

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

## Overview Of Chip Sale & key Information

- Comparison of chip sales overtime from 2018 to 2019
- Impact of customer affluence and spending habits
- Customer life stage and affluence impact on spending habits

02

## Trial store performance

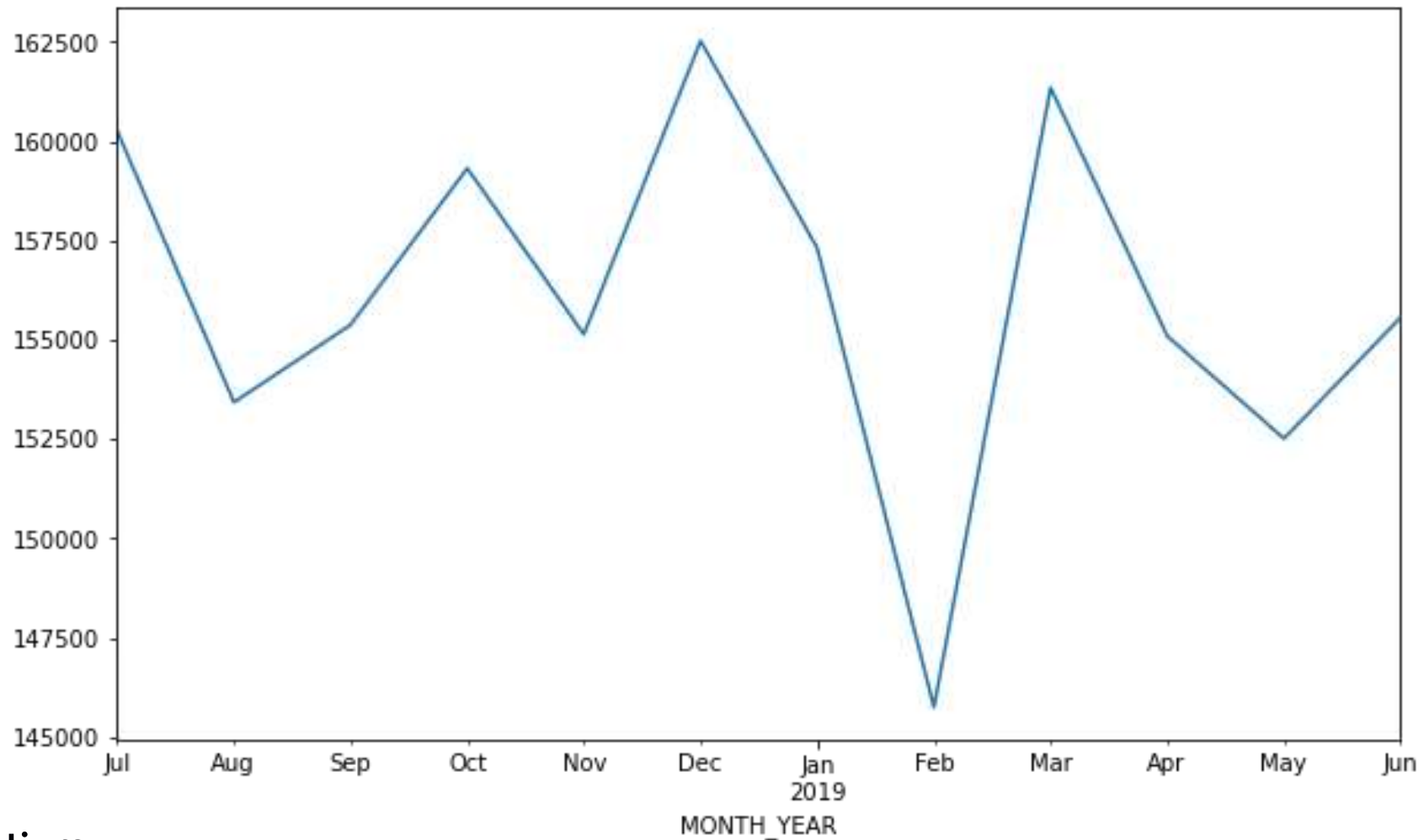
- Over all the trial stores outperformed the control stores in every category in this period
- The trial stores do show a levelling out of performance in the third month
- Two out of three stores are showing higher levels in every category compared to the control stores at the end

# 01

## Overview Of Chip Sale & Key Information

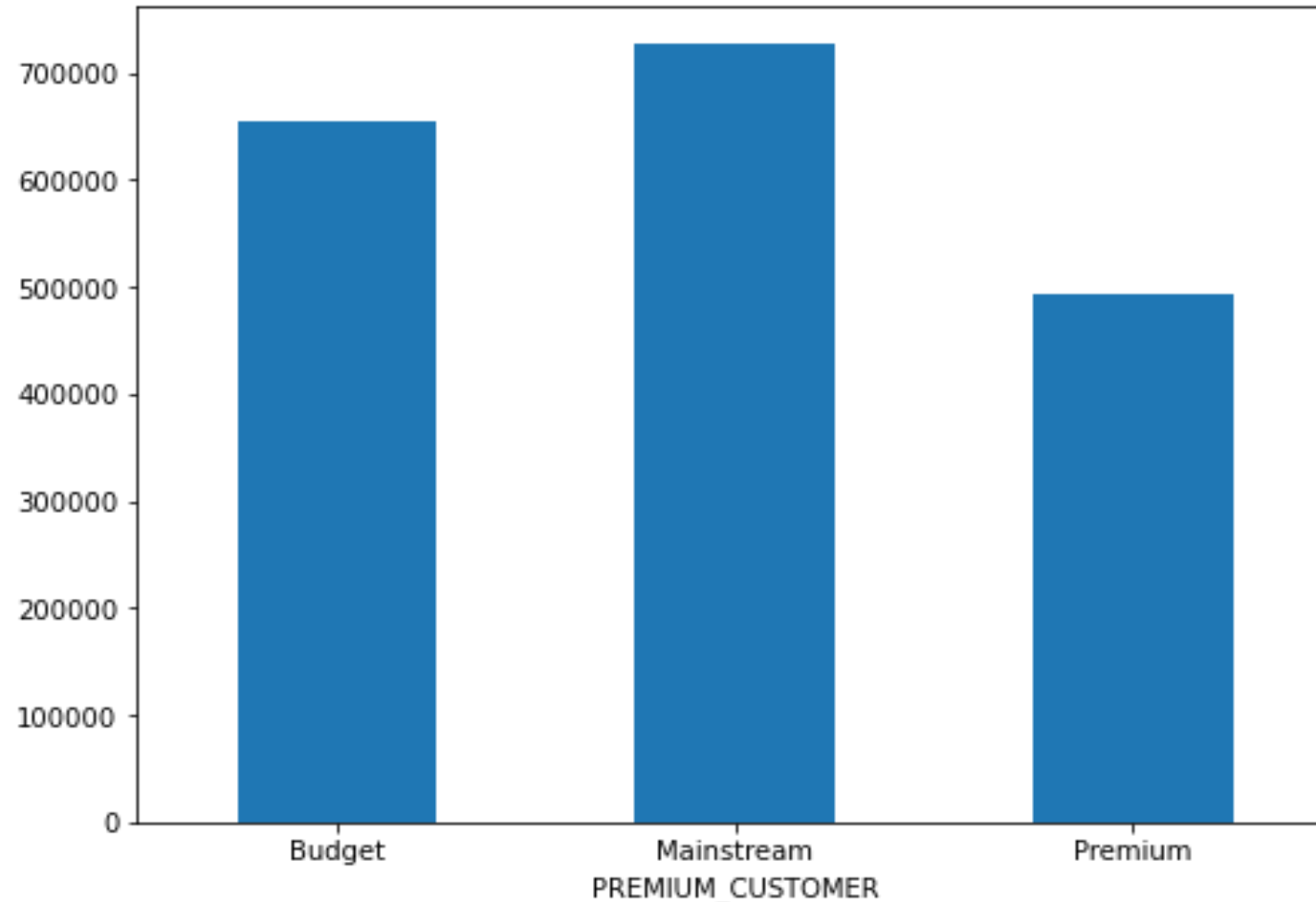
## Total Sales Trend For The Past Year

Sale total for the year 2019 has decreased from 2018. Showing improvement from the month of June



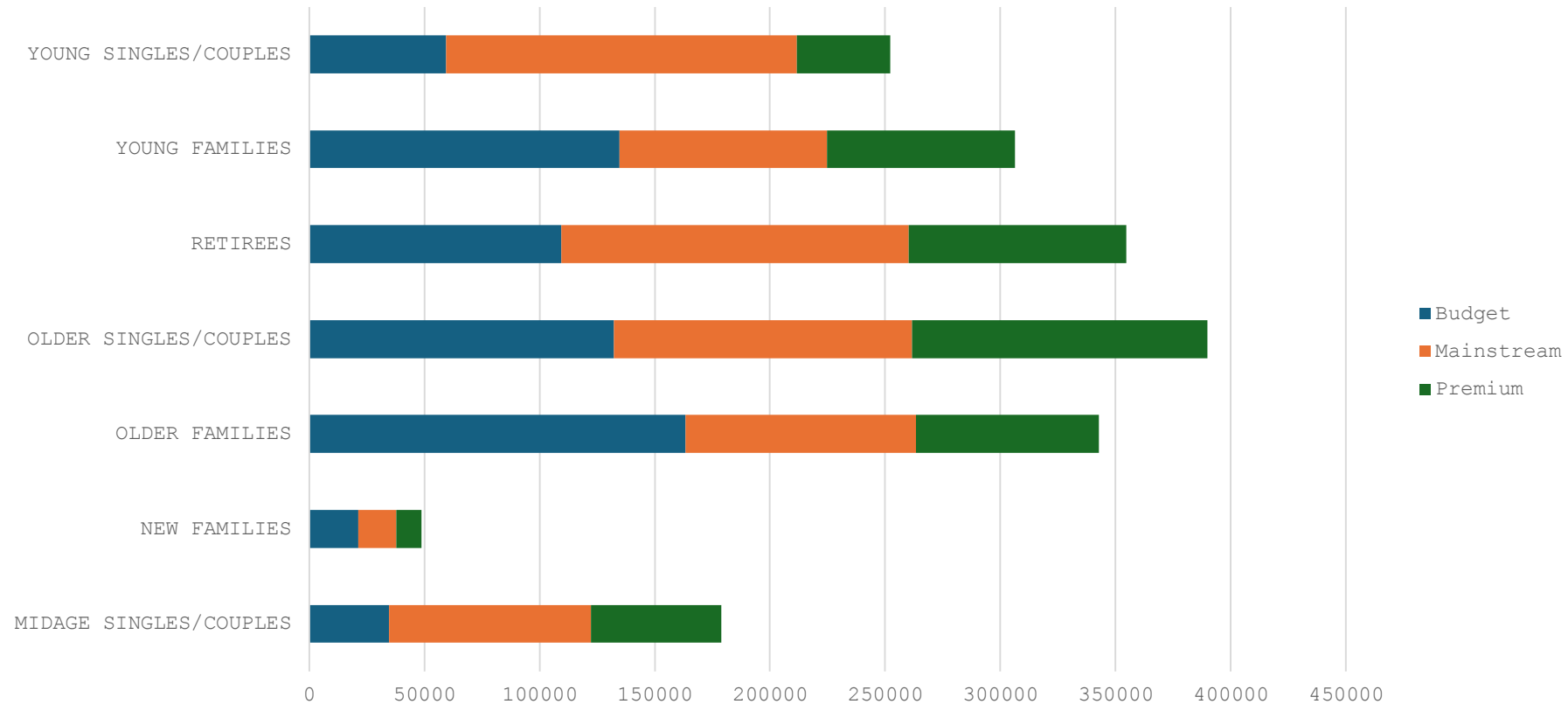
# Customer Affluence & Its Effect On Customer Buying

As we can see from the graph below Mainstream customers made the most chip purchases with Budget customers in the second. It does not seem affluence has a large impact on chip sales as one would expect



# Life Stage With Proportion Of Premium Customers

The data shows that older people tend to purchase more chips across all life demographics & affluence. With New families being the lowest



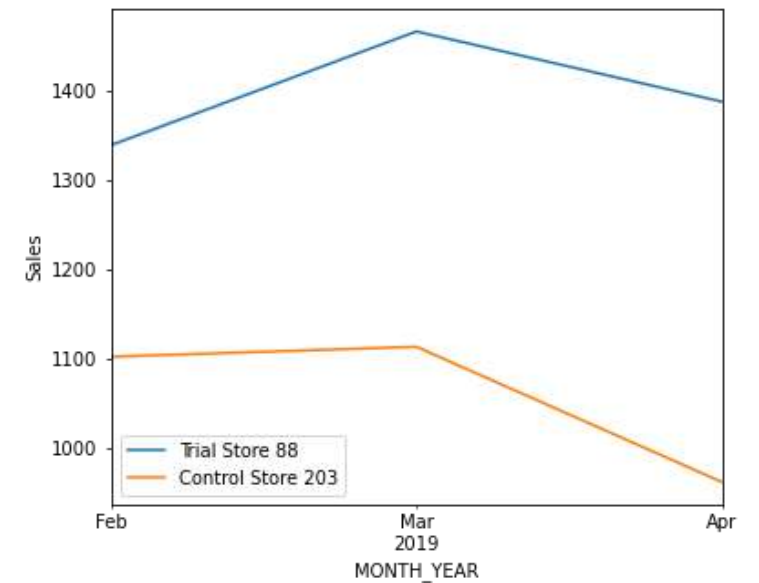
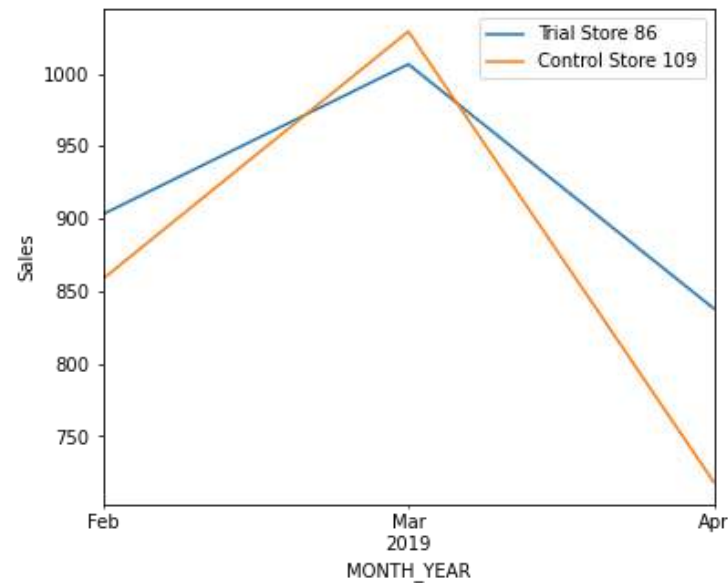
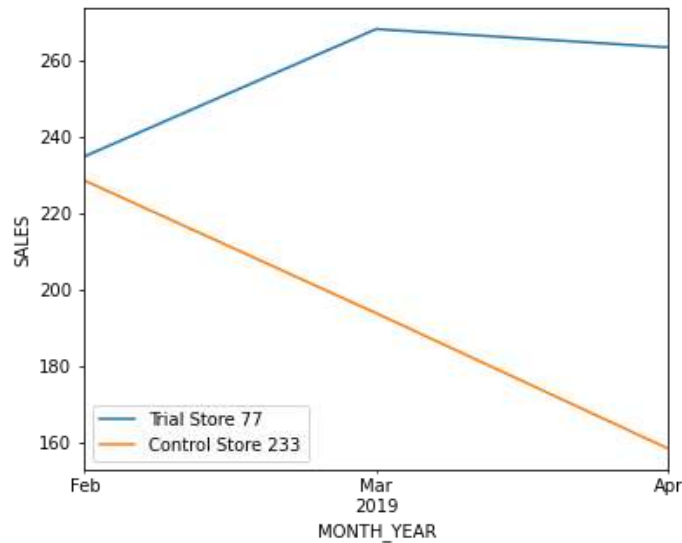
# 02

## Trial store performance

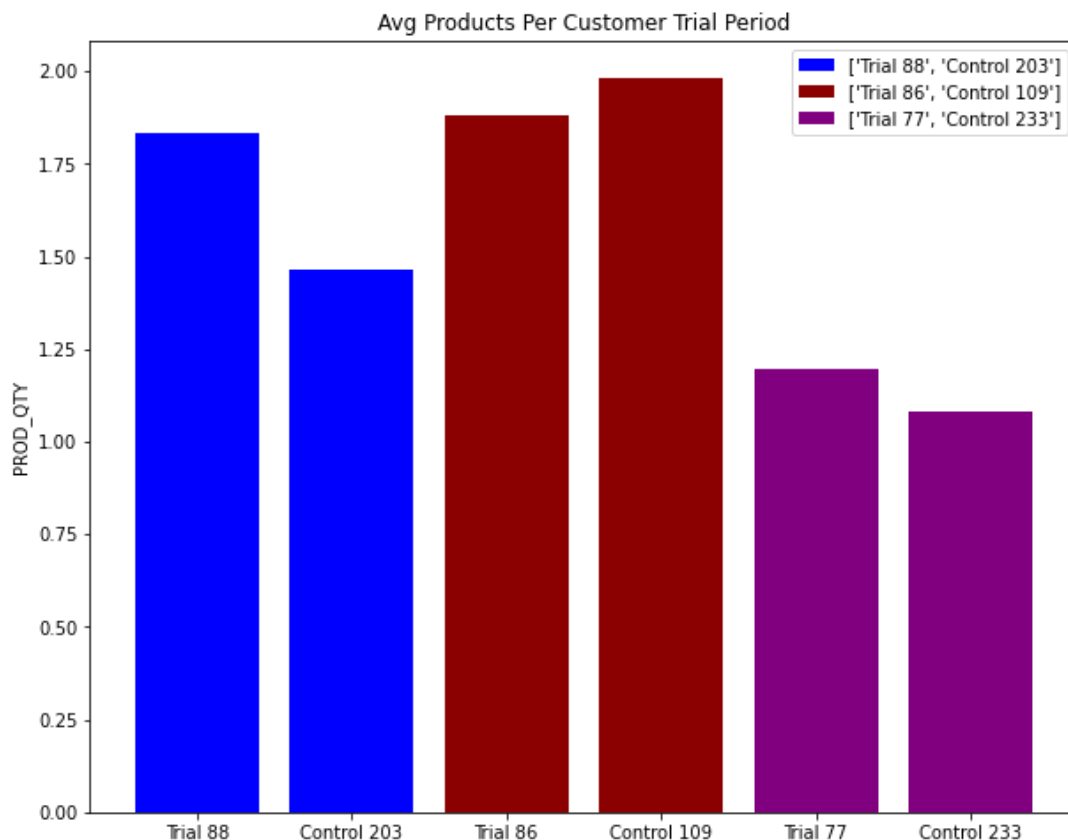


# Trial Stores Vs Control Stores

- The data shows that the trials stores have increased sales from February and ends with a slight decline in April
- The control stores declined from February and since levelled out march into april



## Let's See How The Trial Stores Vs Control Stores Stack Up With Average Transactions Per Customer



- As we can see the avg transactions were slightly higher for two of the 3 trial stores
- I believe the new layout is working to increase sales
- comparing the trial stores to the control stores:
  - Sales, no. of products sold, no. of repeated customers, all show signs that the trial stores are outperforming the control stores in that period
  - My recommendation would be to increase the number of trial stores and run another analysis in a few months to see if the increased sales stay true & stabilize at a higher point

# Thank You

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