

November 2023

Category review: Chips

Retail Analytics



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
- 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.

We all have a responsibility to use data for good

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

- ❖ Examine transaction data
- ❖ Examine Customer data
- ❖ Data Analysis and customer segments
- ❖ Deep dive into customer segments

02

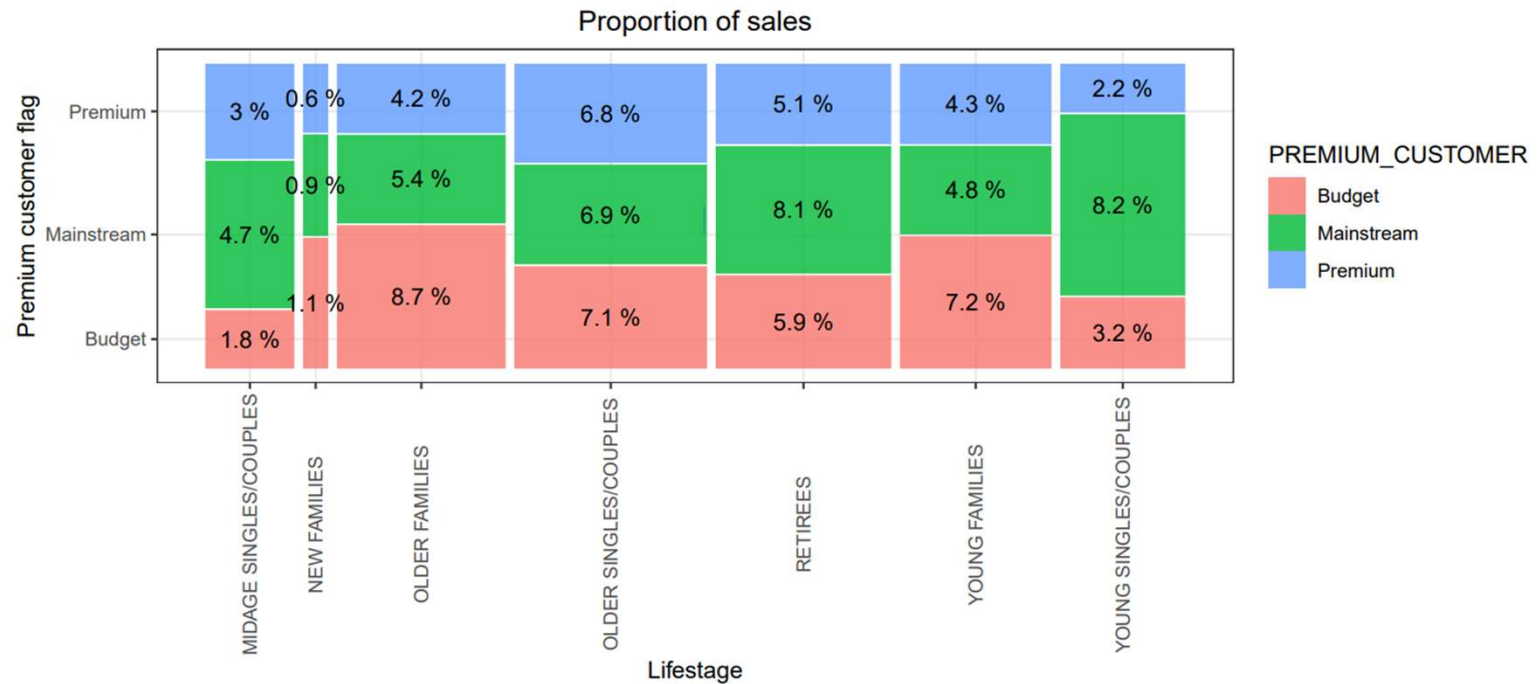
Task 2

- ❖ Uplifting testing, comparing trial and control stores
- ❖ Control store selection based on defined metrics
- ❖ Insightful data visualizations
- ❖ Examine statistical analysis to assess sales differences and formulate recommendations

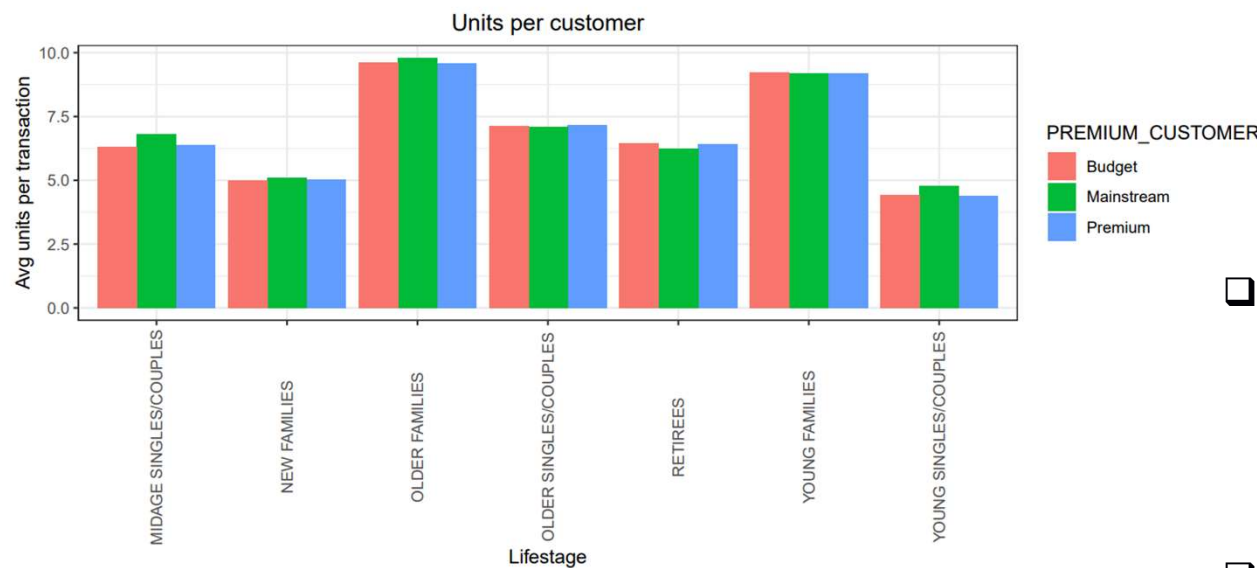
01

Category

Overview: your key callout for the category should be included here

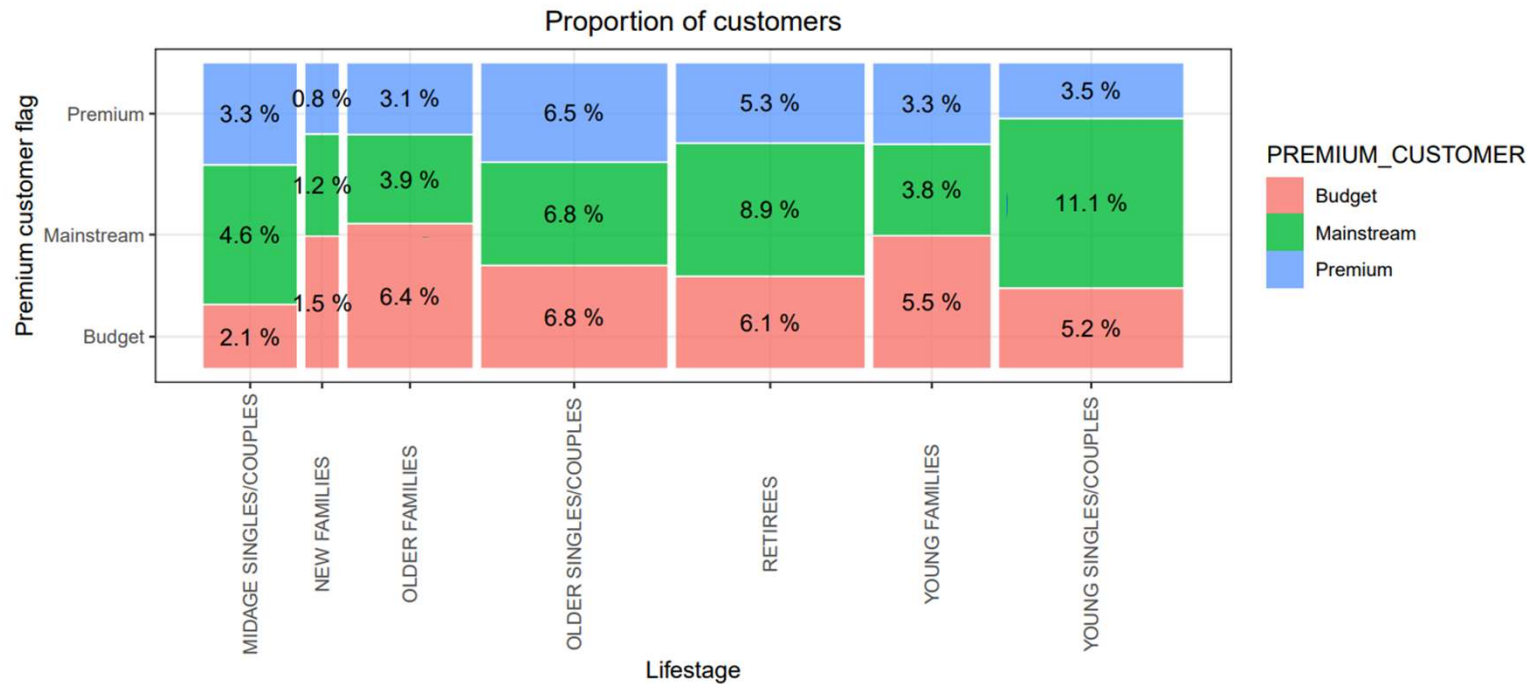


This slide will be commentary on affluence and its effect on consumer buying for the category of chips



- ❑ We also found that high spend in chips for young singles and retirees is due to there being more of them than other buyers. This is an indicative of impulsive buying behaviour.
- ❑ 23% Main Stream young singles and couples are 23% more likely to purchase Tyrells chips compared to the rest of the population.
- ❑ Category Manager may want to increase category's performance by off-locating some Tyrells and smaller packs of chips with discretions

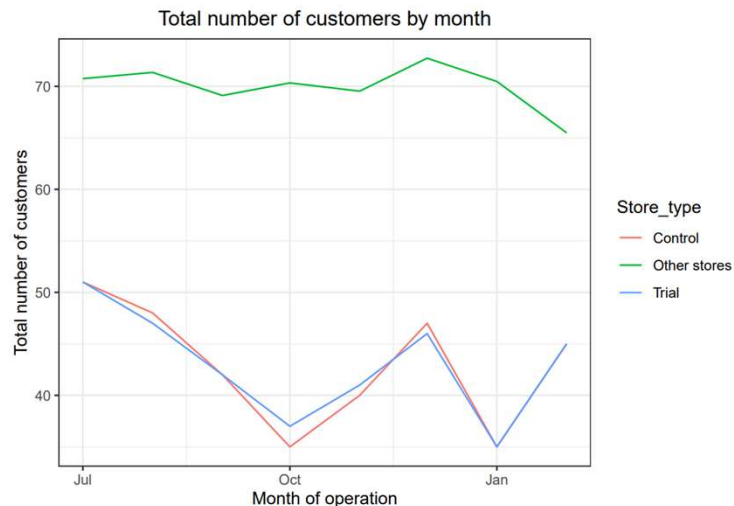
Stretch: Try visualising the proportion of customers by affluence and life stage on this slide



02

Trial store performance

Explanation of the control store vs other stores

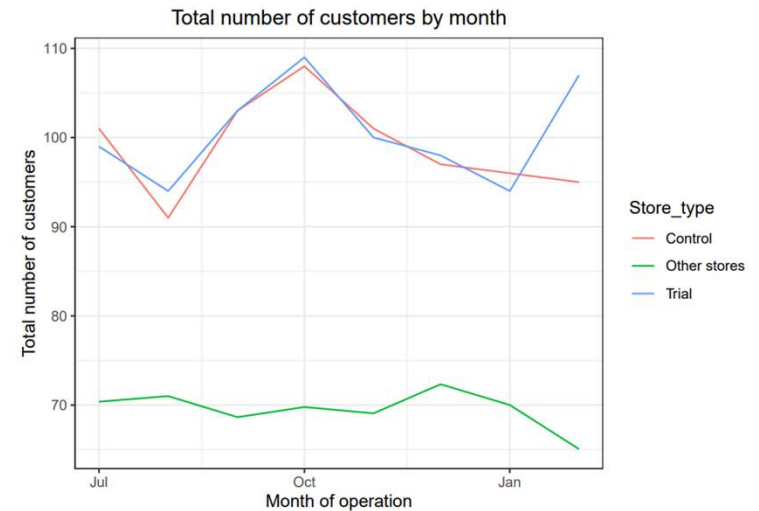
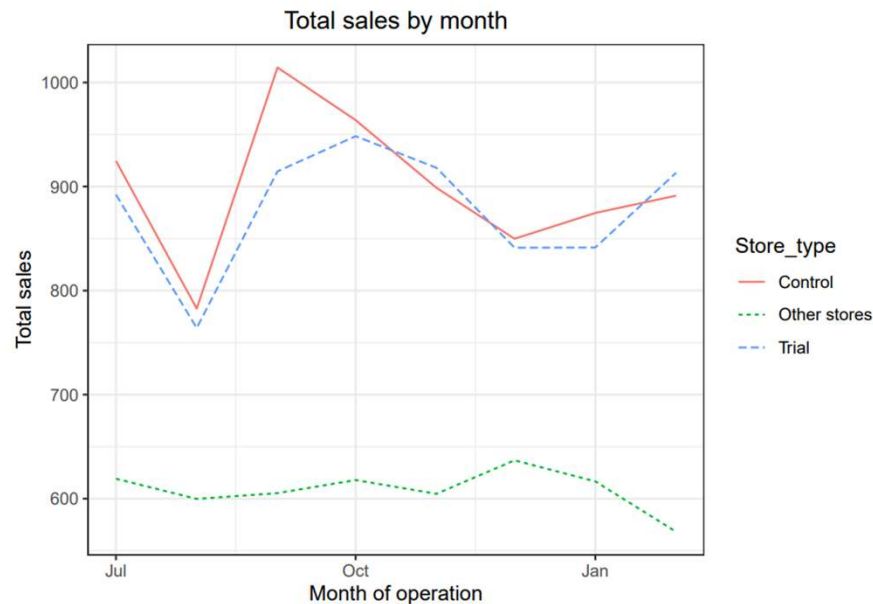


Here we are using data of those control stores which are exhibiting similar behaviour as that of the trial store.

Other store is nothing but other store data and the number of customers based on month in those stores.

We see that the number of other stores is higher as compared to trial and control as we have narrowed down our search to just similar pattern based control and trial and comparing their performance.

Call out of the performance in the trial store, determining if it was successful



- ❖ Trial store 86 was overall successful as it shows significant increase in sales..
- ❖ The number of customers is higher in all three months.
- ❖ This indicates that the trial store had significant impact on increasing the number of customers at the trial store.

Thank You !

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