

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

Category

- On checking in with the annual transactions it shows there was a steep increase of sales in month of December which leads up to Christmas.
- Most Purchased brands is Kettle with the most suitable pack-size being 175g.
- Customer base mostly consists of Mainstream and Budget friendly group.
- Sales drive mainly comes from Mainstream- Retirees, Budget- Older Families, Mainstream- Young Singles/Couples.
- Highest customers in the segments are Young Singles/Couples and Retirees.

02

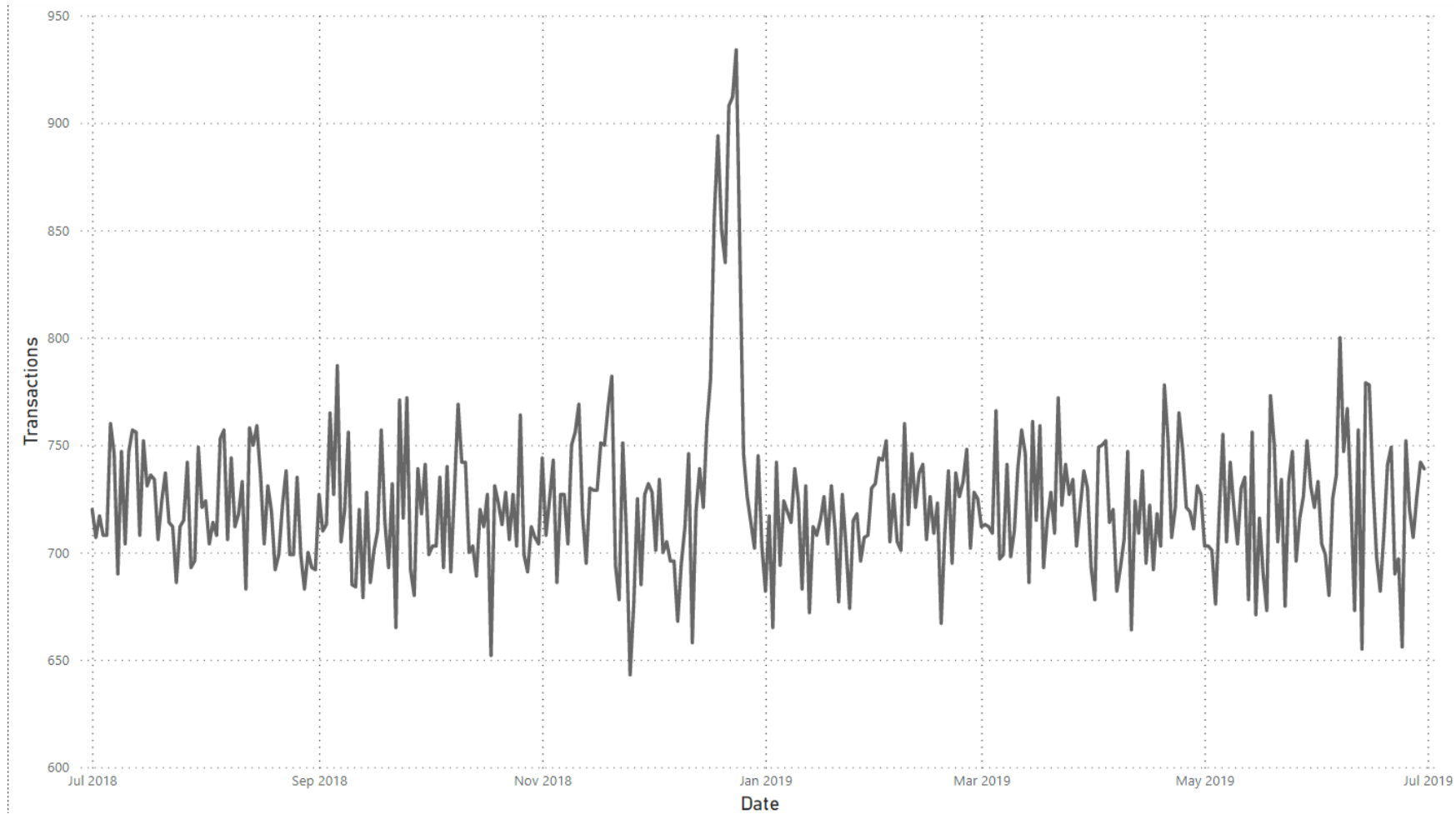
Trial Store Performance

- The Assessment from the trial shows store 77 & 88 shows a significant difference in two of the three trial months but completely different for store no 86.
- On an overall scale trial shows a significant rise in sales.

01

Category

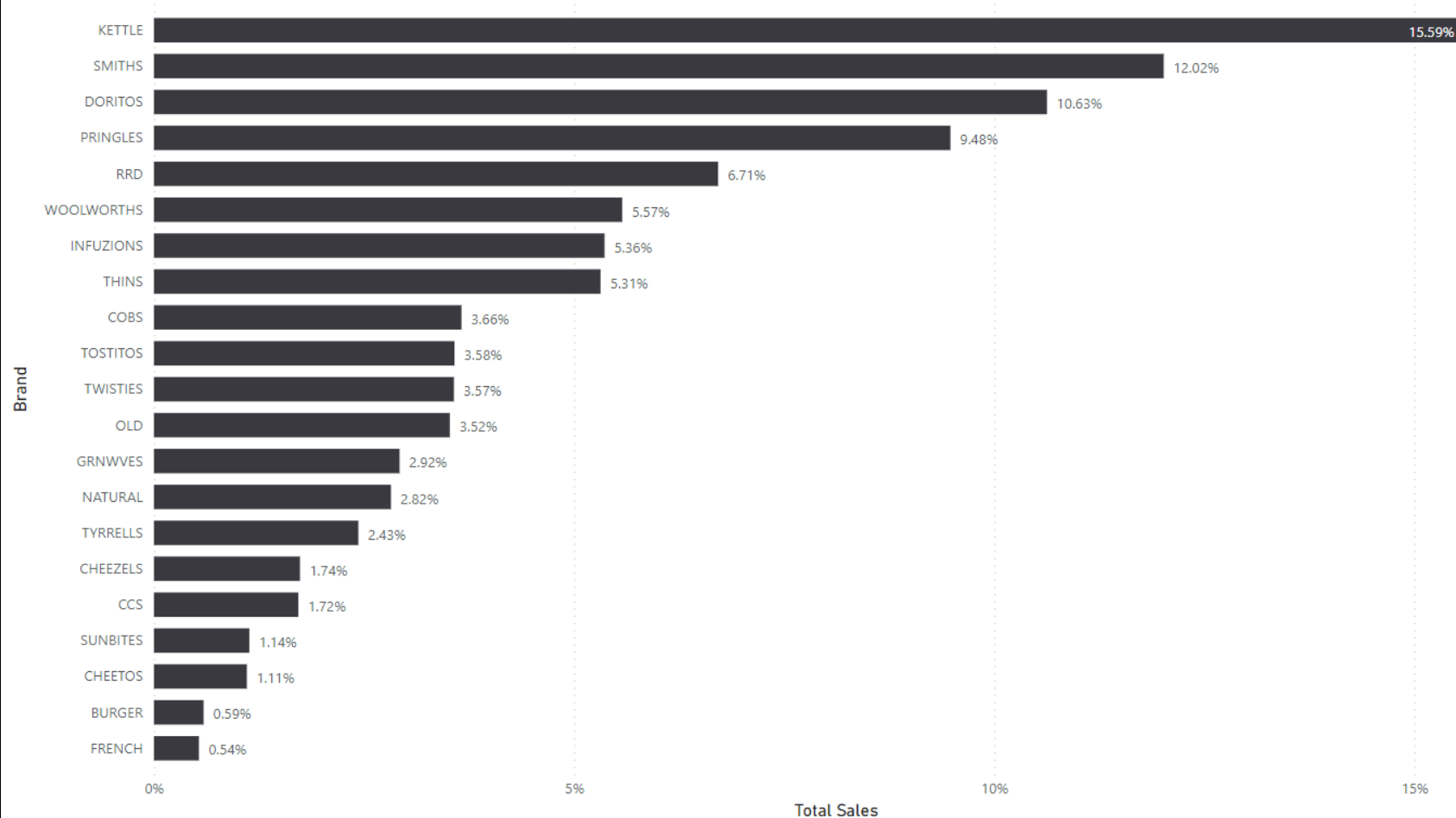
Overview: Transactions over time



The annual sales cycle shows transaction stability in around **700** to **750** with an increasing trend in the month of **December**.

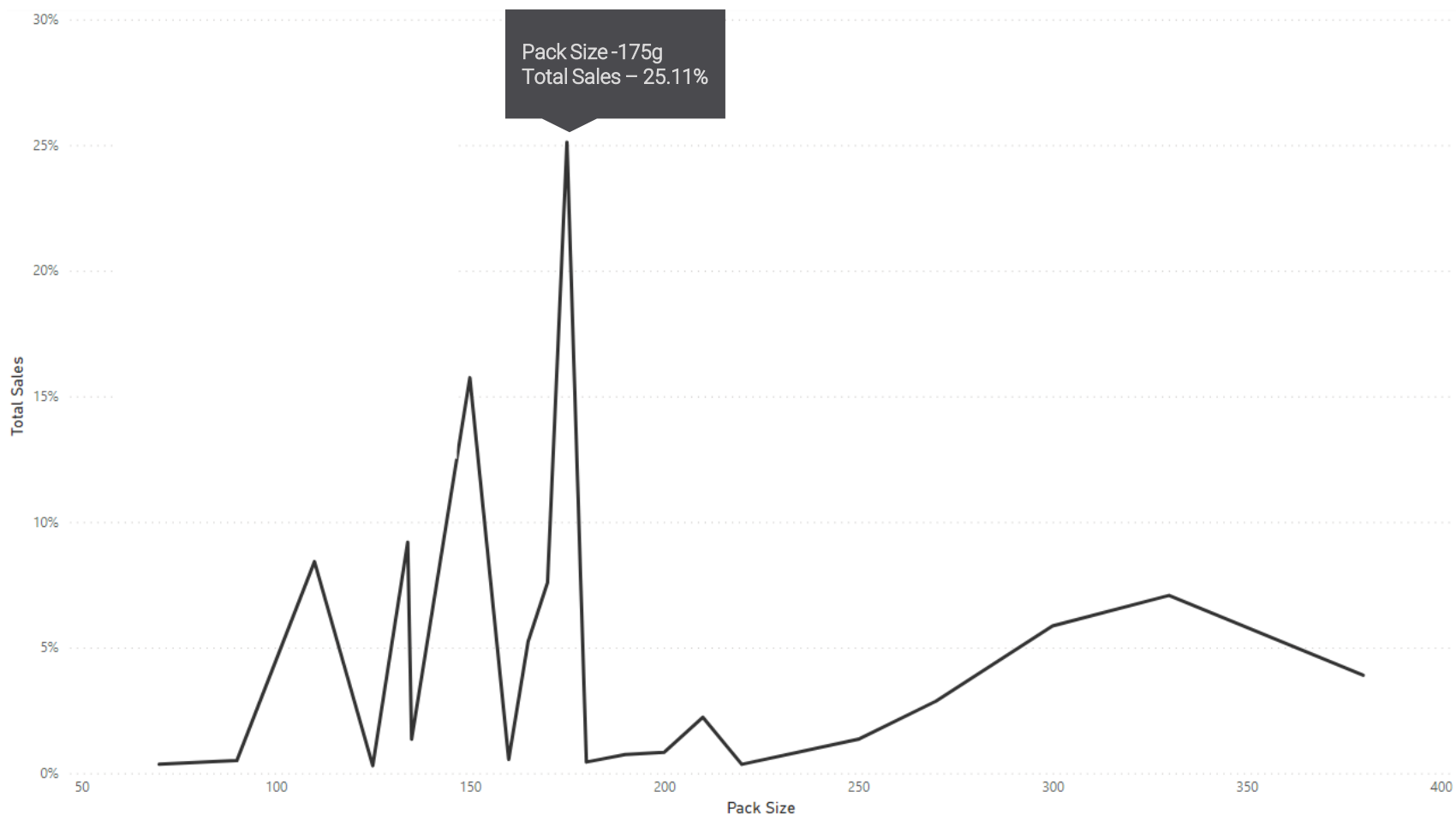
Note: There were zero transactions on the Christmas day due to the shops being closed.

Sales Drive of the Brands:



Kettle, Smiths and Doritos shows highest percentage of sales along the categories with highest being **15.59%** for **Kettle**.

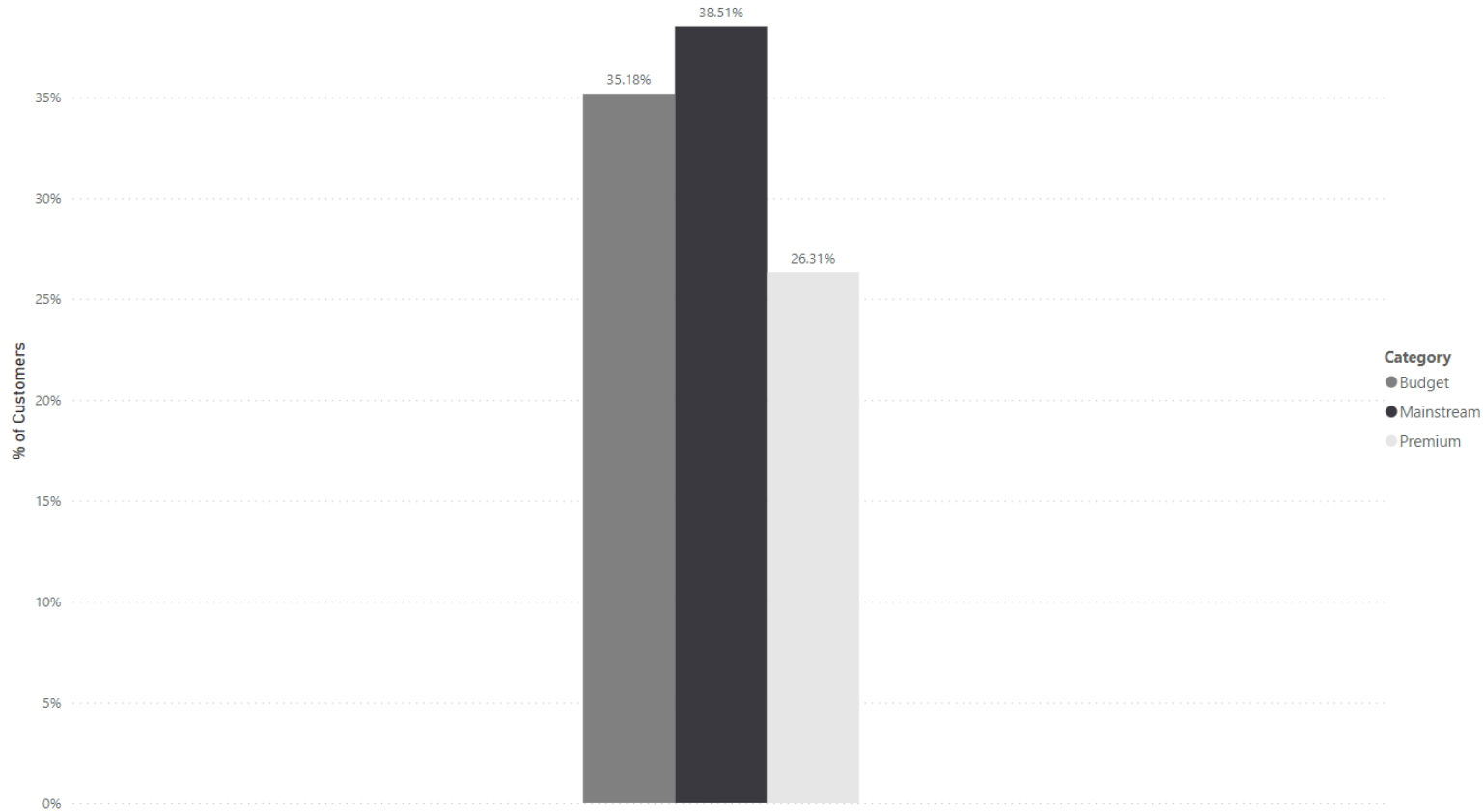
Sales Drive of the Brands:



The purchasing trend shows that most customers are affluent to buying chips of **175g** which contributes to around **25.11%** Sales.

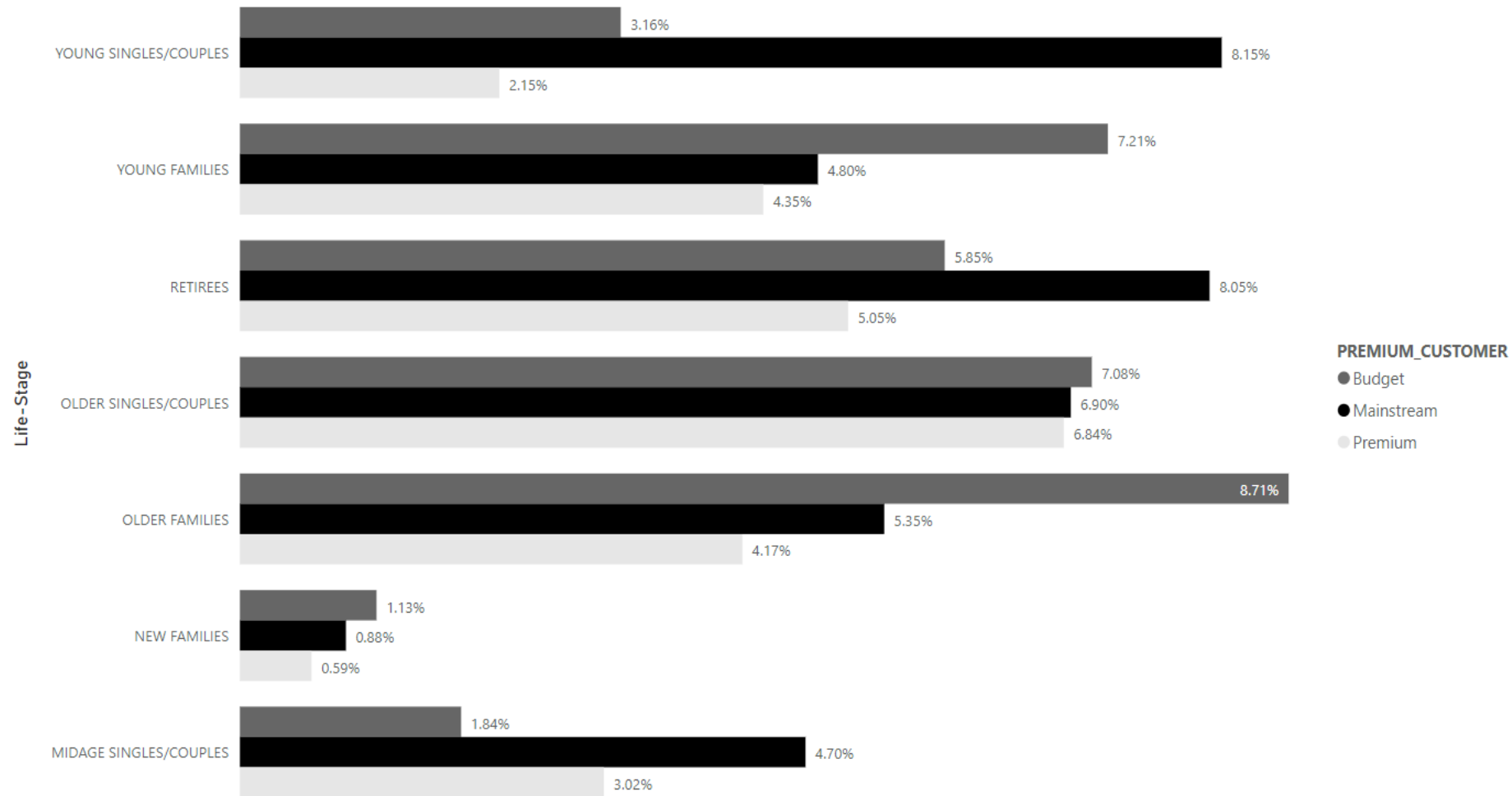
Notes: This specific pack size is mostly purchased for one particular brand that is **Kettle**.

Customer Base:



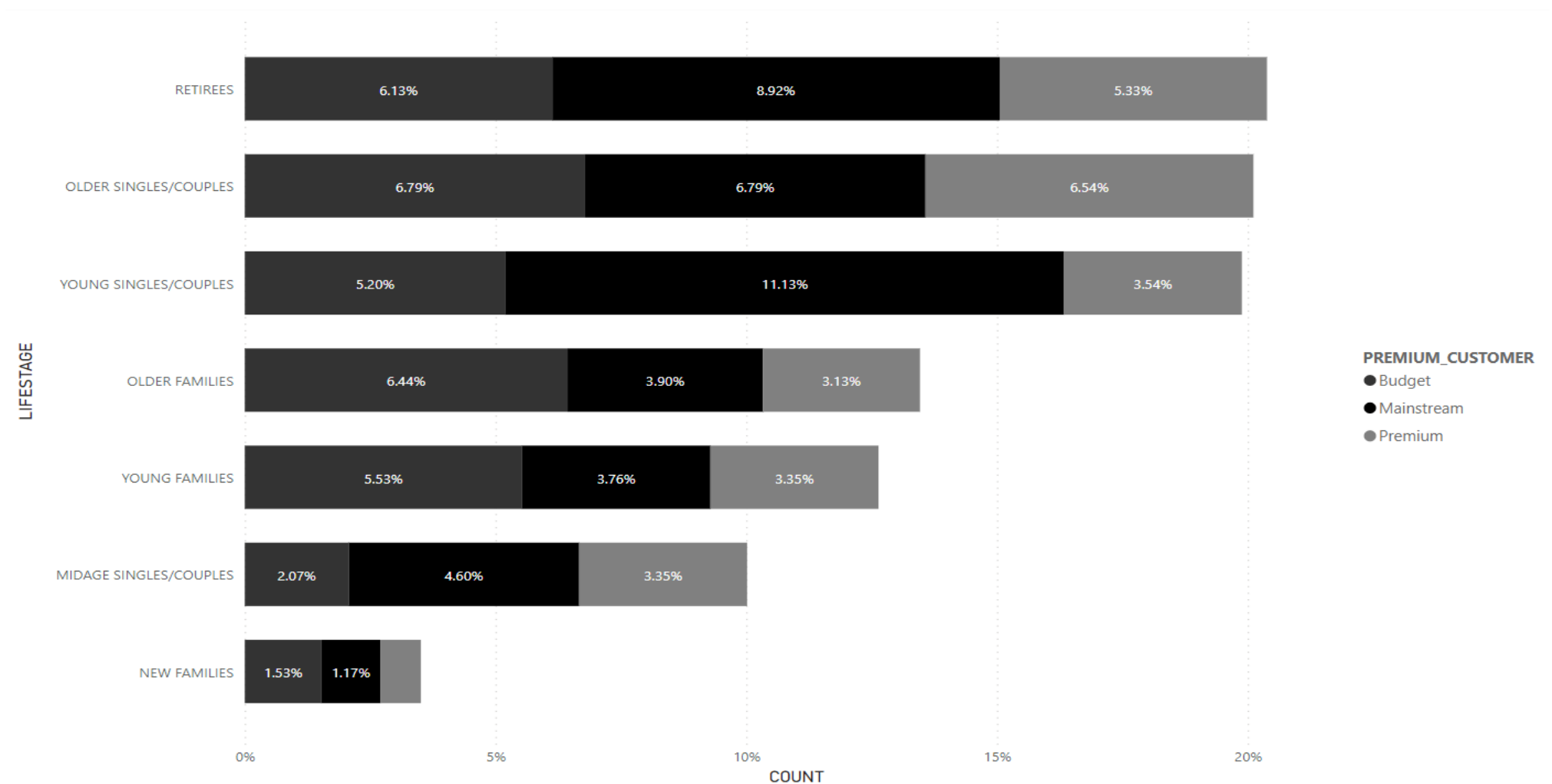
The Customer base mainly consist of **Budget** and **Mainstream** Customers that consists of almost **35.18%** and **38.51%**.

Total Sales by life stage:



The numbers show most amount of sales come from **Mainstream- Young Singles/Couples & Retirees** and **Budget- Older Families**.

Proportion of customers by affluence and life stage:



The metrics show there main area of affluence comes from **Mainstream: Retirees & Young Singles/Couples.**

02

Trial store performance

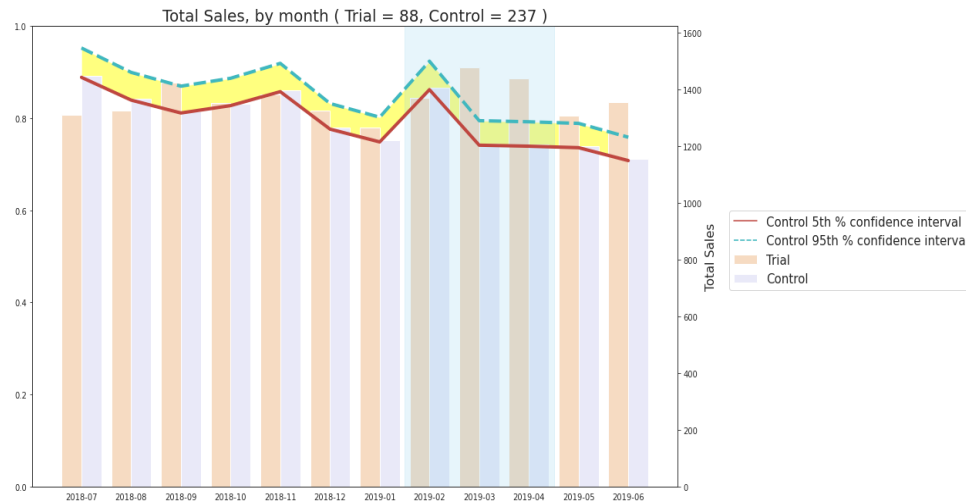
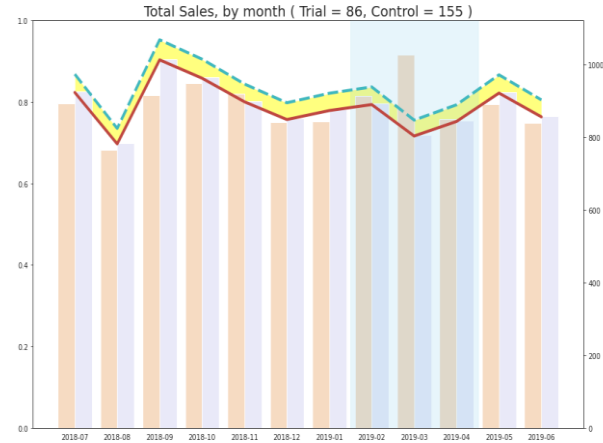
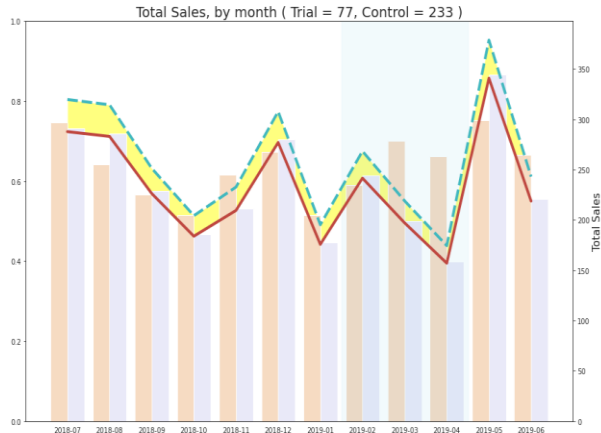
Explanation of the control store vs other stores

TRIAL STORES	CONTROL STORES
77	233
88	155
86	237

Evaluation basis of the Trial Store Performance:

- **Total Sales Revenue** and **Number of Customers**.
- **Assessment** of the Each Trial and Control Store

Performance in the trial store:



The Assessment result show there was a significant difference in **Trial Store 77 & Trial Store 88** but completely different in **Trial Store 86**.

Note: Analytics shows successful Trial performance in **77 & 88**.

Recommendations:

- Potential focus should be improving other brand prospects.
- More influence of the of the suitable pack size i.e. 175g for all products



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