

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

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

Here you will include your high-level findings and any key callouts for task 1

1. Sales Performance by Product Category: The charts likely depict sales performance across different product categories. The bar charts with varying heights suggest that different categories have varying levels of sales.
2. Sales Trends Over Time: The line charts might show sales trends over a period, potentially indicating seasonal fluctuations or overall growth patterns.
3. Distribution of Sales: The dot plots or box plots might illustrate the distribution of sales values within each category, revealing insights into the spread and range of sales figures.

02

Task 2

Here you will include your high-level findings and any key callouts for task 2

1. Life stage & Premium Customer Status Impact on Average Chips Bought.
2. Number of Customers by Life stage & Premium Customer Status.
3. Average Chips Bought by Life stage & Premium Customer Status.

01

**Category
Affluence.**



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

1. Affluence refers to the state of having a great deal of money; wealth. It's a broad term encompassing various aspects like income level, financial stability, access to resources, and overall economic well-being.
2. Affluence signifies a high degree of wealth and financial security, enabling individuals to access a wider range of goods, services, and experiences.

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

- Brand Choice
- Snacking Habits
- Impulse Buying
- Health Consciousness
- Marketing Strategies

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

- Multiple Charts: The images present several charts, likely depicting sales or customer data over time.
- "Control Store" and "Other Sources": These terms appear as labels or categories in the charts.
- Confidence Intervals: Some charts include confidence intervals, indicating the range within which the true value is likely to fall.
- "Control Store" might represent a specific store or location used as a benchmark.
- "Other Sources" could refer to sales data from other stores, competitors, or industry averages.
- The charts could be comparing the performance of the Control Store to these Other Sources in terms of sales, customer traffic, or other relevant metrics.

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

- To determine if the trial store was successful, the presentation should:

* Present Data Analysis

- Clearly present the data collected from the trial store. This could include: Sales figures (total sales, daily sales, sales by product category)
- Customer traffic data (number of visitors, foot traffic patterns).
- The trial store exceeded sales targets by [percentage] and demonstrated strong customer satisfaction. However, conversion rates were lower than expected. Further analysis is needed to identify potential areas for improvement.



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