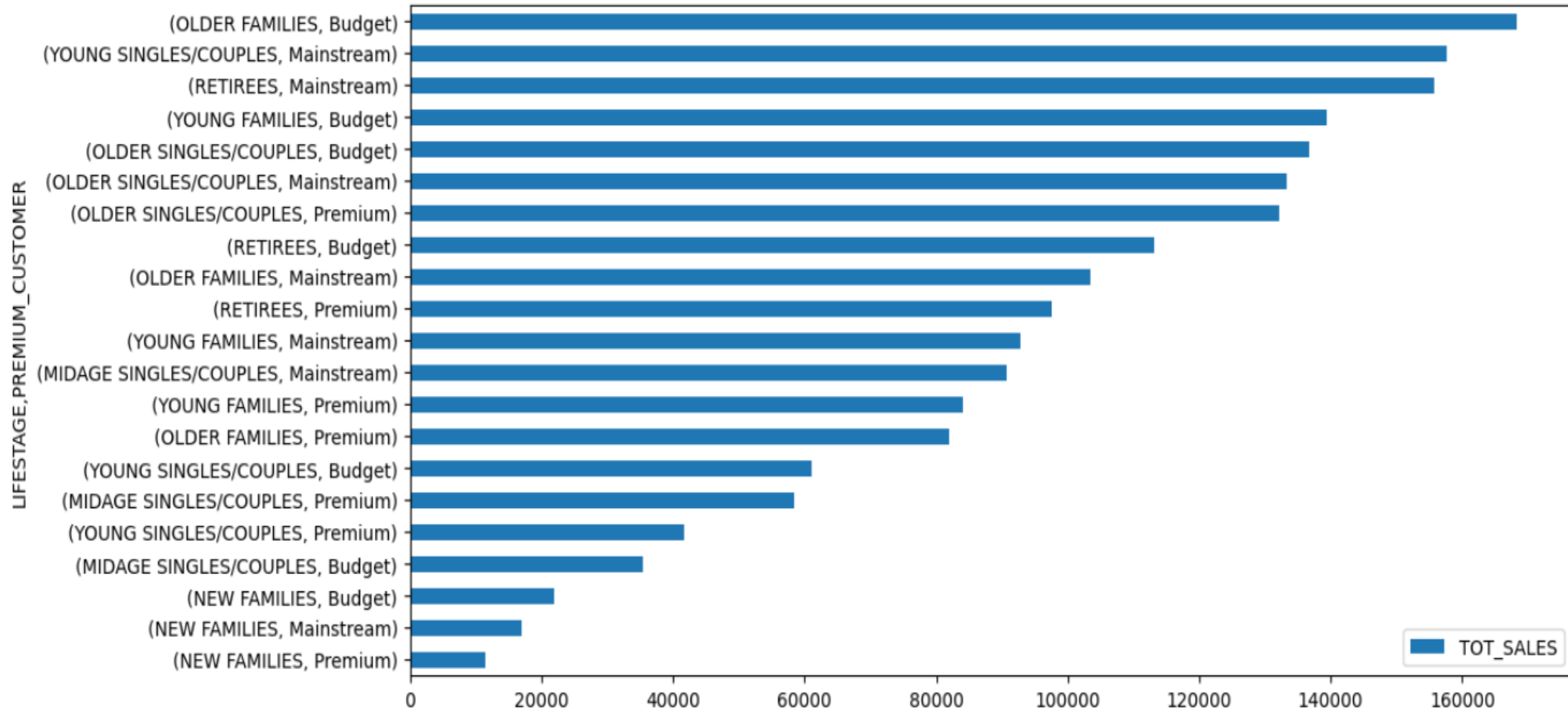
**Which customer segments generate the highest total sales for chips?**

# Overview: Supporting the findings for the most profitable customers

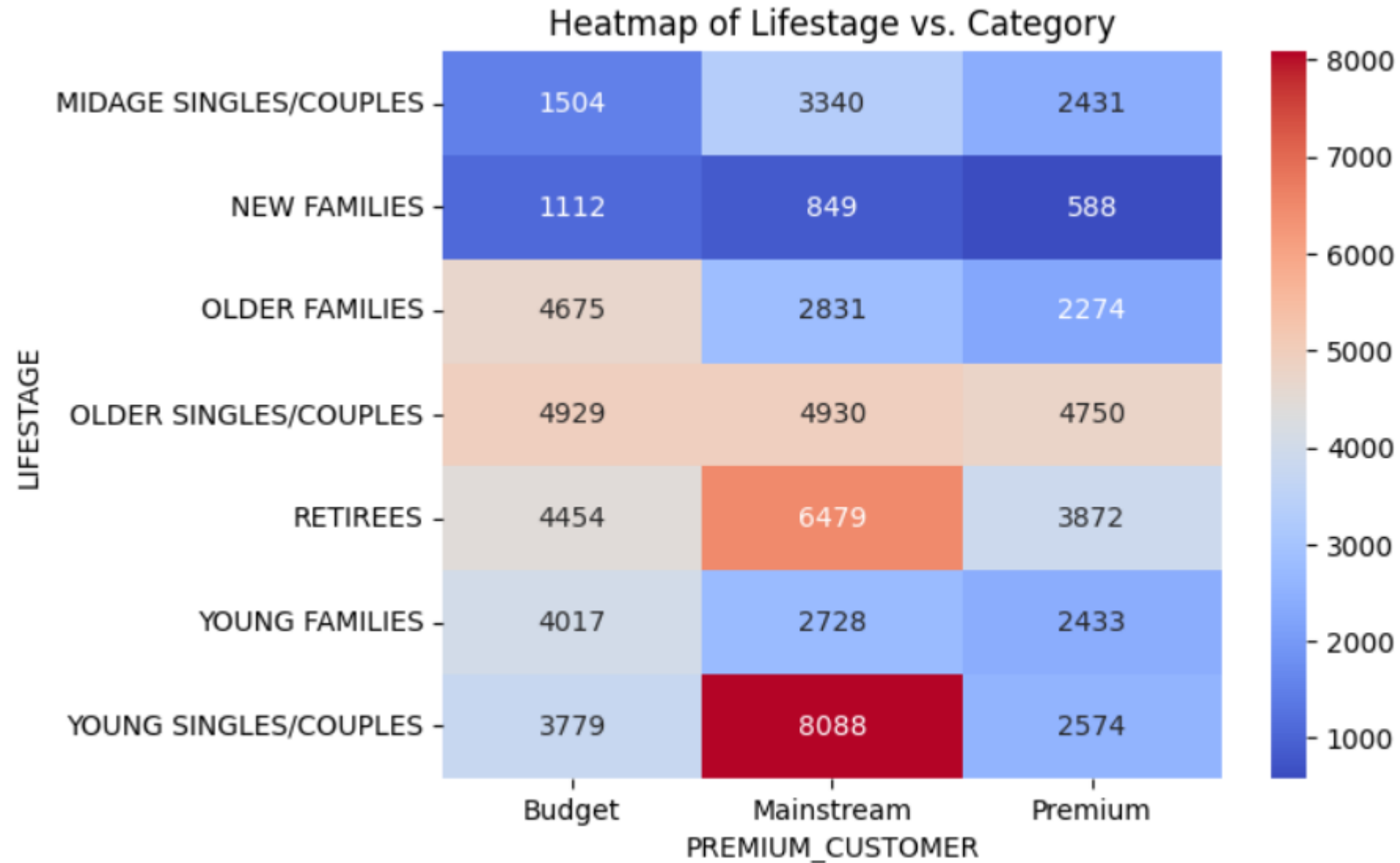
LIFESTAGE	CUSTOMER TYPE	FINANCIAL STATUS
Young Families	Budget	Budget conscious spending habits
Older Singles/Couples	Budget	Looking for affordable options
Retirees	Mainstream	Robust purchasing power
Mid-age Singles/Couples	Premium	Strong - Wealthy Financial Status
Young Singles/Couples	Mainstream	Healthy Financial Situation

- Young Families (Budget):** Offer value-focused product bundles and discounts to attract budget-conscious young families while maintaining product quality.
- Older Singles/Couples (Budget):** Focus on easy-to-use, affordable products with clear value propositions, including loyalty programs or promotions that reward repeat customers.
- Retirees (Mainstream):** Highlight convenience, comfort, and reliability in product offerings, along with promotions or loyalty programs to appeal to this financially stable group.
- Mid-Age Singles/Couples (Premium):** Provide premium options with personalized services, exclusive offers, or VIP memberships to capitalize on their willingness to invest in higher-end products.
- Young Singles/Couples (Mainstream):** Emphasize trendy and affordable items with convenient shopping experiences (e.g., fast delivery, easy returns), ensuring a balance between quality and price.

# Affluence and its effect on consumer buying for the category of chips



# Number of Customers by life stage and type

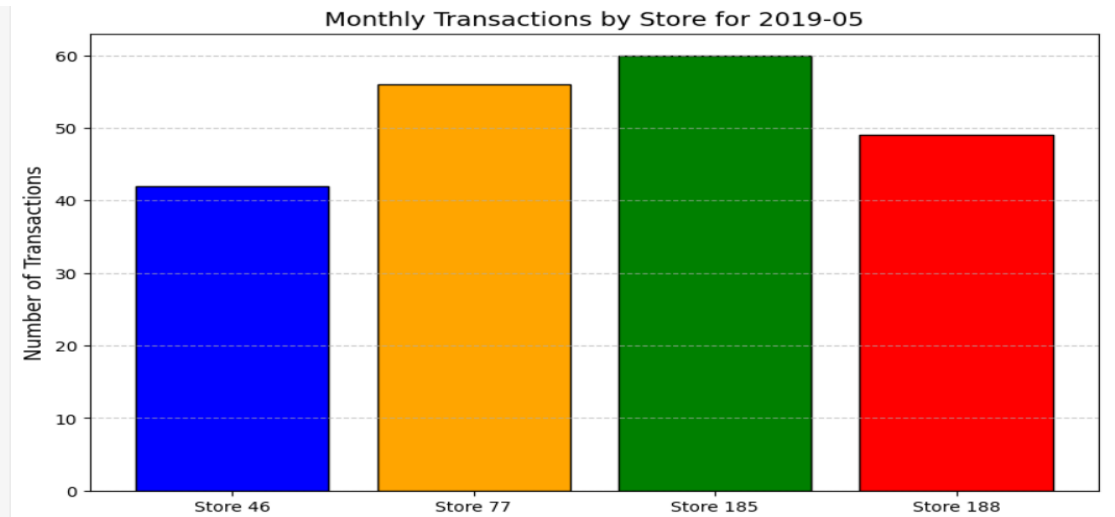
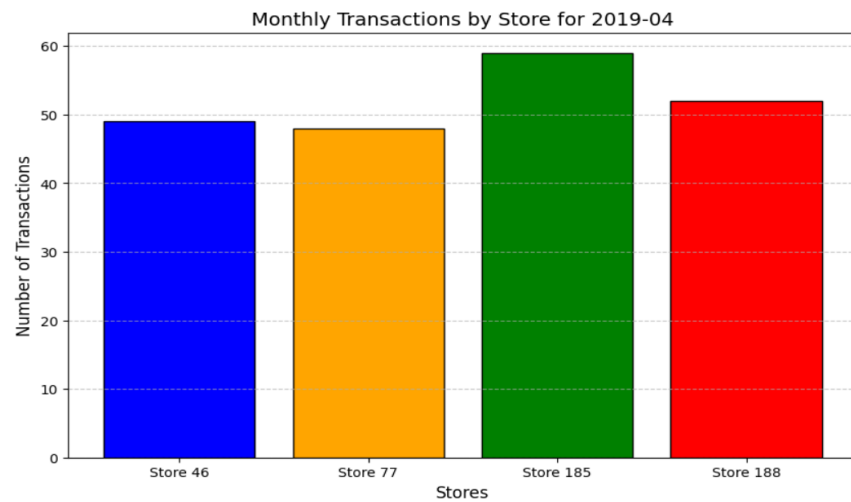
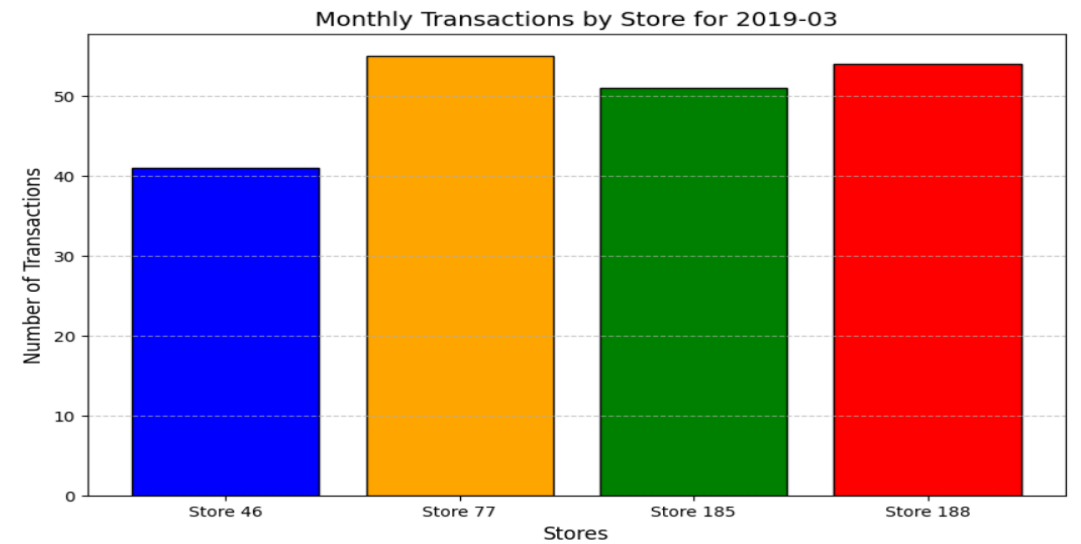
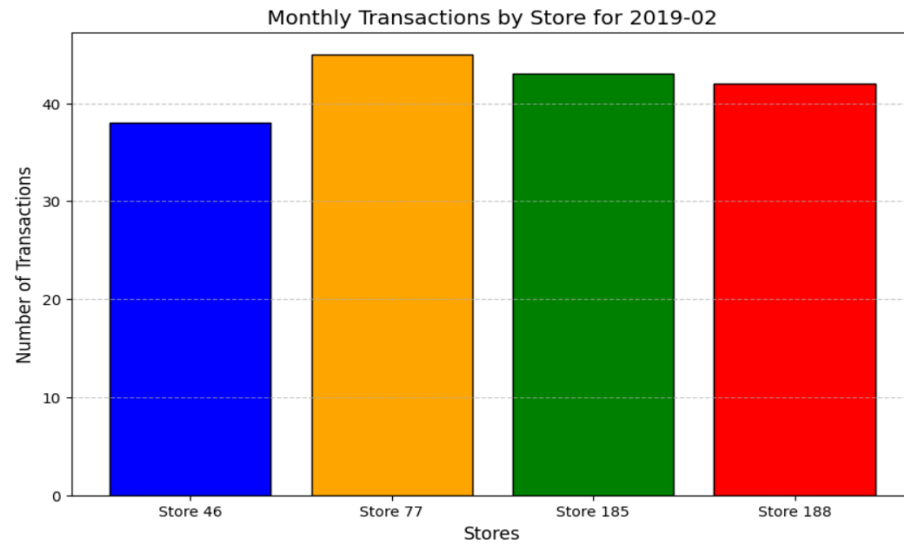


# 02

## Trial store performance



# Explanation of the control store vs other stores



# Performance Of Trial Store

## Further Analysis

1. **Investigate customer behavior:** Analyze customer preferences, purchase patterns, and demographics in trial stores to understand performance drivers.
2. **Examine regional and seasonal trends:** Explore if regional or seasonal factors influenced the trial stores' success.

## Strategy Exploration:

1. **Assess scalability:** Evaluate whether the trial strategy can be applied to other locations based on store size and demographics.
2. **Refine key strategy elements:** Identify successful components (e.g., pricing, assortment) and standardize them across all stores.



**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 (**Quantium**) 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