

June 2020

Chips Market Sales Analysis

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 – Transaction Data Exploration & Customer Profiling

We identified chip products only, cleaned sales data, and merged customer segments. Sales were driven by mainstream young singles/couples and budget older families. High sales correlated with more customers and units purchased, while premium customers paid slightly more per unit. Key insights: Target mainstream segments and optimize product mix based on segment preferences.

02

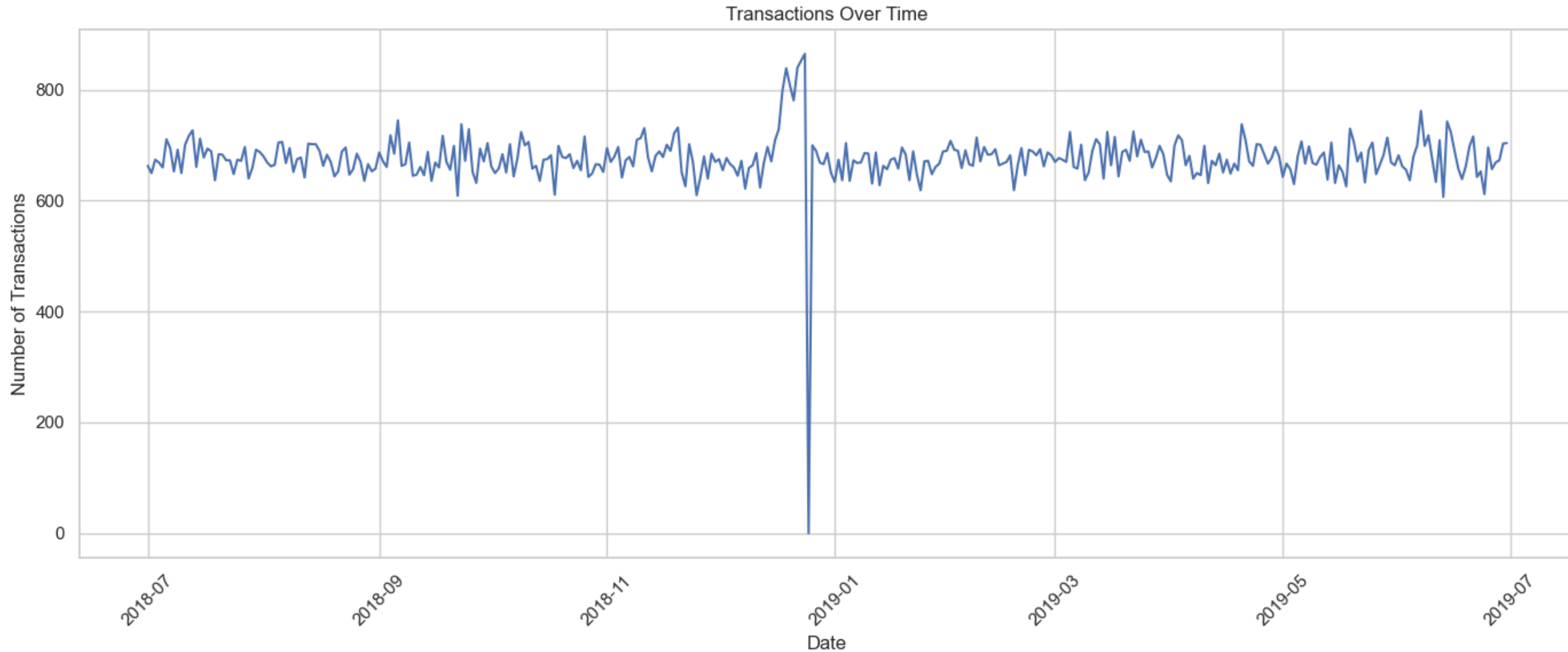
Task 2 – Impact Analysis of Store Trial

We evaluated the impact of in-store trials on sales using control stores matched by historical sales and customer counts. Statistical tests revealed no significant difference in total sales or the number of customers for stores 77, 86, and 88 after the trial. Conclusion: The trial did not yield a meaningful sales uplift—further review is recommended.

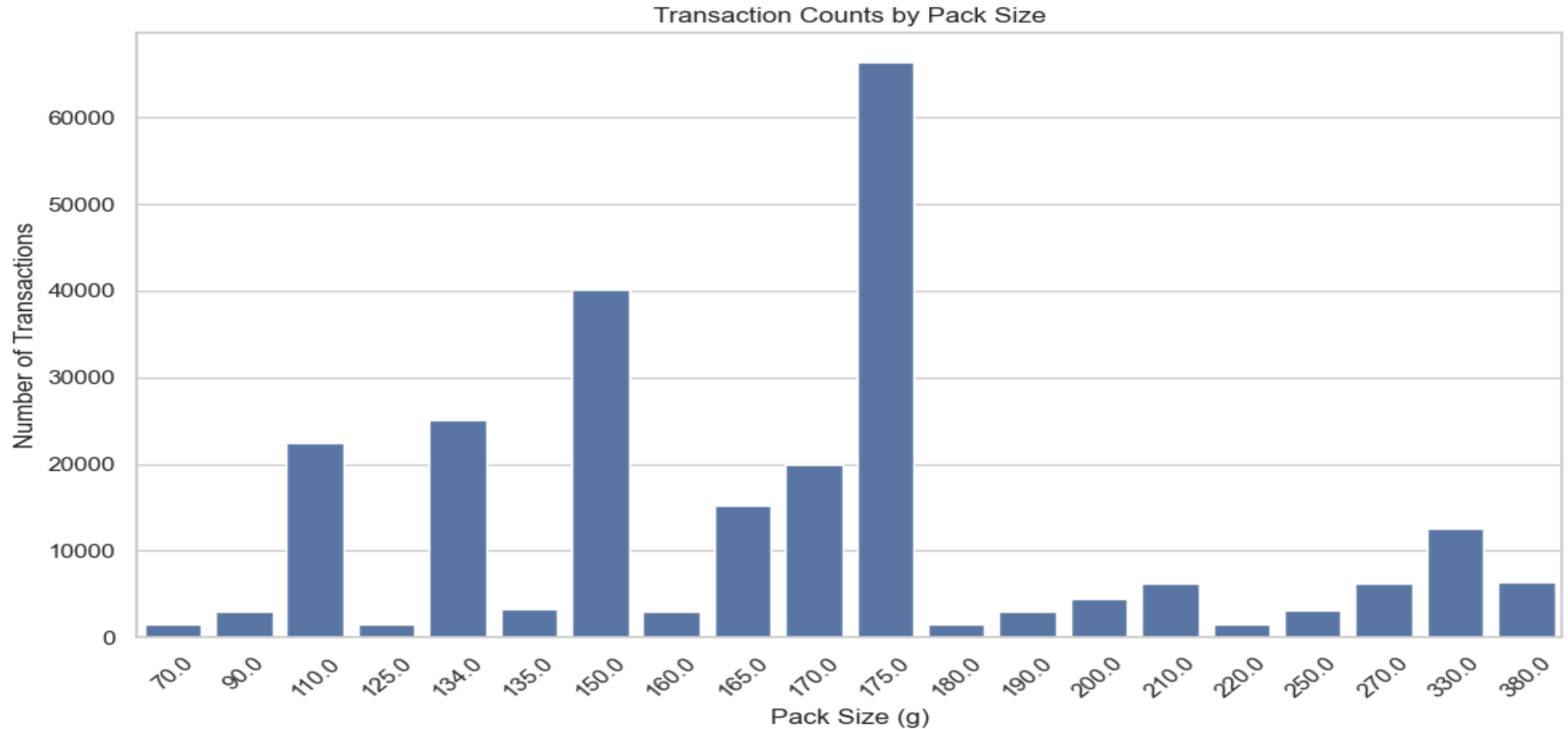
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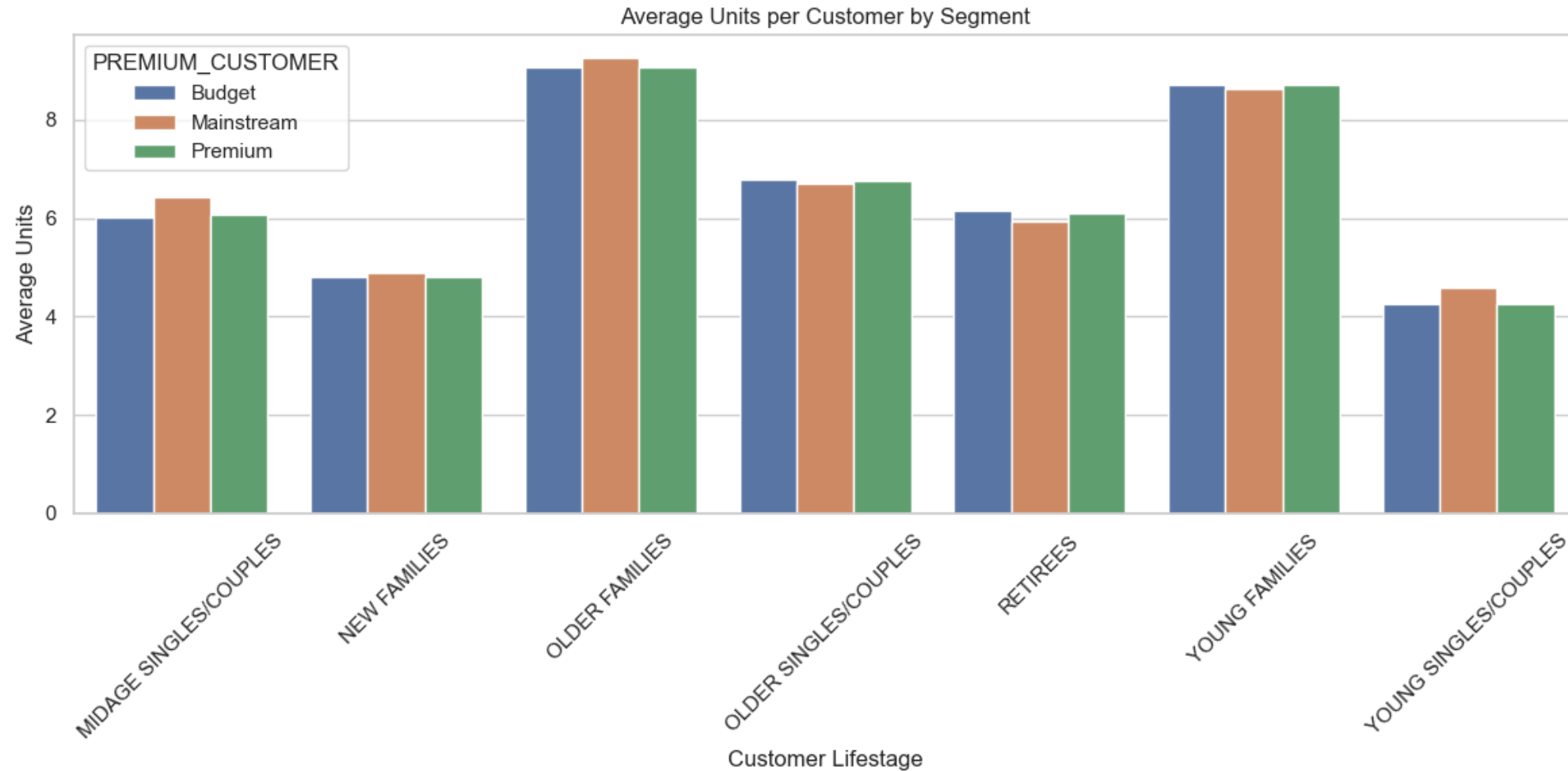
This shows transactions over time between July 2018 and July 2019, with no transactions on December 25th, 2018



The 175g pack size recorded the highest number of transactions, with over 60,000 units sold.



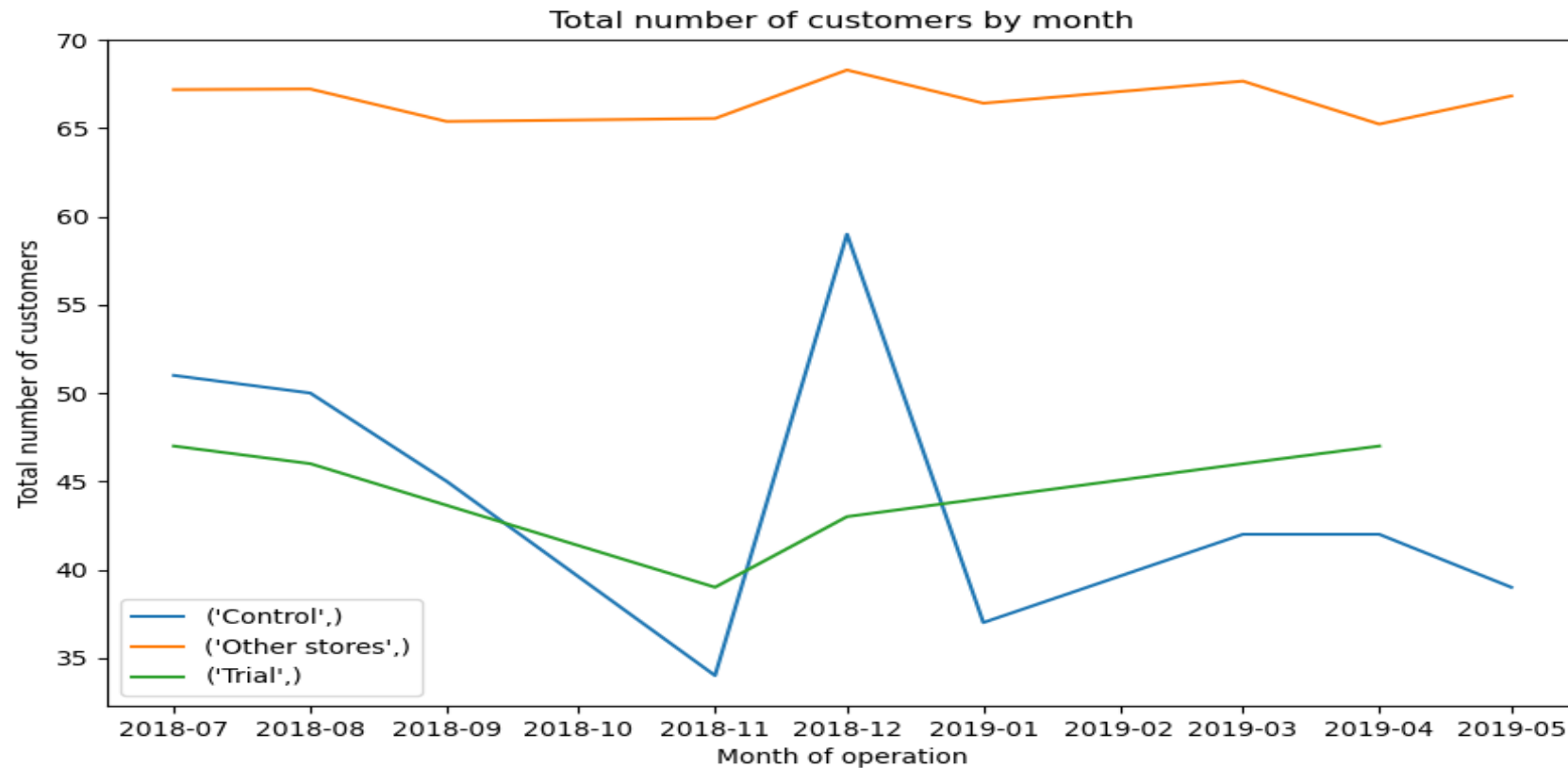
Affluence remains steady across all life stage profiles, with Older and Young Family shoppers recording the highest average units per transaction.



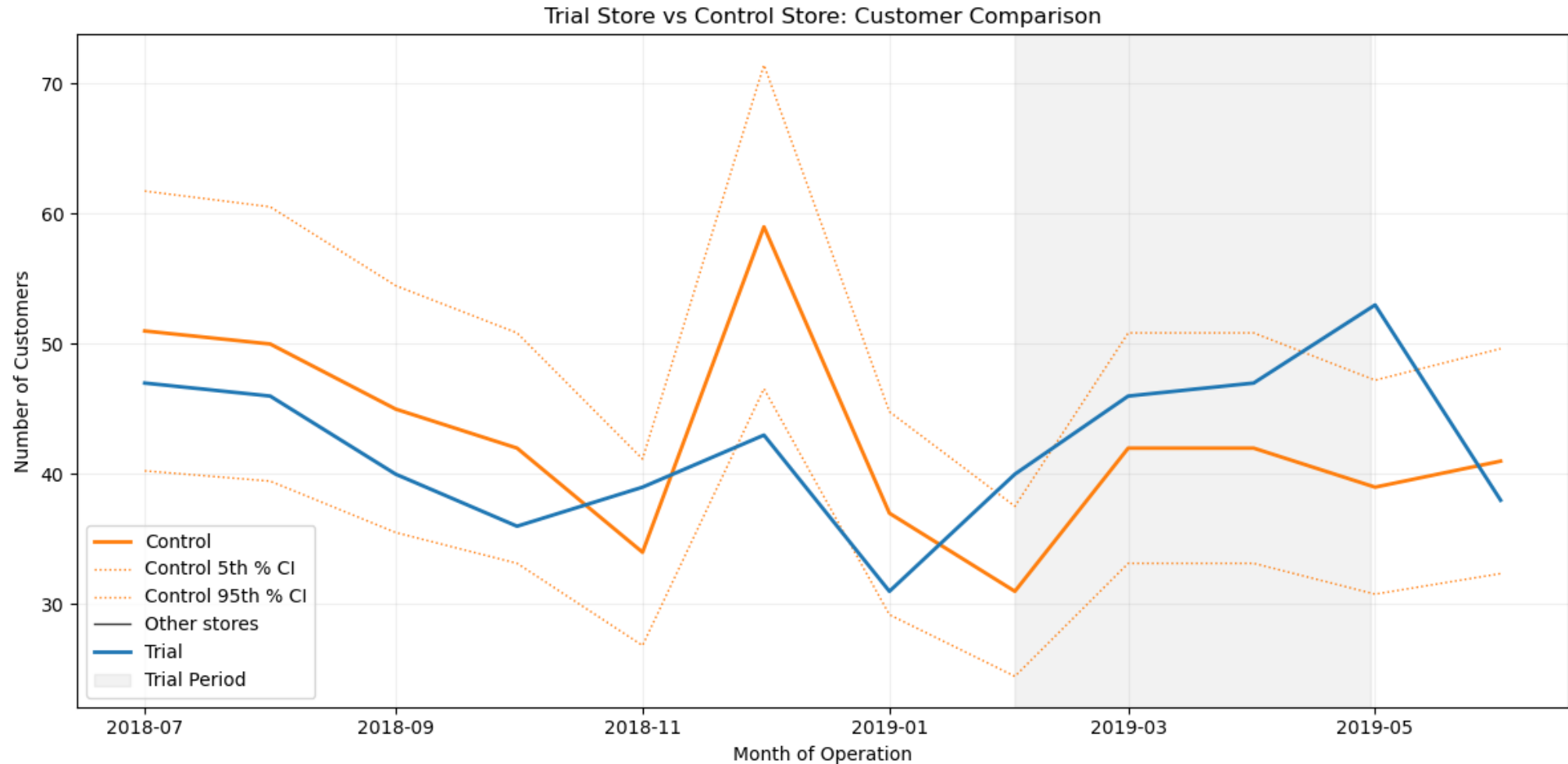
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Trial store performance

The control store is a comparable store selected to mirror the trial store's pre-trial performance, helping measure the true impact of the trial by providing a benchmark for comparison.



Between February and May, the trial store consistently outperformed the control store, indicating the positive impact of the new store layout.





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