June 2020

Category review: Chips

Retail Analytics

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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
- Quantium 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

Quantium believes in using data for progress, with great care and responsibility. As such please respect the commercial in confidence nature of this document.

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Executive summary

01

Chips Category Review:

1. Mainstream Young and Mid-age Singles/Couples demonstrate the highest per-purchase spending on chips.
2. Older Families (Budget), followed by Young Singles/Couples (Mainstream) and Retirees (Mainstream), collectively contribute to 25% of total sales revenue.
3. 'Kettle' is the dominant brand choice across all stores.
4. 'Doritos' is the preferred brand for Young and Mid-age Singles/Couples, while 'Smiths' leads in other segments.
5. The 175-gram chip size is the most frequently purchased, closely followed by the 150-gram variant across all segments.
6. Transactions for chips experience a significant upswing in the period preceding Christmas, presenting an opportunity for increased sales through strategic promotional offers.

02

Store Analysis:

1. During the trial period, stores 77 and 86 exhibited a notable surge in both total sales and customer count in comparison to the control store.
2. Store 88 also experienced an increase, although it was not as substantial as observed in stores 77 and 86.

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01

Category

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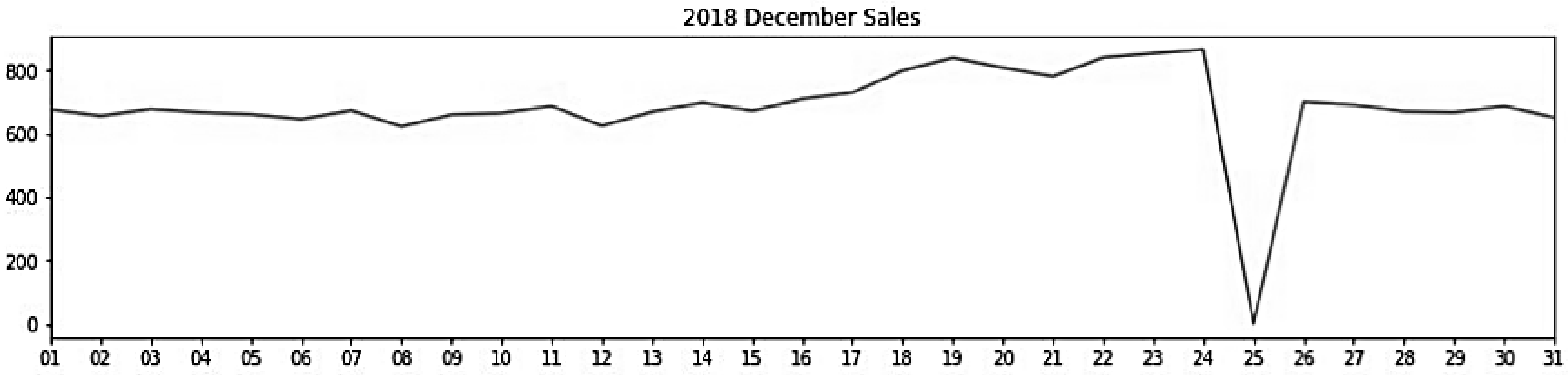
Overview: your key callout for the category should be included here:

•On December 25th, a temporary cessation of transactions occurred due to the store being closed for the Christmas holiday, resulting in a decline in sales.

•Sales demonstrate a consistent escalation in the lead-up to Christmas day, subsequently reverting to levels akin to early December sales on New Year's Eve.



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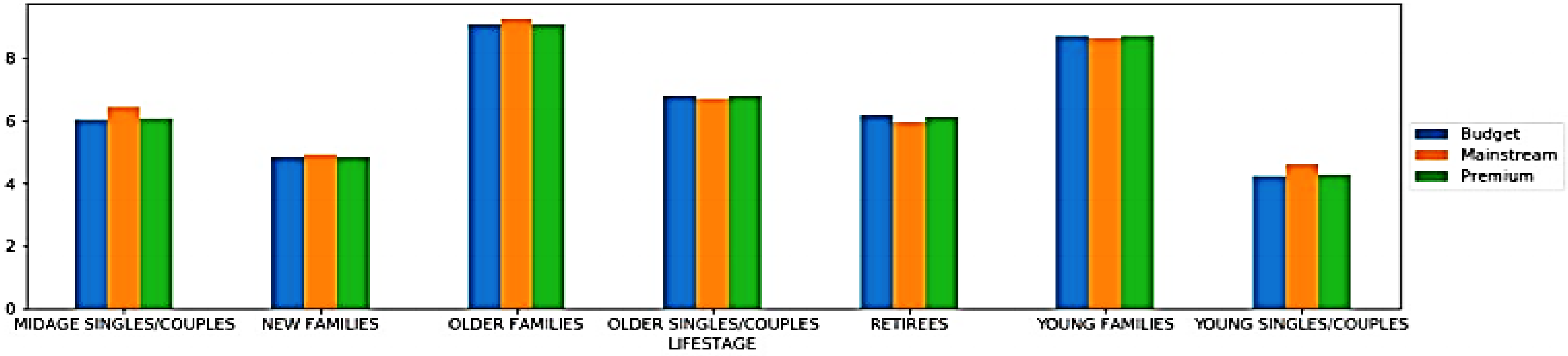
This slide will be commentary on affluence and its effect on consumer buying for the category of chips:

•The primary contributors to sales were the Budget - Older Families, Mainstream - Young Singles/Couples, and Mainstream - Retirees segments, collectively accounting for 25% of the total sales revenue.

•Both the Older and Young Family segments demonstrate the highest average purchase units per unique customer.



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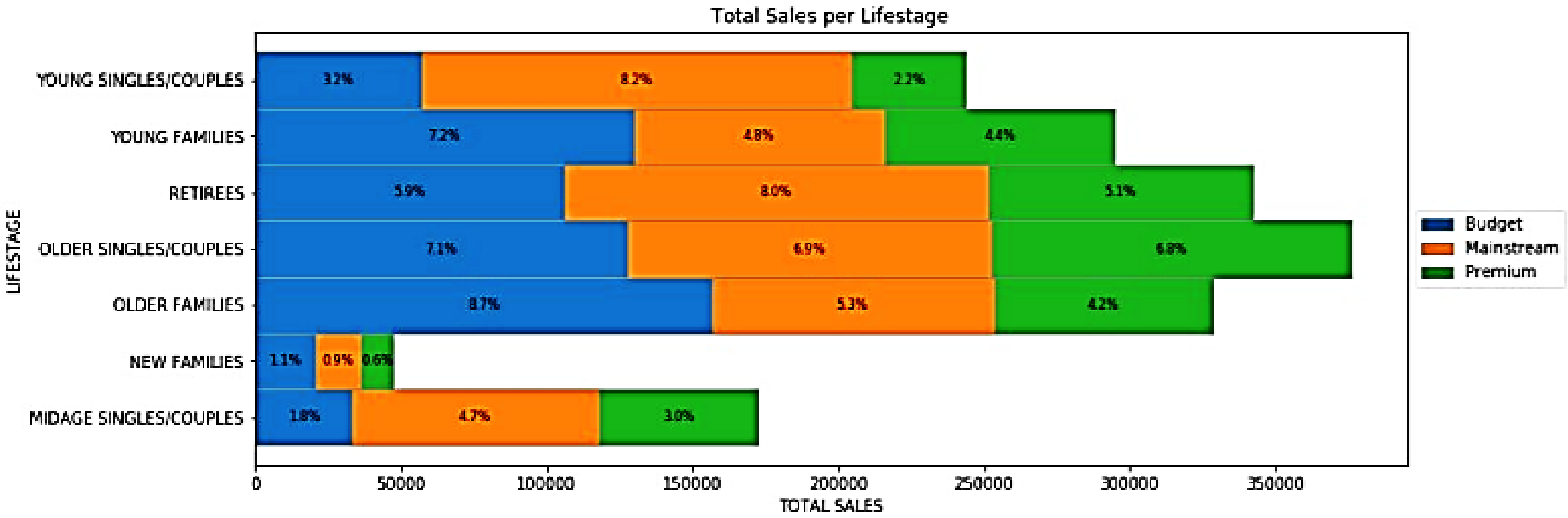
Stretch: Try visualising the proportion of customers by affluence and life stage on this slide:

•The primary sources of sales were the Budget - Older Families, Mainstream - Young Singles/Couples, and Mainstream - Retirees segments. In aggregate, older customer demographics made more purchases compared to their younger counterparts.

•Furthermore, non-premium customers exhibited higher purchasing frequency than premium customers.



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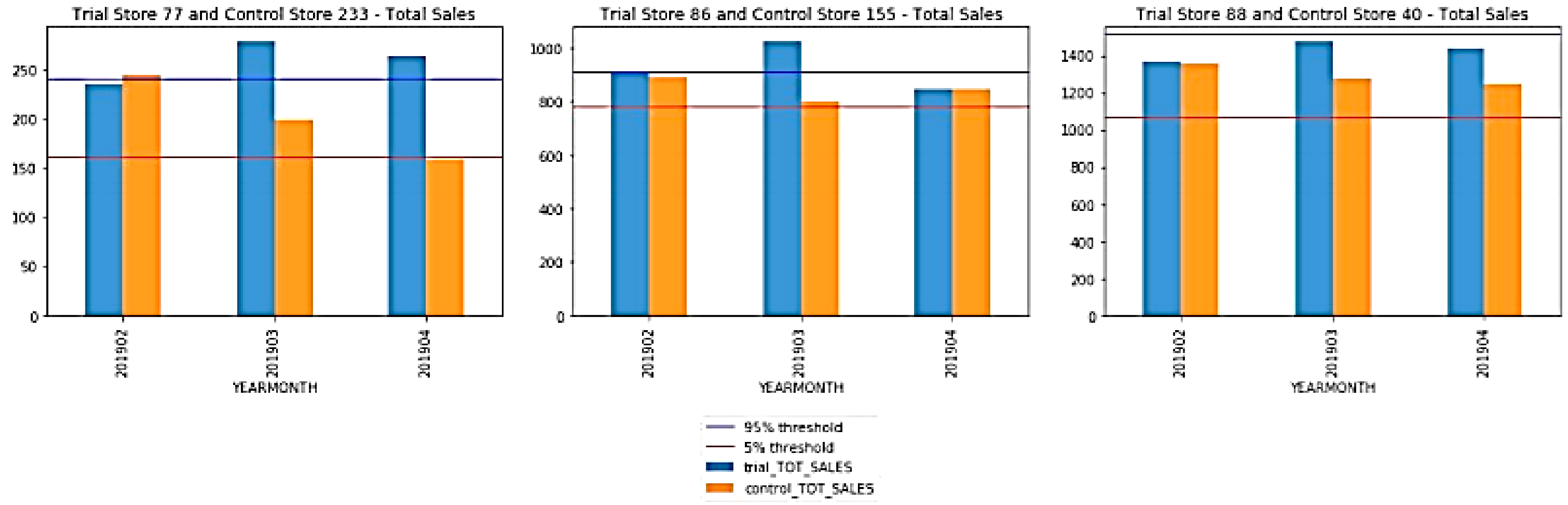
02

Trial store performance

Explanation of the control store vs other stores:

•Observing the sales data, it is evident that for the months of February, March, and April, Trial Store 77 consistently surpasses the 95% threshold in comparison to its respective control store. The same trend is observed for Trial Store 86 in all three trial months.

•Conversely, the increase in sales for Trial Store 88 is deemed statistically insignificant.



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

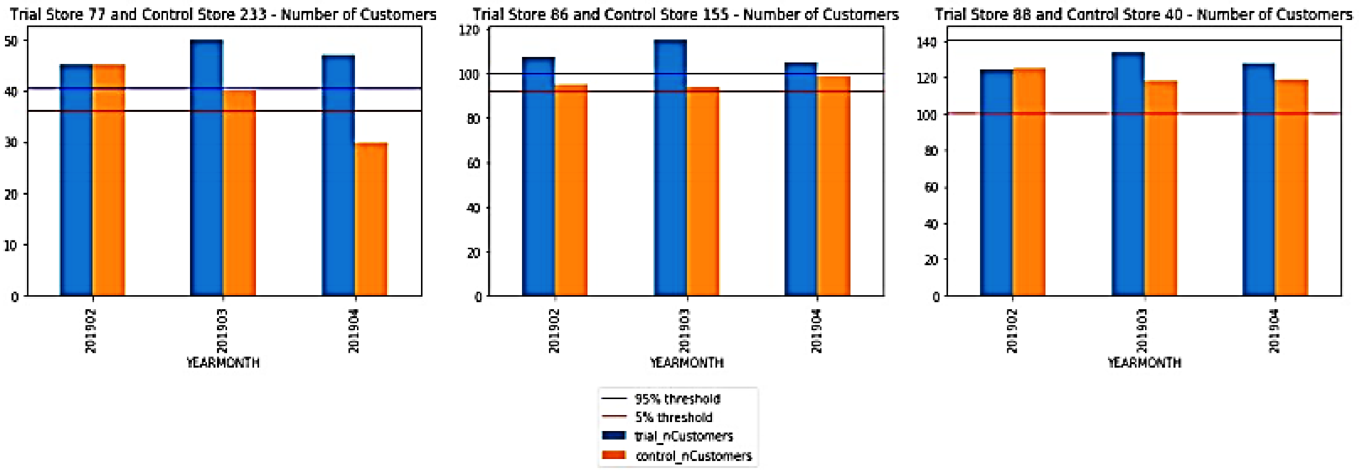
•Trial Store 77 underwent a comparative analysis with Control Store 233.

•Likewise, Trial Store 86 was assessed in relation to Control Store 155.

•Similarly, Trial Store 88's performance was evaluated against Control Store 40.

•Notably, Trial Stores 77 and 86 displayed a substantial upturn in Total Sales and Customer Count throughout the trial period. However, Trial Store 88 did not experience a corresponding surge. It may be prudent to consult with the client to identify any unique characteristics of Trial Store 88 that might account for this deviation from the other two trials.

•In summary, the trial yielded positive and statistically significant outcomes.



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