

January 2021

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

Task 1

Sales have mainly been due to

- Budget - older families
- Mainstream - young singles/couples
- Mainstream - retirees

02

Task 2

The three trial stores all showed significant increase ($p < 0.05$) in total sales and customer numbers during the trial period compared to the control stores

01

Category

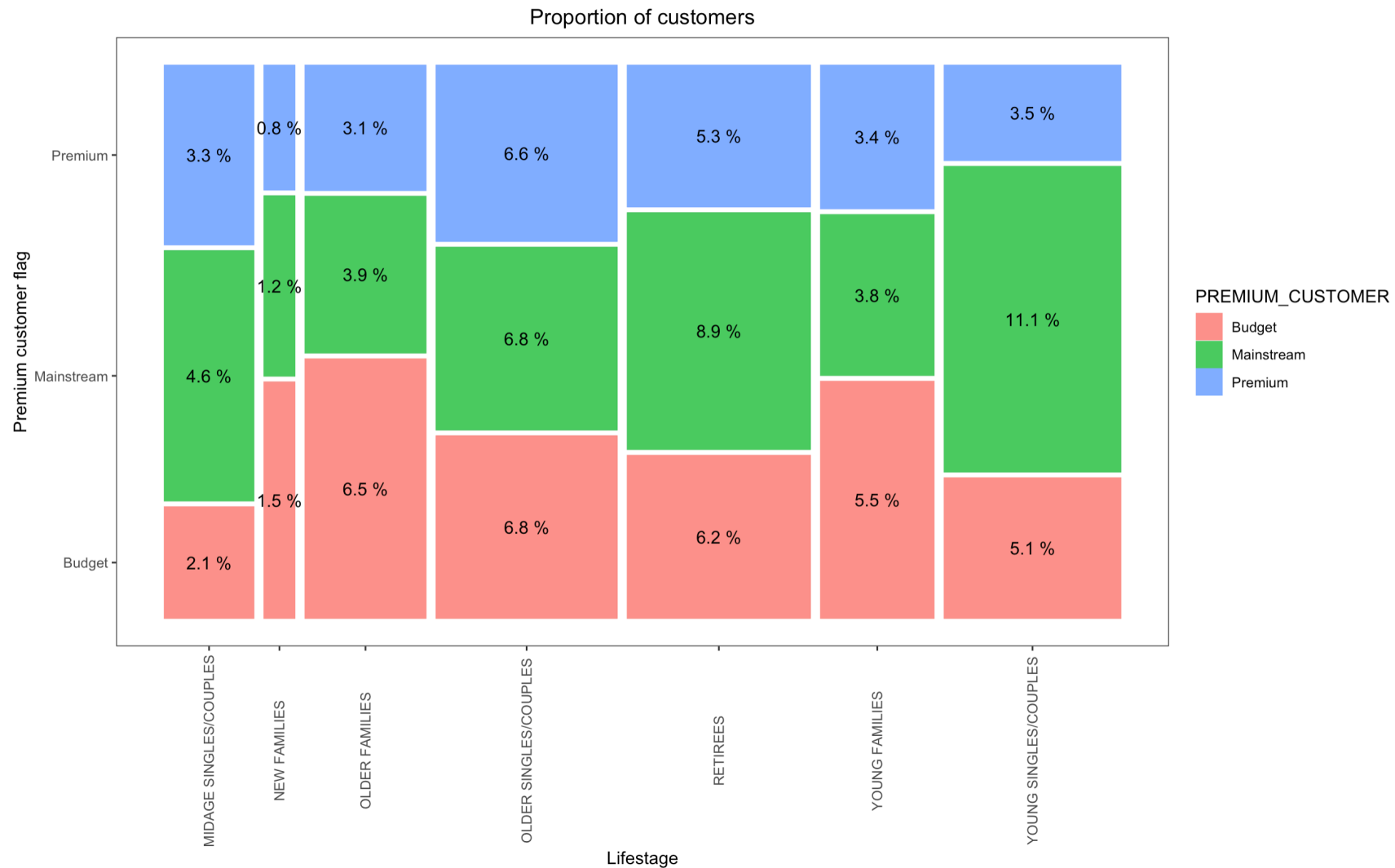
Overview

- Sales have mainly been due to Budget - older families, Mainstream – young singles/couples and Mainstream – retirees' shoppers
 - The total sales of Mainstream – young singles/couples and Mainstream – retirees are high because they have **larger number of customers**
 - The old family and young family are generally **buying more chips per customer**

Commentary on affluence and its effect on consumer buying for the category of chips

- Take Mainstream mid-age and young single/couples as segment:
 - **Unit Price:** the price per unit chips are significant ($p < 0.05$) higher than other groups
 - **Brand:** they are 23% more willing to purchase Tyrrells and 56% less willing to purchase Burger Rings
 - **Pack Size:** they are 27% more willing to purchase 270 g package size than others, which were only provided by the Twisties.
- Premium people usually spend less in chips probably because they are willing to purchase more healthy food.

Stretch: The proportion of customers by affluence and life stage

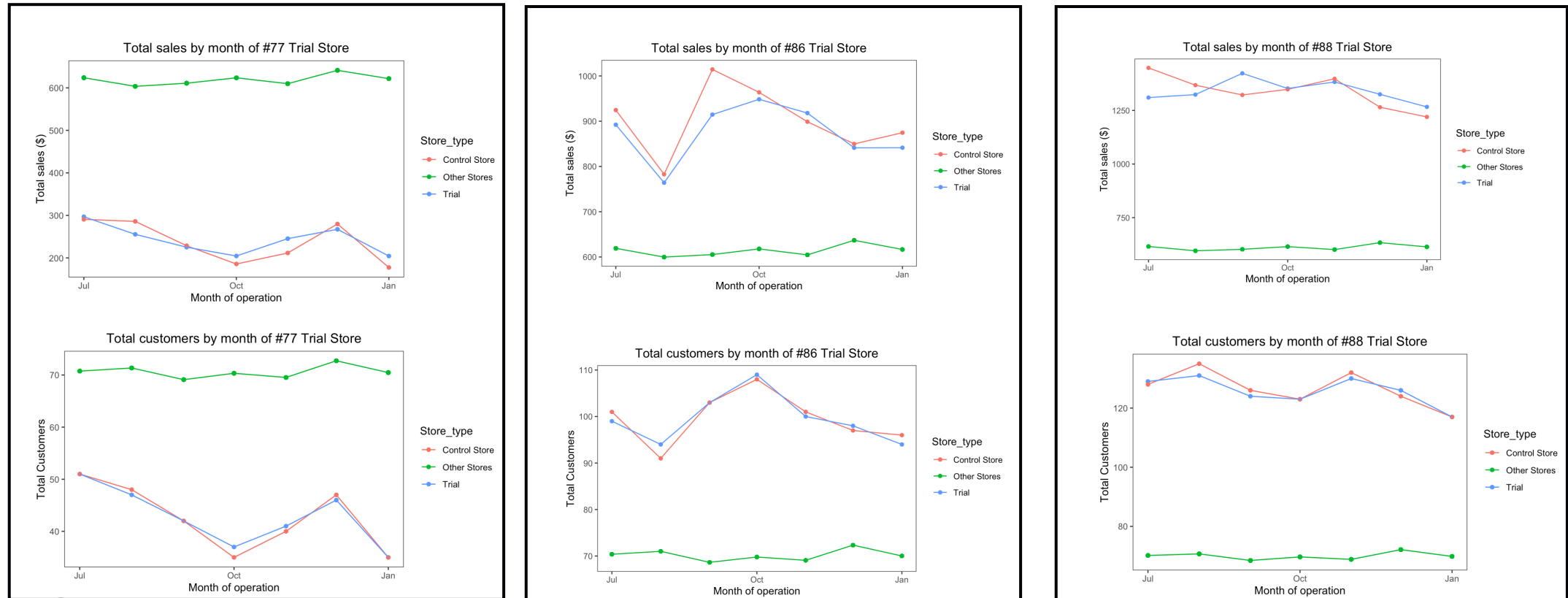


02

Trial store performance

Explanation of the control store vs other stores

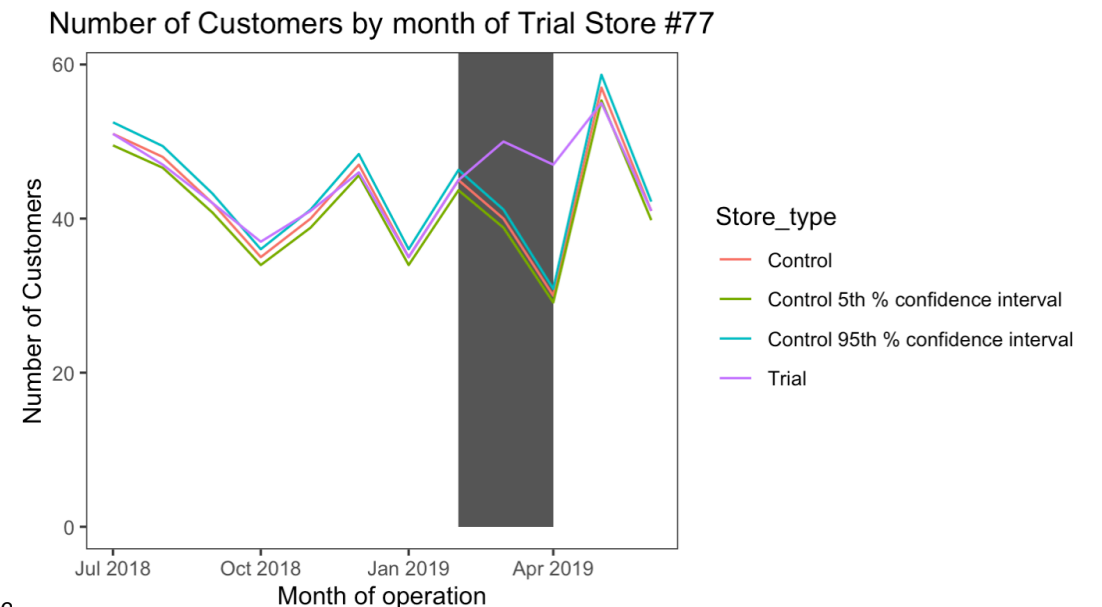
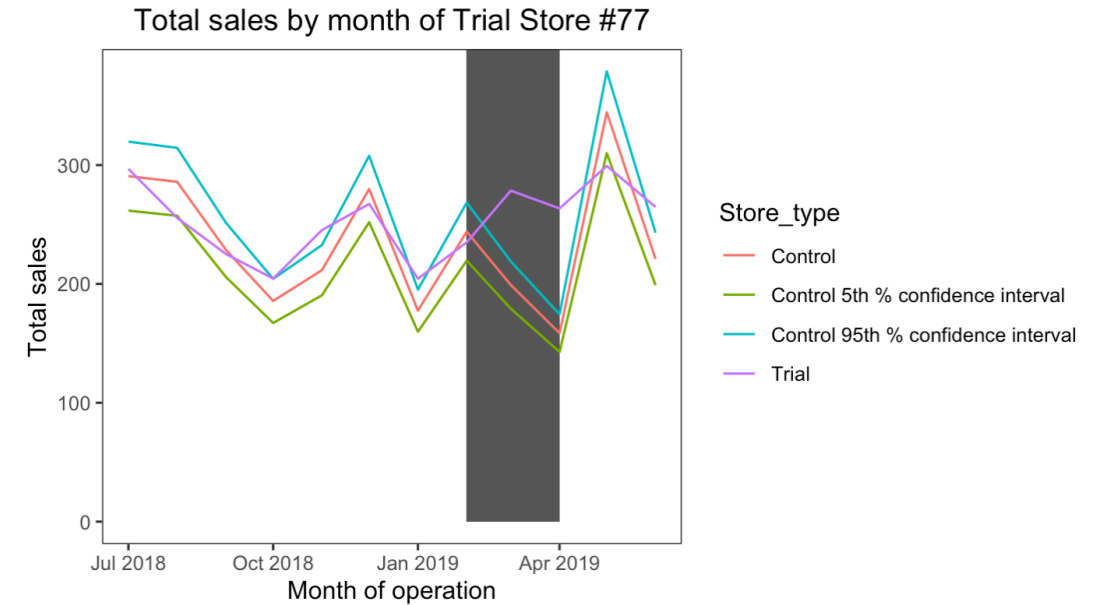
The control Store is the most similar one to the trial Store before the trial period in total sales per month and number of customer per month. Which were calculated by the same weight of correlation and standardized magnitude distance of total sales and customers per month.



The performance in the trial store #77

The total sales and number of customers per month were all increase significantly ($p < 0.05$), especially for Marth and April

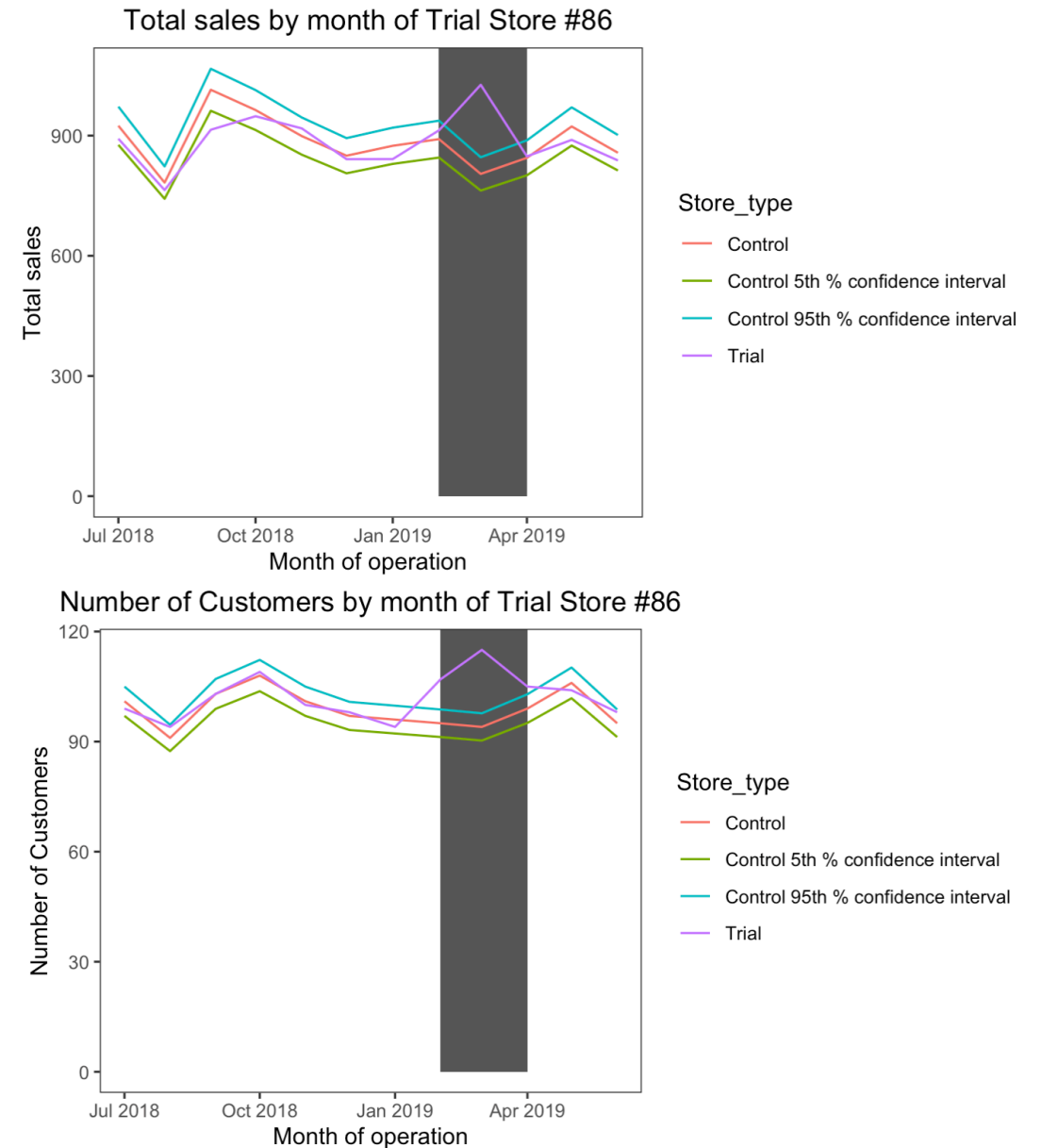
SUCCESSFUL!



The performance in the trial store #86

The total sales per month were all increase significantly ($p < 0.05$) for Marth, and the number of customers were increase significantly ($p < 0.05$) for all trial period.

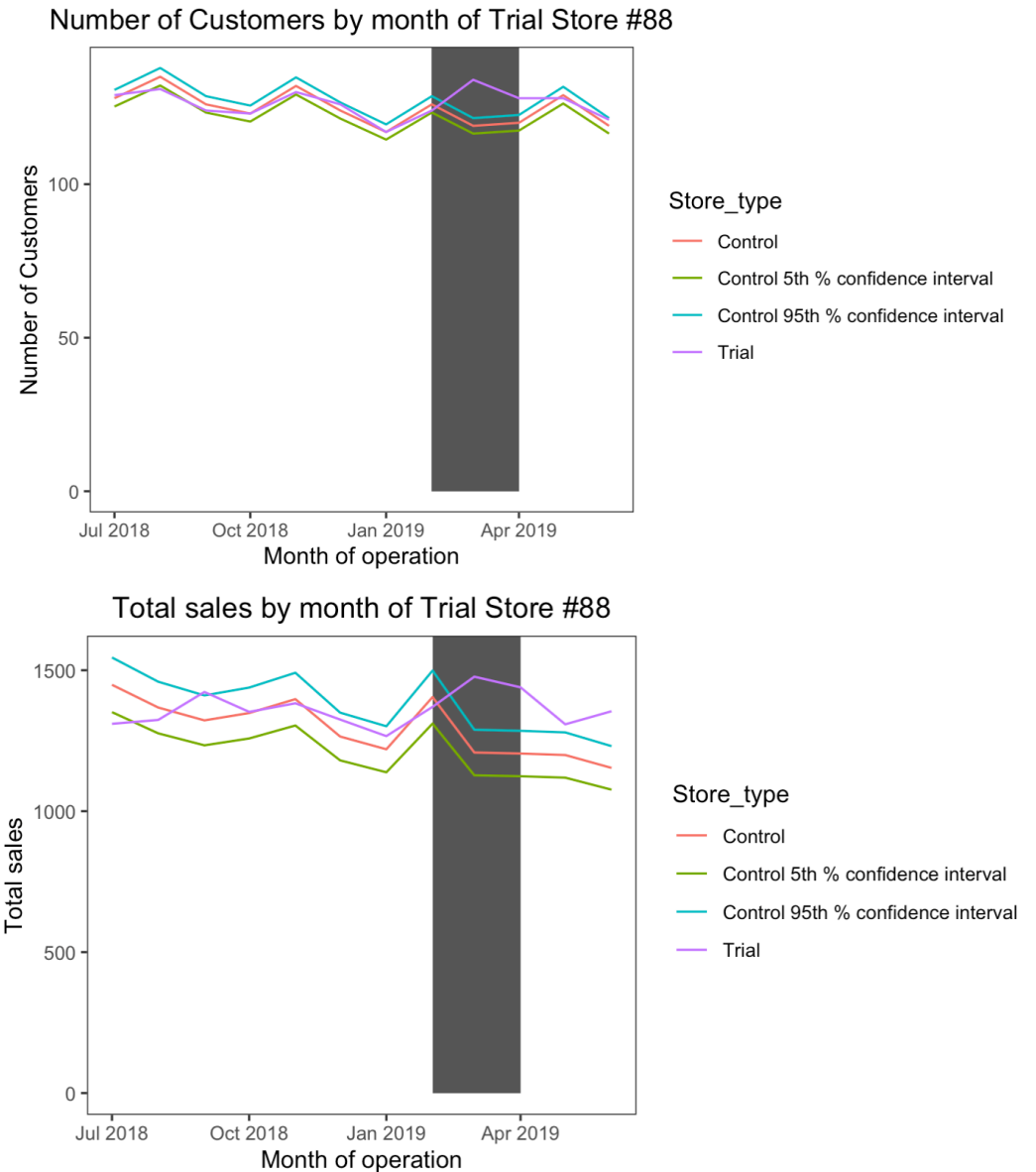
SUCCESSFUL!



The performance in the trial store #88

The total sales and number of customers per month were increase significantly ($p < 0.05$), for March and April.

SUCCESSFUL!





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