

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 confidence nature of this document.

# Executive summary

## 01 Task 1

- The increase in sales mostly occurs around Christmas which can be considered as good promotional time.
- Older families in Budget tends to spend more than Young Singles/Couples.
- Kettle, Doritos and Pringles are top brands.
- 175g packaging is the most in Sales.

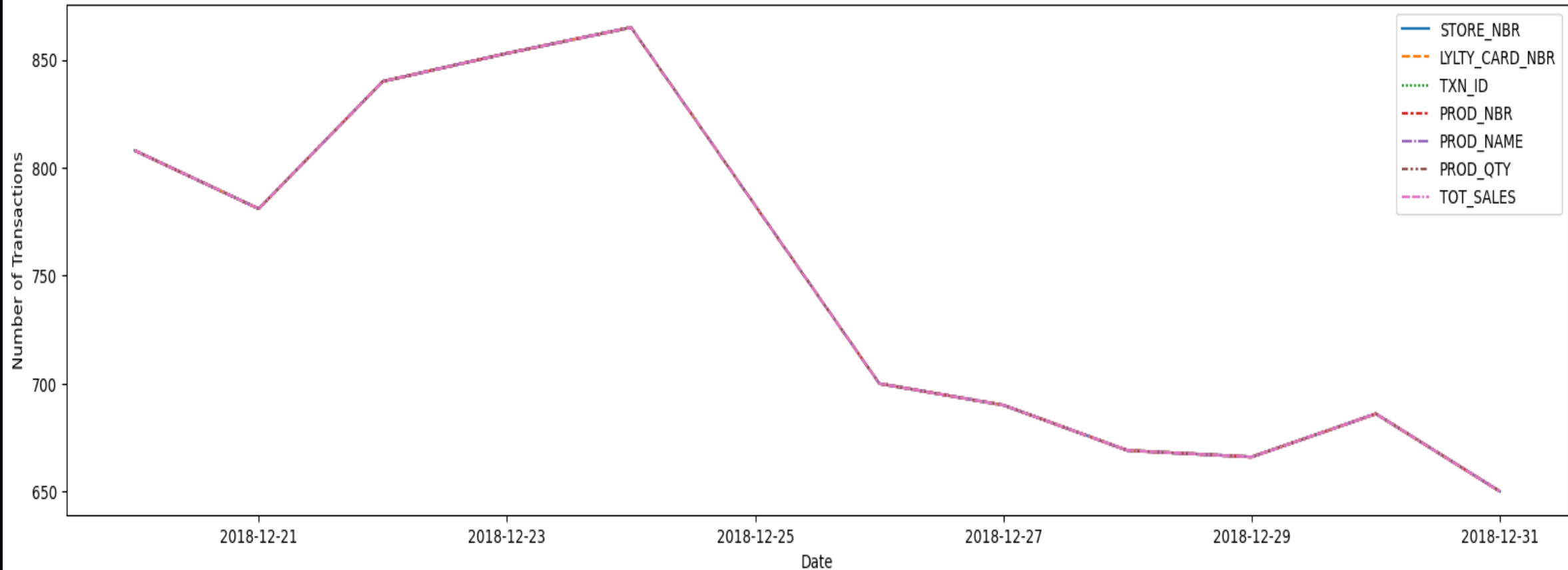
## 02 Task 2

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.

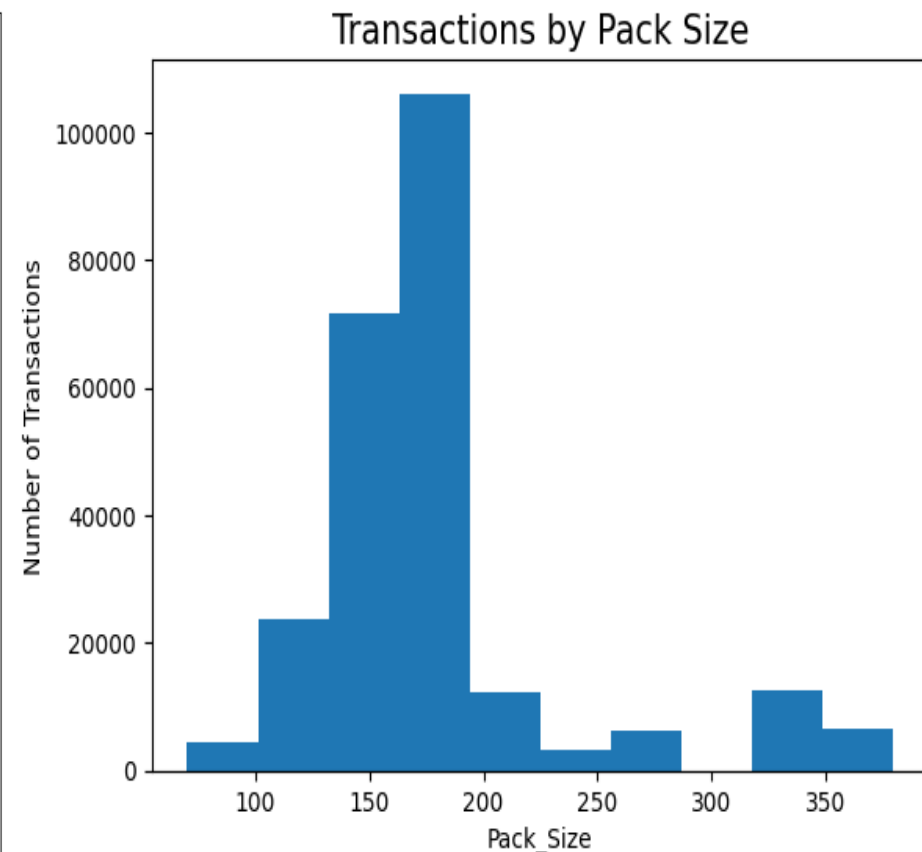
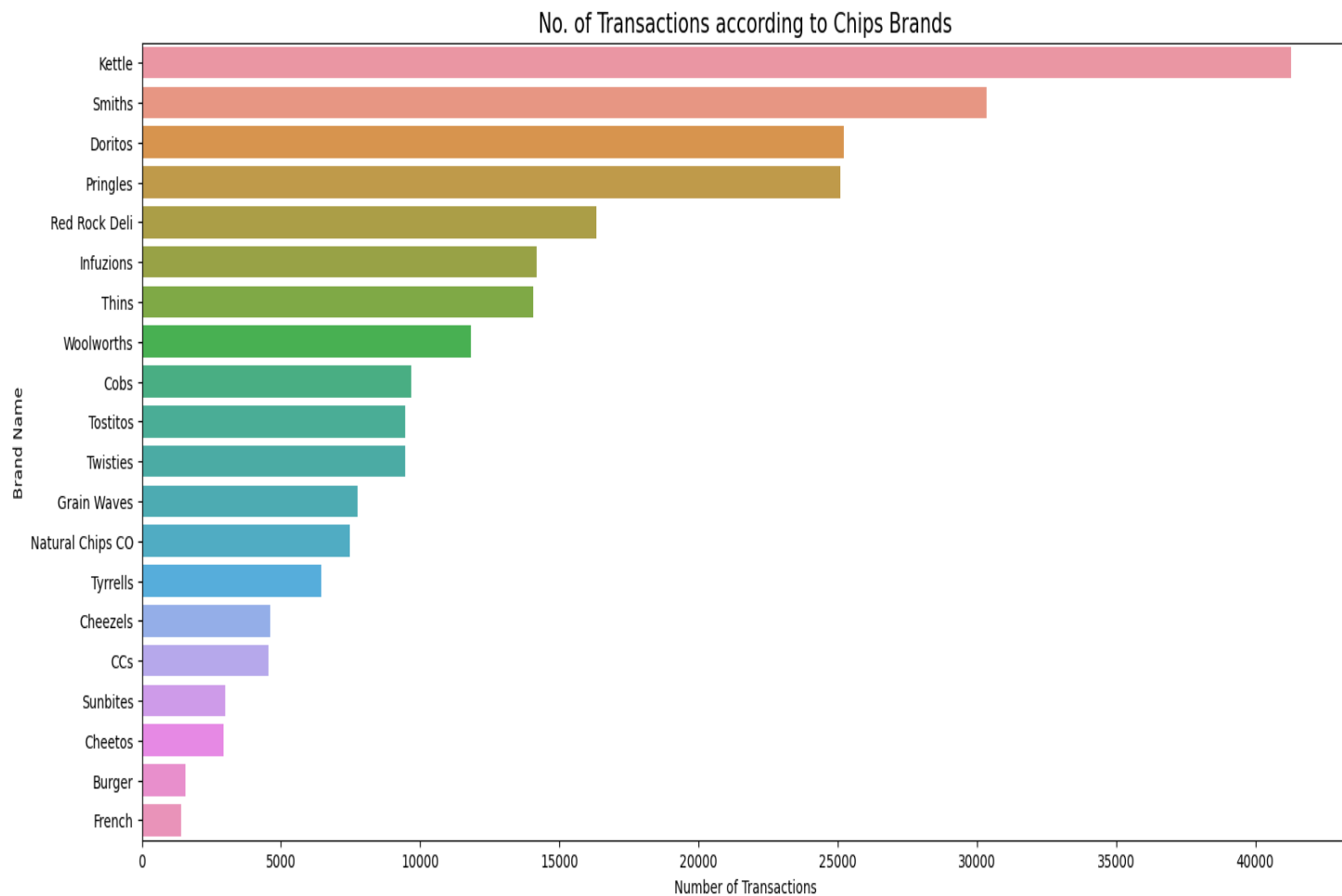
# 01

## Category

# Overview: Transactions with effect of Time



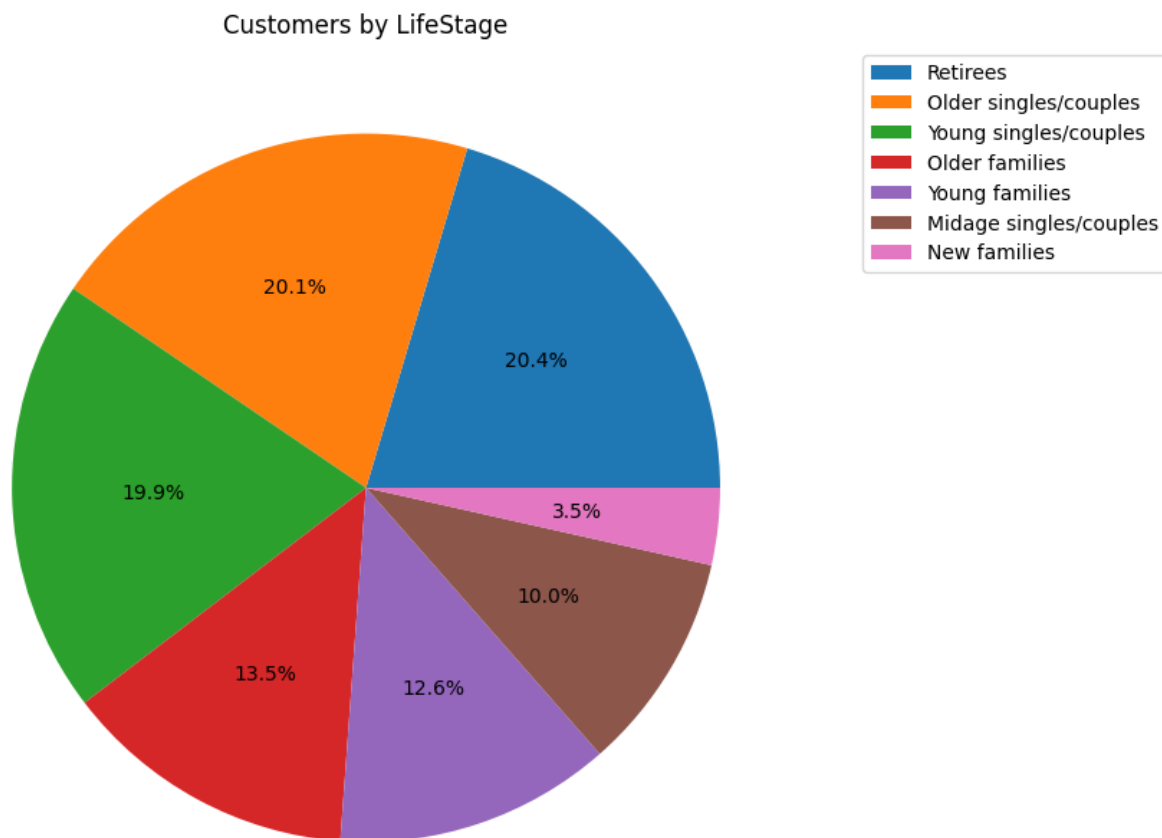
# Information regarding top Chips Brand and Pack Size



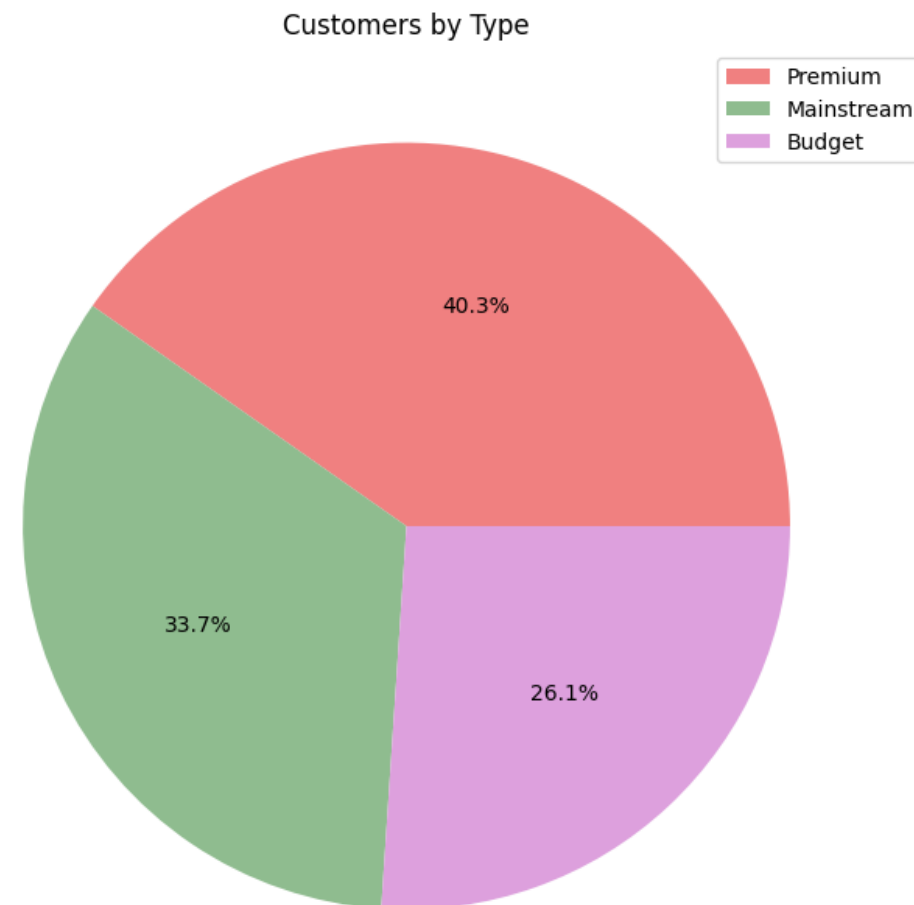
# Customer by LifeStage

# Customer by Type

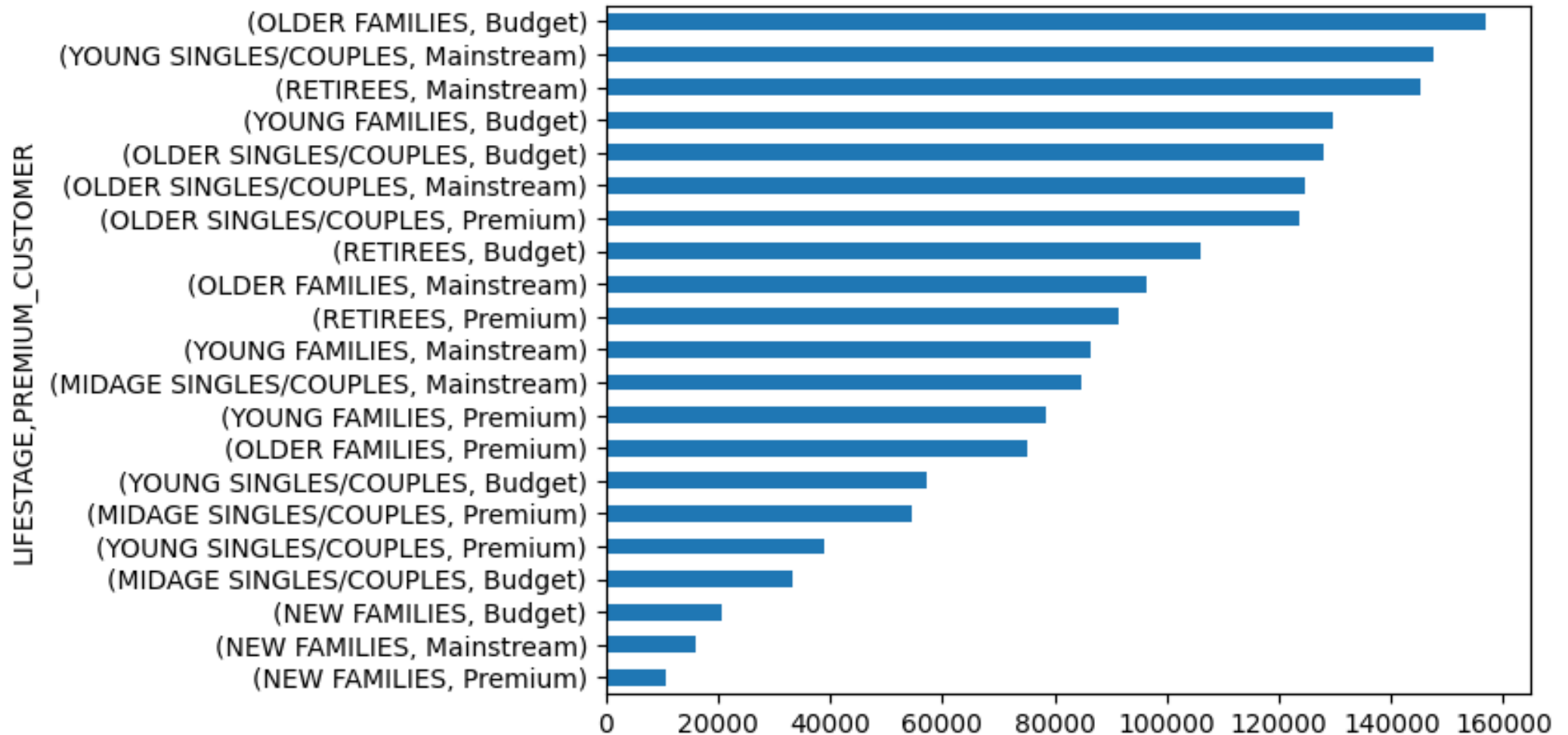
LIFESTAGE



PREMIUM\_CUSTOMER

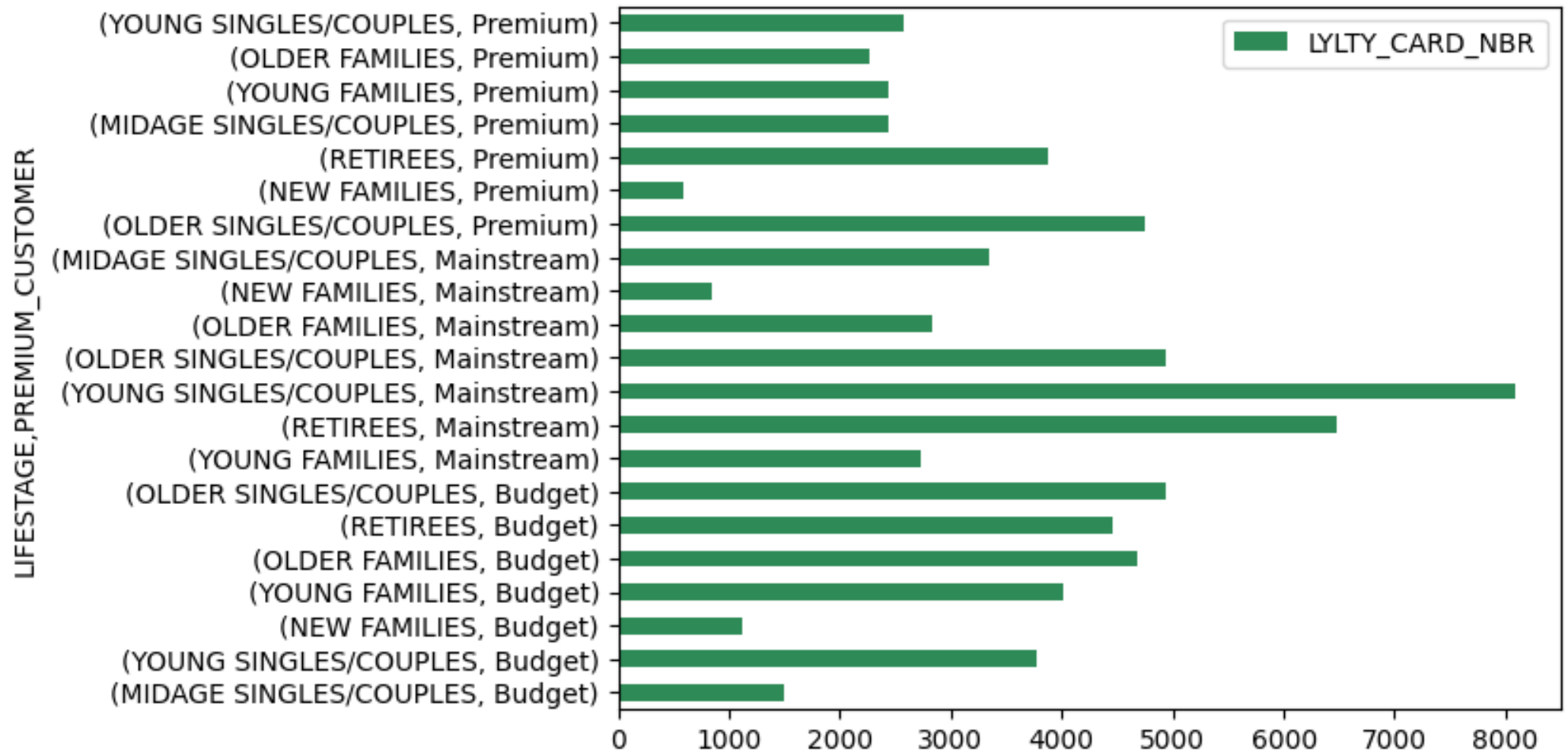


# Visualising the proportion of Sales by affluence and life stage

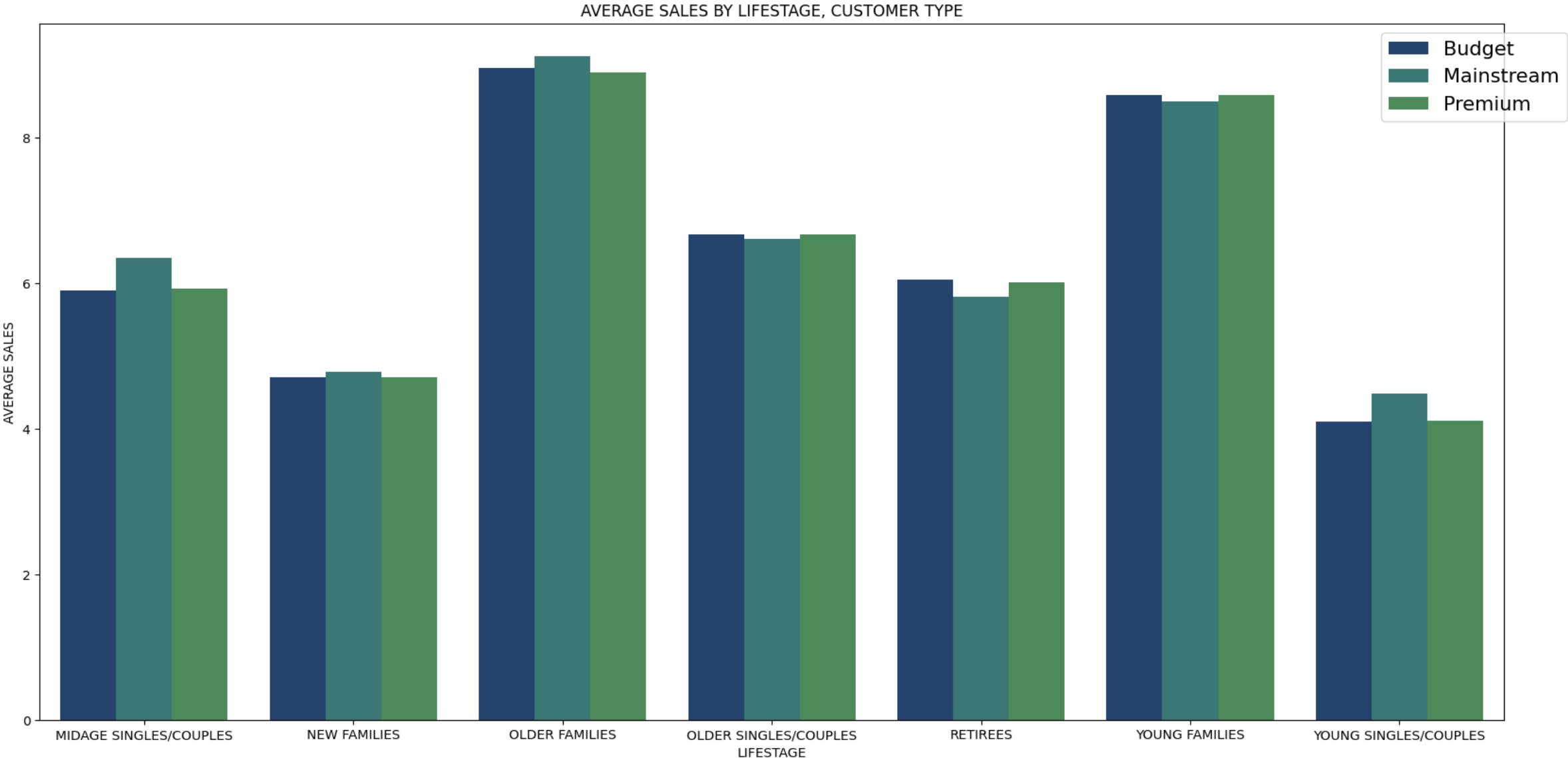




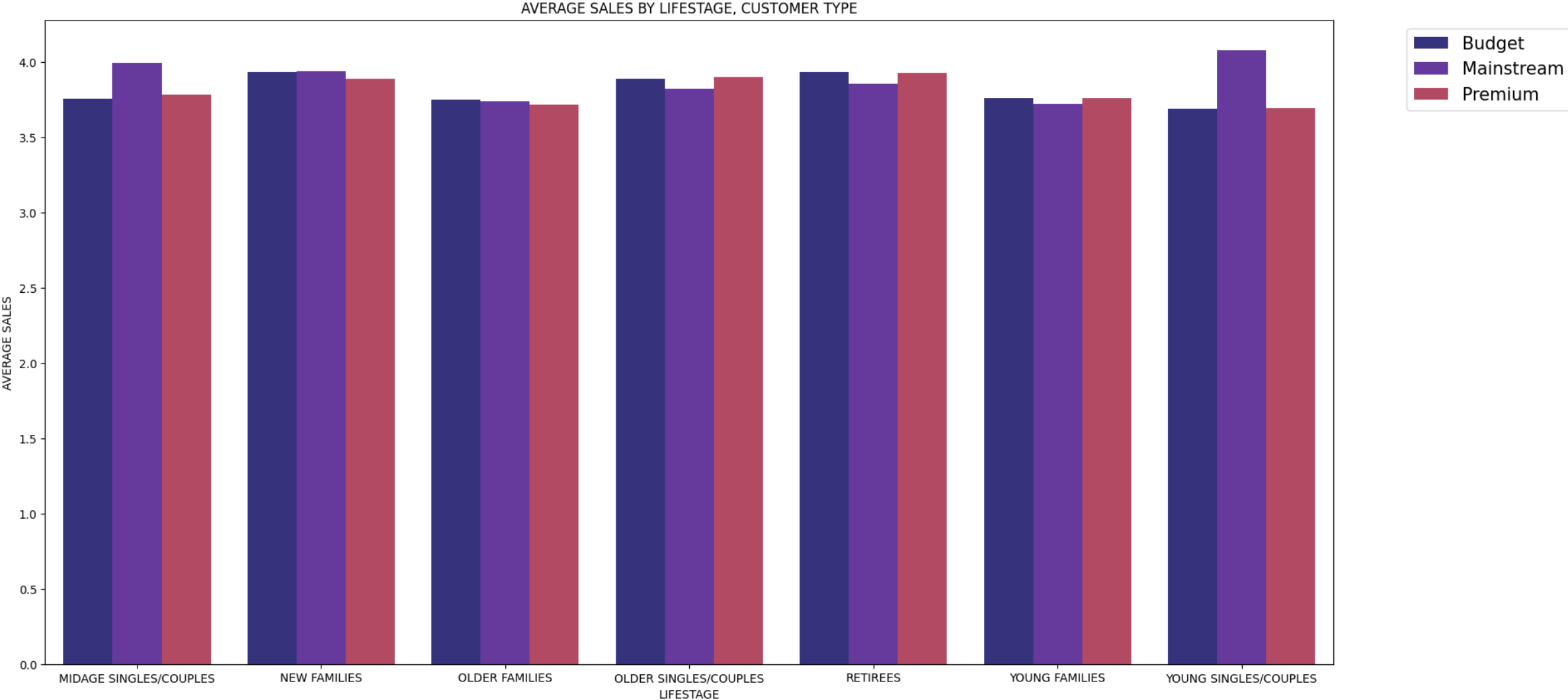
# Visualising the proportion of Customer by affluence and life stage



# Visualising Average Sales Quantity by Life Stage and Customer Type



# Visualising Average Sales by Life Stage and Customer Type



# 02

## Trial store performance

## Explanation of the control store vs other stores

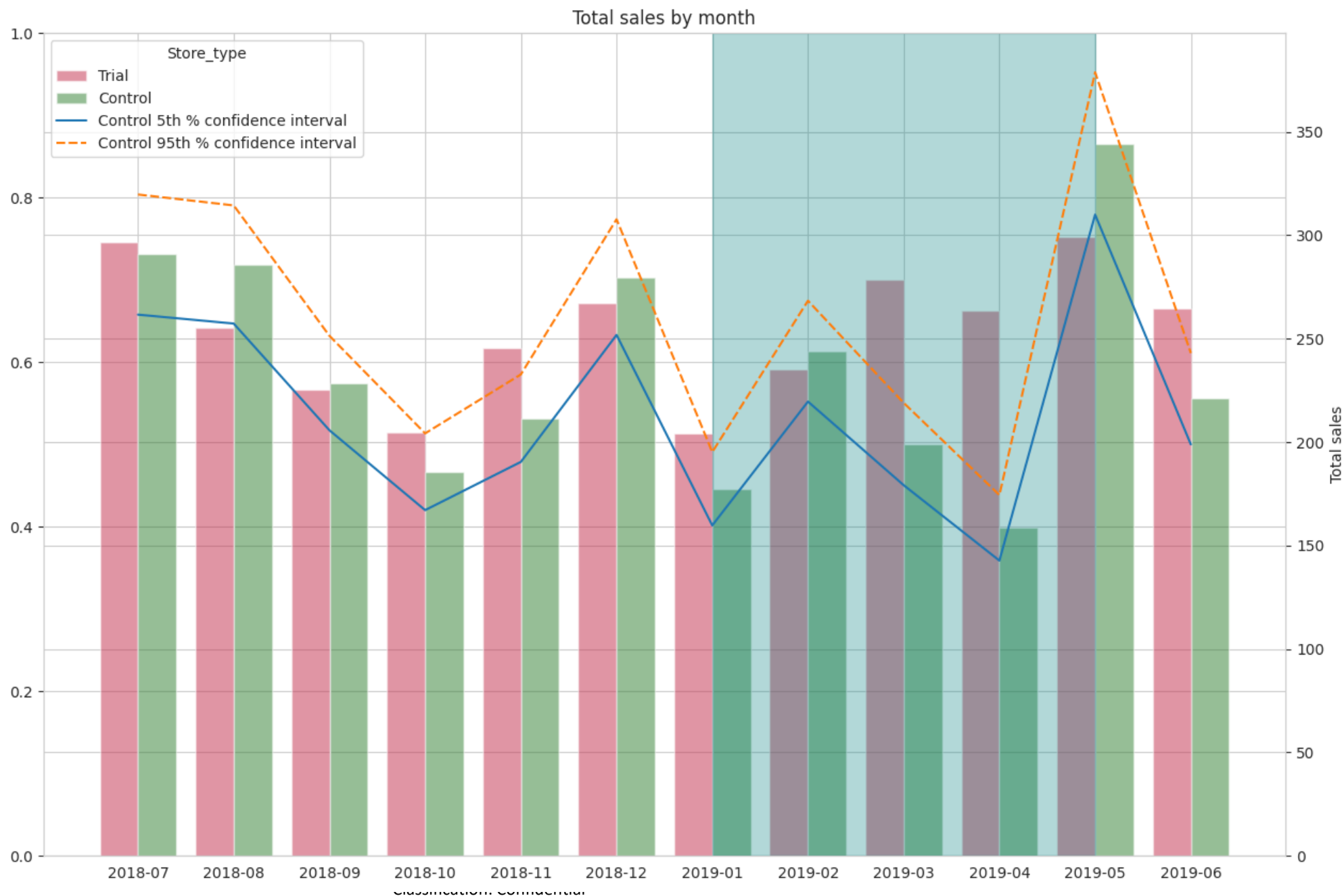
The Trial Stores given by the client were:

- 77
- 86
- 88

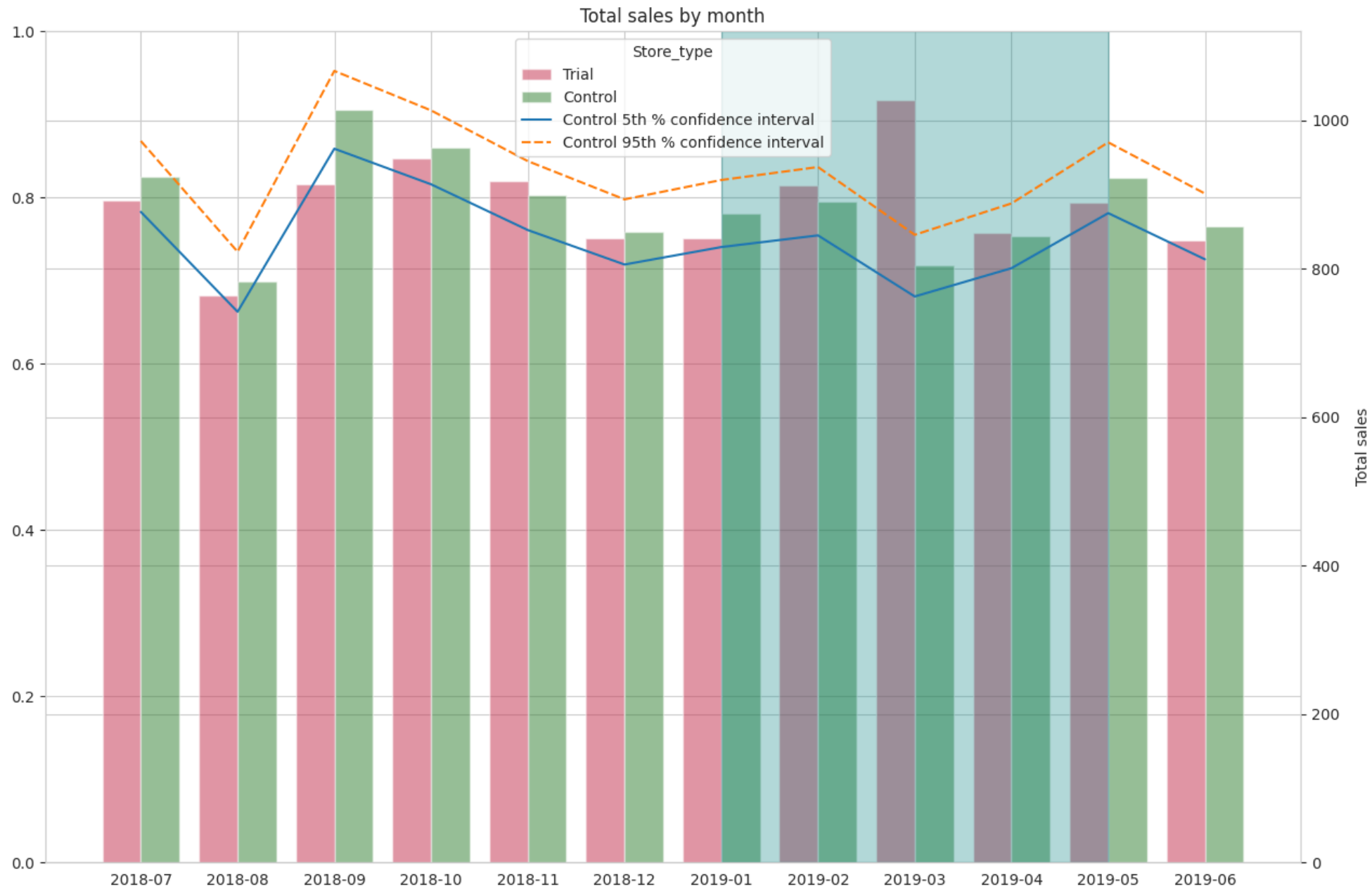
Then based on average score of Total Sales and Number of Customers, and Correlation between the performance of trial and control stores, following are the Control Stores of the above given Trial Stores respectively

- 233
- 155
- 237

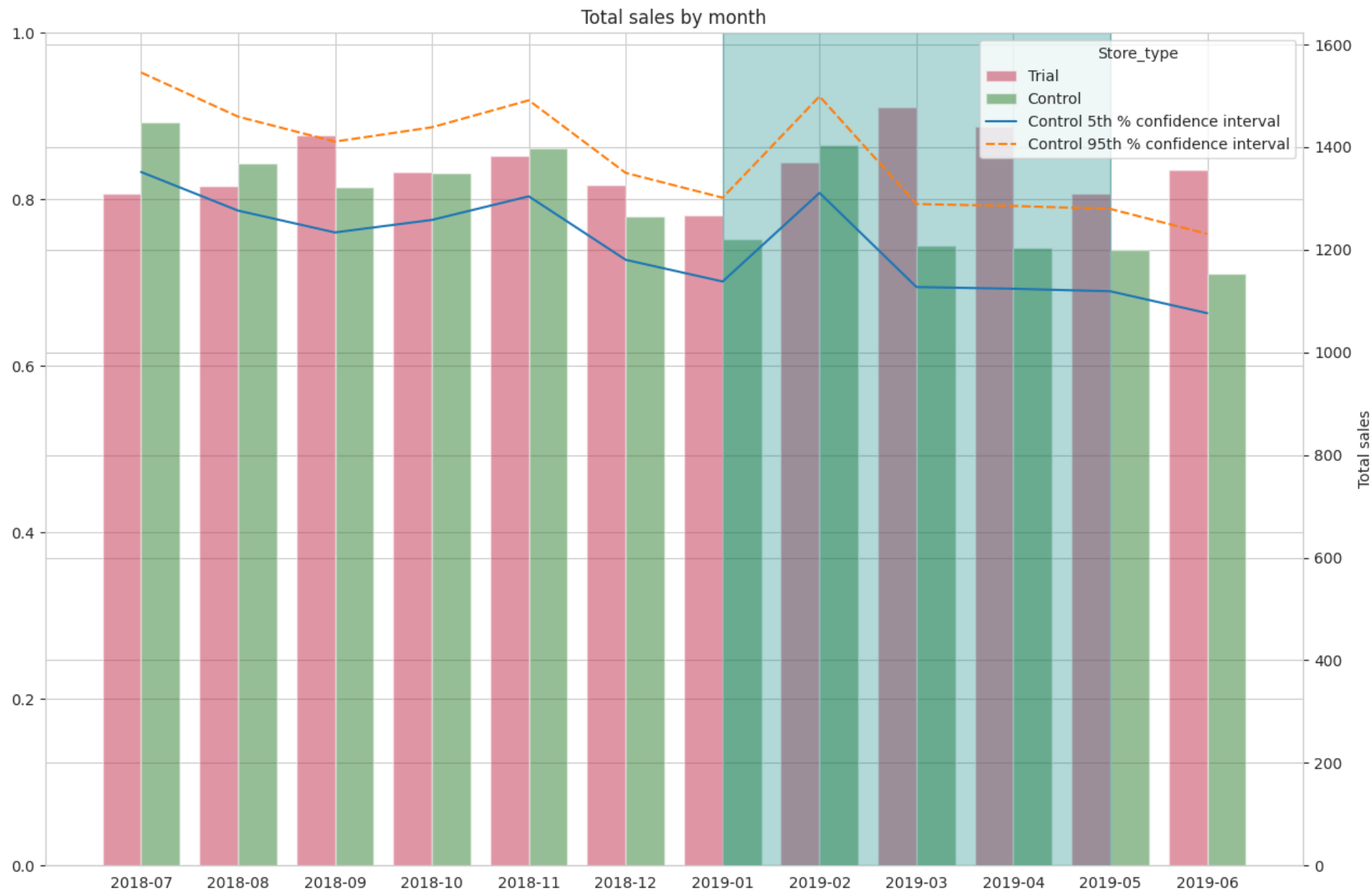
# Performance in the trial store with effect of Sales- For Store 77



# Performance in the trial store with effect of Sales- For Store 86

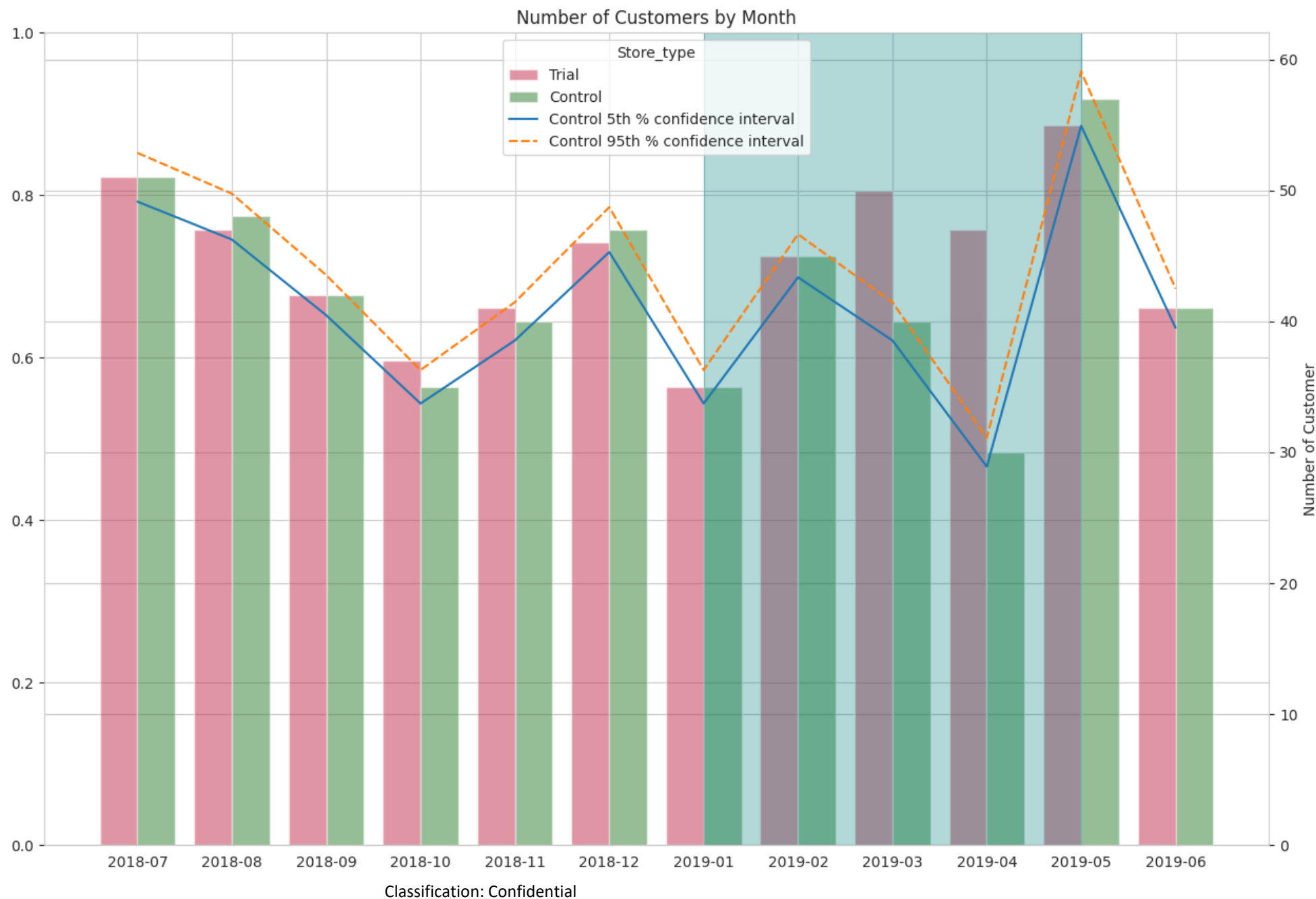


# Performance in the trial store with effect of Sales- For Store 88

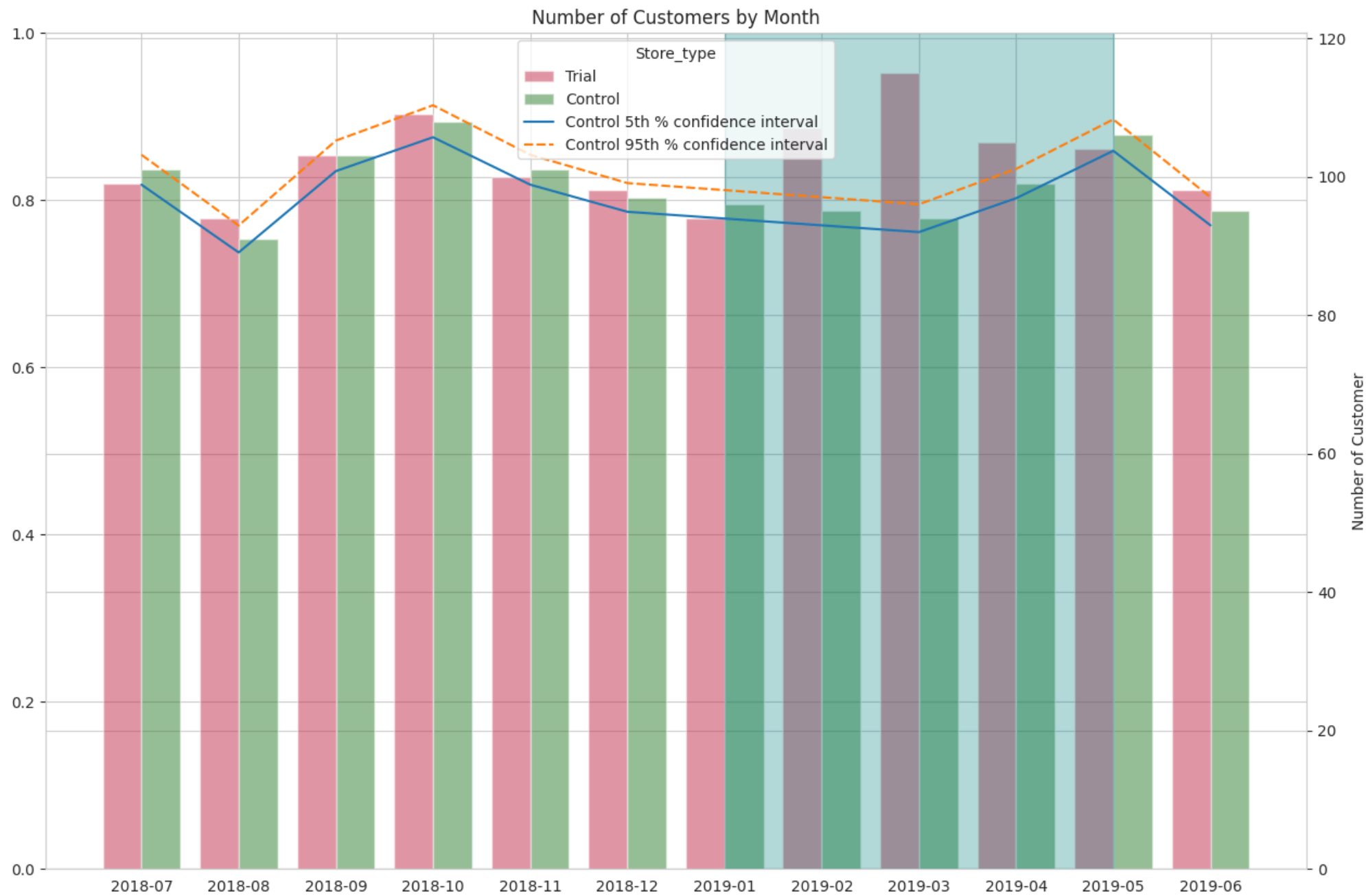




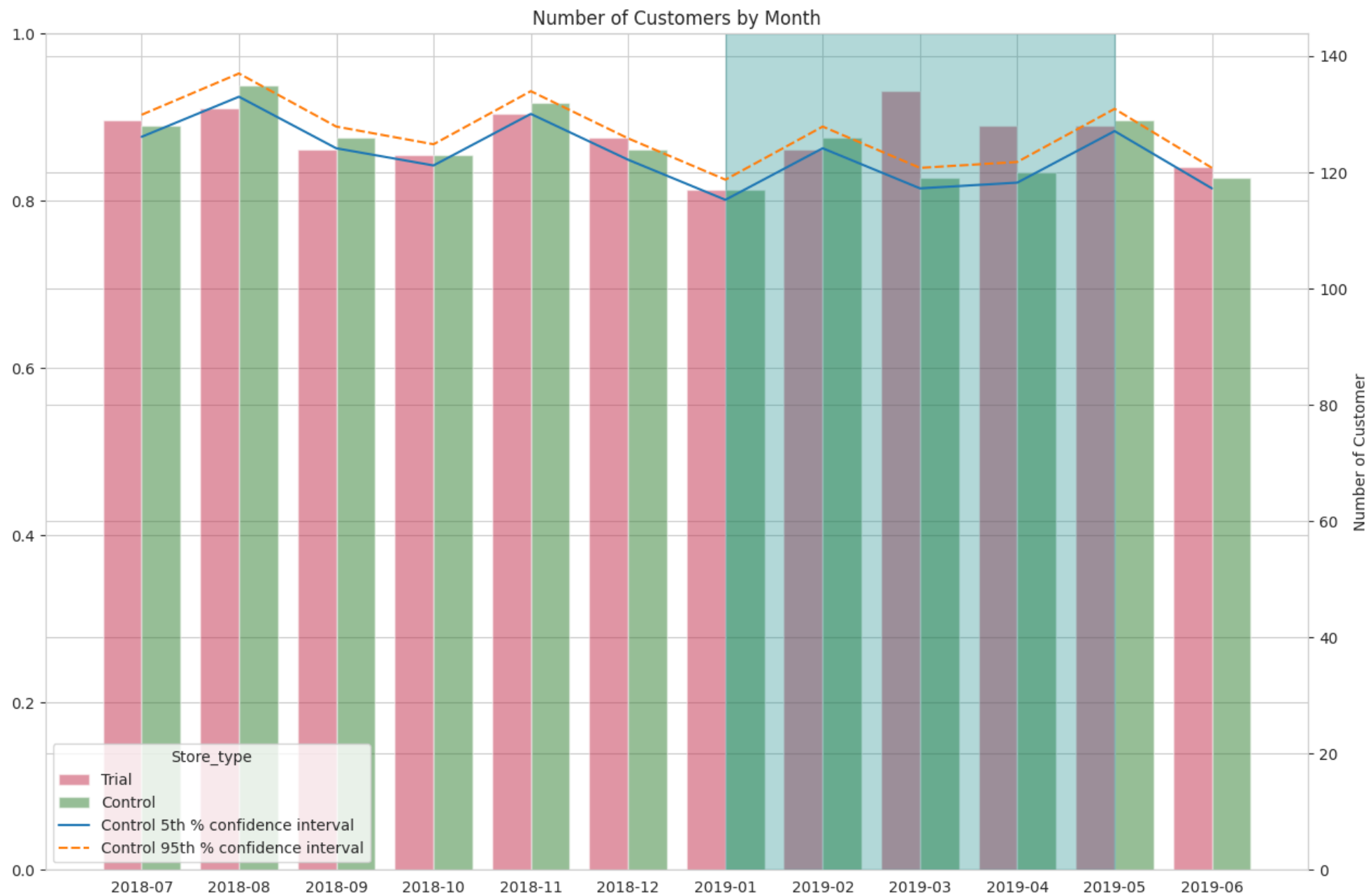
# Performance in the trial store with effect of Number of Customers- For Store 77



Performance  
in the trial  
store with  
effect of  
Number of  
Customers-  
For Store 86



# Performance in the trial store with effect of Number of Customers- For Store 88





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