

June 2020

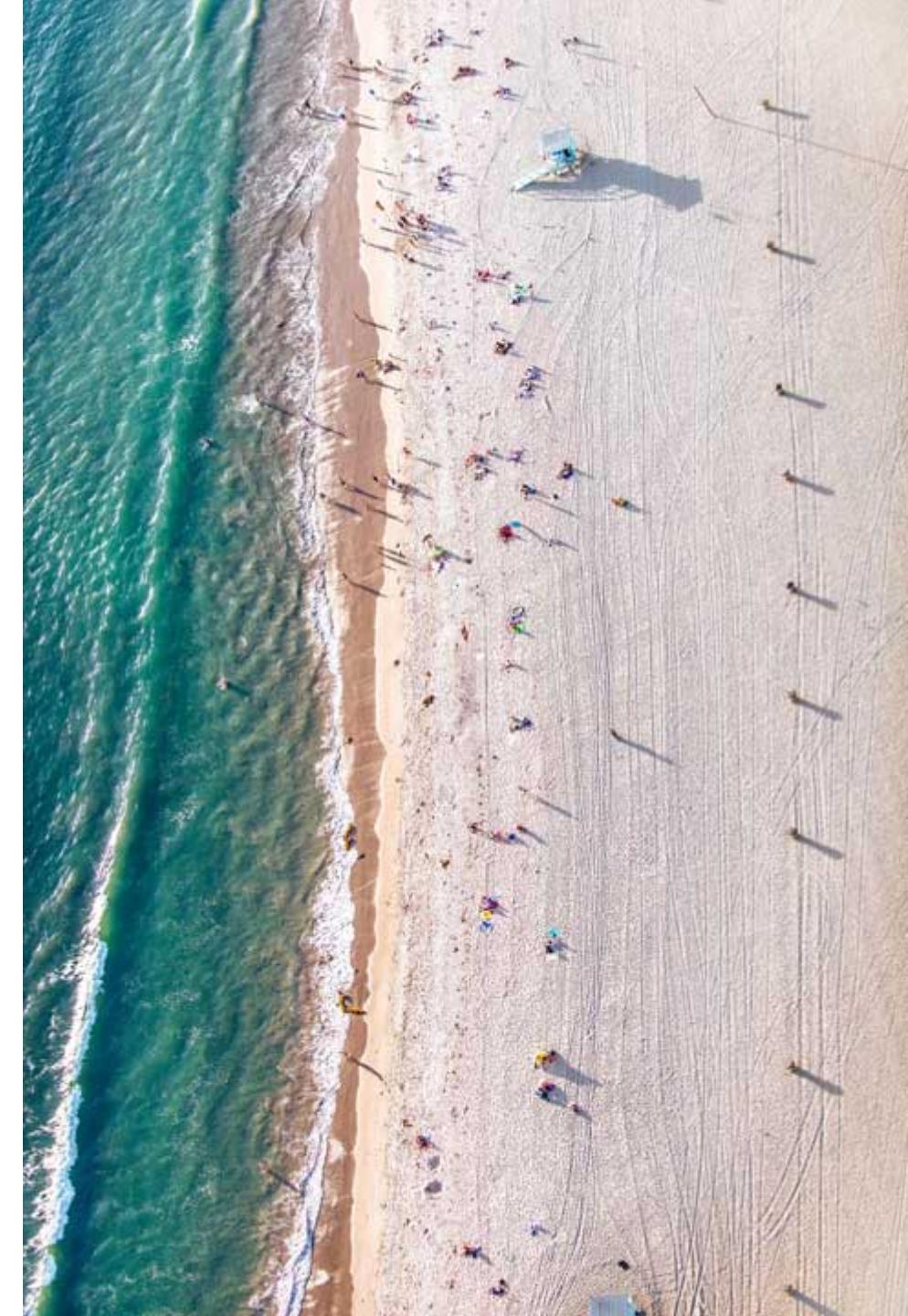
# Category review: Chips

Retail Analytics

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Classification: Confidential



# 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
- 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.

We all have a responsibility to use data for good

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

## Customer Analytics

Top 3 Total Sales are contributed by Budget – Older Families,  
Mainstream – Young Singles/Couples,  
Mainstream – Retirees

- Older Families have highest customer value regarding sales per capita and number of chips bought
- Mainstream – Young Singles/Couples is the largest customer segmentation and willing to buy more unit price and bigger pack size.

02

## Uplift Test

We found control store 233, 155, 237 for trial stores 77, 86, 88 respectively.

- The results for trial store 77 and 88 during the trial period (Feb 2019 – Apr 2019) show a significant different in the at least two of the three trial months
- The trial was different in trial store 86, and shows a significant increase in sales

# 01

## Category

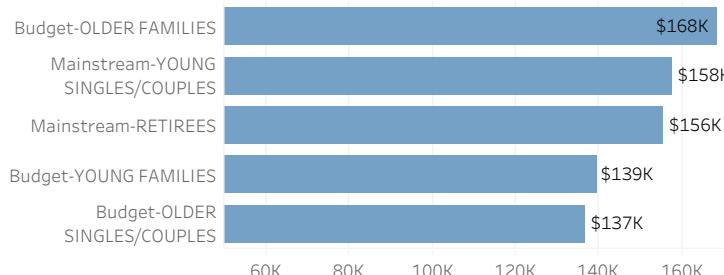
# Mainstream – Young Singles/Couples is our Target Customer Segment



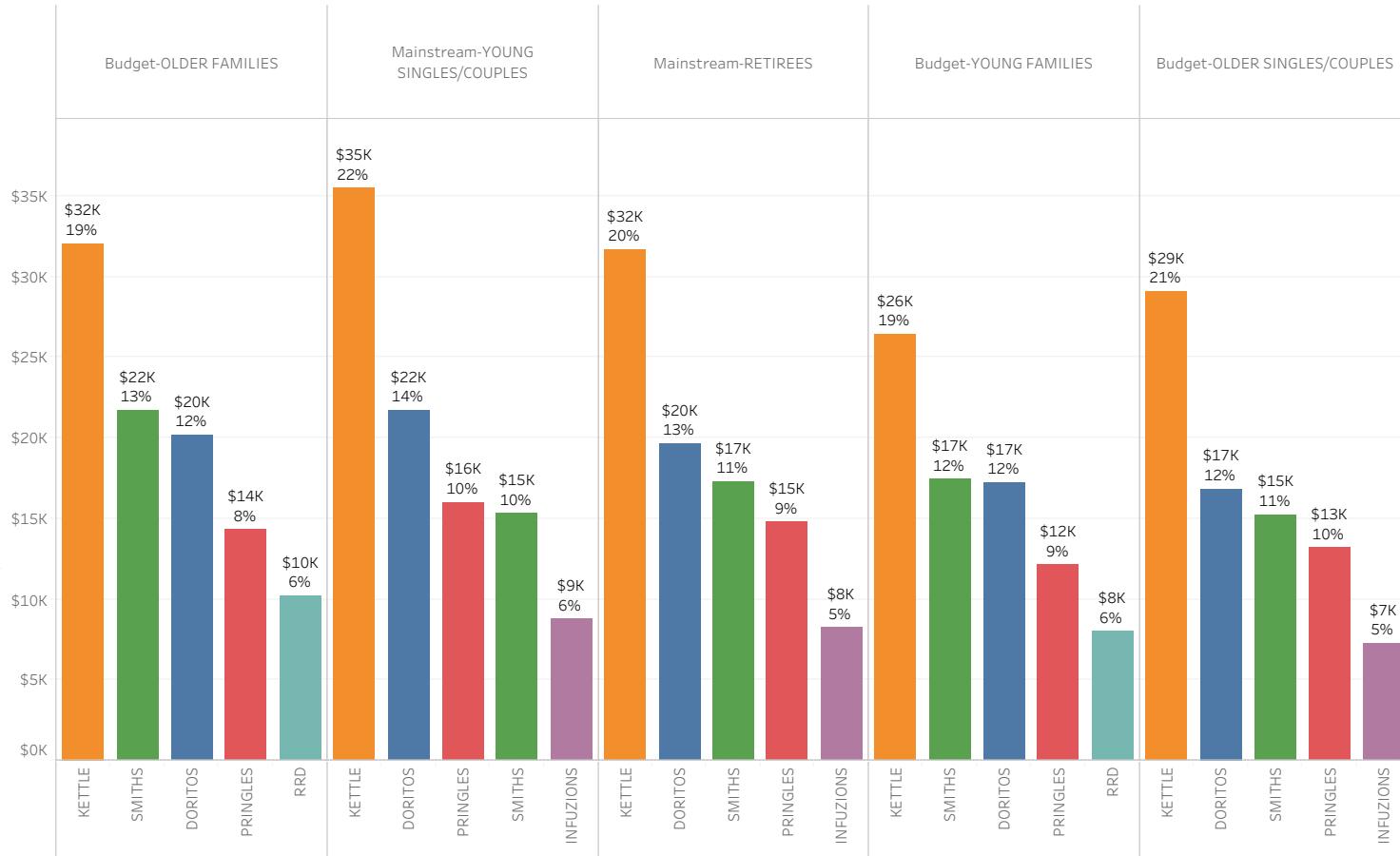
# Popular Chip Brands by Customer Segment

Kettle is the best selling brand, especially in Mainstream-Young Singles/Couples

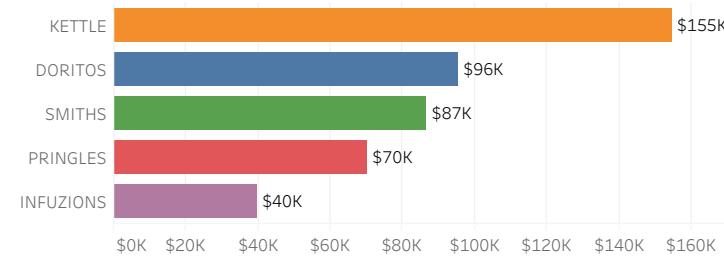
Top 5 Customer Segment by Total Sales



Total Sales by top 5 Brands and Customer Segment

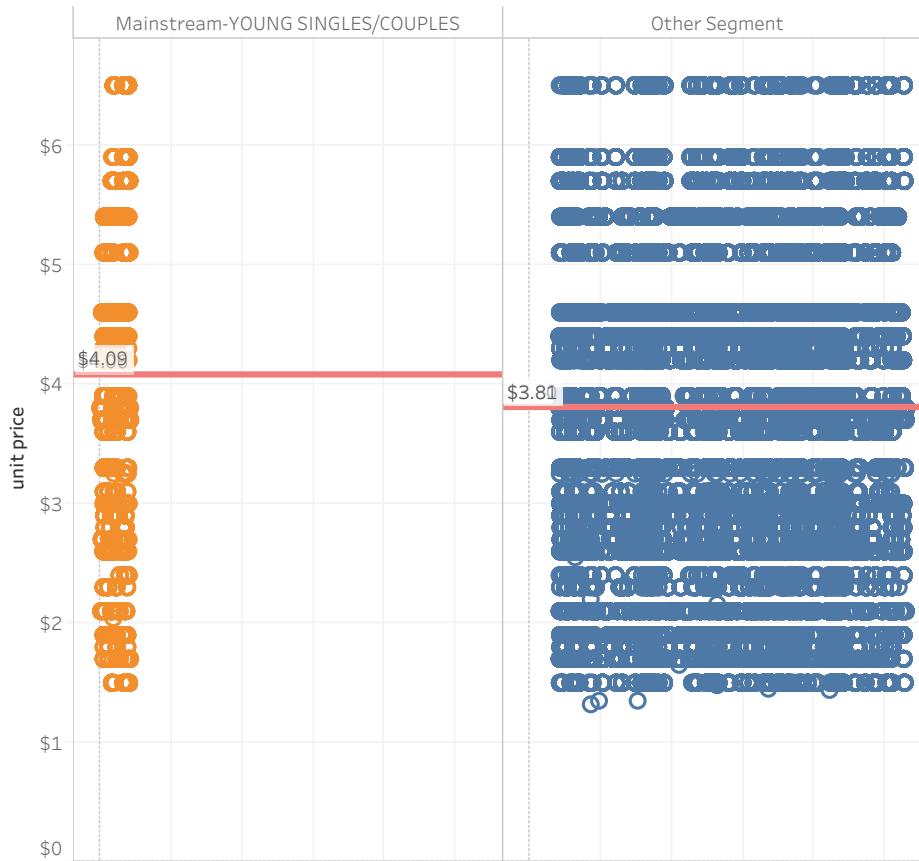


Top 5 Chip Brands by Total Sales

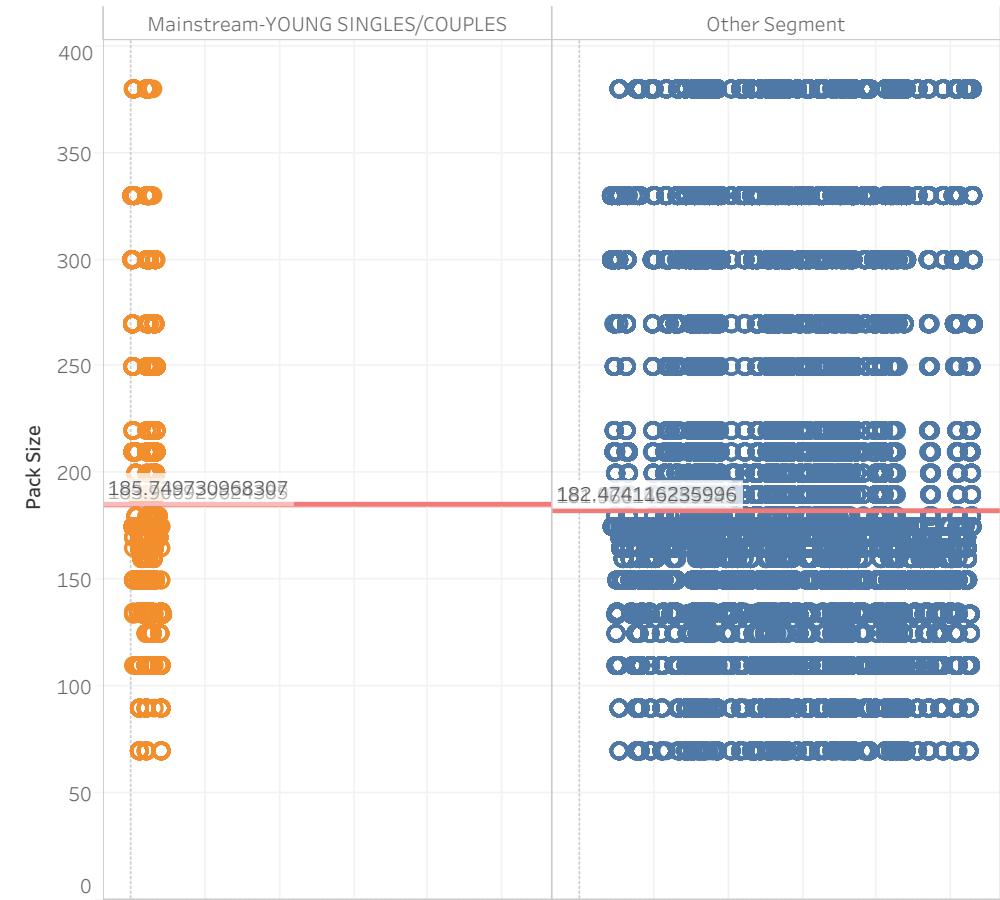


# Mainstream – Young Singles/Couples are willing to buy bigger size and higher unit price chips.

Average Unit Price by Mainstream Singles/Couples and Other Segment



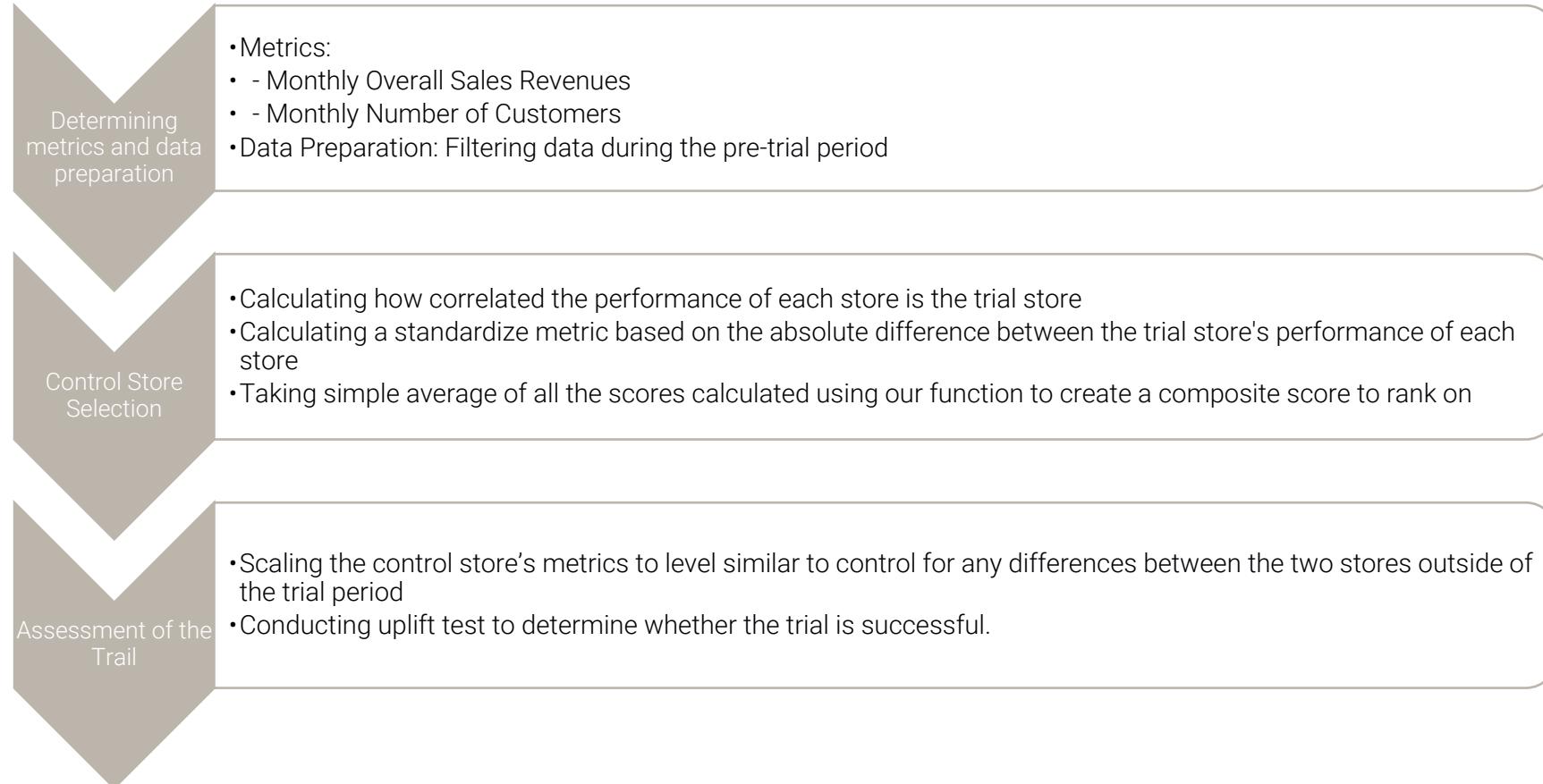
Average Pack Size by Mainstream Singles/Couples and Other Segment



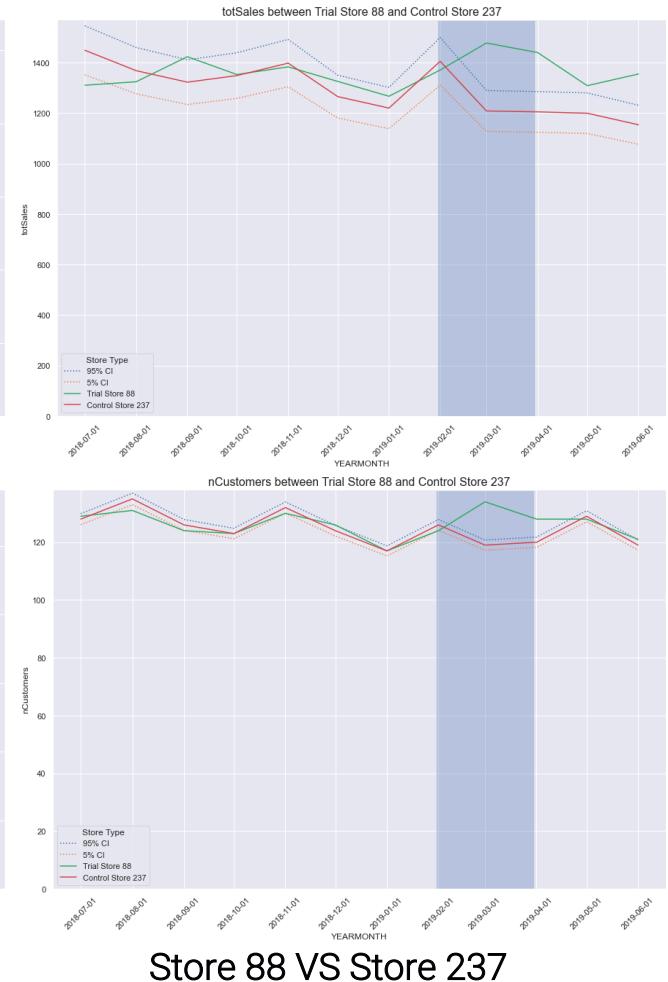
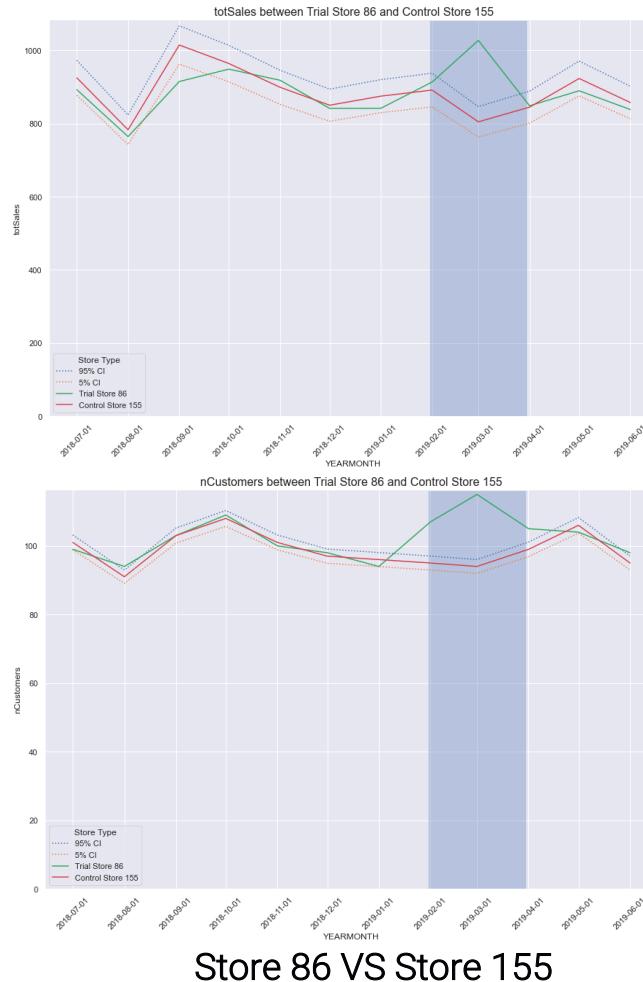
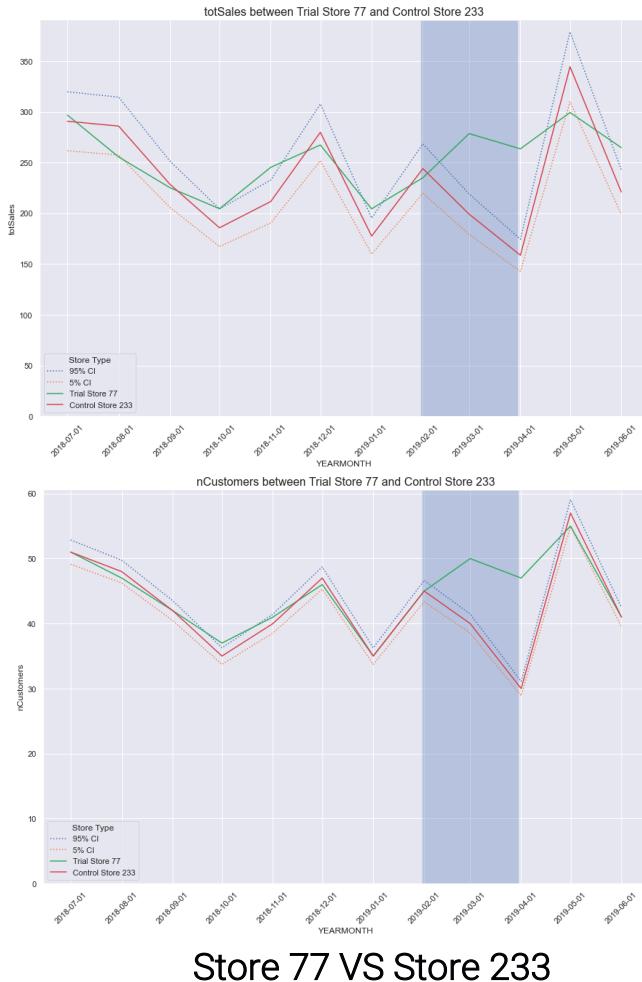
# 02

## Trial store performance

# Explanation of the control store vs other stores



# The trial was successful to increase total sales and number of customers





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