

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

Customer Analysis

- In December, we reached our highest sales at approximately **\$154,000** due to holiday demand, while February saw the lowest sales of around **\$138,000**, likely due to seasonal variations and post-holiday adjustments.
- Our highest sales came from budget-conscious older families, who also represented the largest percentage of our customer base.
- Kettle Chips emerged as the top revenue-generating product in our lineup, generating approximately **\$392,400** in sales.
- The 175g and 150g packets have significantly outperformed all other sizes, generating approximately **\$485,000** and **\$275,000** in sales, respectively

02

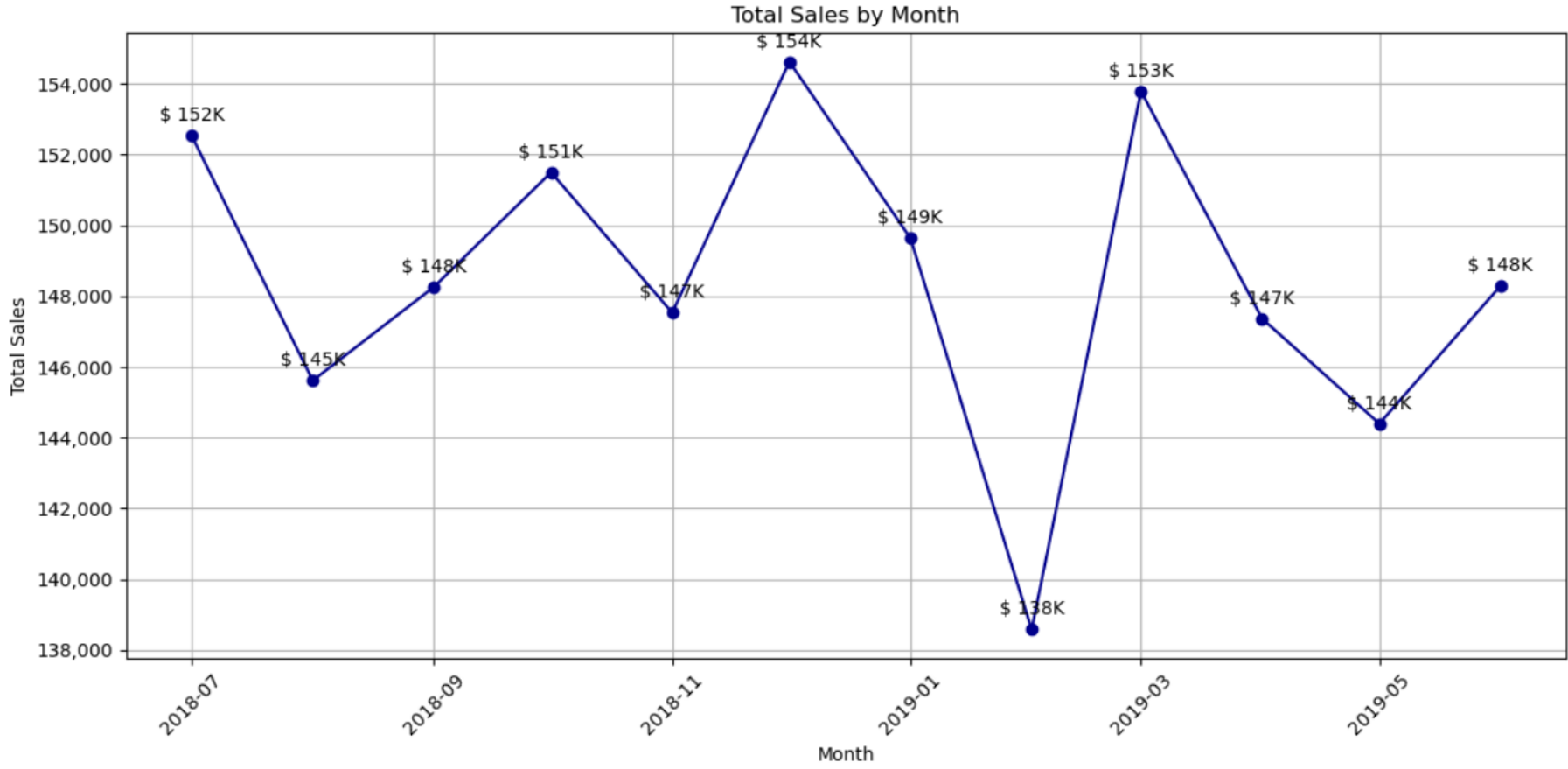
Trial Store Analysis

- A trial was conducted to modify the store layout in three locations to evaluate its impact on customer engagement and sales performance.
- Control stores were established and remained operational for the entire observation period.
- Two of the three trial stores with the new layout experienced an increase in sales compared to the control stores

01

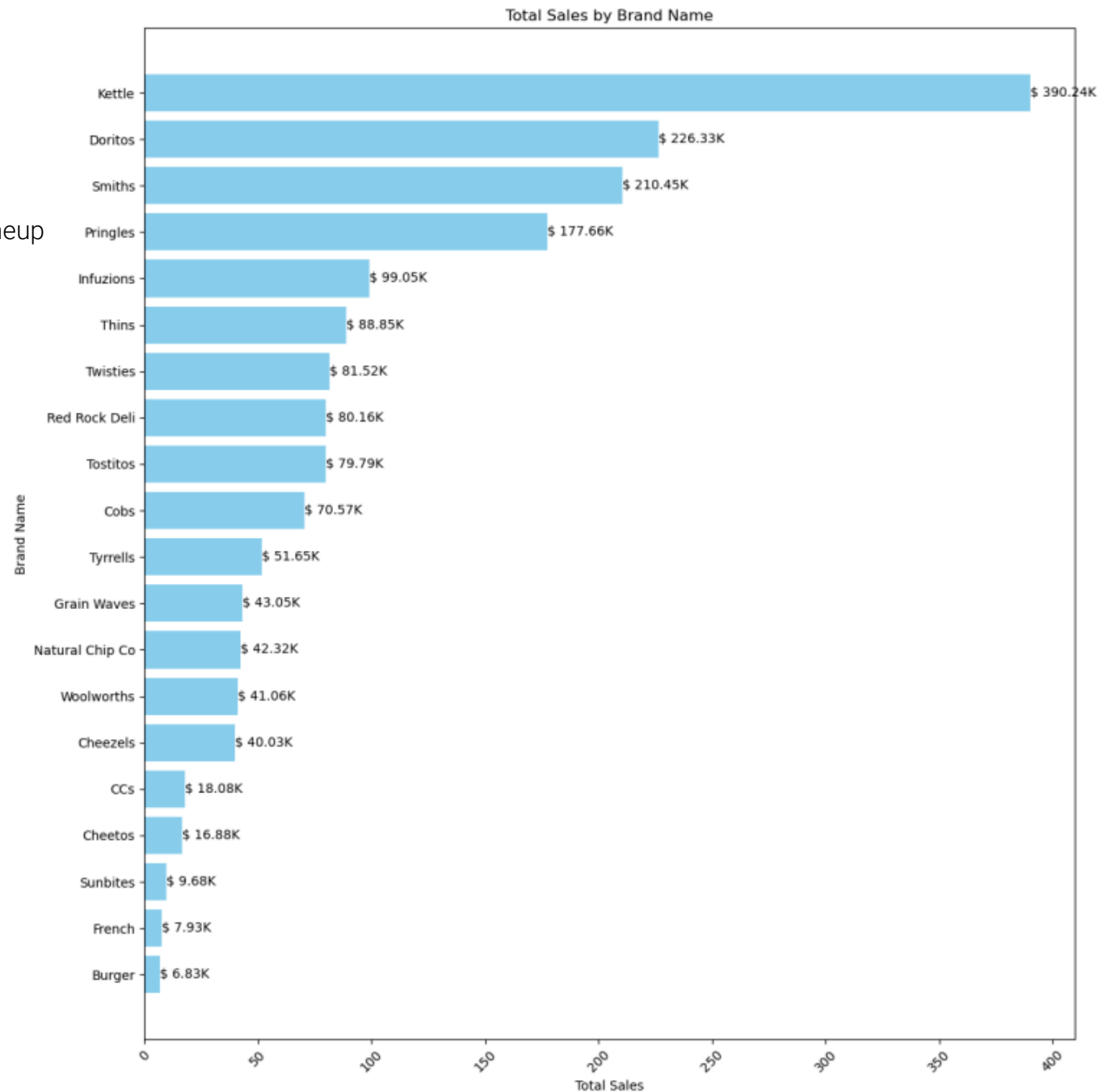
Customer Analysis

Monthly sales overview over the past year, highlighting significant peaks during the holiday season and identifying low points that reflect seasonal variations.

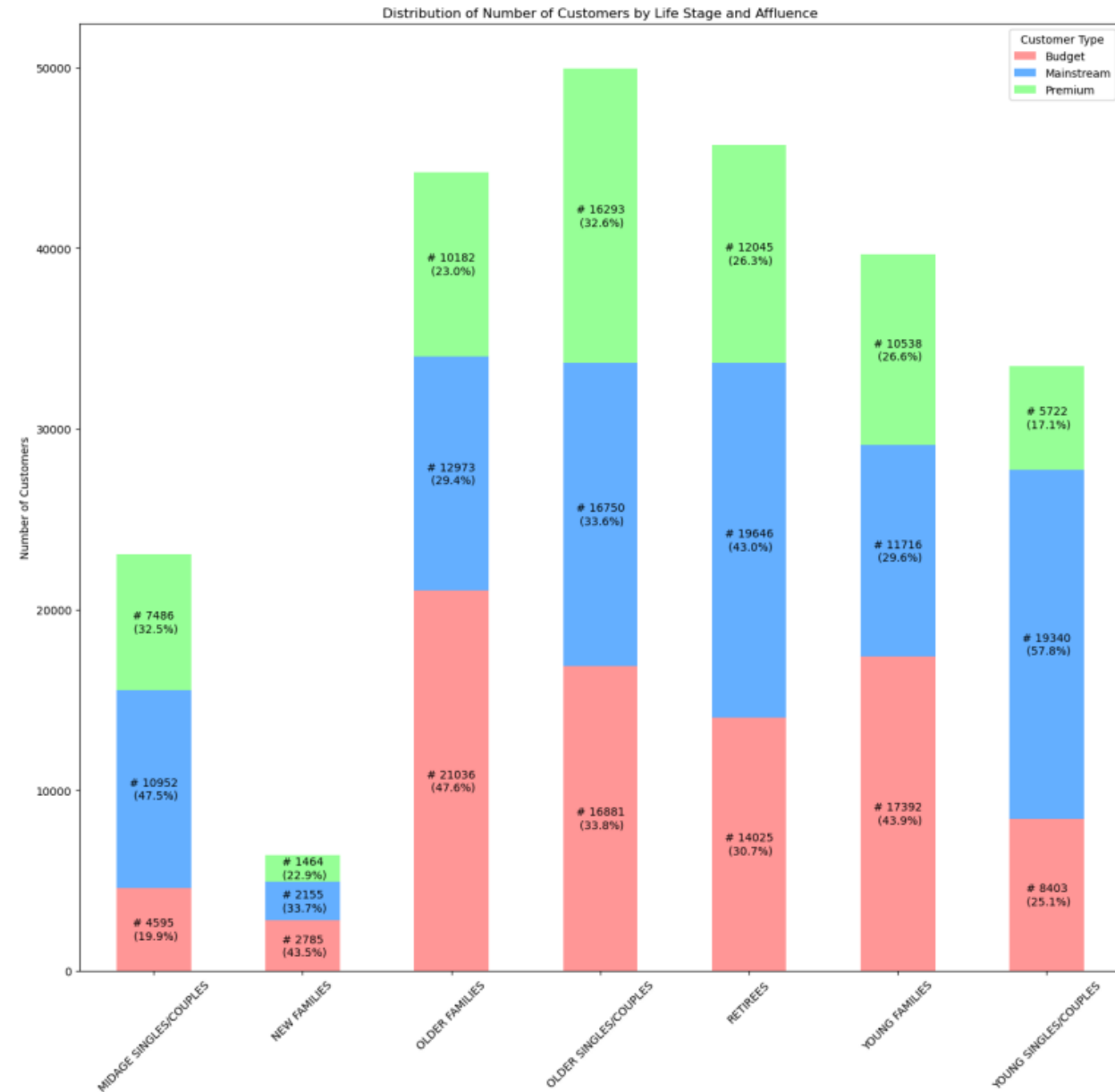


Performance of Brands

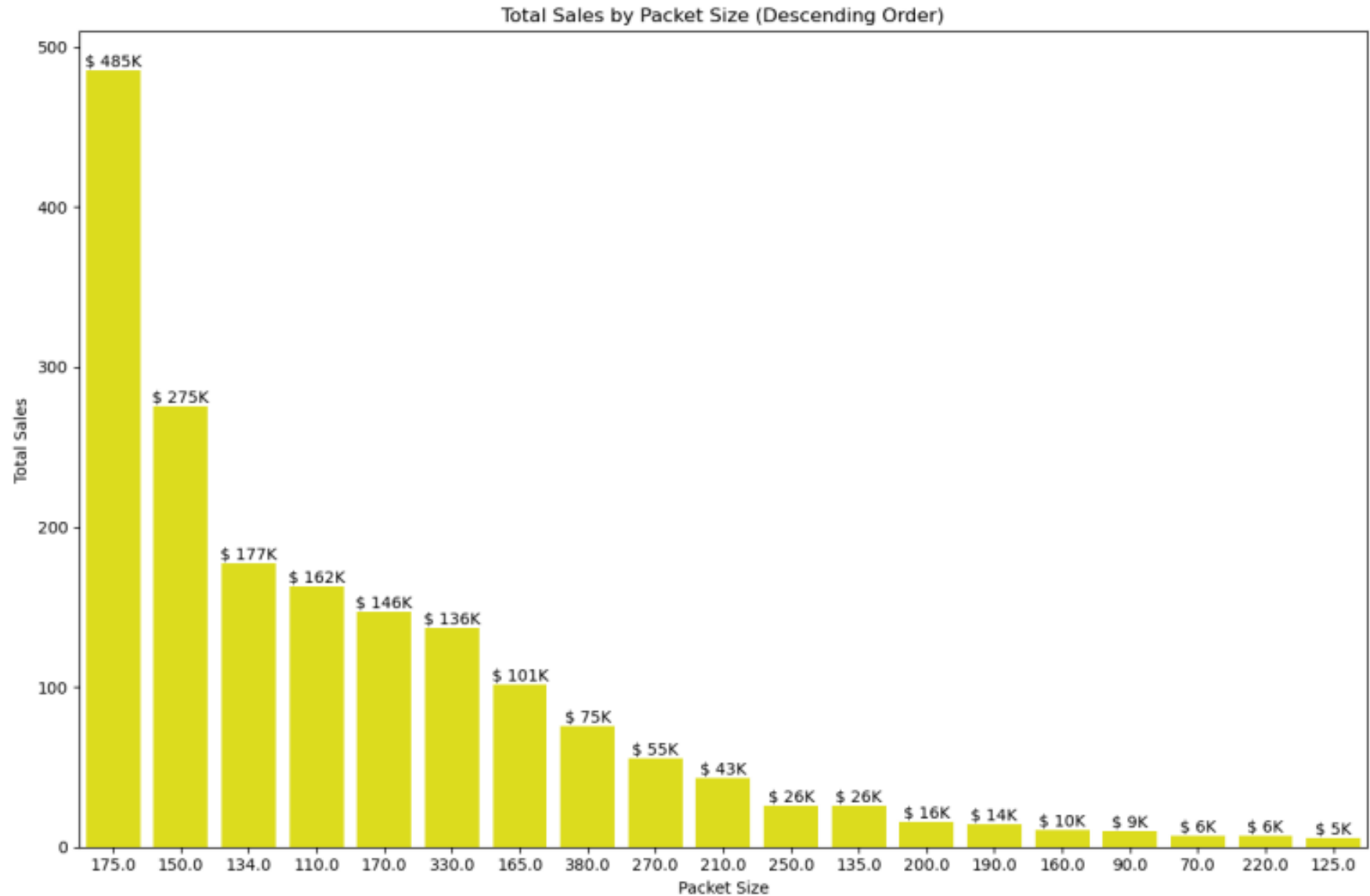
Kettle Chips emerged as the top revenue-generating product in our lineup followed by Doritos and Smiths



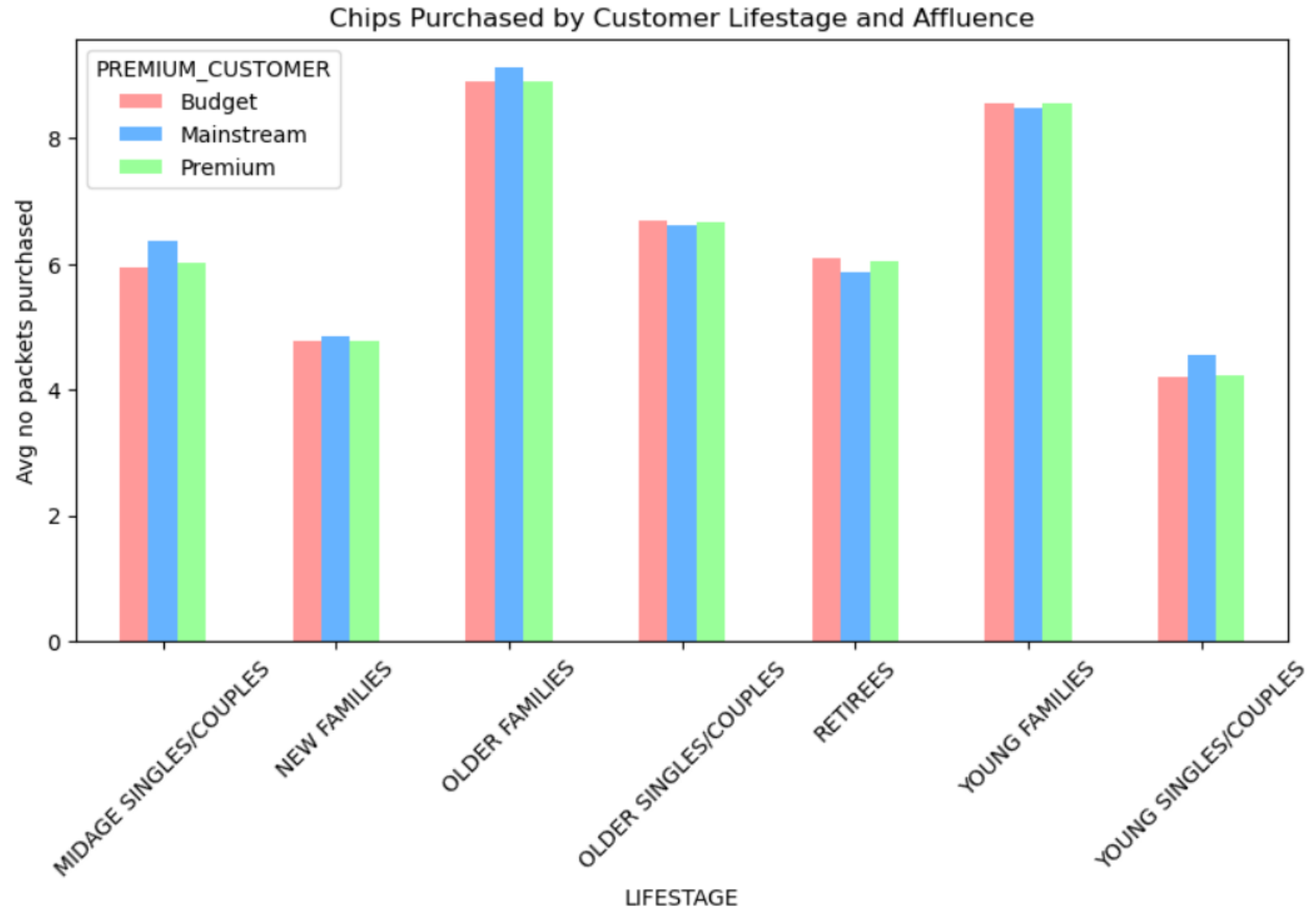
Distribution of Number of Customers by Life Stage and Affluence



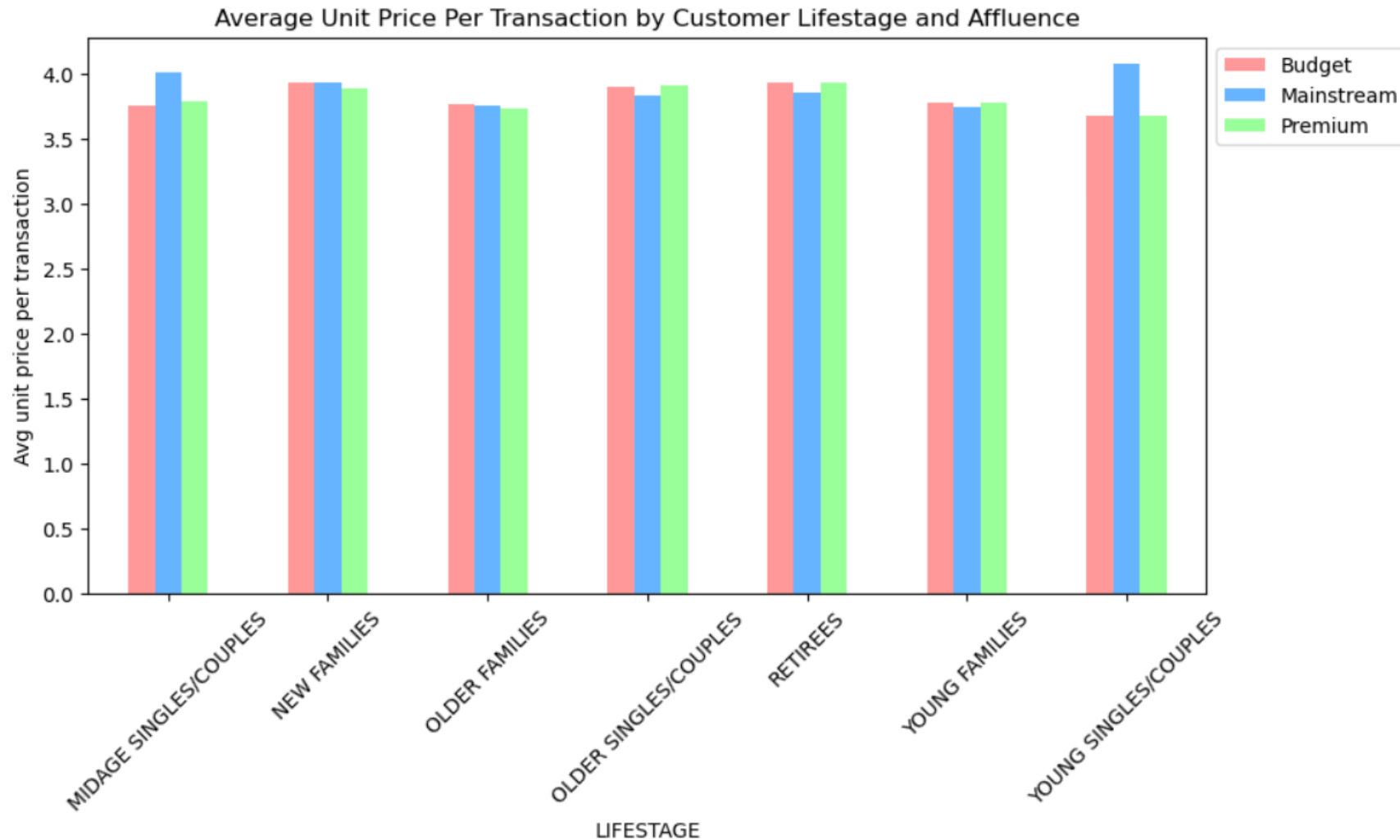
Sales Performance by Chips Packet Size



Average Packets Purchased Based on Customer Lifestyle and Affluence.



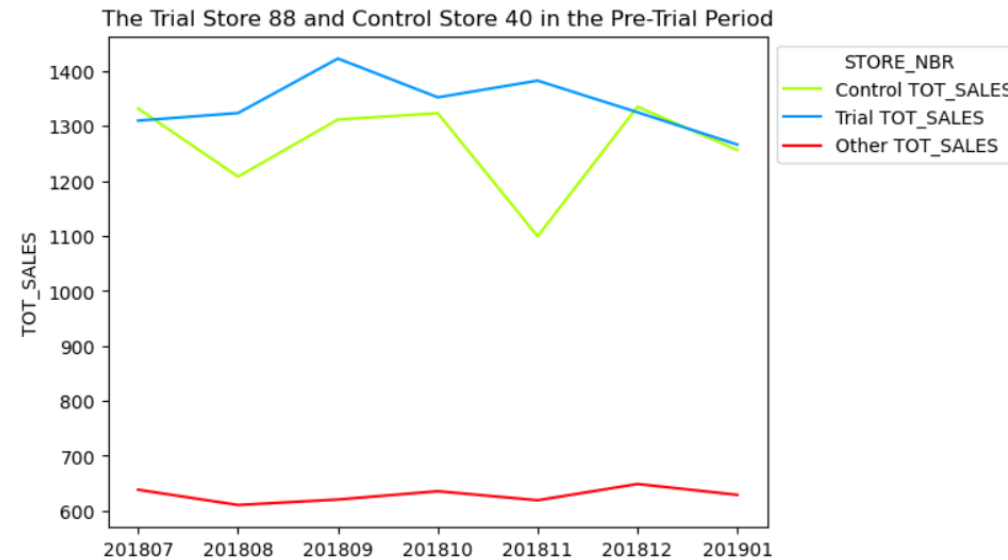
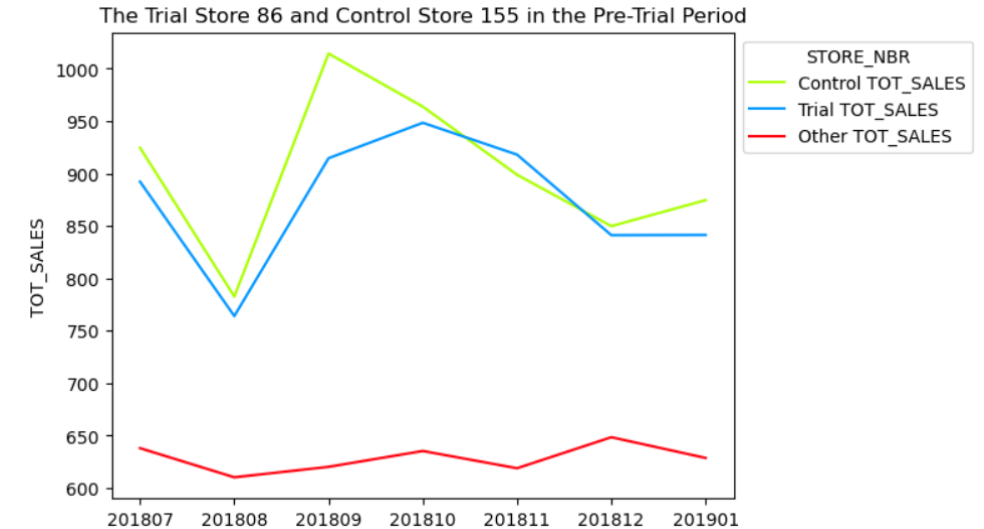
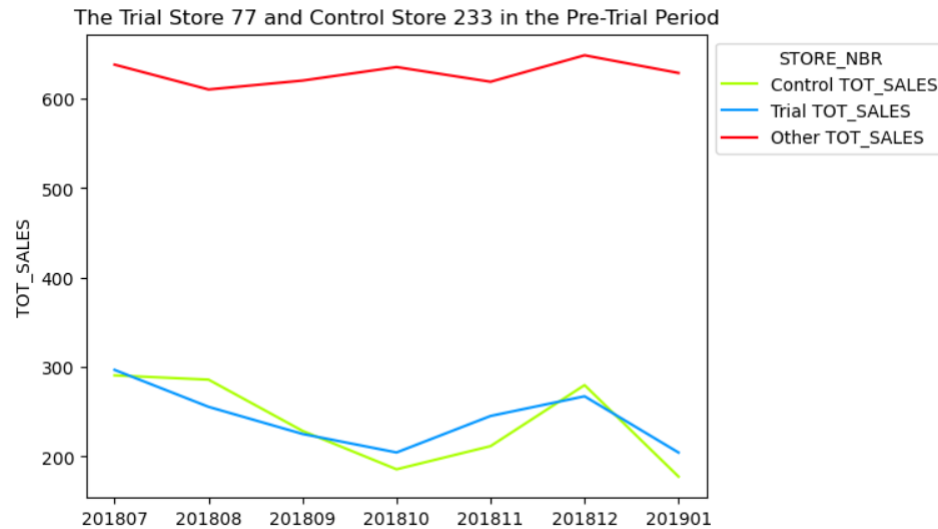
Average Transaction Price by Customer Lifestyle and Affluence.



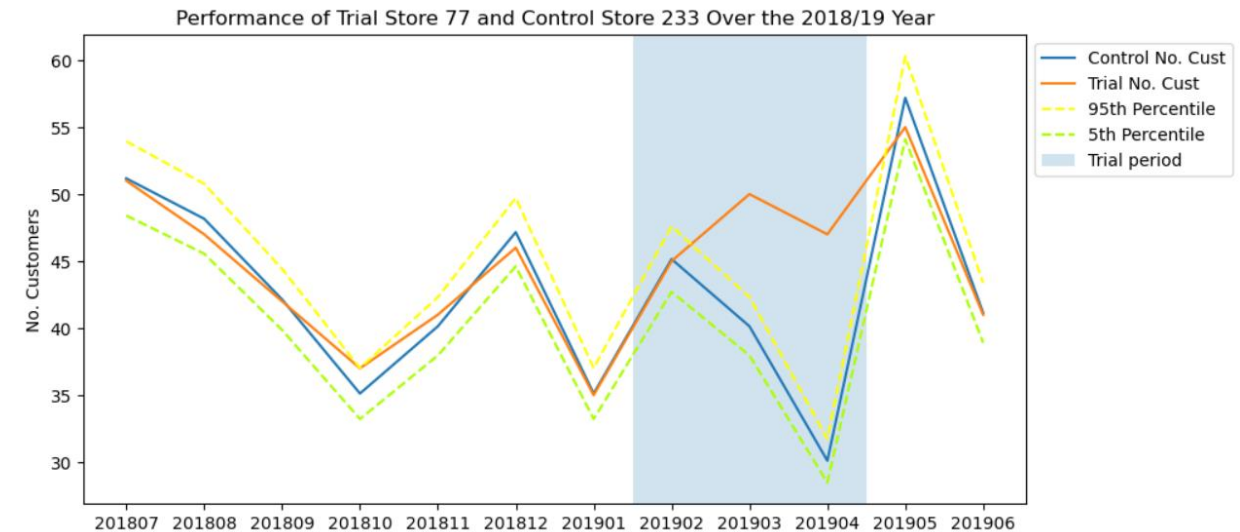
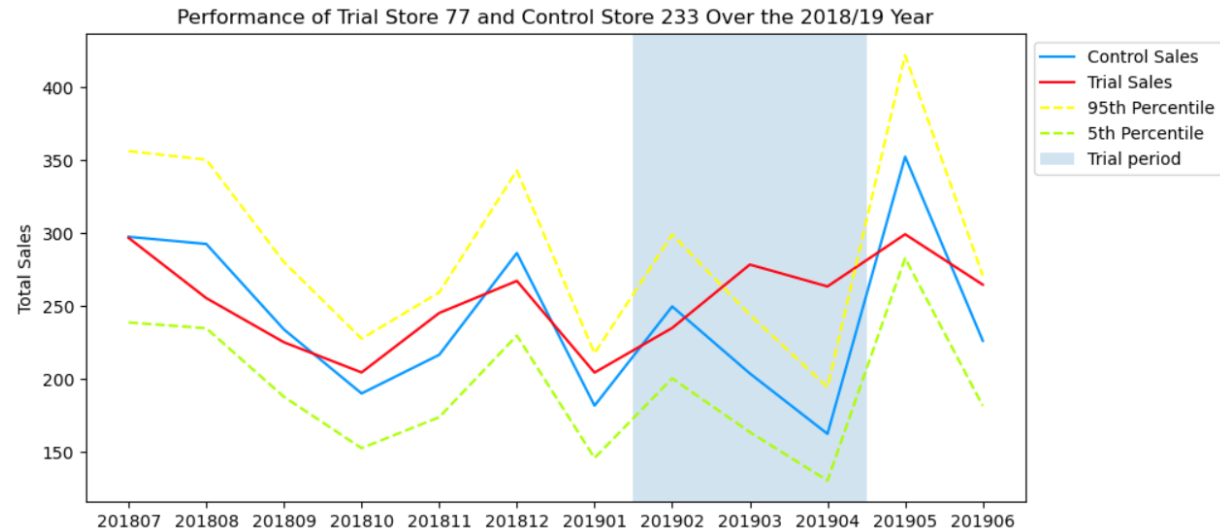
02

Trial store performance

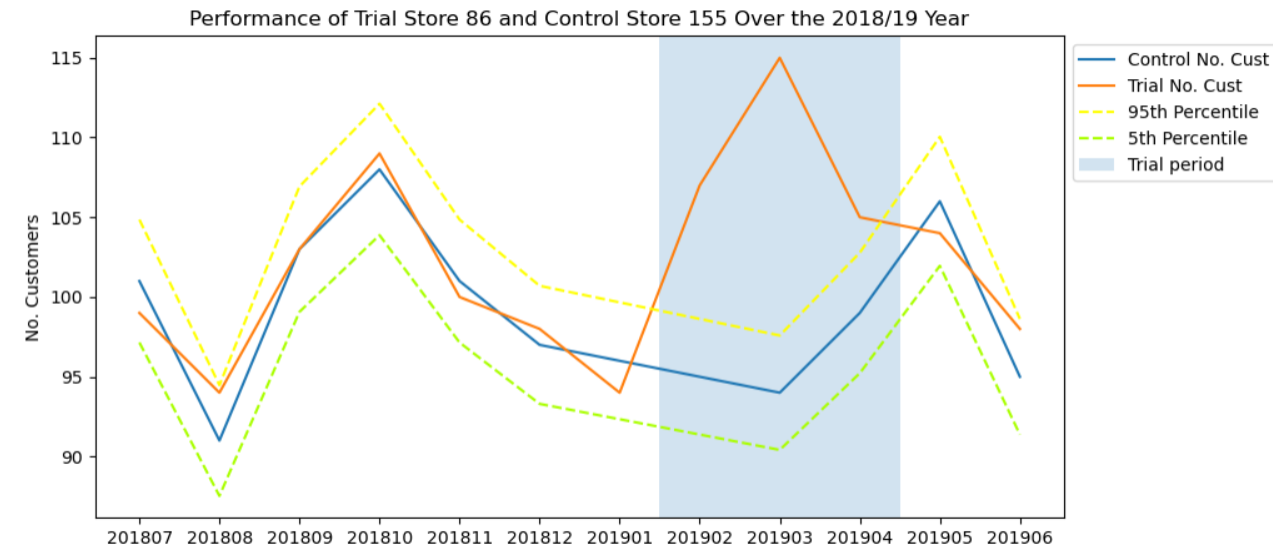
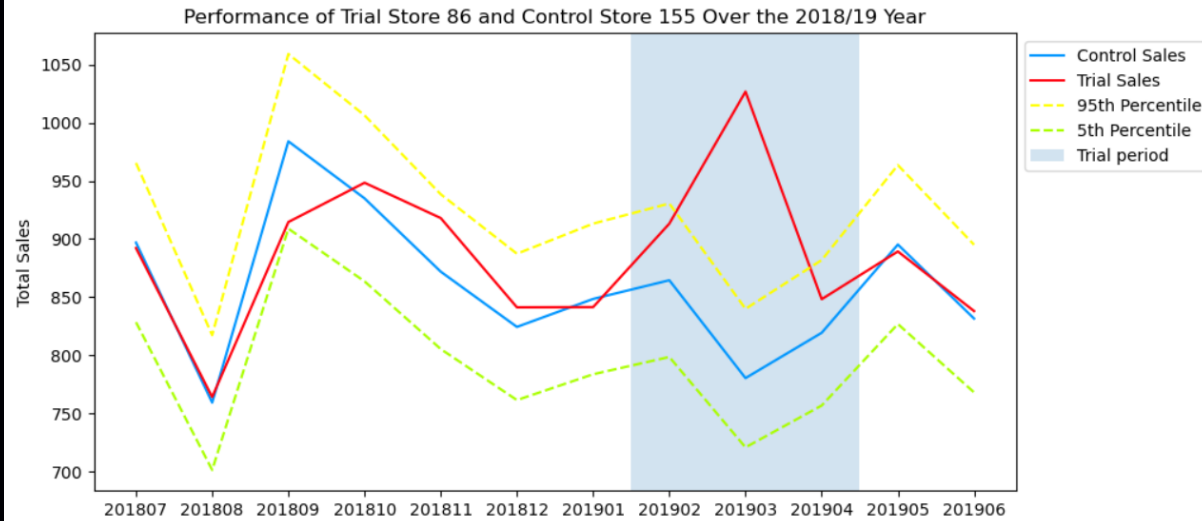
- Control stores were established and remained operational for the entire observation period.



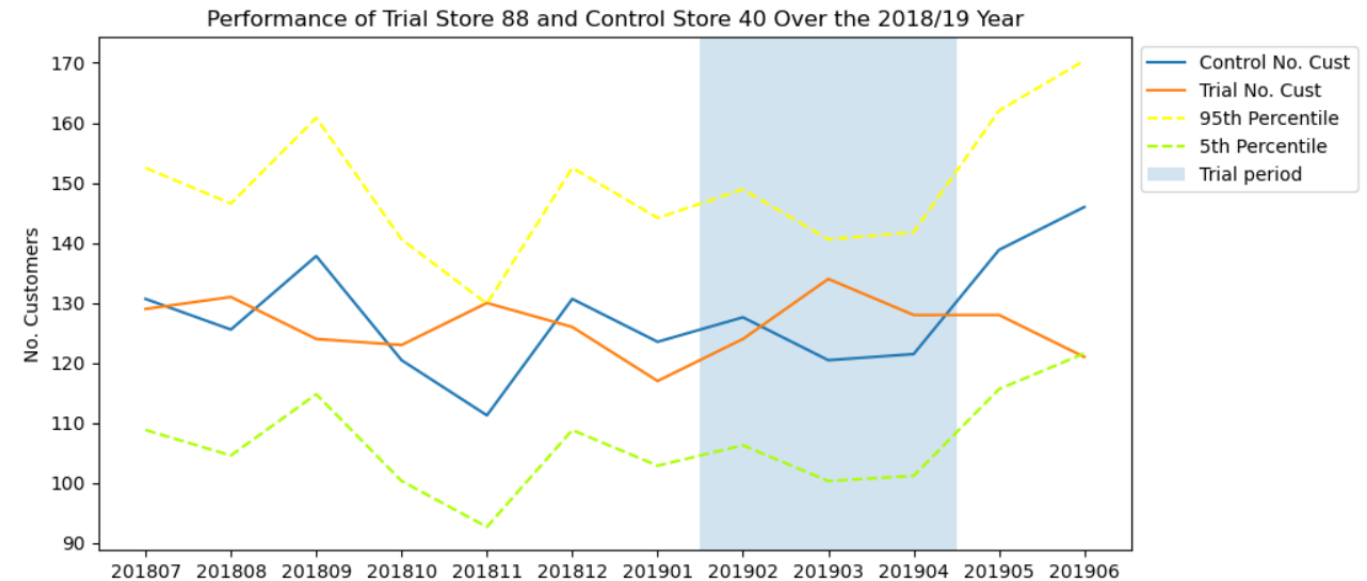
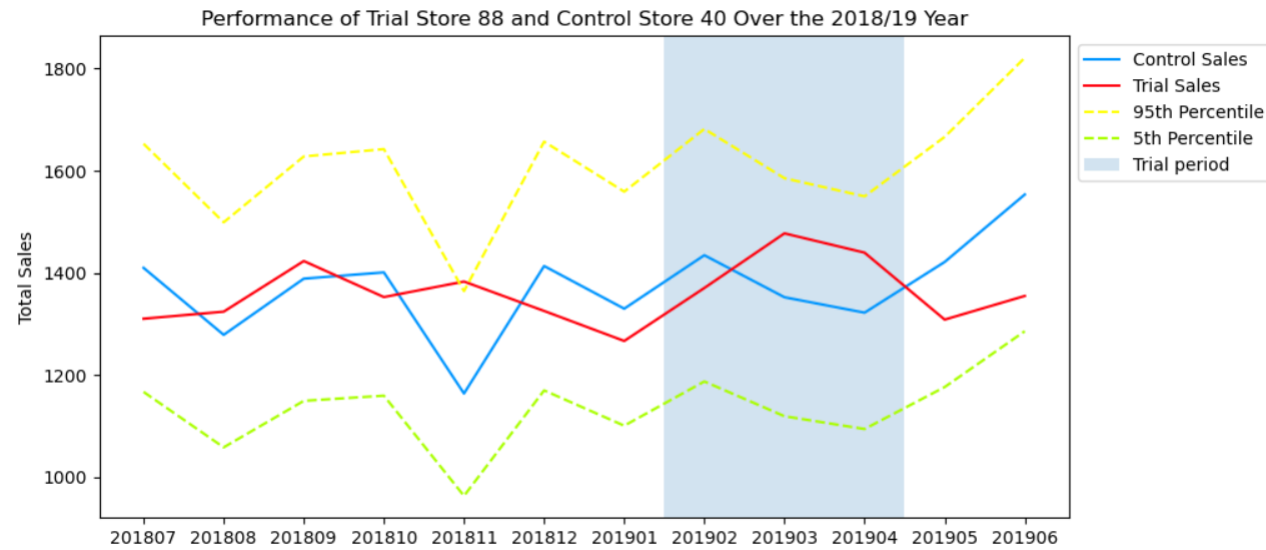
Trial Store 77 outperformed Control Store 233, demonstrating a successful trial with increases in both sales and the number of customers.



Trial Store 86 outperformed Control Store 155, demonstrating a successful trial with increases in both sales and the number of customers.



Trial Store 88 and Control Store 40 showed no significant changes in performance, indicating that the trial was inconclusive.





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