

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

Chips category Review

- OLDER FAMILIES in the Budget category lead in total sales, significantly outperforming other segments. They are a substantial contributor to overall sales.
- YOUNG SINGLES/COUPLES with a Mainstream premium segment also show strong sales, though with a lower average sales per customer compared to OLDER FAMILIES.
- RETIREES, especially in the Mainstream segment, also contribute notably to total sales, with a higher average sales per customer compared to YOUNG SINGLES/COUPLES in the Budget category.
- Chips brand Kettle is dominating every segment as the most purchased brand.
- Most frequent chip size purchased is 175g followed by the 150g chip size for all segments.

02

Store Analysis

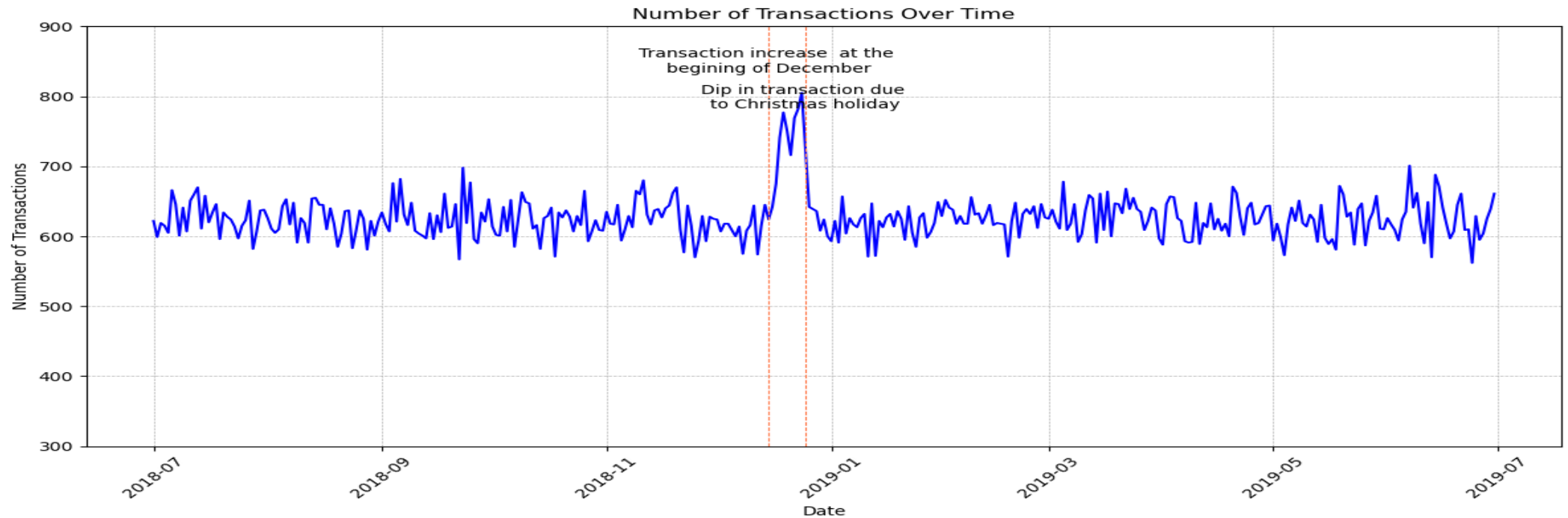
Trial store 77 and 86 have significant increase in total sales number of customers during trial as compared to control store
Trial store 88 had increase as well but not as good as stores 77 and 86

01

Category

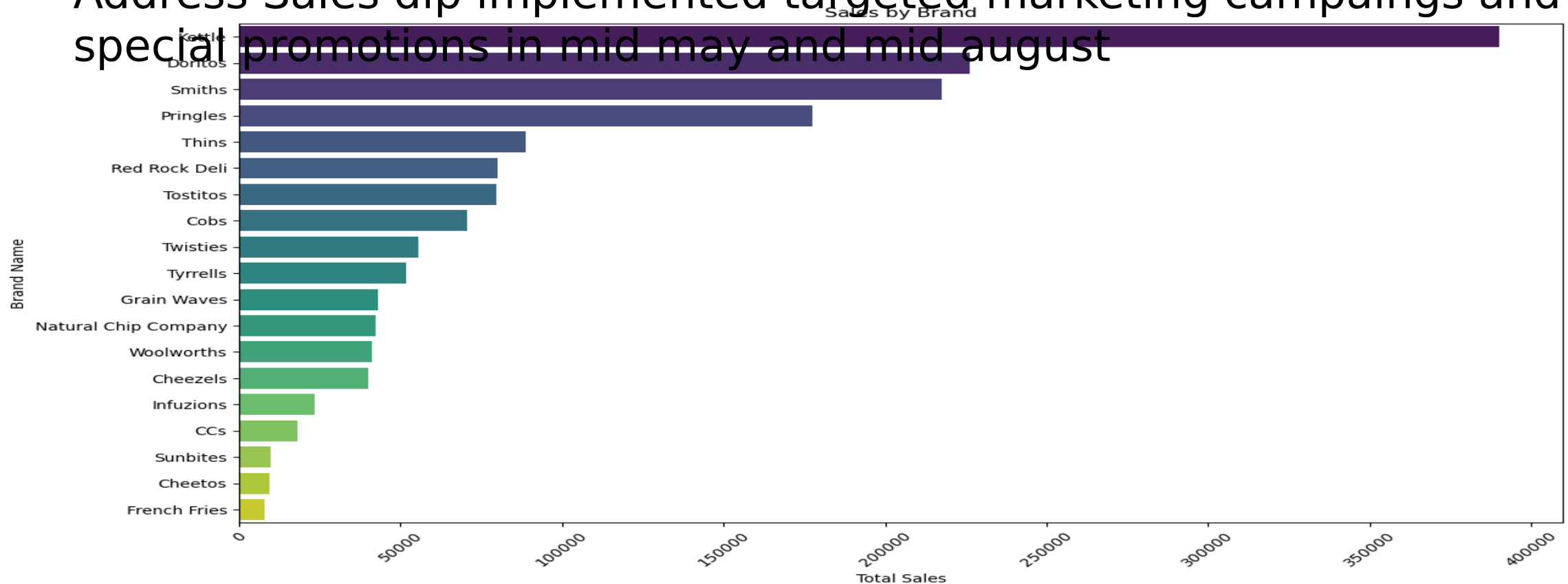
labeled the graph for use in the presentation. The graph highlights two key points:

- **Transactions rise at the beginning of December**
- **Dip in transactions due to Christmas holiday**

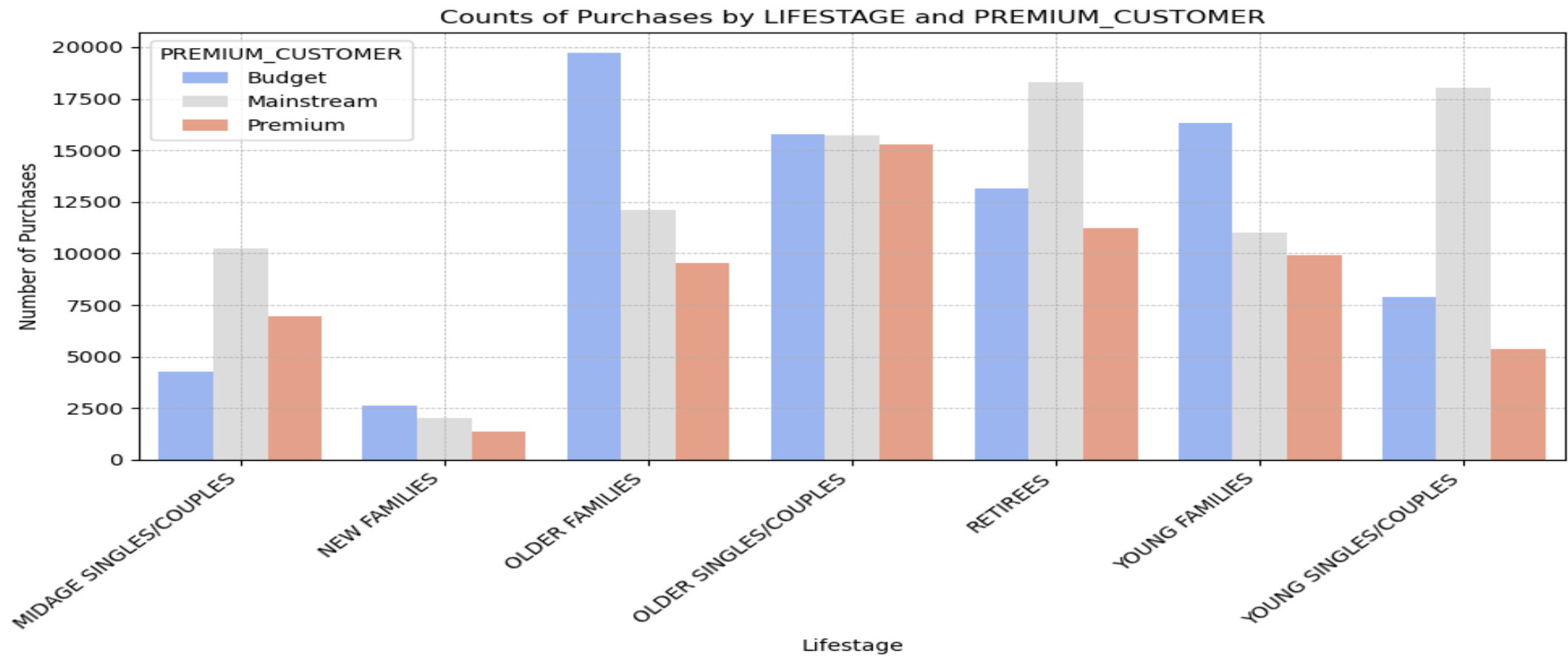


Leverage kettle Brand: Increase visibility and availability Kettle Product with dedicated display and promotion

Address Sales dip implemented targeted marketing campaigns and special promotions in mid may and mid august



Sales mainly came from Budget – older families, Mainstream – young singles/ couples, and Maintstream – retirees in total , older customers nuy more than younger customers . Non premium cutomers buy more than premium customers.

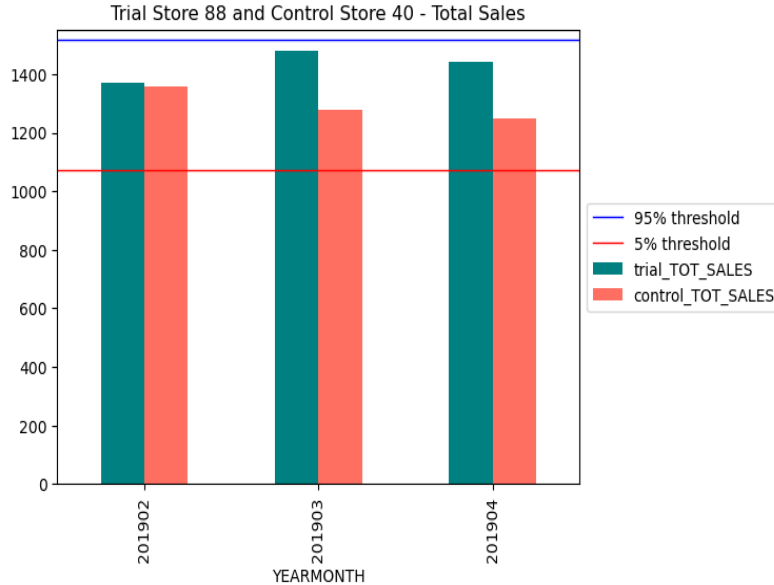
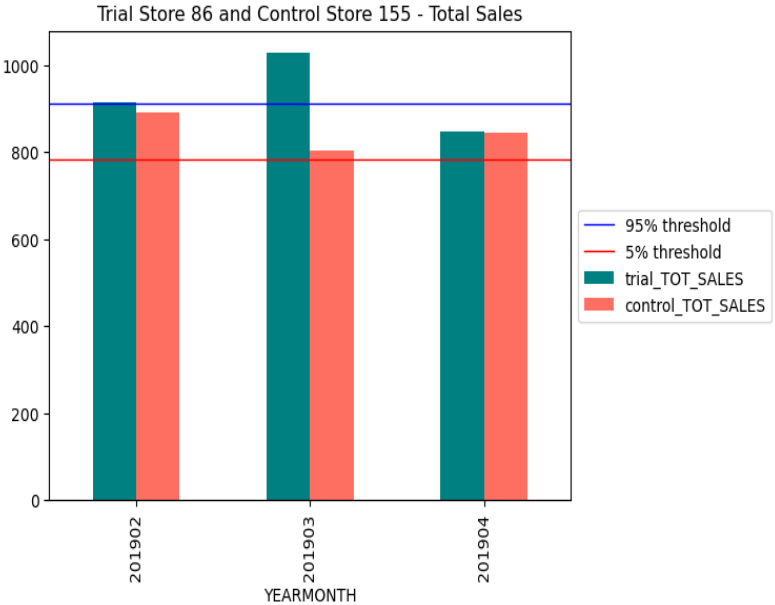
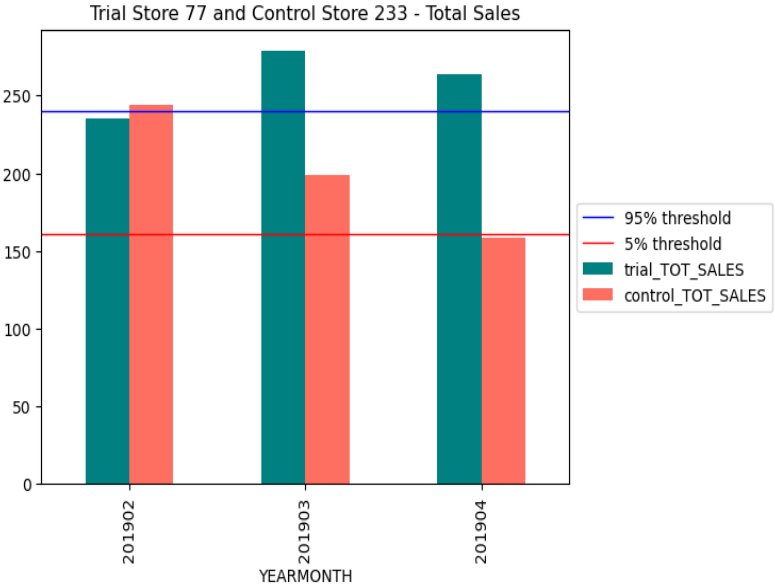


02

Trial store performance

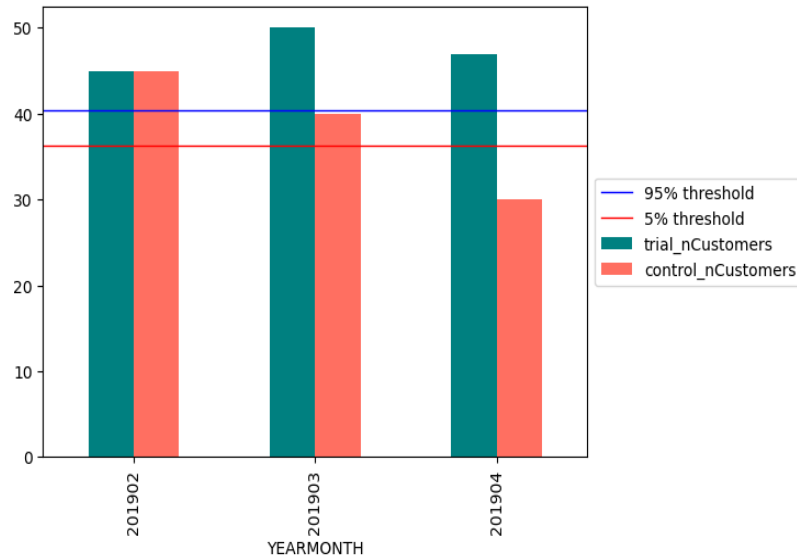
WE can see that trial store 77 sales for feb, march and April exceeds 95% threshold of control store. Same goes to store 86 sales fro all 3 trial months.

Whereas trial store 88 sales increase is insignificant

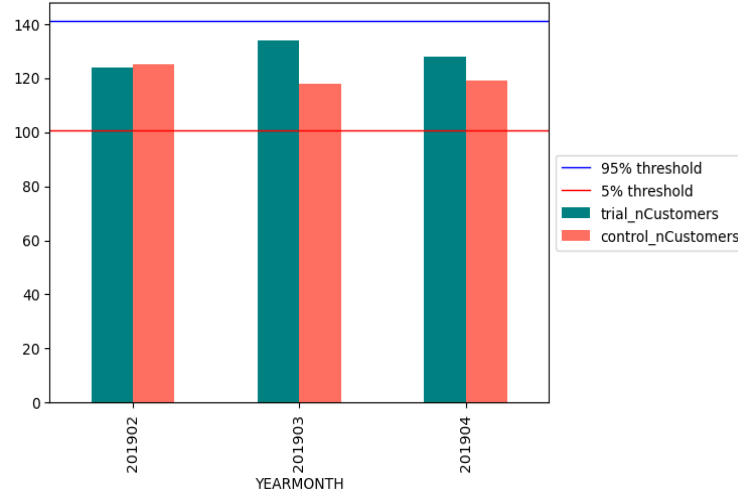


2. Trial store 86: Control store 155
3. Trial store 88: Control store 40
4. Both trial store 77 and 86 showed significant increase in total sales and number of customer ss during trial period. But not for trial store 88 Perhaps the client knows if theres anything about trial 88 that differs it from the other two trial
5. Overall the trail showed positive significant result

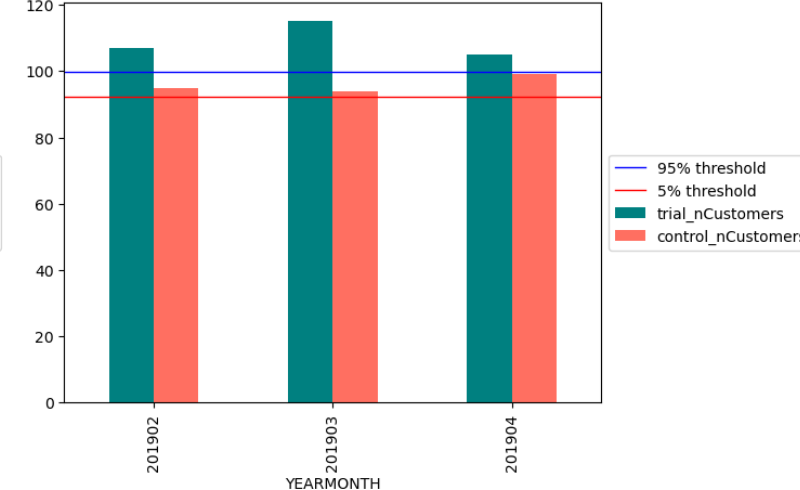
Trial Store 77 and Control Store 233 - Number of Customers



Trial Store 88 and Control Store 40 - Number of Customers



Trial Store 86 and Control Store 155 - Number of Customers





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