

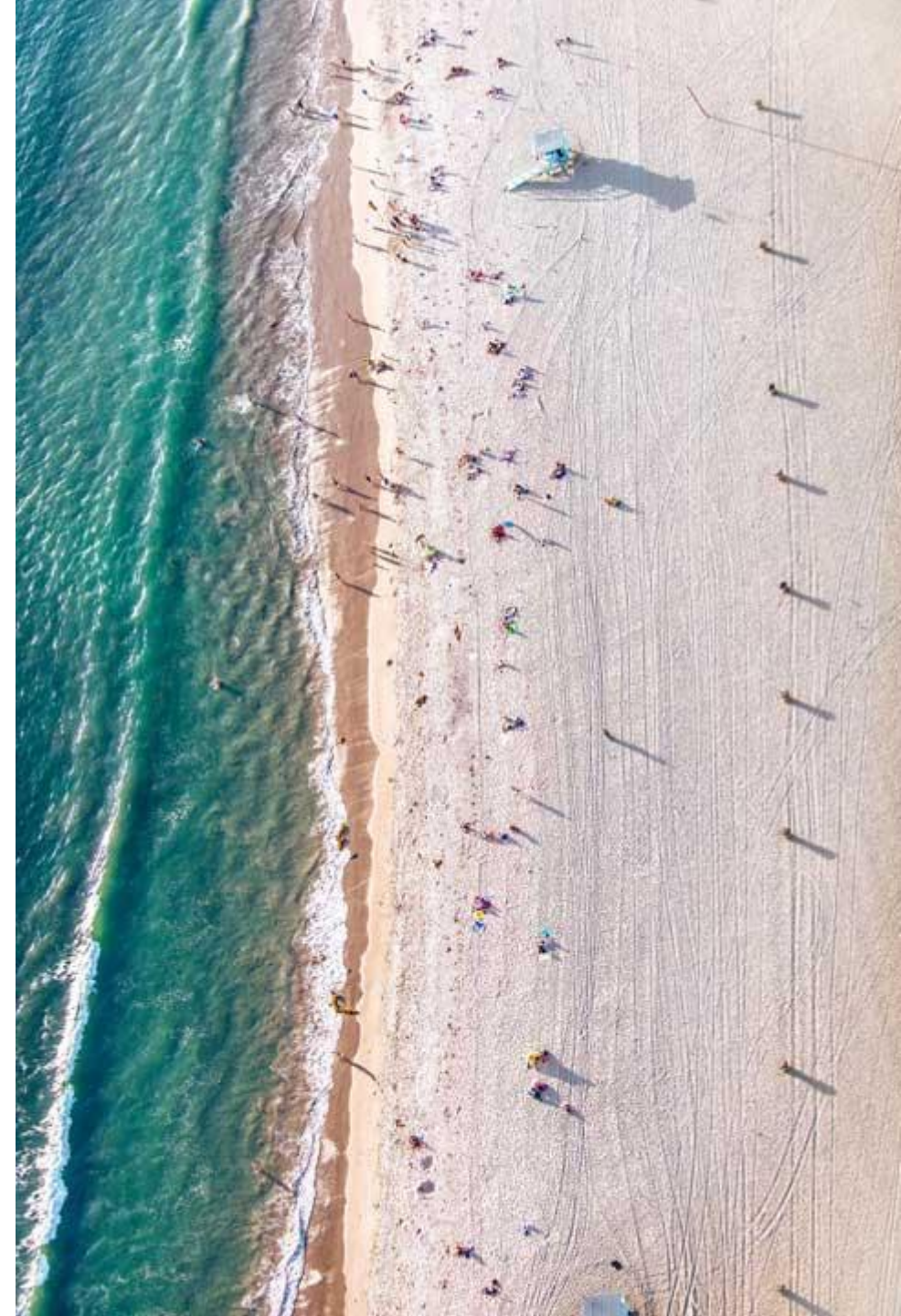
May 2025

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

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Task 1

Top Sales Segments: The highest contributors to total sales are Budget Older Families, Mainstream Young Singles/Couples, and Mainstream Retirees.

Sales Drivers: Budget Older Families buy the most packets per customer, while Mainstream Young Singles/Couples make up the largest customer group.

Target Strategy: Mainstream Young Singles/Couples show a stronger preference for Tyrells chips and should be a focus for in-store promotions and product positioning.

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Task 2

Store Layout Trial: A new store layout was tested in three selected stores to evaluate its impact.

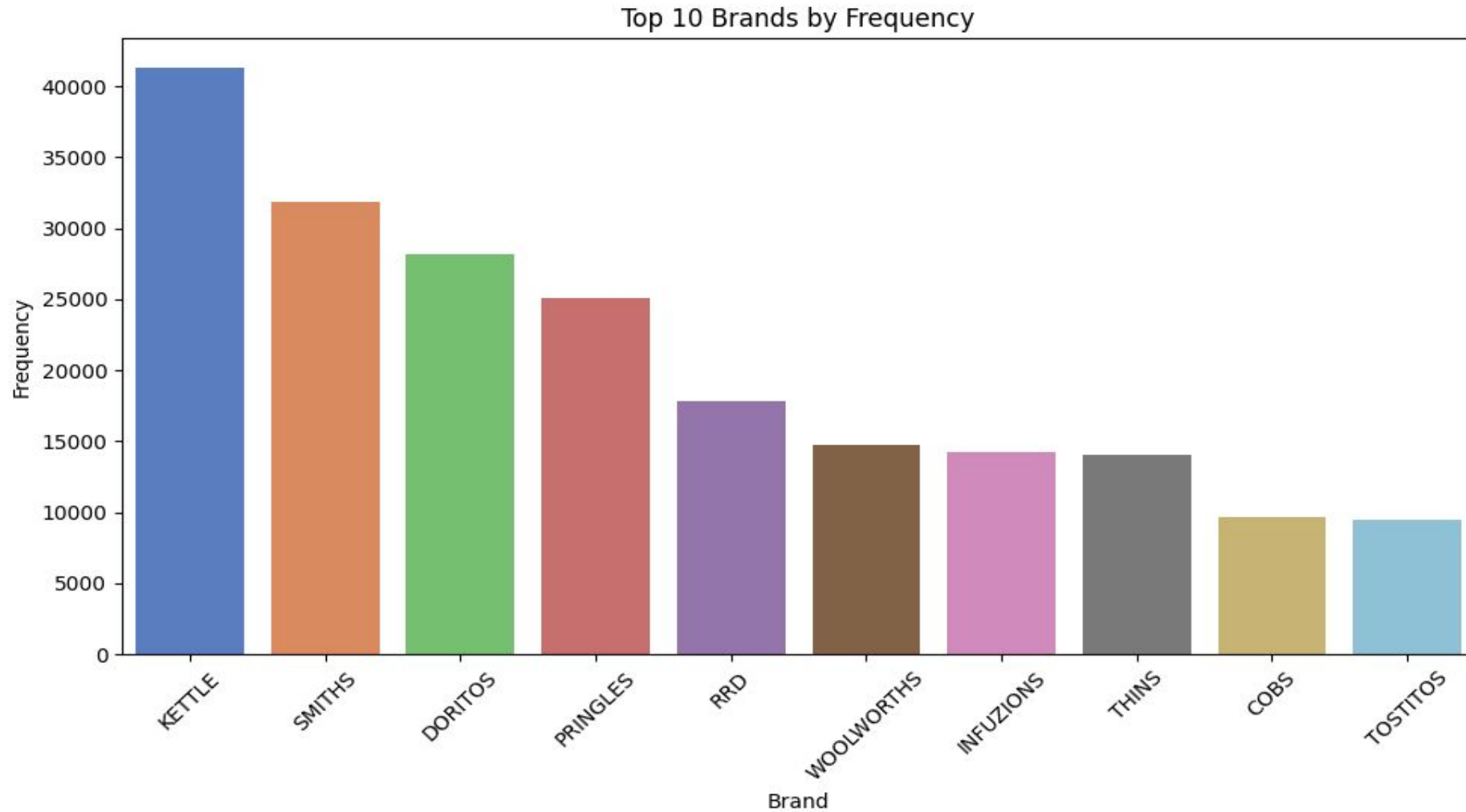
Control Store Benchmarking: Each trial store was matched with a control store based on similar past performance metrics.

Positive Trial Outcome: The new layout led to a noticeable rise in both total sales and customer visits during the trial period.

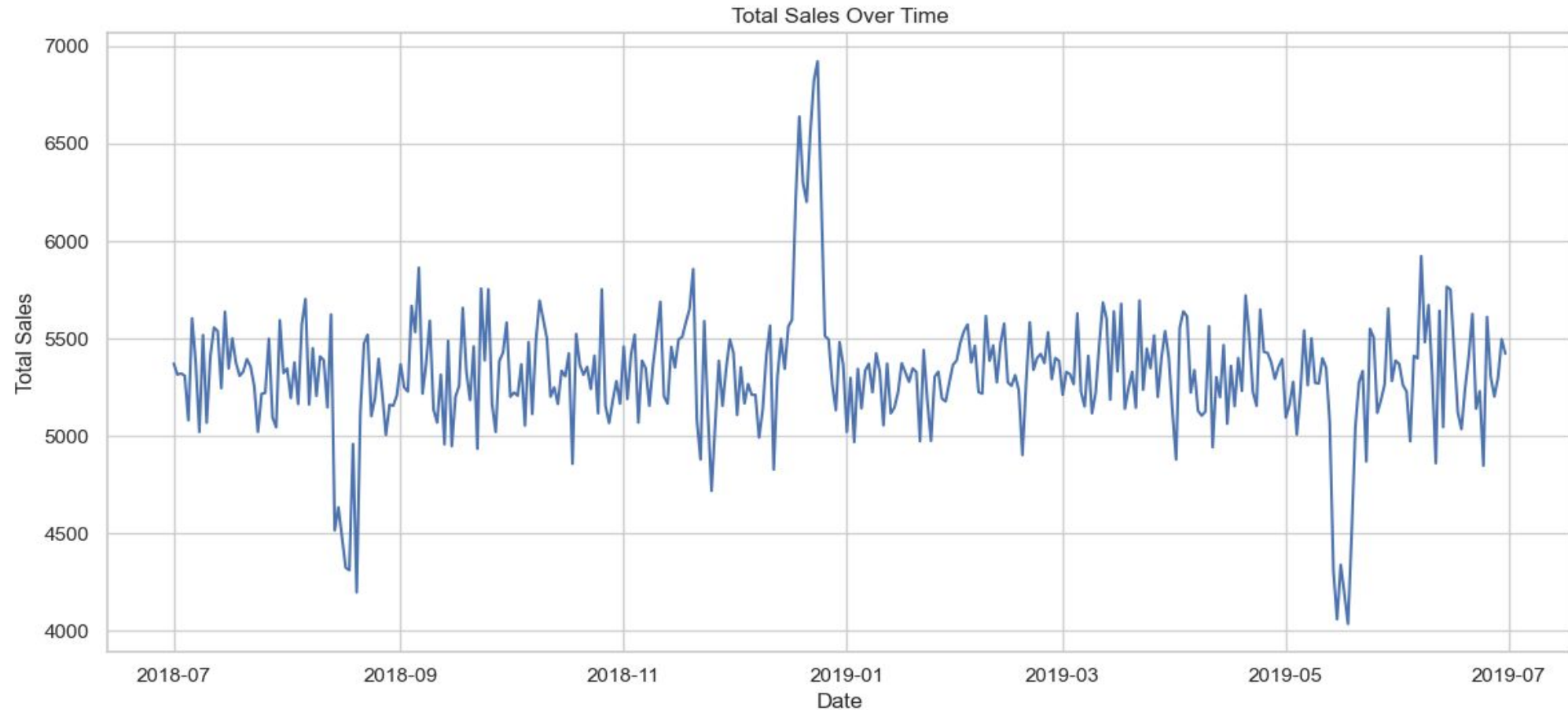
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Category

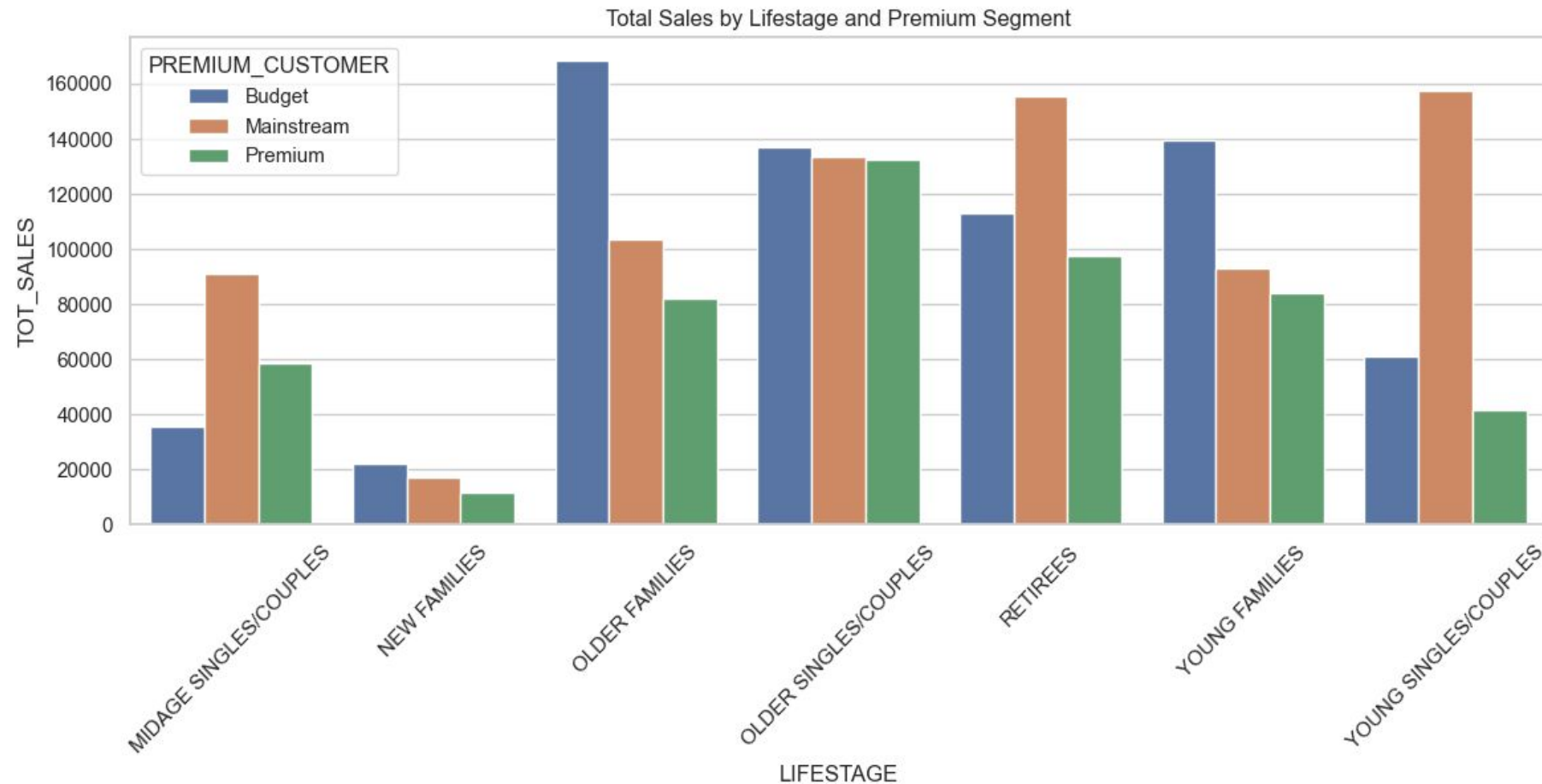
Frequency trends over time could help determine brand performance before and after promotions or layout changes.



Visualization helps identify temporal patterns in consumer purchasing behavior, detect sales volatility, and pinpoint potential outliers for further investigation.



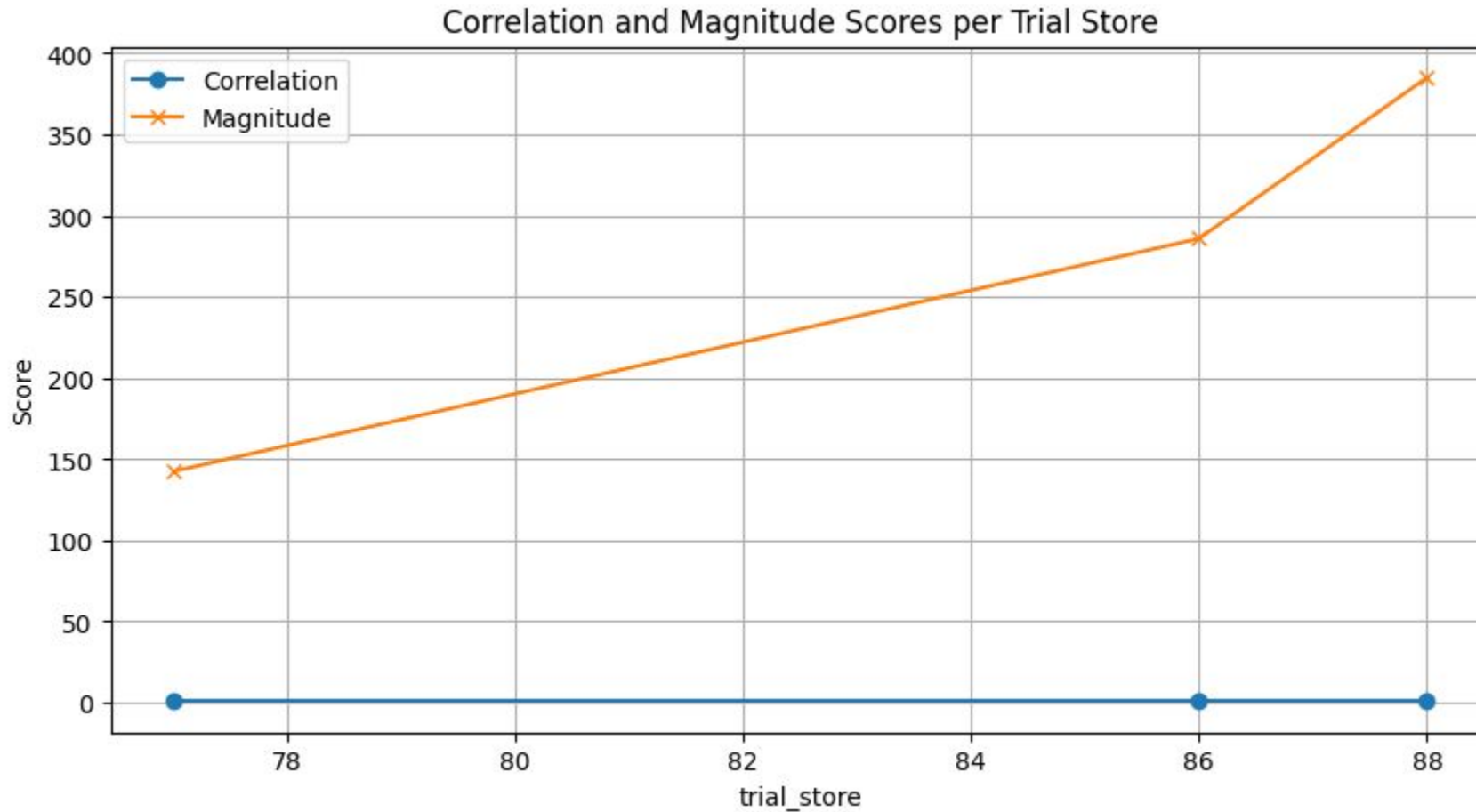
Targeted marketing and product positioning, helping businesses optimize their strategies by focusing on high-contributing consumer segments.



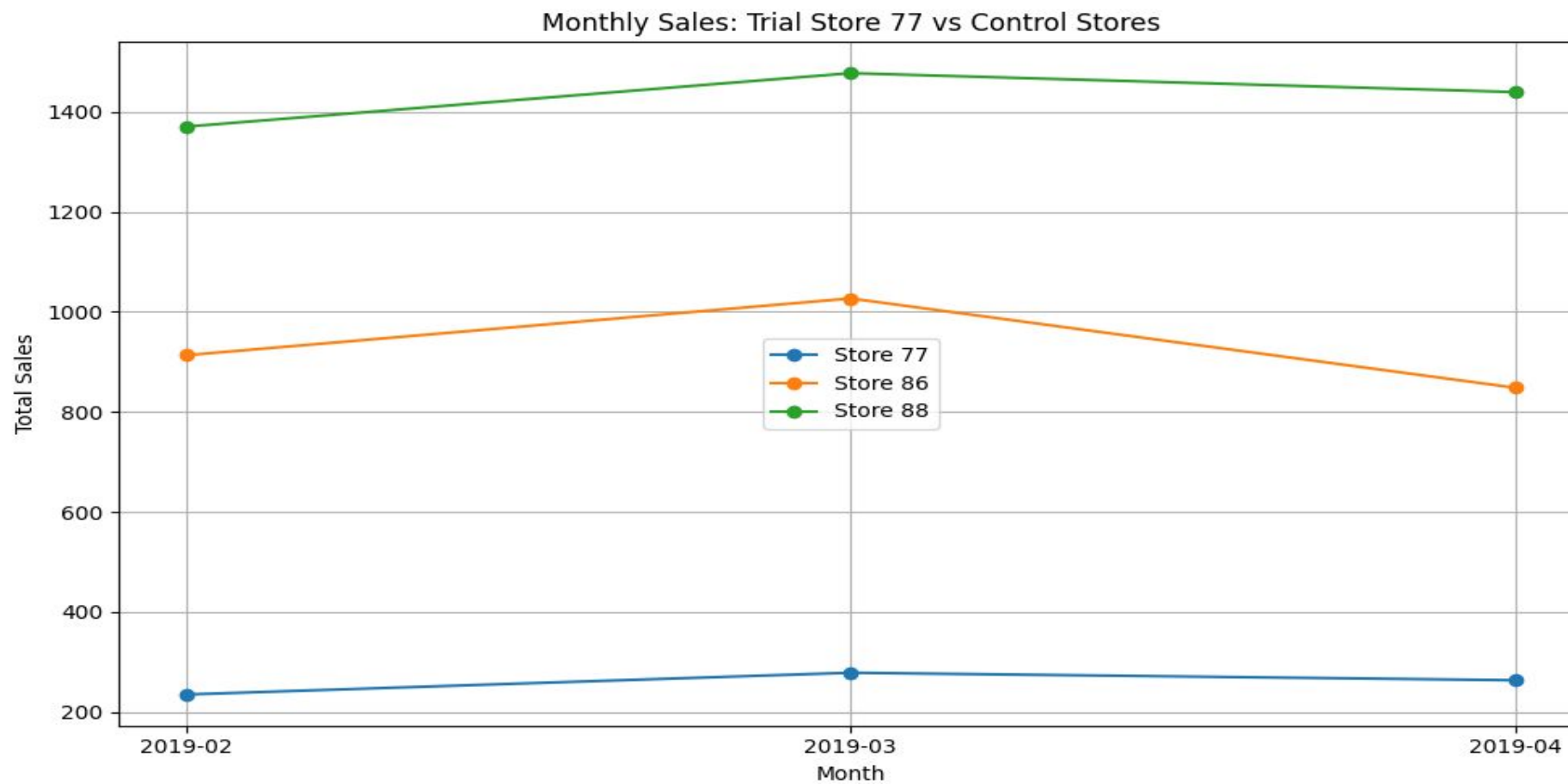
02

Trial store performance

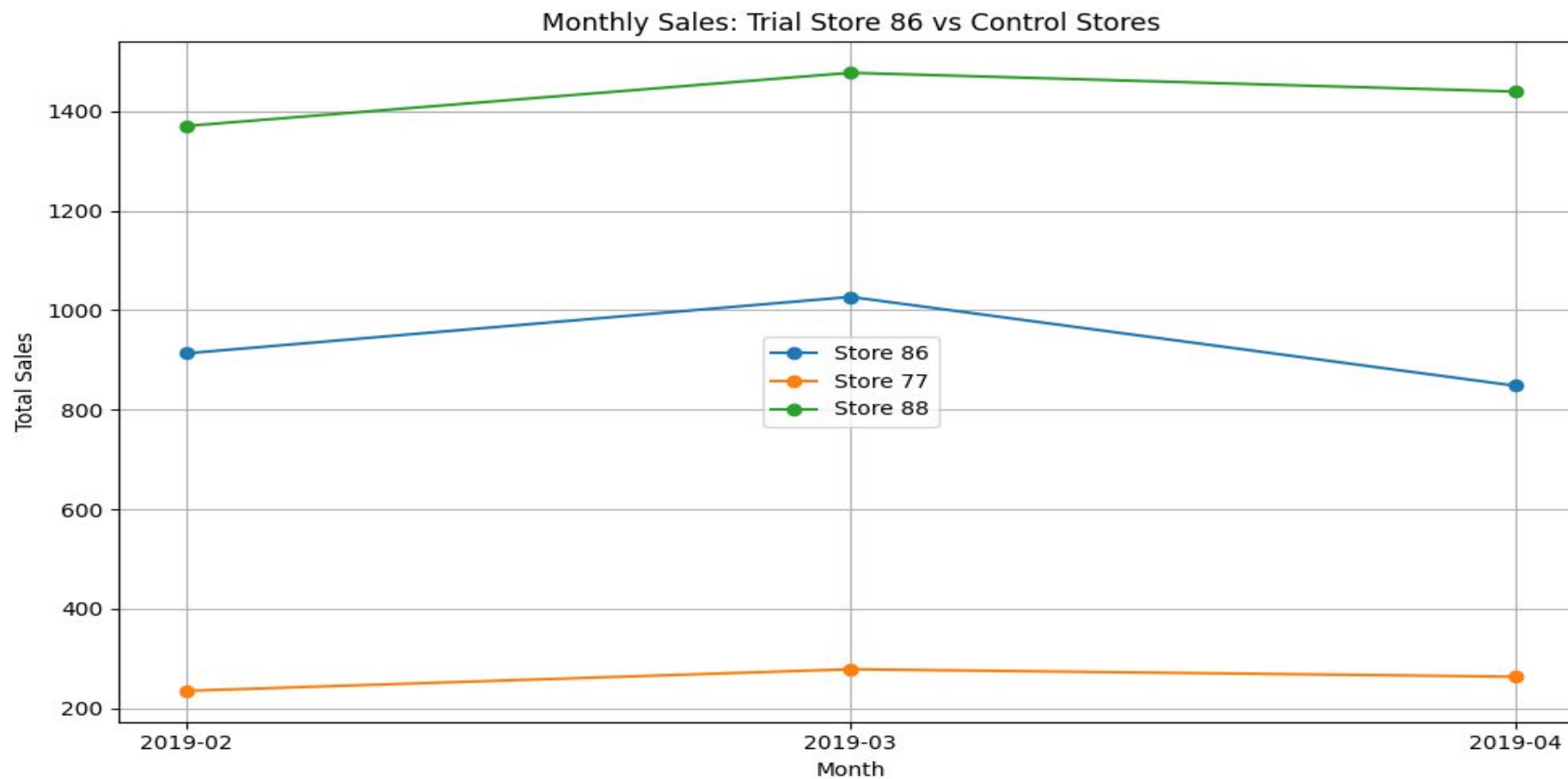
The control store is designed to mirror the performance of the trial store, rather than representing the average performance of all other stores.



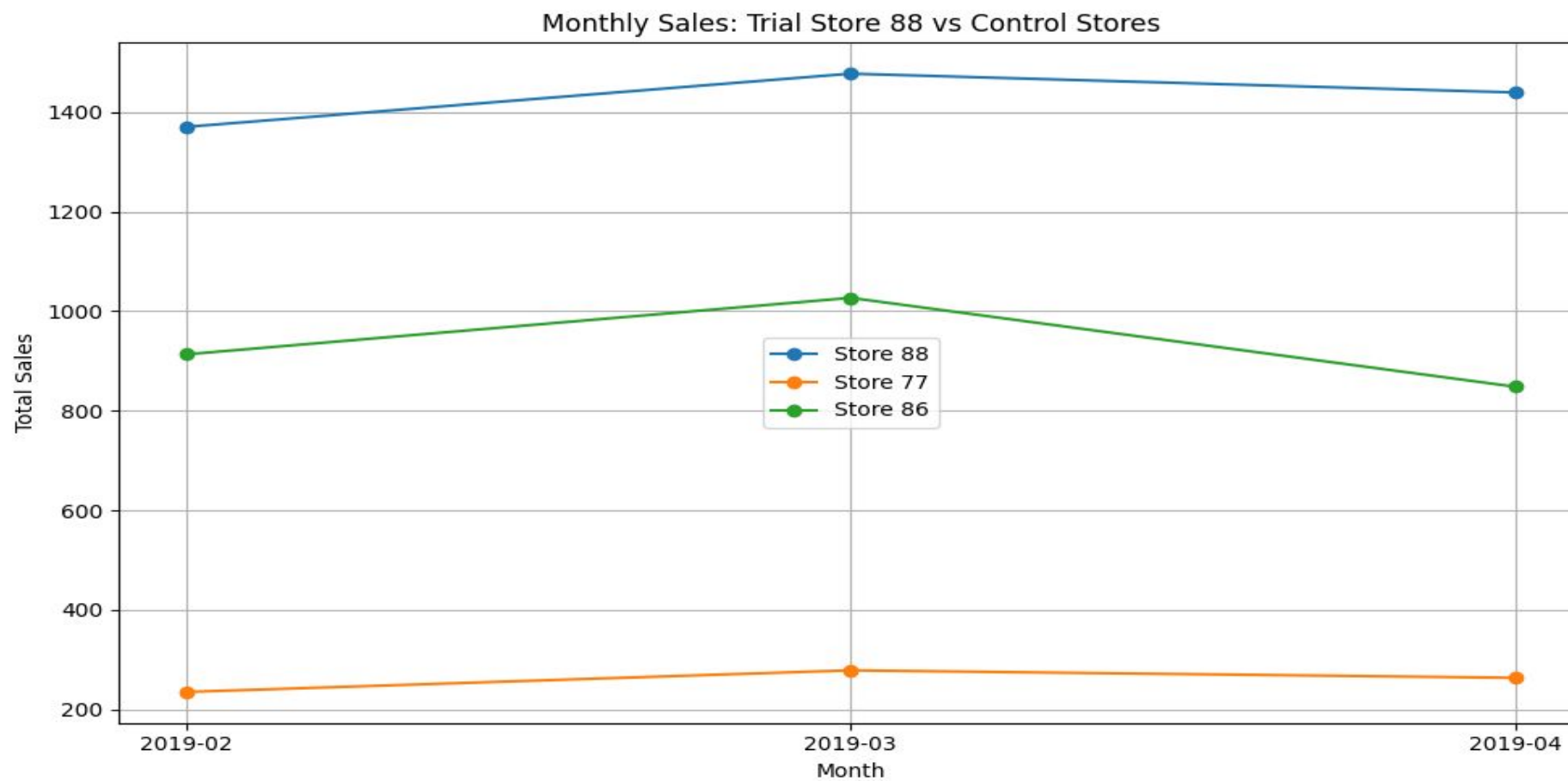
Stores 77, 86 and 88.



Stores 77, 86 and 88.



Stores 77, 86 and 88.





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