

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 commercial in confidence nature of this document.

# Executive summary

01

## Task 1

Here you will include your high-level findings and any key callouts for task 1

Sales are highest for budget families, older families, mainstream young singles and couples, and mainstream groups. We discovered that the mainstream segments of young singles and couples, as well as retirees, have more customers because these groups are larger. Young singles and couples in the mainstream category tend to spend more per packet of chips compared to those in the premium or budget categories. Additionally, they are more likely to purchase the 'Tyrrells' brand and 270g pack sizes compared to the general population.

02

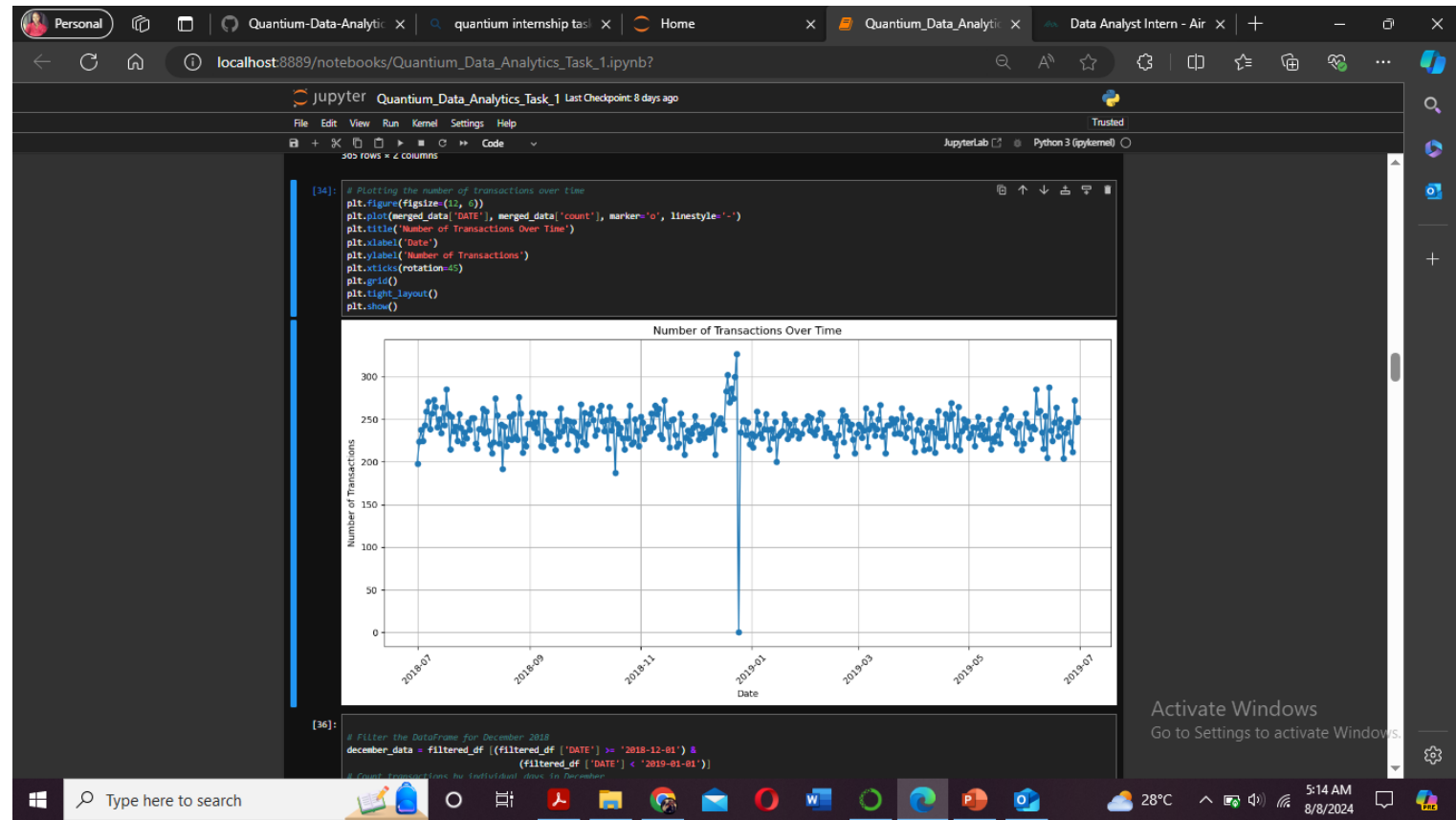
## Task 2

Here you will include your high-level findings and any key callouts for task 2

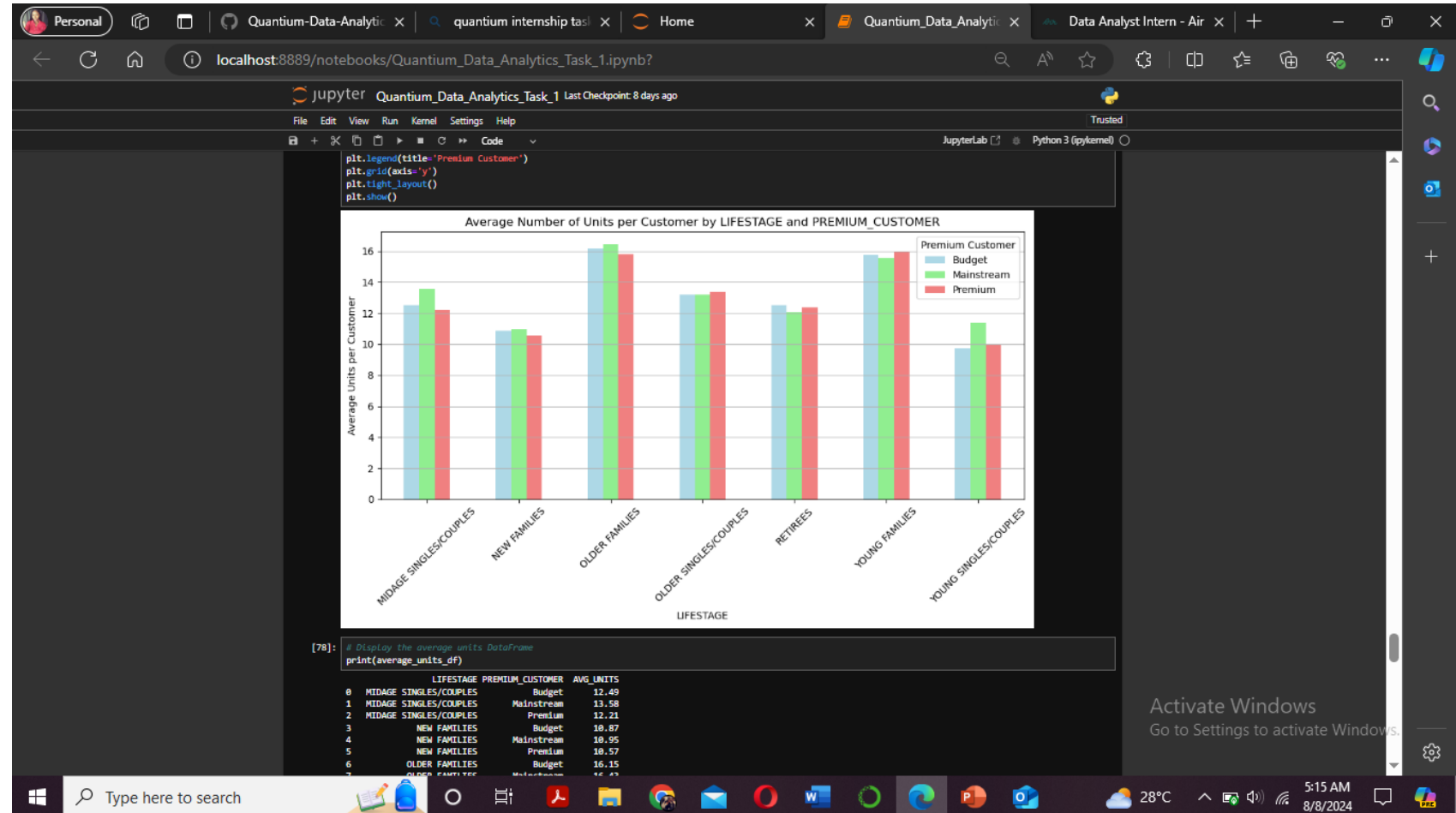
The analysis revealed that sales for premium young professionals grew significantly compared to the previous quarter. We also noticed that mainstream families preferred multi-pack products, suggesting an opportunity to expand in this category. Additionally, the data showed that targeted promotions for budget-conscious students boosted sales during the campaign period, indicating that similar strategies could work well in the future.

# 01

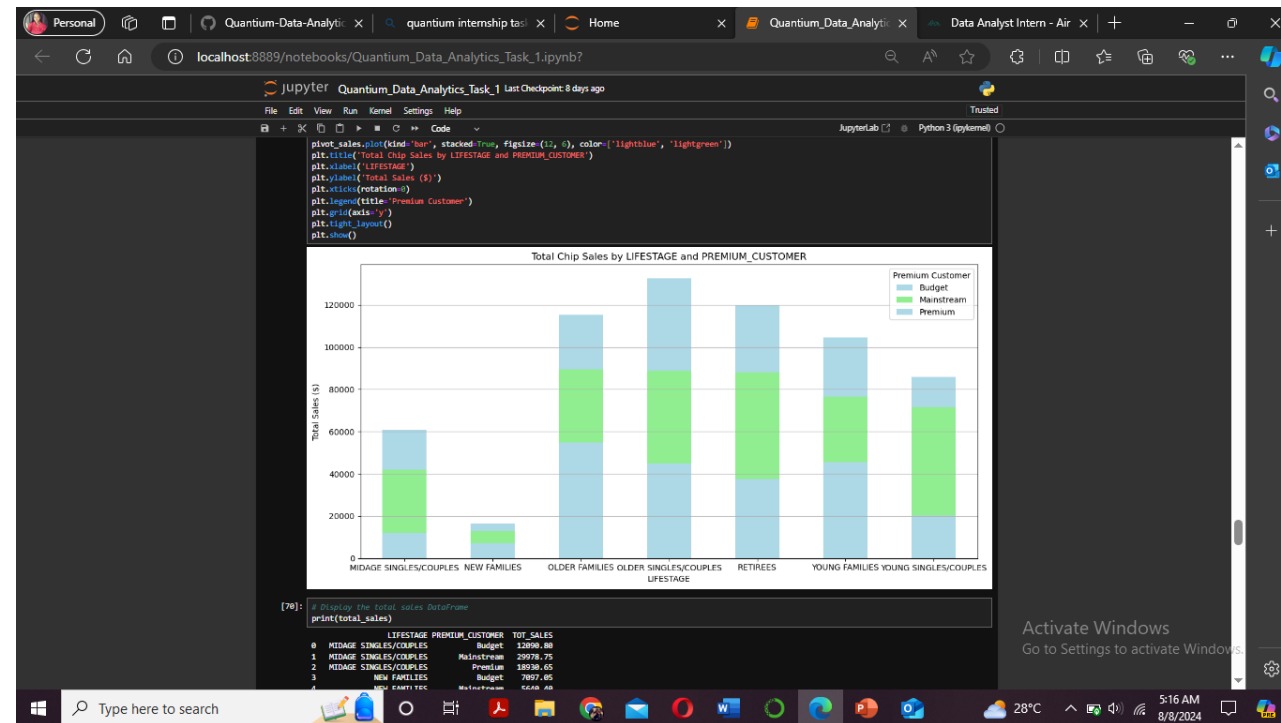
## Category



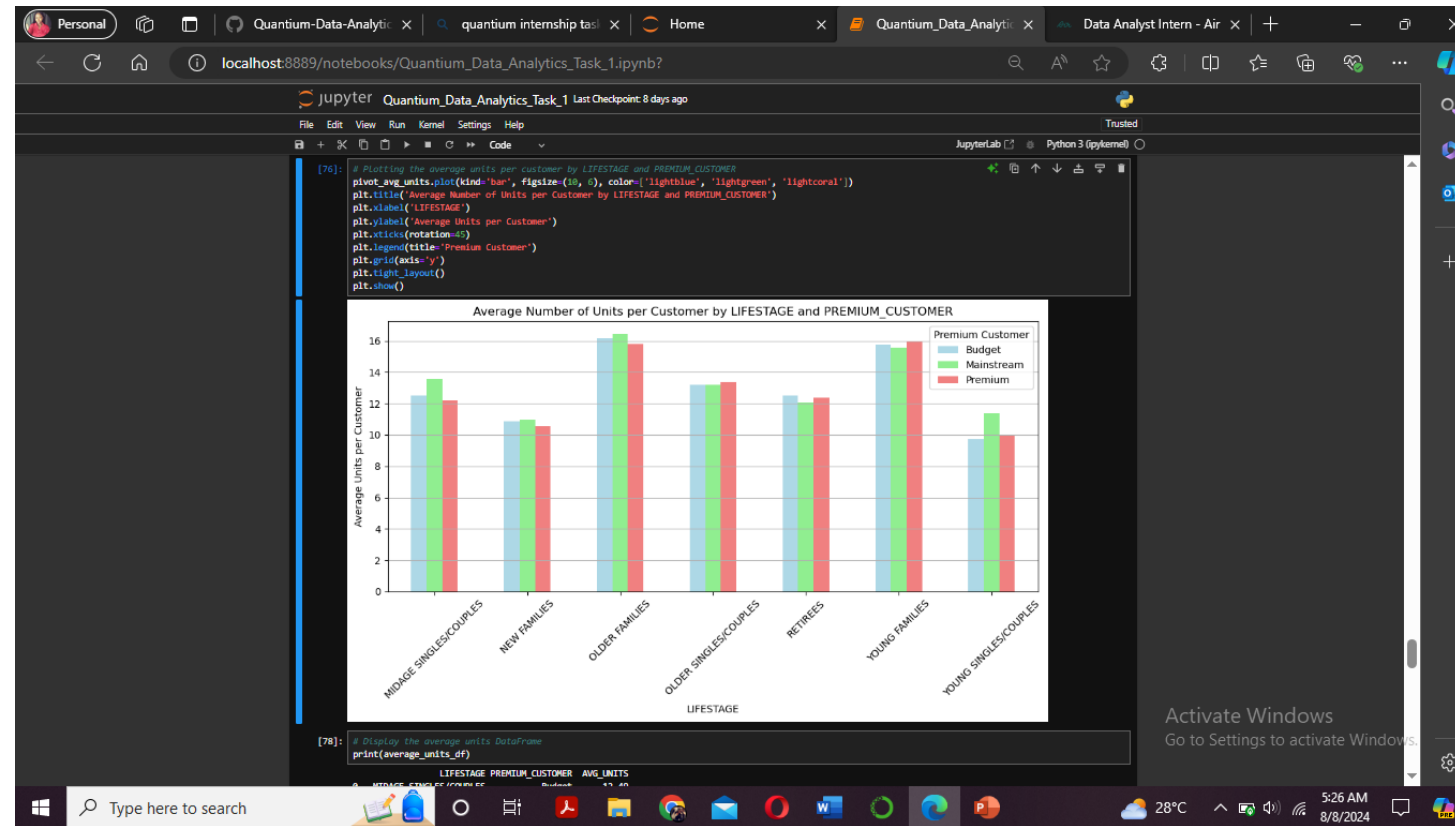
Overview: your key callout for the category should be included here



This slide will be commentary on affluence and its effect on consumer buying for the category of chips

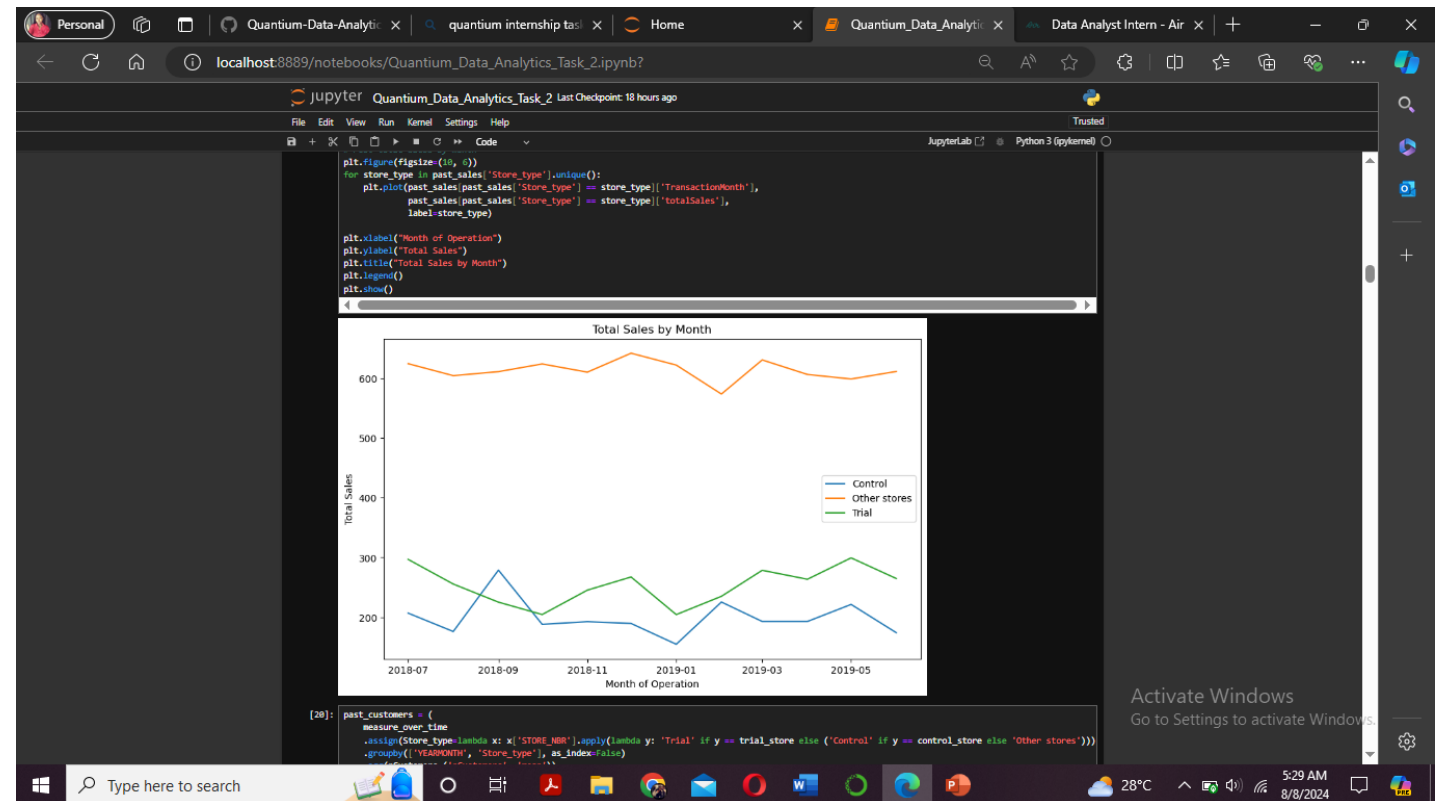


Stretch: Try visualising the proportion of customers by affluence and life stage on this slide



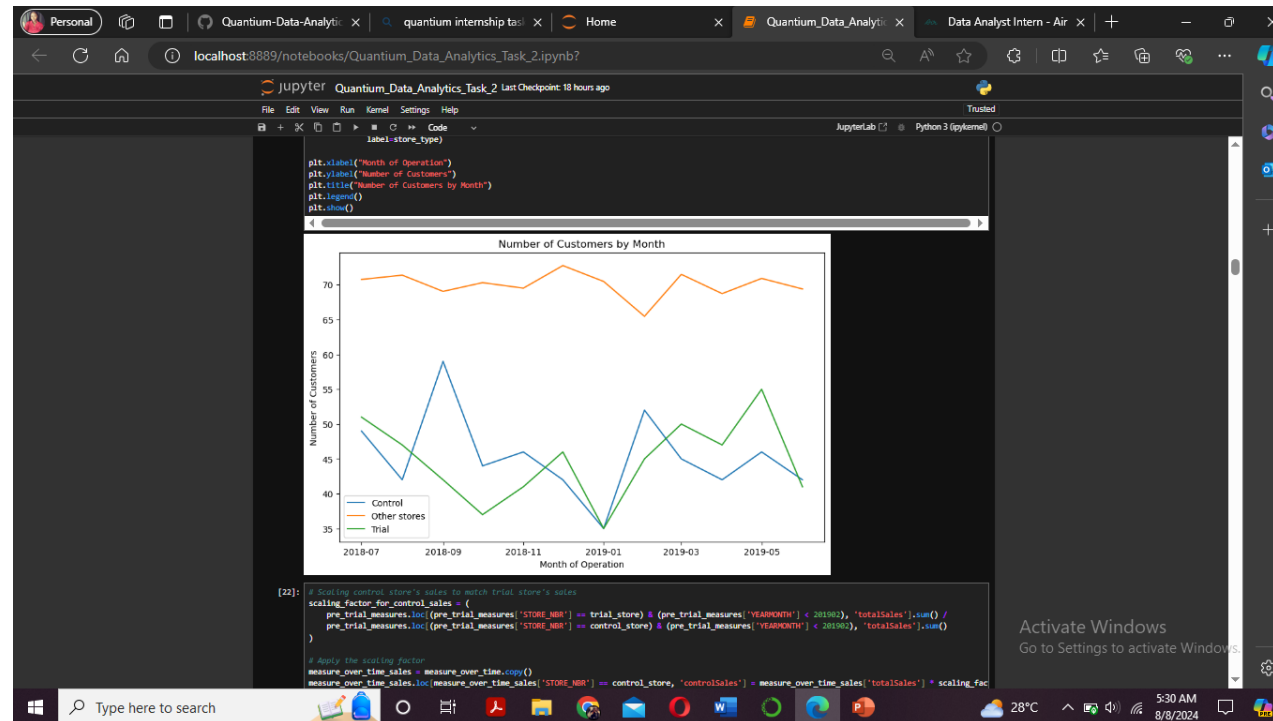
# 02

## Trial store performance

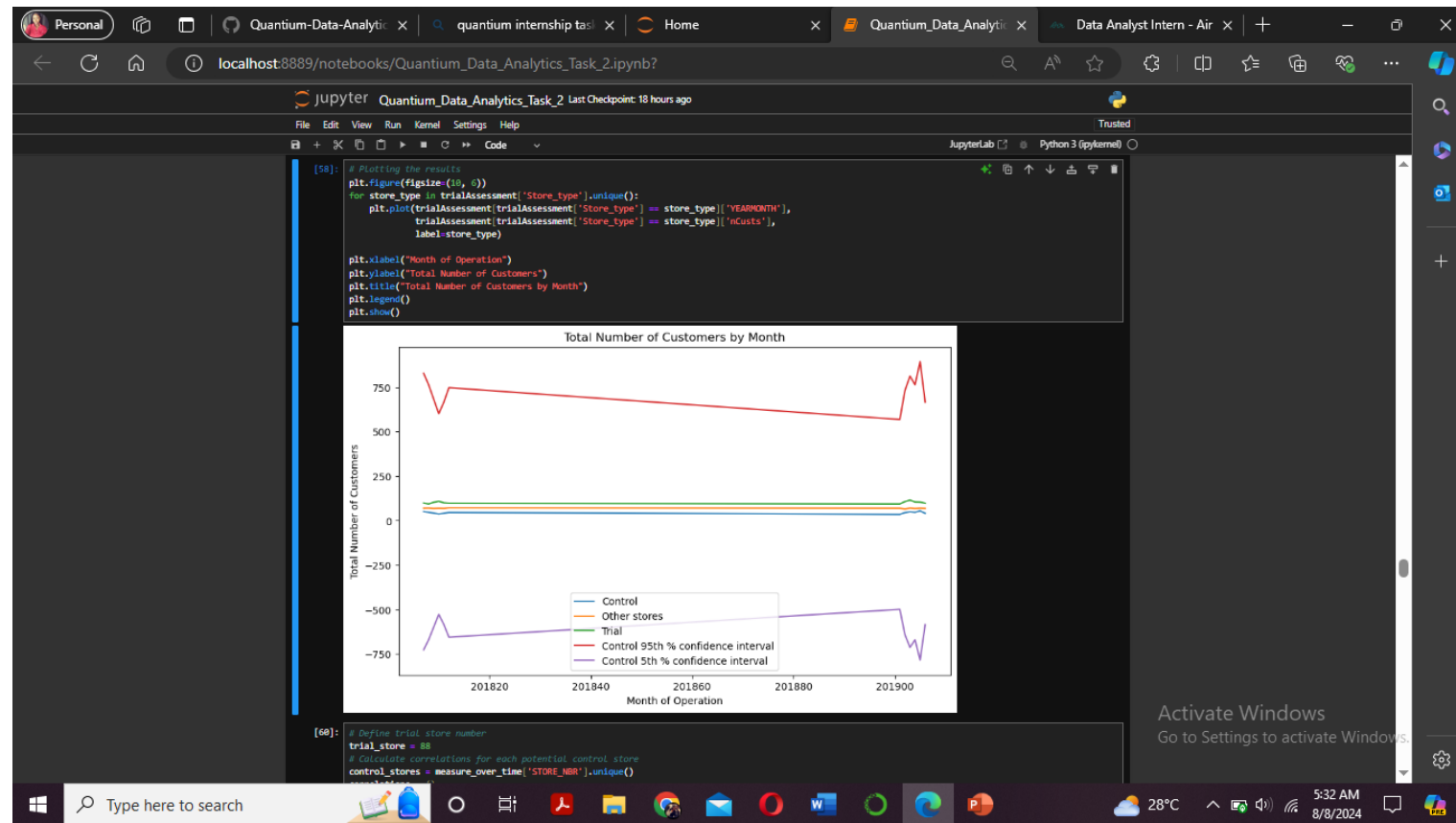




# Explanation of the control store vs other stores



Call out of the performance in the trial store, determining if it was successful





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