

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

Task 1

- **"Mainstream"** customers in these life stages are more likely to make higher total sales compared to **"Budget"** and **"Premium"** customers in the same life stages. By making marketing strategies and promotions effectively engage and retain this customer segment.

02

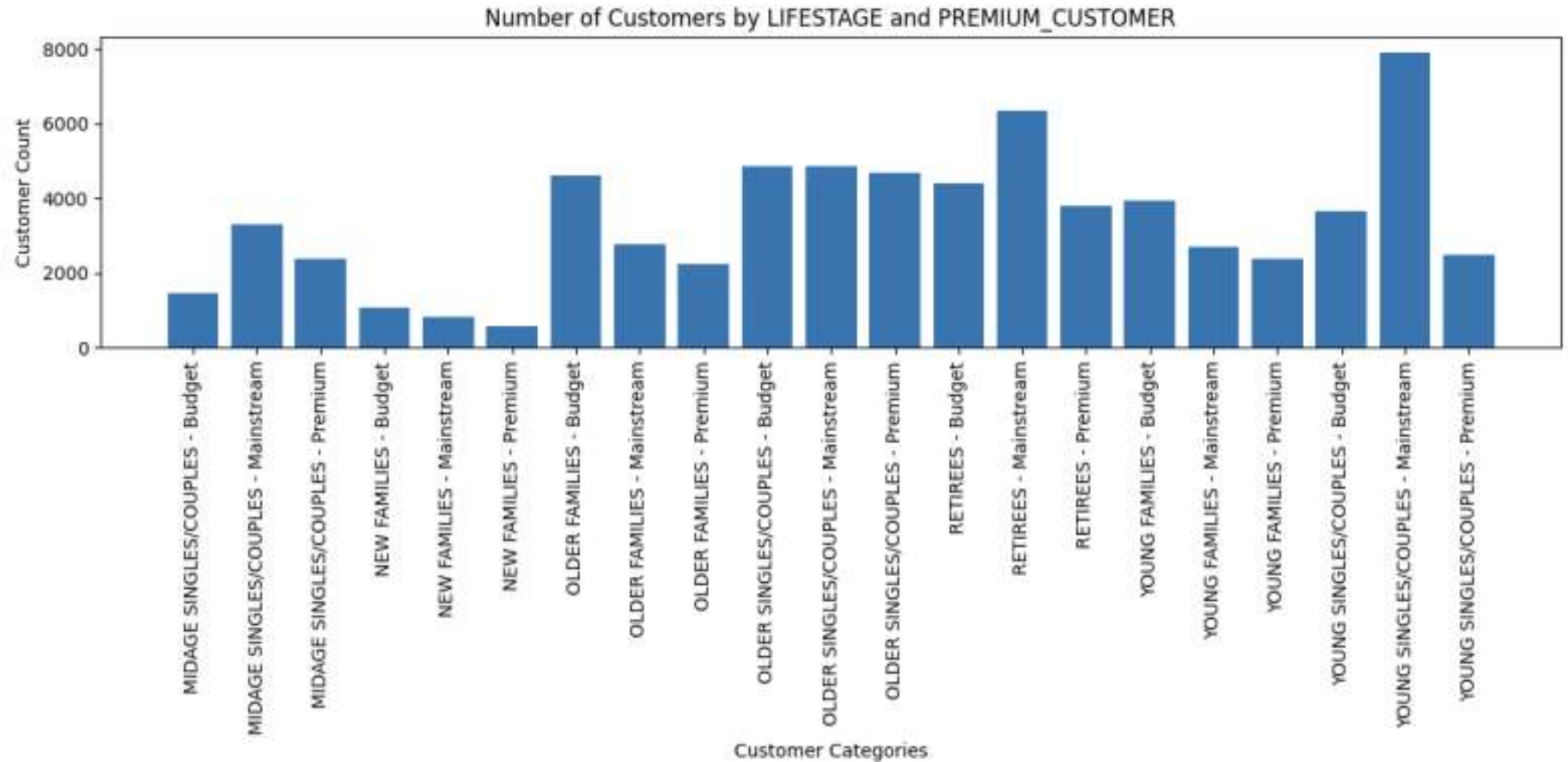
Task 2

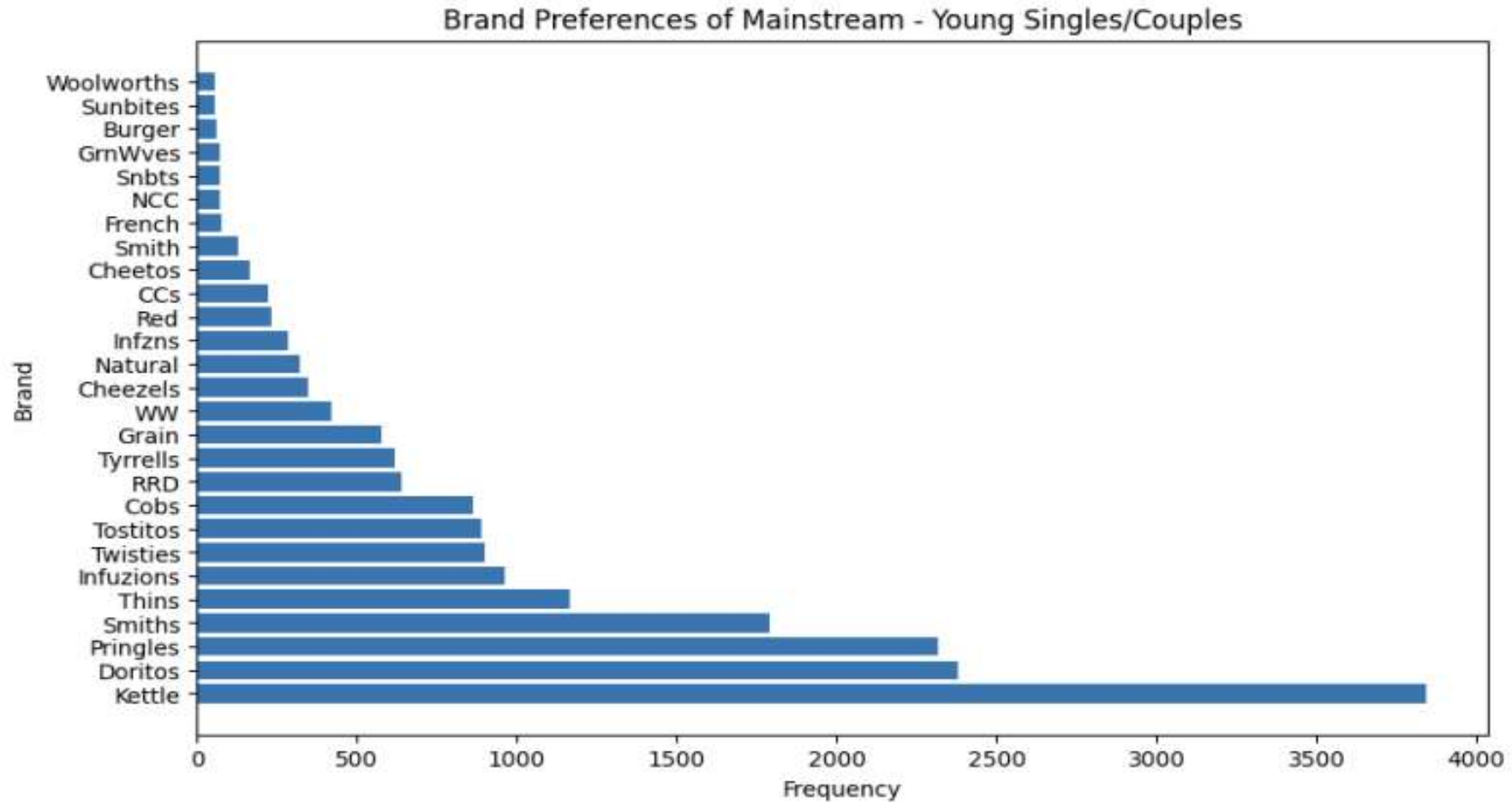
- The trial initiatives in stores 77 and 86 were generally successful in boosting both sales and customer engagement. However, further analysis and adjustments may be required for store 88 to optimize its performance during the trial period.

01

Mainstream - young singles/couples prefer the brands Kettle, Doritos, and Pringles in 175g, 150g and 134g sized packs. By making marketing strategies and promotions towards these brands and pack sizes effectively engage and retain this customer segment, potentially leading to increased sales and brand loyalty.

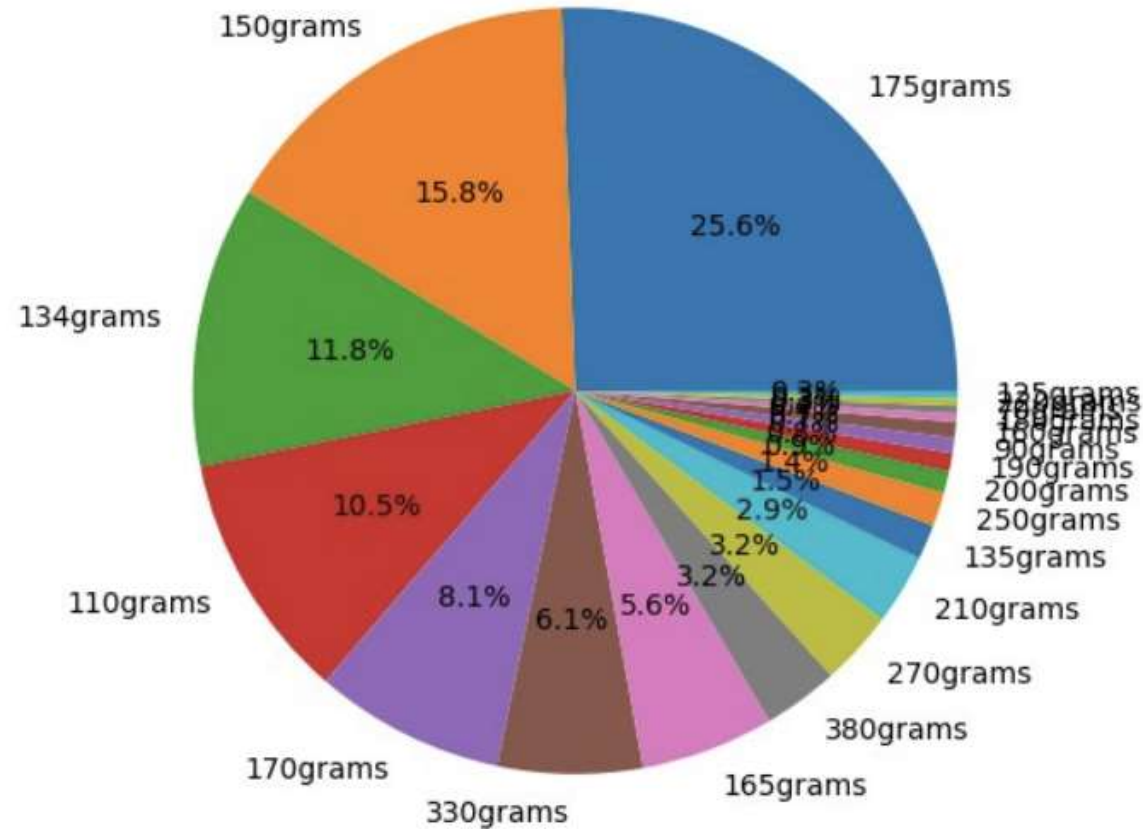
- Mainstream - young singles/couples who buy chips contributes to there being more sales.





- Among the Mainstream - Young Singles/Couples customer segment. Kettle, Doritos, and Pringles emerge as the top brand preferences.

Pack Size Preferences of Mainstream - Young Singles/Couples

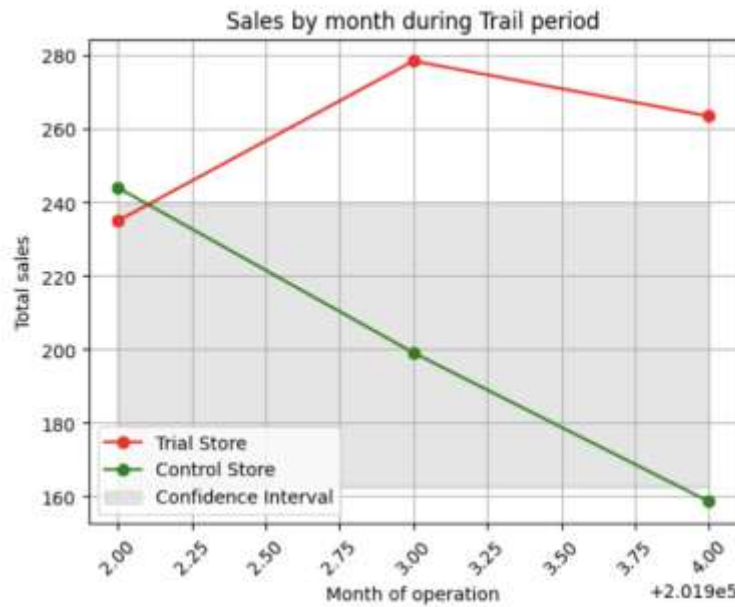


- More than half of Mainstream - Young Singles/Couples customer segment prefer the pack sizes among 175g, 150g and 134g.

02

- The trial initiatives in stores 77 and 86 were generally successful in boosting both sales and customer engagement. However, further analysis and adjustments may be required for store 88 to optimize its performance during the trial period.

- In a three-month trial period, comparing the performance of trial stores 77, 86, and 88 with their respective control stores 233, 155, and 237.
- The results indicate that trial store 77 and 86 demonstrated sales performance outside the 5% to 95% confidence interval of the control store for two of the three trial months, while also showing a significant difference in customer count during all three months.
- For trial store 88, its sales performance deviated outside the confidence interval for two of the three months, concurrent with deviations in customer count during trial period.



Trail store – 77
Control store - 233



Trail store – 88
Control store - 237



Trail store – 86
Control store - 155



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