

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

1. The sales increase in the month of December before the Christmas (except the day itself. It is a good time to take advantage of this momentum with promotional offers. .
2. Kettle is the most popular brand followed by Smiths, Doritos and Pringles. So, they need to be in stock. Also 175 gram packets are the most sold.
3. Mainstream young singles/couples, retirees are the most common customers and also account for a great share of chips sale.
4. Older and Young Family segment have the highest average purchase units per unique customer.

02 Trial Store Analysis

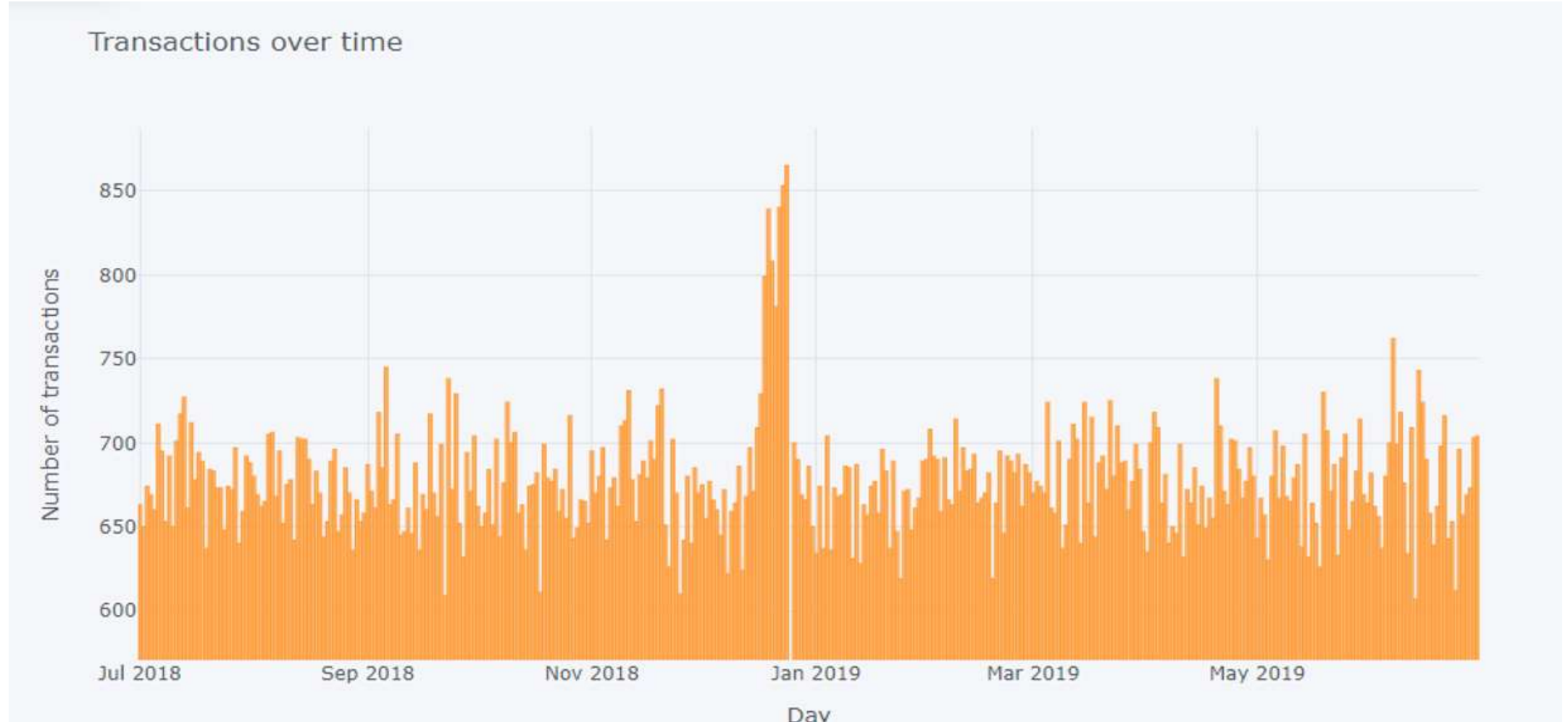
1. One control store was selected for each trial store and the values of metrics were compared in trial and pre trial period.
2. The results for trial stores 77 and 88 during the trial period show a significant difference in at least two of the three trial months but this is not the case for trial store 86.

01

Category

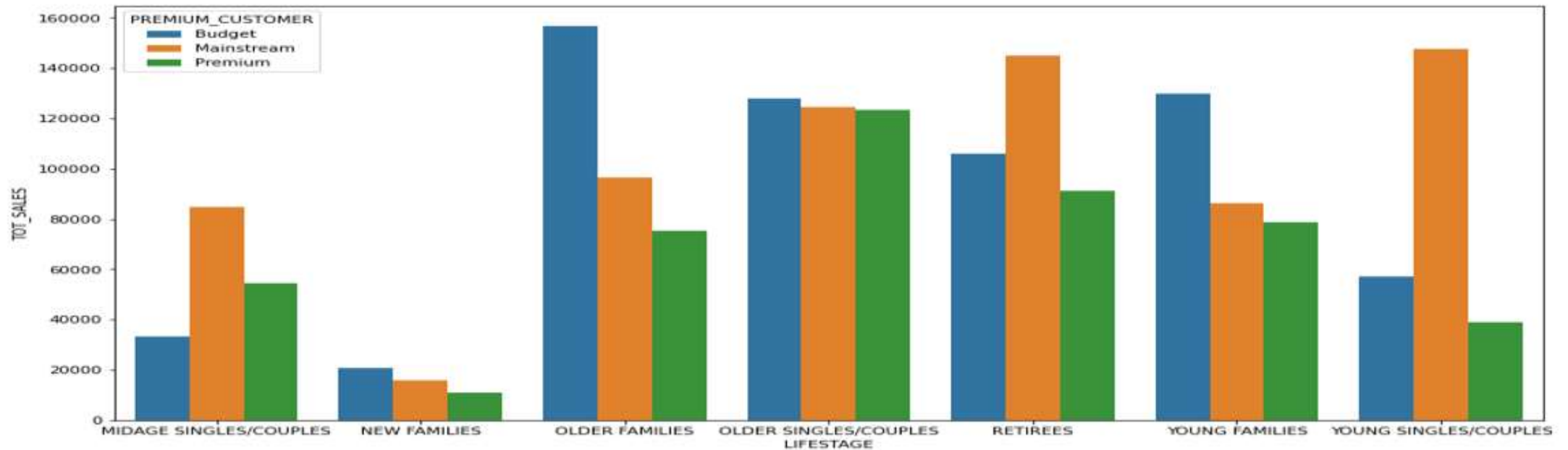


Sales Distribution

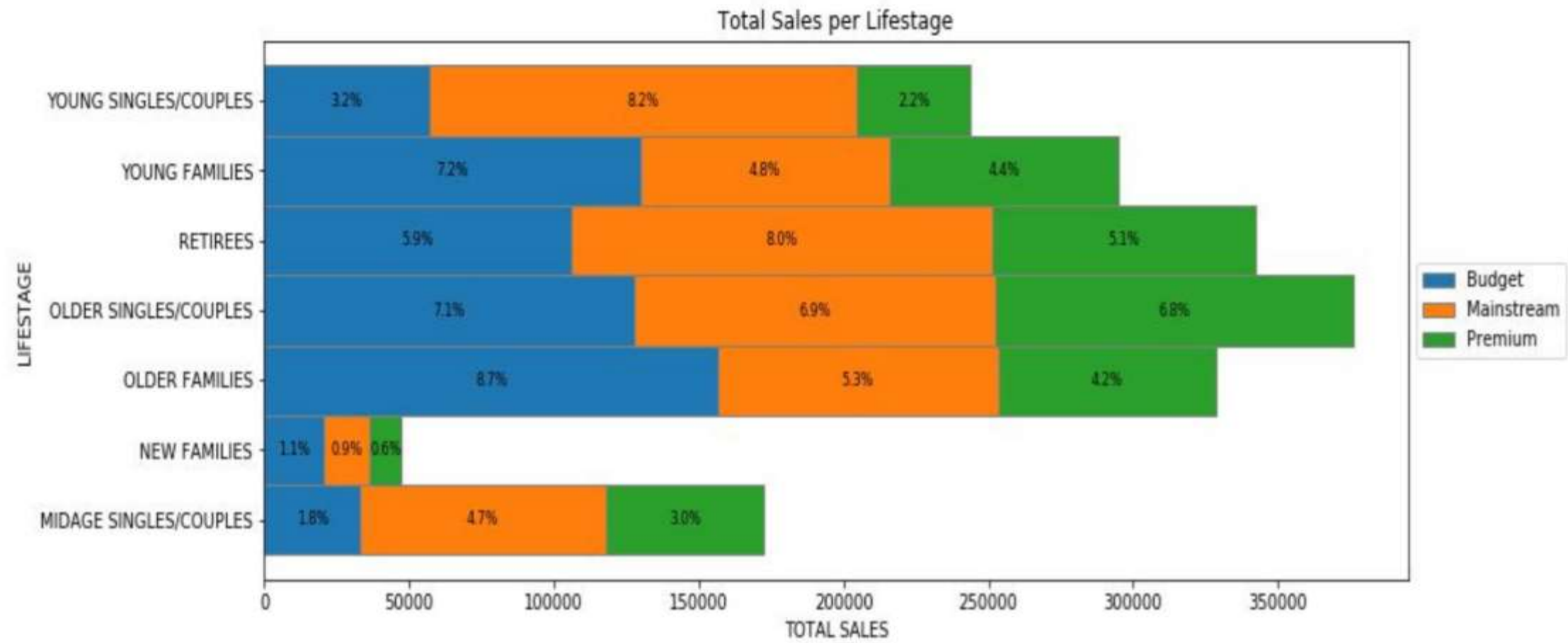


The sales have a sudden hike in the month of December before the Christmas (except the day itself). Whereas there is no sales on 25th.

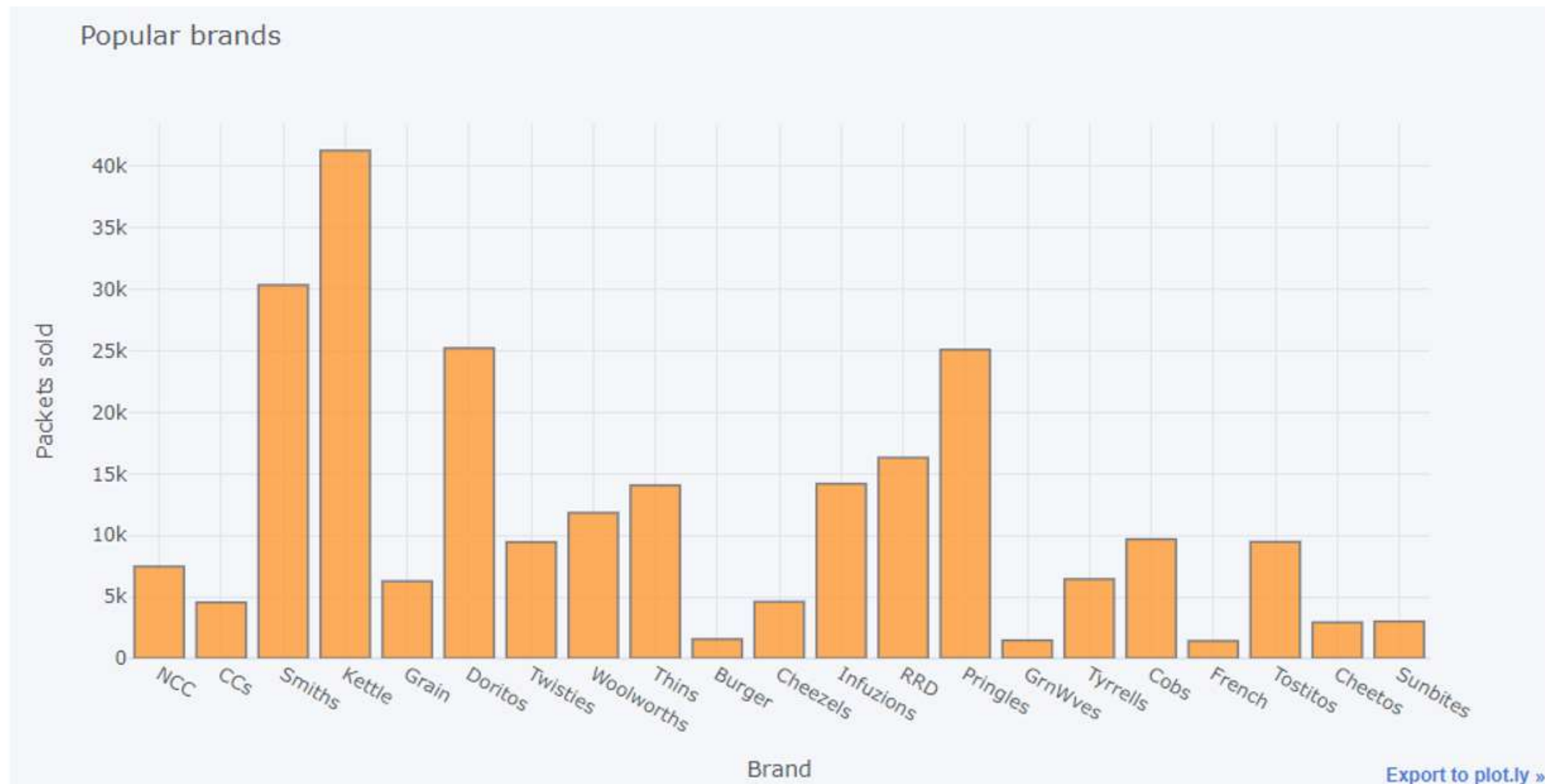
- Older and Young Family segment have the highest average purchase units per unique customer.
- Kettle is the most popular brand followed by Smiths, Doritos and Pringles.
- Mainstream young singles/couples, retirees are the most common customers and also account for a great share of chips sale.
- Budget older families have the maximum contribution to sales.
- Mainstream young singles/couples and mid-age single/couples pay more per packet than any other group.



Sales mainly came from Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees. In total, older customers buy more than younger customers. Non-premium customers buy more than premium customers.



Popular Brands

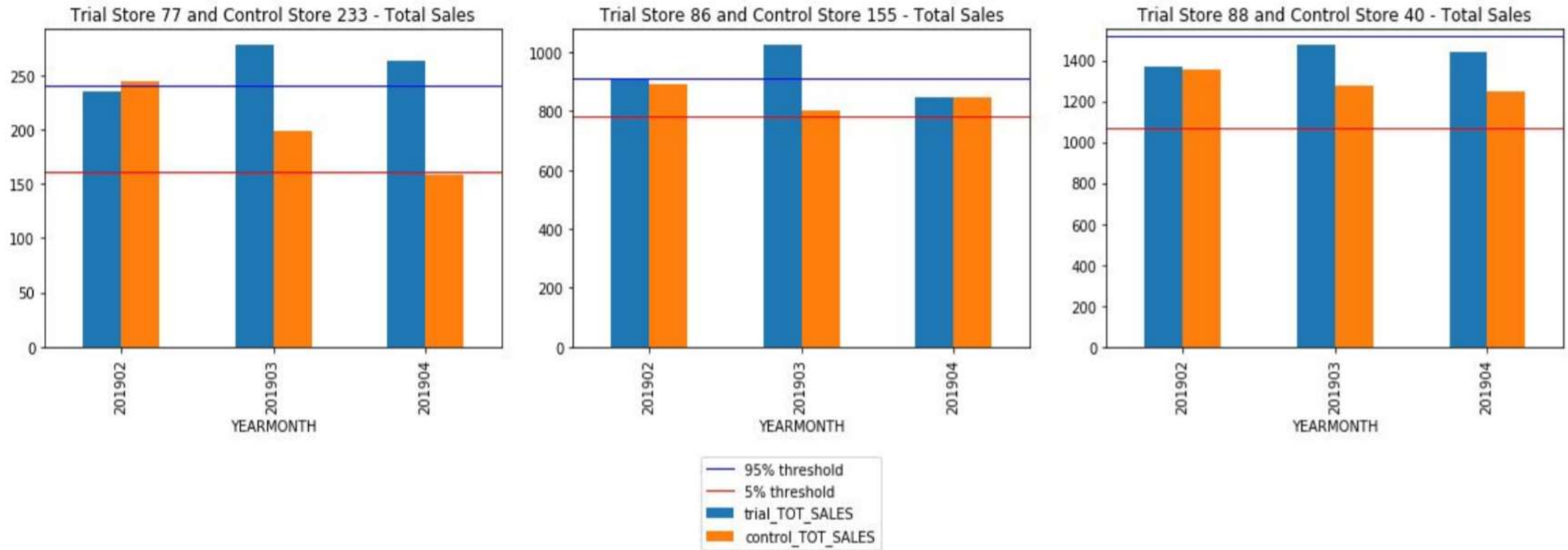


02

Trial store performance

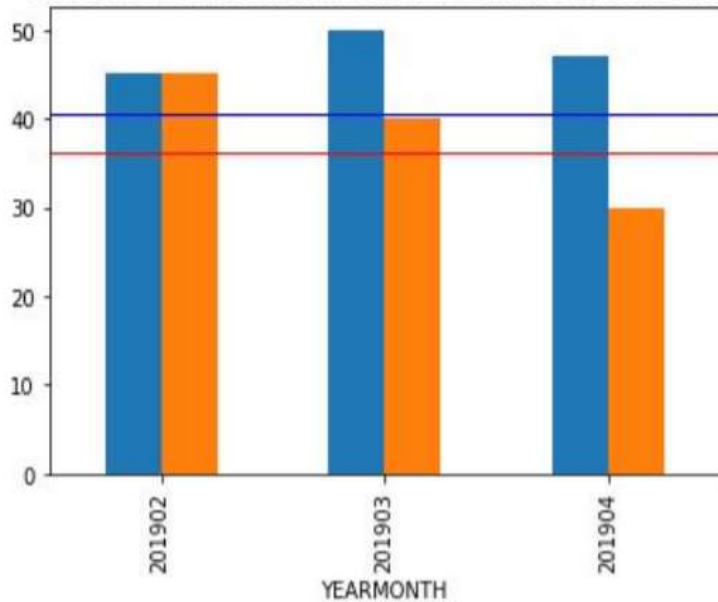
Explanation of the control store vs other stores:

Trial store 77 second and third month, and trial store 86 second month had significantly higher sales than Control store. Whereas trial store 88 sales increase is insignificant.

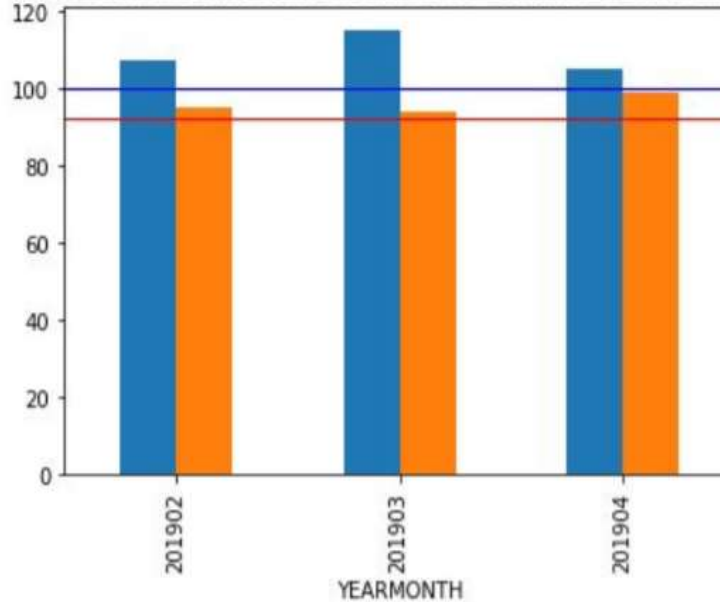


Trial store 77 and 86 had significant increase in number of customers during Trial period compared to Control stores, proving an effective trial run. Whereas trial store 88 customers increase is insignificant.

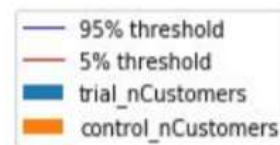
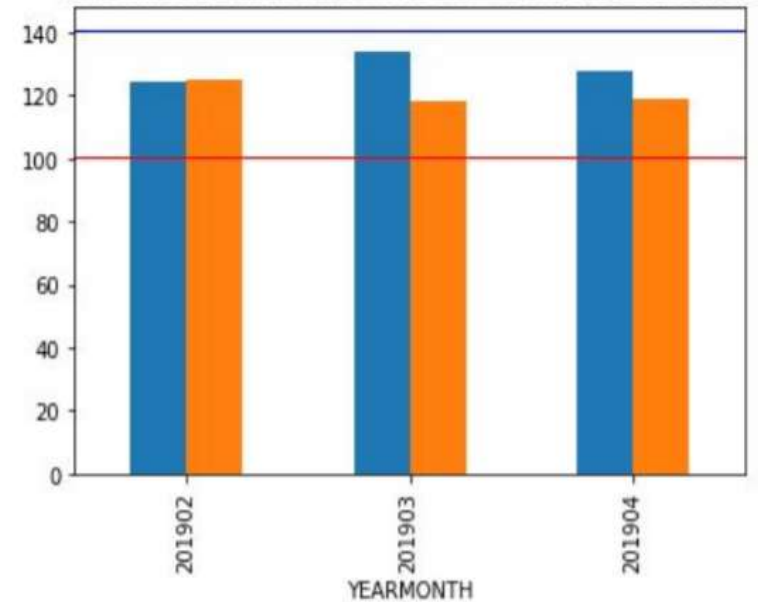
Trial Store 77 and Control Store 233 - Number of Customers



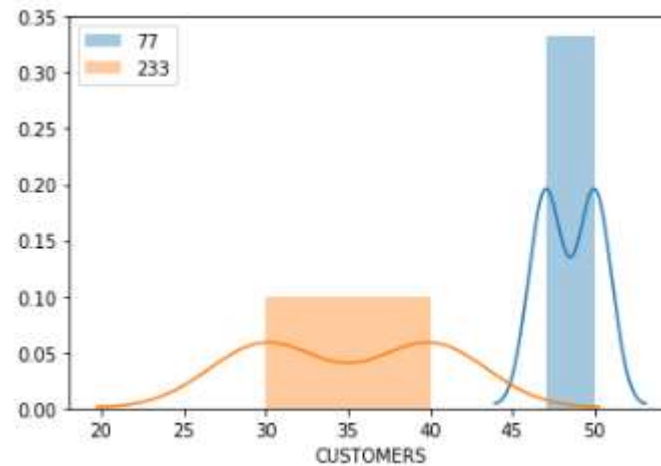
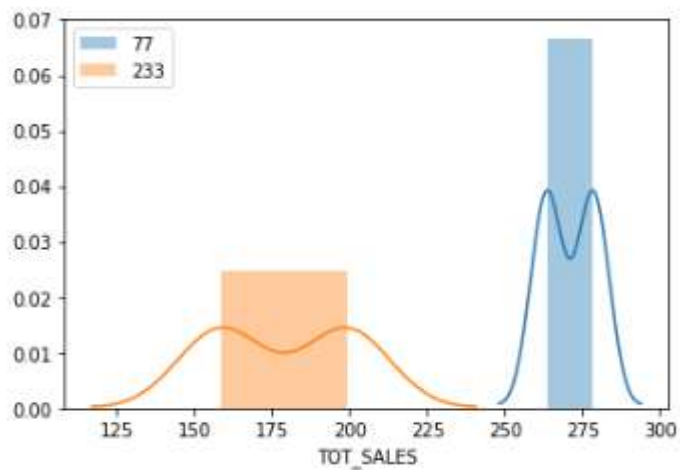
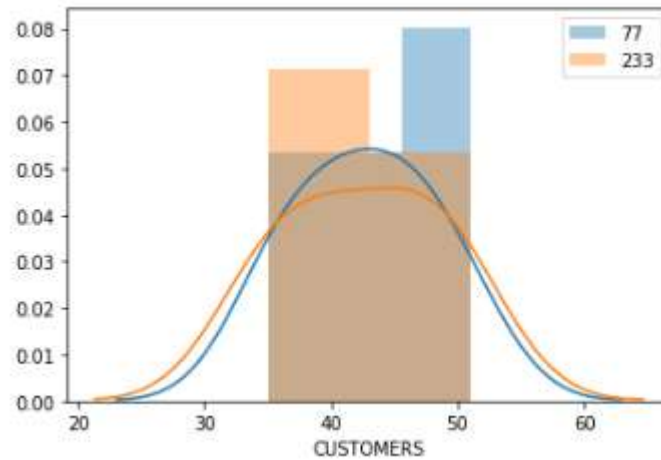
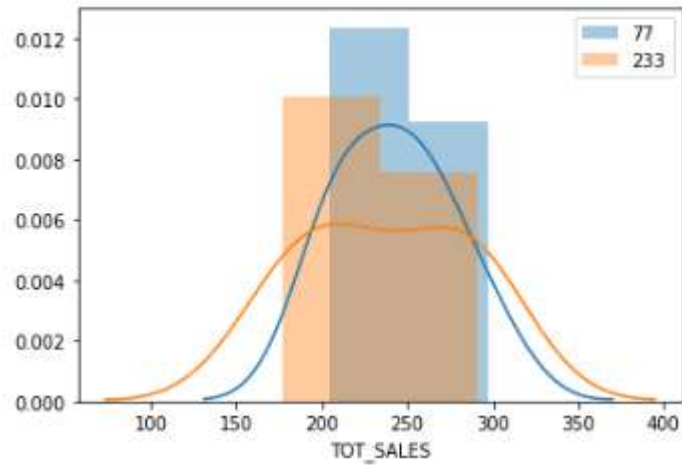
Trial Store 86 and Control Store 155 - Number of Customers



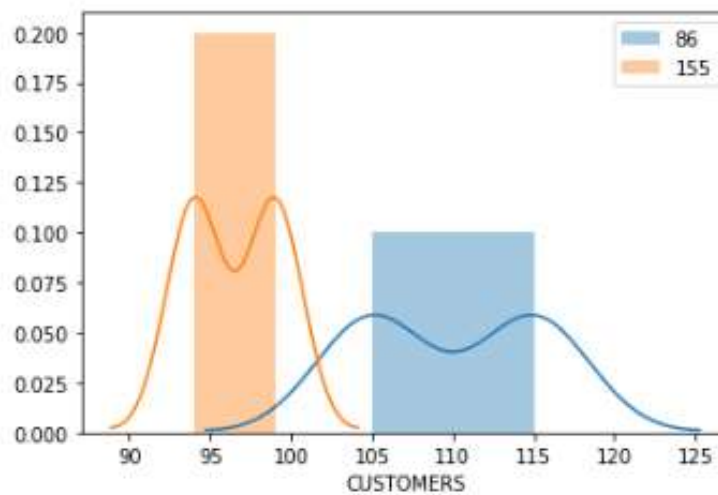
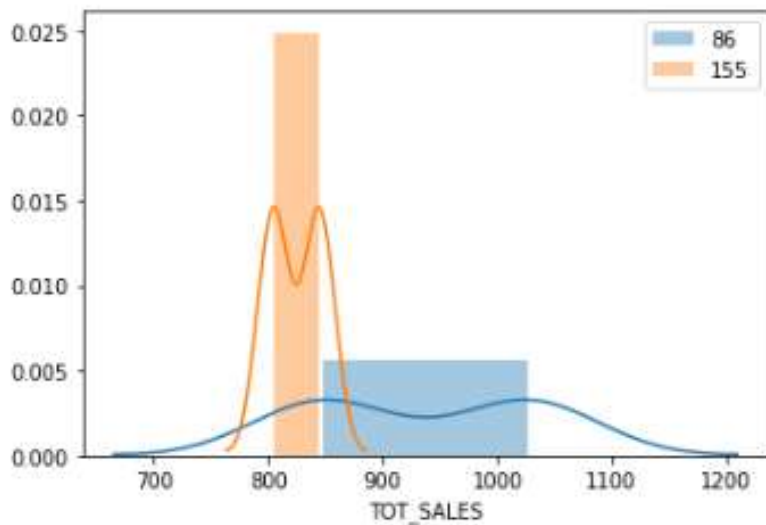
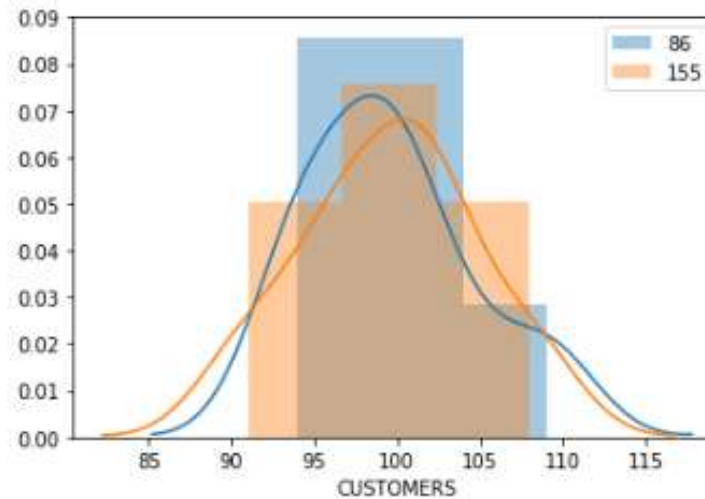
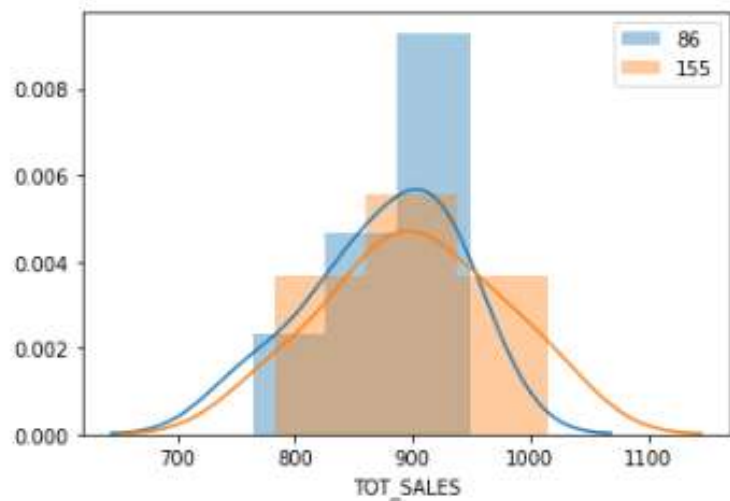
Trial Store 88 and Control Store 40 - Number of Customers



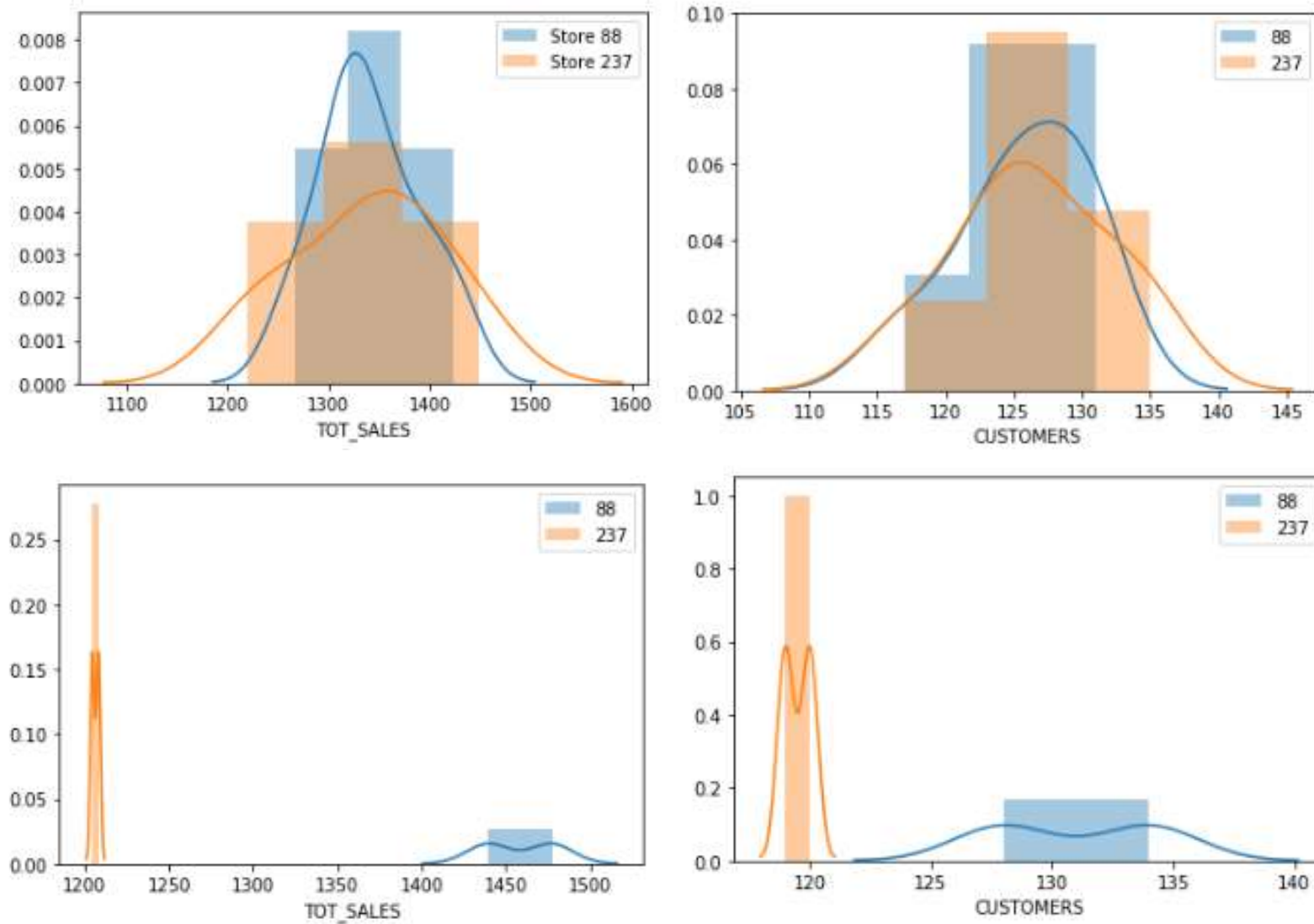
Trial store 77 vs Store 233



Trial store 86 vs Store 155



Trial store 88 vs Store 237





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