June 2020

Category review: Chips

Retail Analytics

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
- Quantium 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.

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We all have a responsibility to use data for good

Quantium 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

- Mainstream young singles/couples are the largest customer segment in terms of total sales.
- Mainstream, young singles/couples are also the largest customer segment in terms of population.
- Budget - older families have the highest average price per packet of chips and spend more on chips than their premium counterparts.
- Mainstream - young singles/couples have the highest average number of chips bought per customer.
- Mainstream - retirees have the lowest average number of chips bought per customer and also spend the least on chips.
- Chips with a price point of 2.6 dollars have the highest sales across all customer segments.

02 Task 2

- After analyzing the data, we found that trial stores 77 and 86 had sales for February, March, and April that exceeded the 95% threshold of their respective control stores (store 233 for trial store 77 and store 155 for trial store 86).

- However, trial store 88 did not show a significant increase in total sales or number of customers during the trial period compared to its control store (store 40). It is possible that there were factors specific to trial store 88 that affected its performance during the trial period.

- Overall, the trial showed a positive and significant result, with trial stores 77 and 86 performing well during the trial period. These findings suggest that the trial was effective in increasing sales and attracting more customers to the trial stores.

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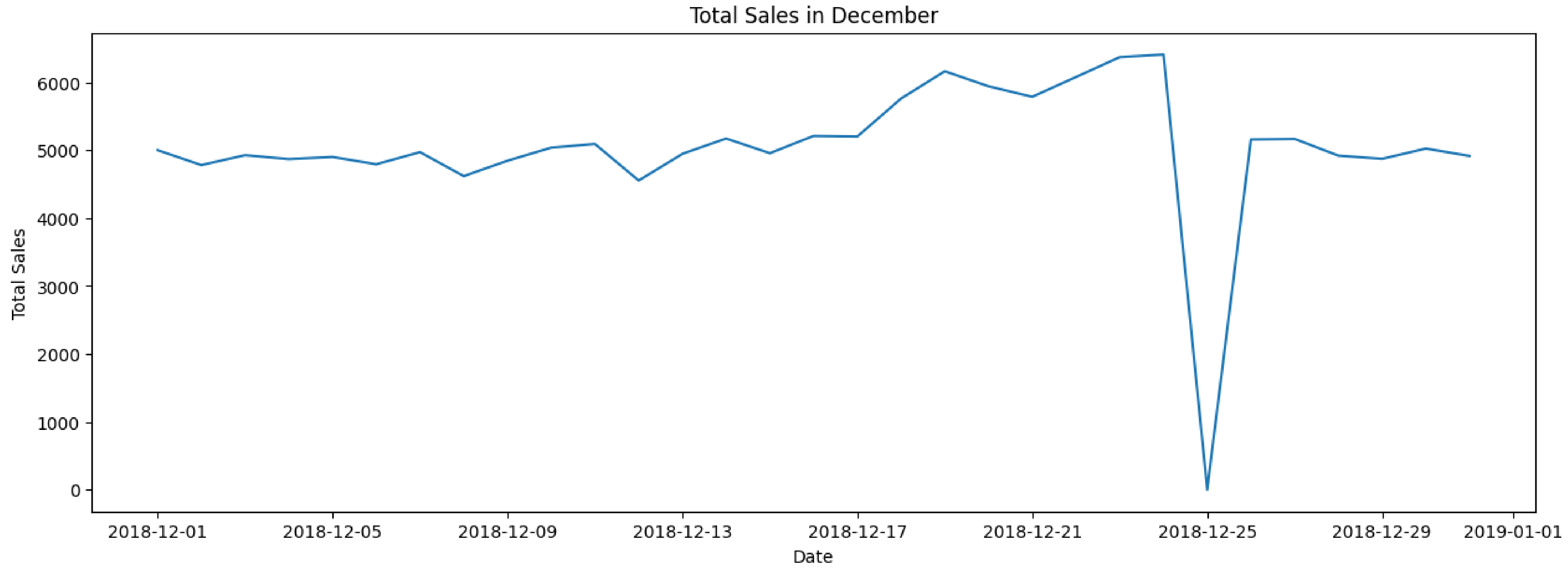
01

Category

- The day with no transaction is a Christmas day that is when the store is closed hence there is a dip in sales on 25th December as shops were nonoperational.
- Sales increase steadily as the Christmas day approaches and return again to early December sales level during New Year Eve.



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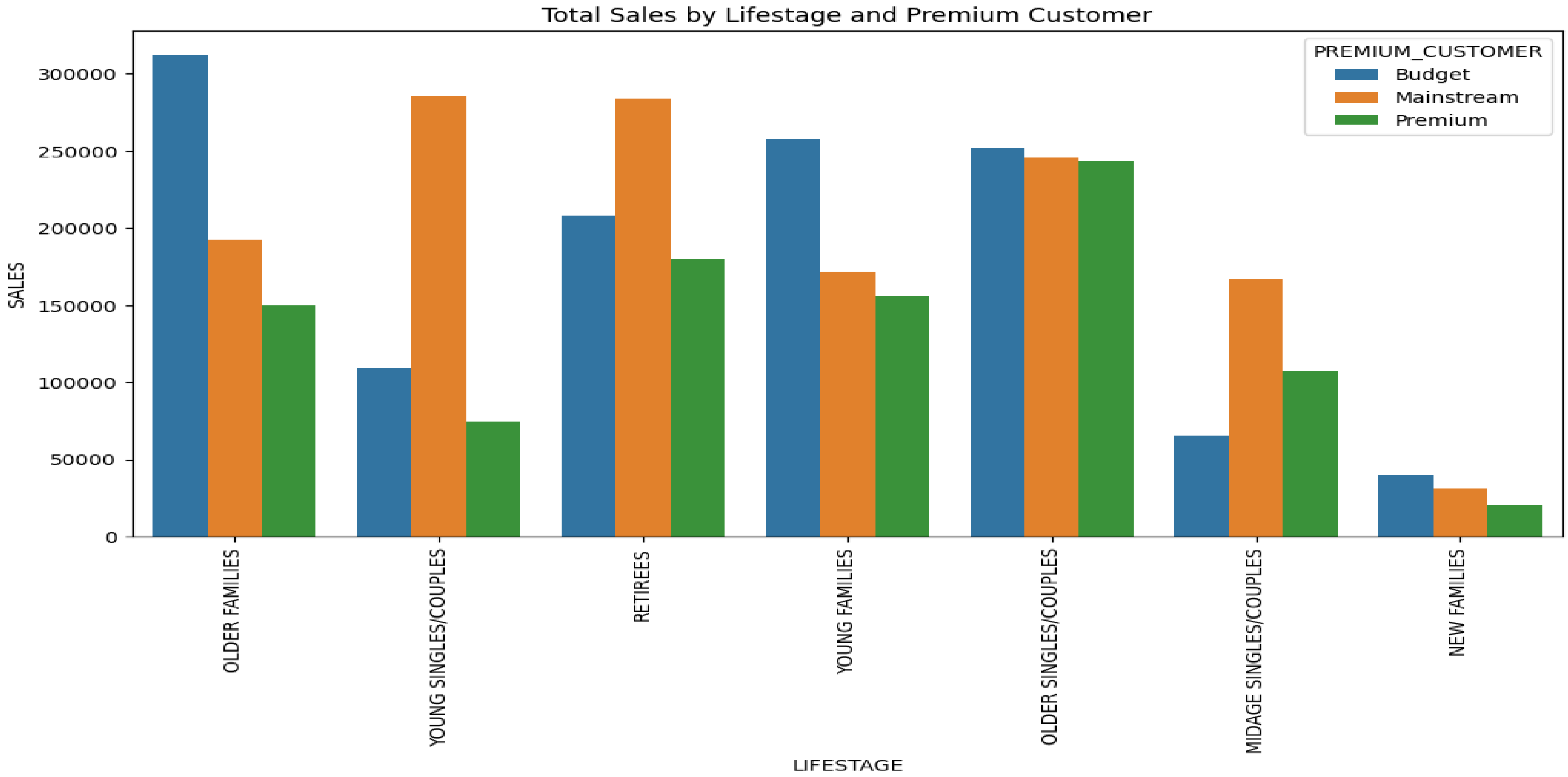
- Sales mainly came from Budget - older families, Mainstream – young singles/couples, and Mainstream - retirees. In total contributing 25% of sales revenue.
- Older and Young Family segment have the highest average purchase units per unique customer



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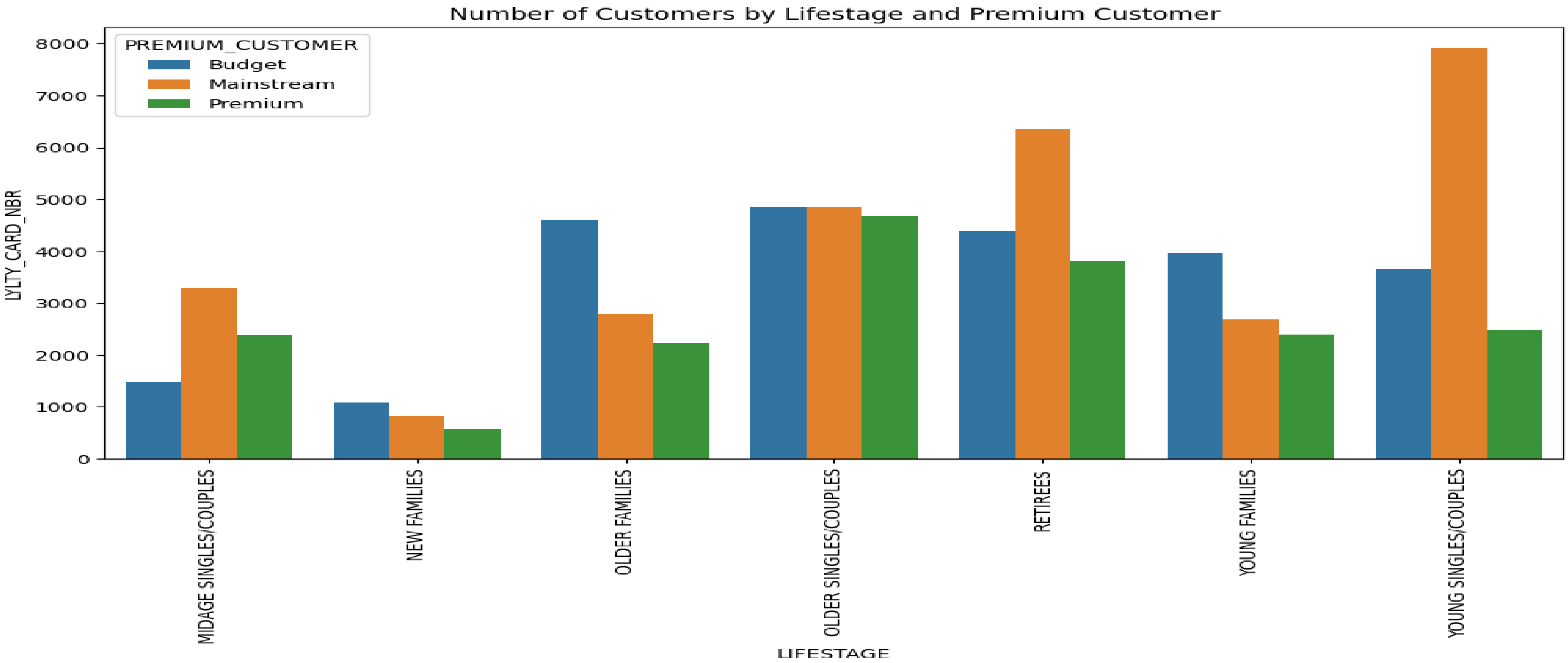
Based on our analysis of customer data, we found that the highest proportion of mainstream customers is among retirees, young singles, and young couples. These customer segments have the largest share of customers who fall into the mainstream category based on their affluence and life stage.



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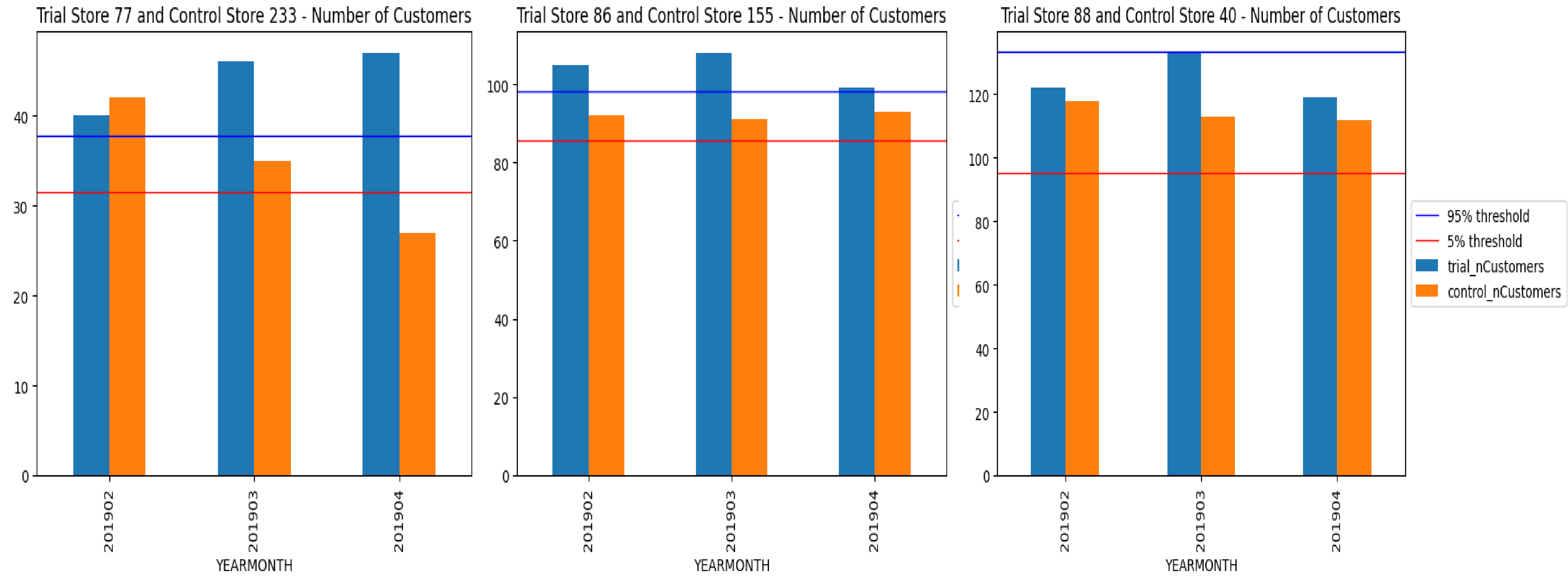
02

Trial store performance

- We can see that Trial store 77 sales for Feb, March, and April exceeds 95% threshold of control store. Same goes to store 86 sales for all 3 trial months.
- Whereas trial store 88 sales increase is insignificant



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1. Trial store 77: Control store 233

2. Trial store 86: Control store 155

3. Trial store 88: Control store 40

4. Both trial store 77 and 86 showed significant increase in Total Sales and Number of Customers during trial period. But not for trial store 88. Perhaps the client knows if there's anything about trial 88 that differs it from the other two trial.

5. Overall the trial showed positive significant result.