

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

IDENTIFY CUSTOMER PURCHASING BEHAVIOR AND PROVIDE COMMERCIAL RECOMMENDATIONS

- Sales increase during **December** just before Christmas and then go down due to holidays
- Sales are the highest on **Fridays** and **Sundays**
- Most customers are **older singles/ couples**
- Customers prefer to buy **mainstream** products
- Total sales is driven majorly by two chips products: **Smiths** and **Doritos**
- Preferred packet size for chips is **175g**

02

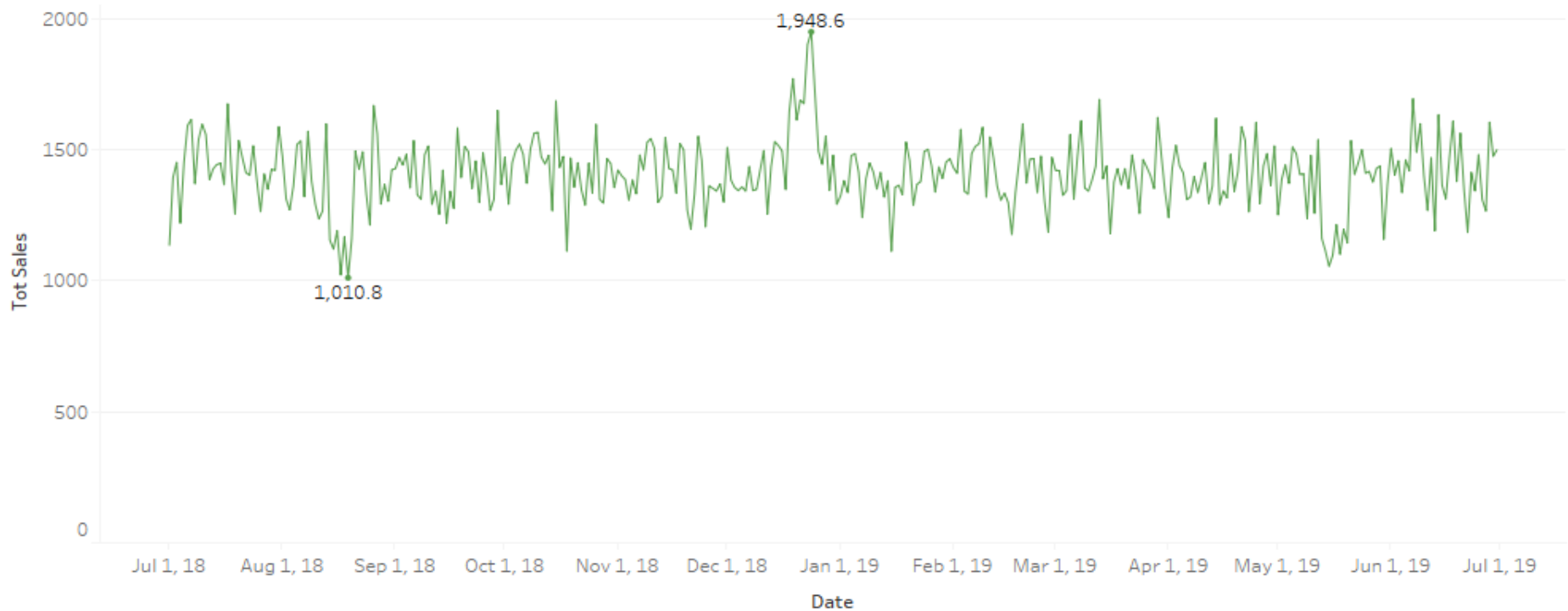
ANALYSE IMPACT OF TRIAL STORES ON CUSTOMER SALES

- Trial store **77**'s marketing technique during the trial period did not work
- Trial store **86** showed better results than store **77** in terms of **increase** in total sales, number of customers and number of transactions
- Trial store **88** recorded **maximum increase** in total sales, number of customers and number of transactions. It carried out **best implementation** of the trial.

01

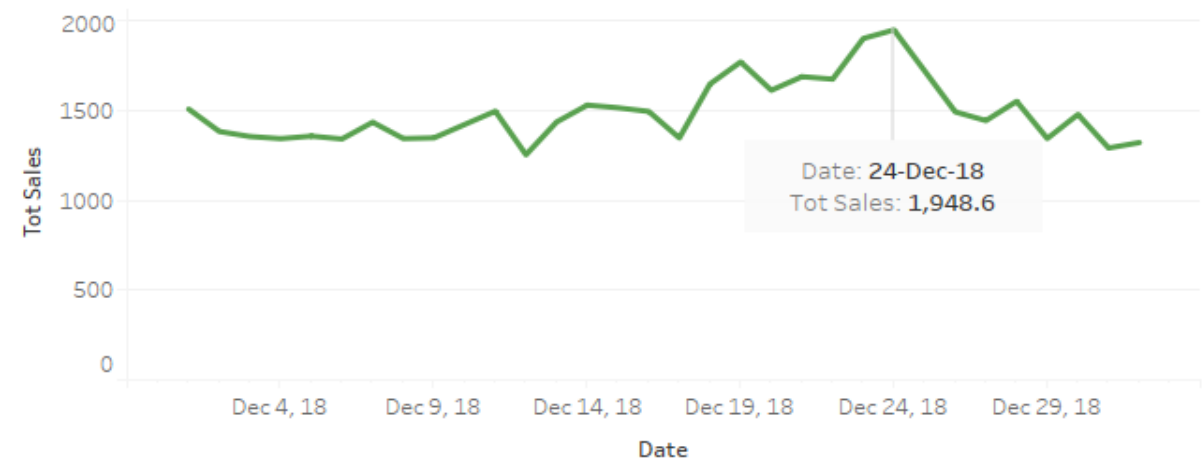
Customer Behaviour

Sales between July-18 and July-19



- Sales increase during **December** just before Christmas and then go down due to holidays

Sales during December-18

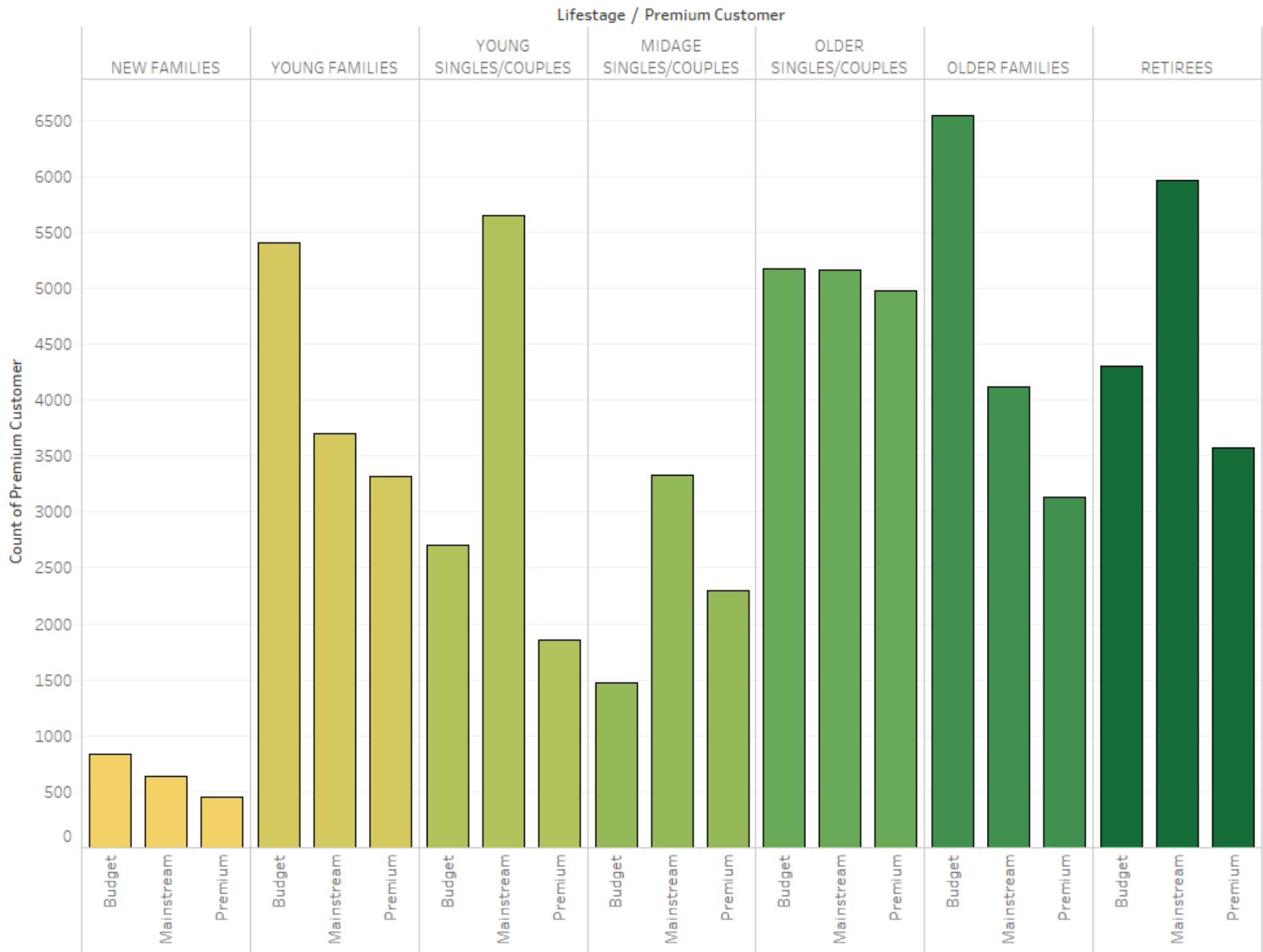


Sales by weekdays

Friday 74,860	Wednesday 73,020	Saturday 72,648
Sunday 74,356	Thursday 71,846	Tuesday 71,679
Monday 73,180		

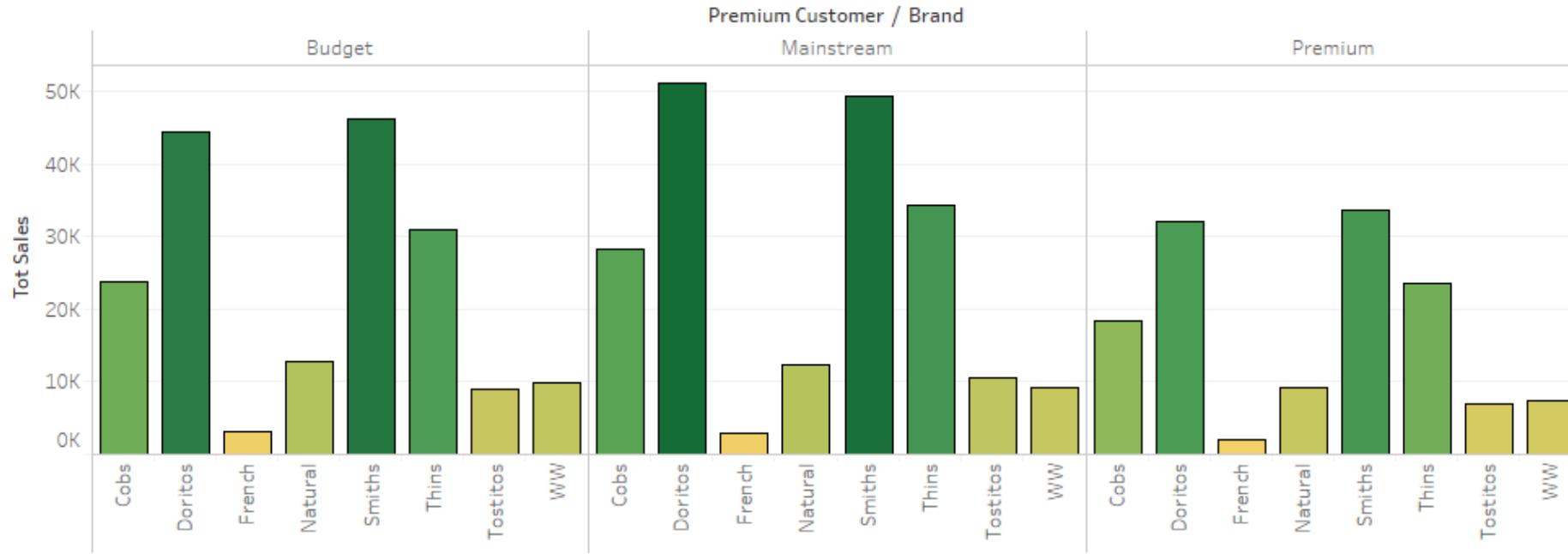
- Sales are the highest on **Fridays** and **Sundays**

Lifestage and category



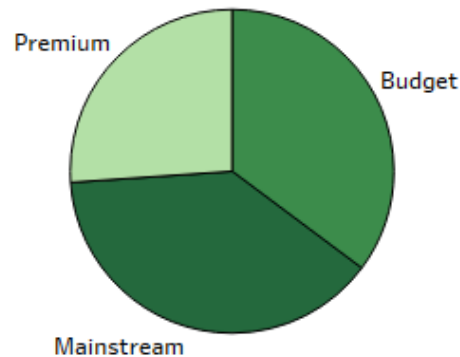
- Families prefer to buy **budget** rated products
- Singles/couples and retirees prefer to buy **mainstream** rated products

Preferred brand by category

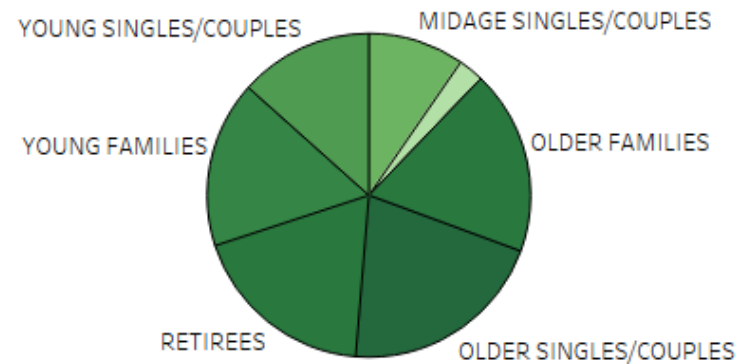


- Smiths & Doritos are the most sold brands

Sales by category

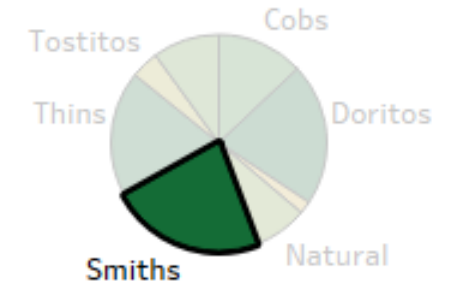
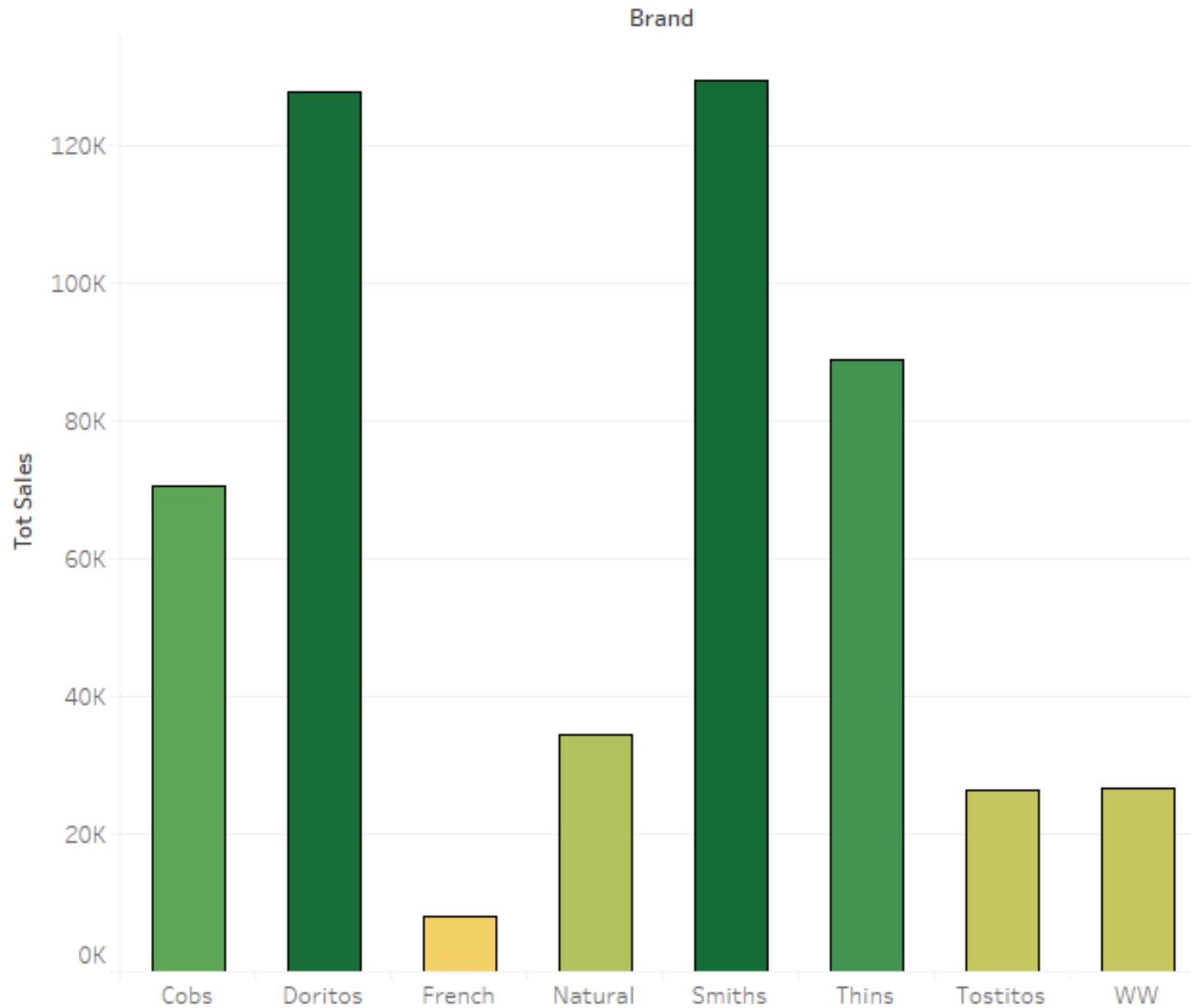


Sales by lifestyle of customer



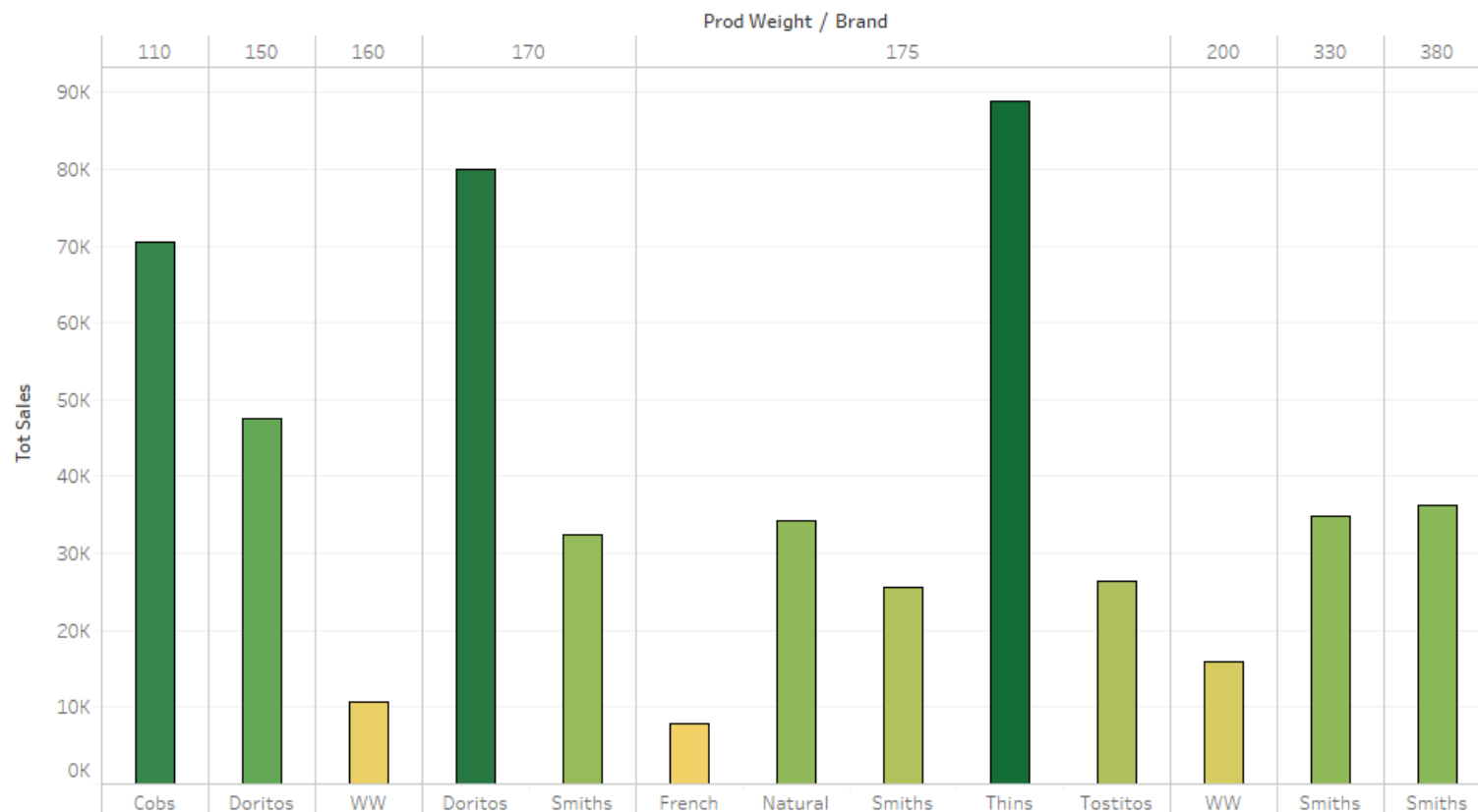
- Customers prefer to buy mainstream products
- Most customers are older singles/couples

Preferred brand



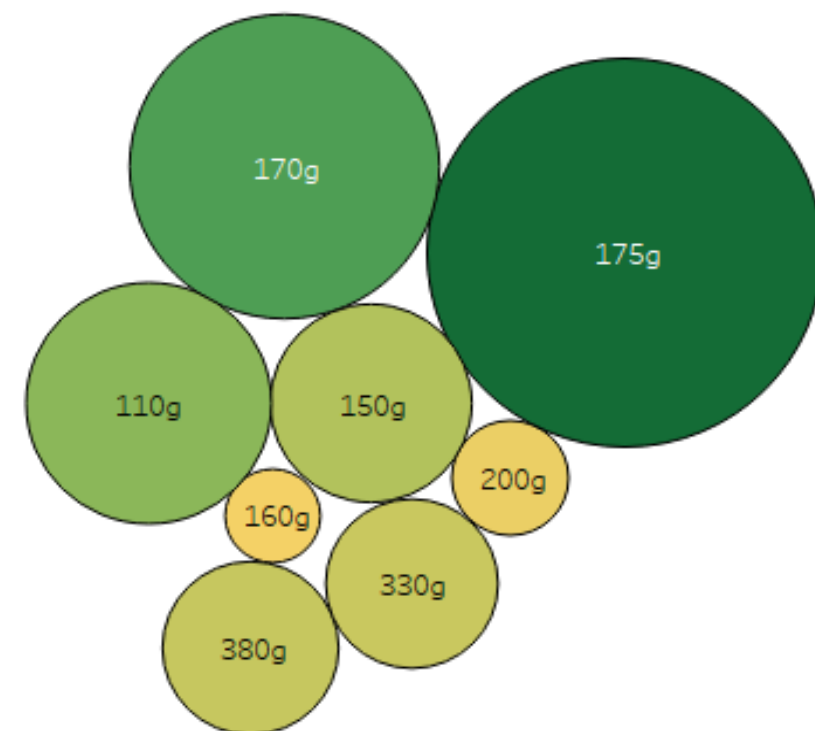
- Total sales is driven majorly by two chips products: **Smiths** and **Doritos**

Weight and brand



- Preferred brand for 110g : Cobs
- Preferred brand for 150g : Doritos
- Preferred brand for 160g : WW
- Preferred brand for 170g : Doritos
- Preferred brand for 175g : Thins
- Preferred brand for 200g : WW
- Preferred brand for above 200g : Smiths

Preferred weight of products

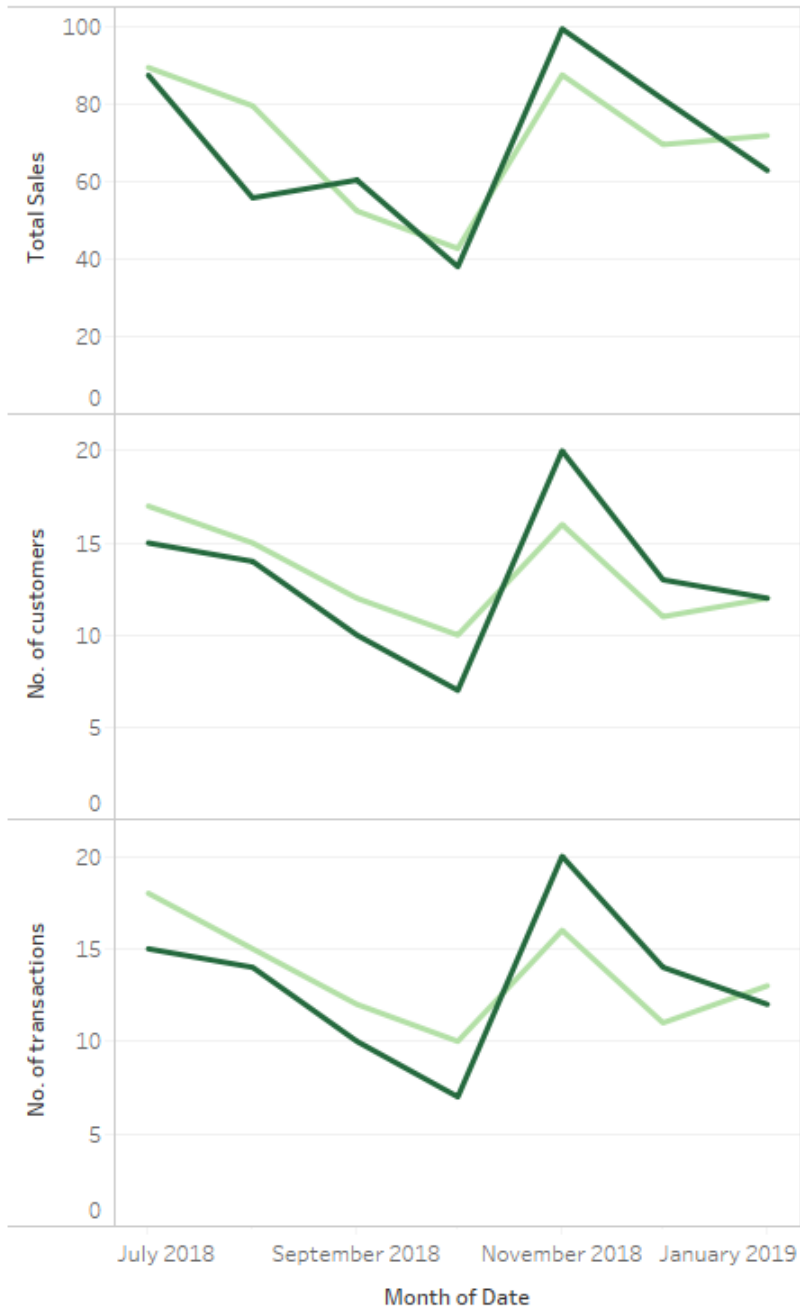


- Preferred packet size for chips is 175g

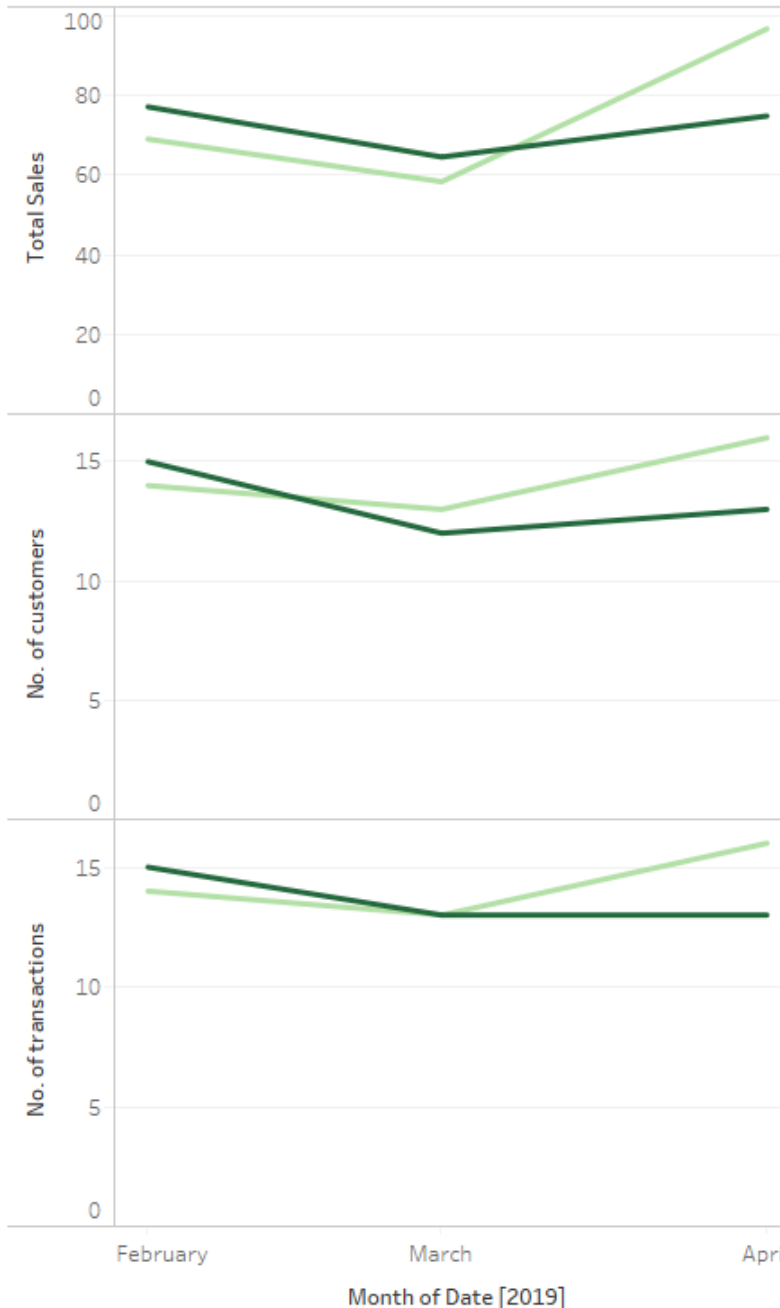
02

Trial store performance

Pre-trial comparison (38-77)



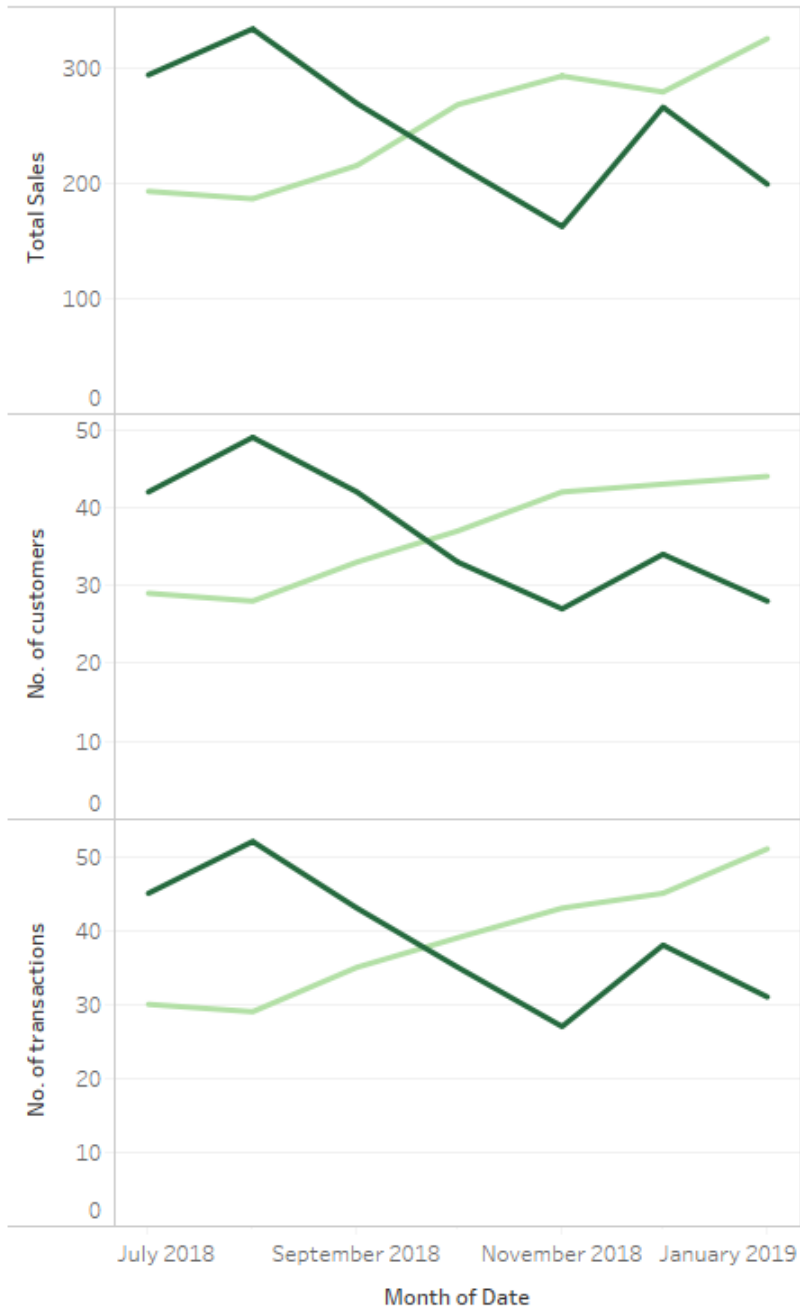
Trial period comparison (38-77)



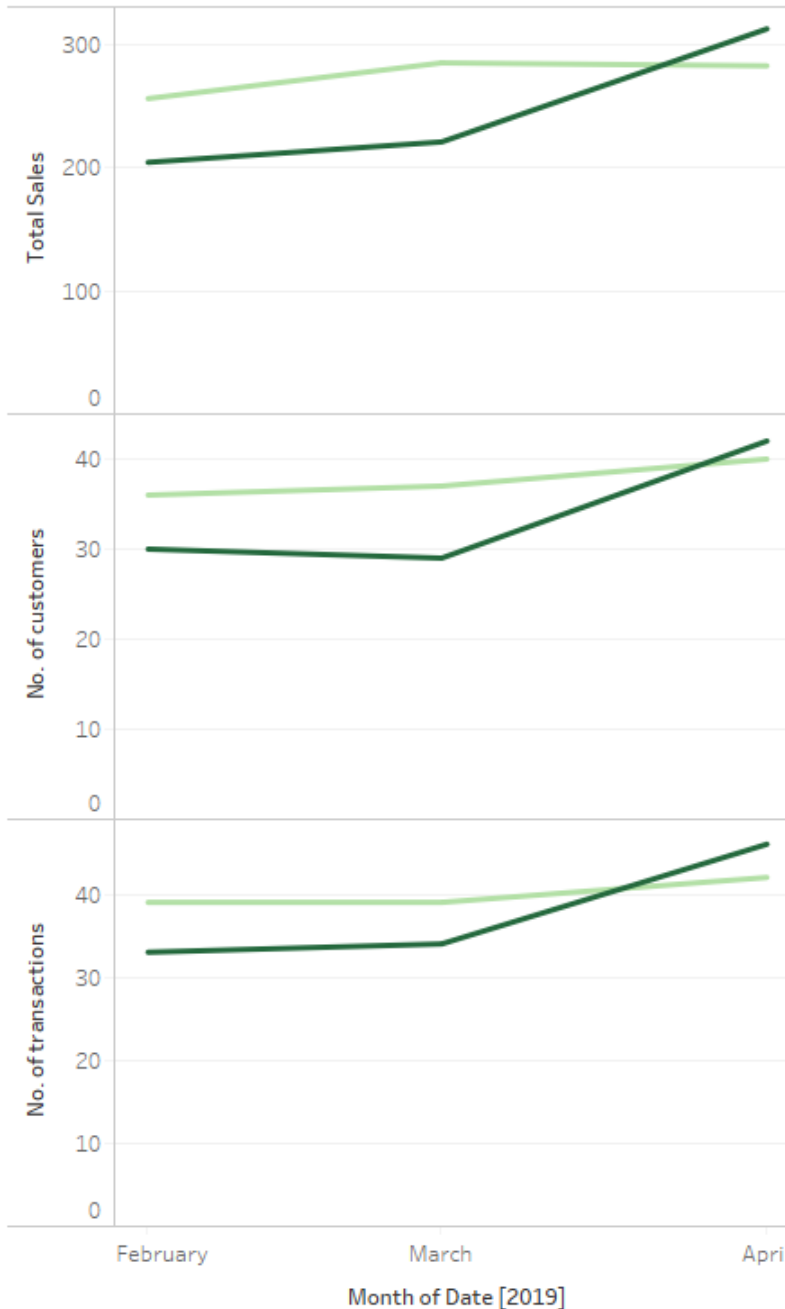
Store Nbr
■ 38
■ 77

- Trial store 77 showed **moderate improvement** in terms of total sales, number of customers and number of transactions
- Trial store 77's marketing technique during the trial period did not work

Pre-trial comparison (105-86)



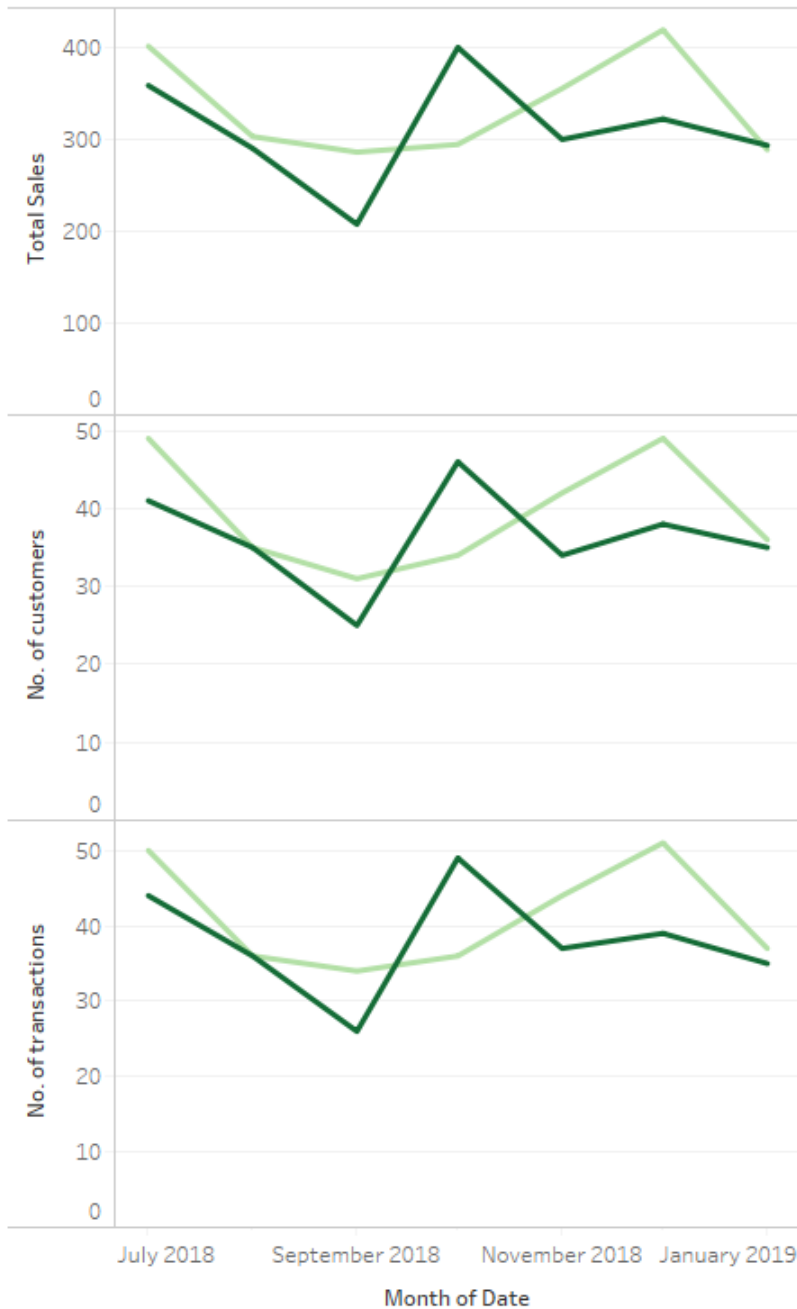
Trial period comparison (105-86)



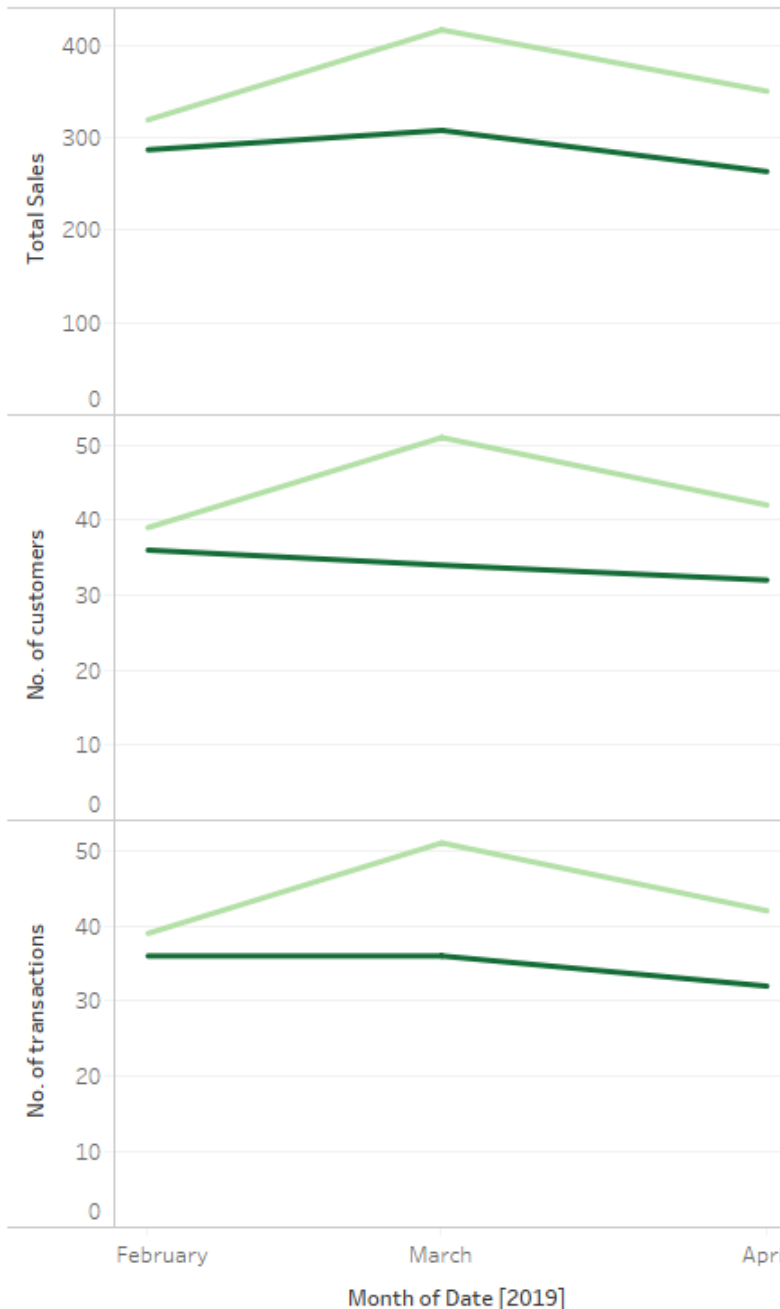
Store Nbr
■ 105
■ 86

- Trial store **86** showed better results than store 77 in terms of **increase** in total sales, number of customers and number of transactions

Pre-trial comparison (130-88)



Trial period comparison (130-88)



Store Nbr
■ 130
■ 88

- Trial store **88** recorded **maximum increase** in total sales, number of customers and number of transactions
- Trial store 88 carried out the **best implementation** of trial and it must be followed in other stores as well