

February 2024

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

The number of chip sales increases dramatically in the lead up to Christmas.

Budget older families and mainstream young singles/couples and retirees contribute the most to sales.

Premium customers contributes less to total sales than mainstream customers in all customer segments.

02

Task 2

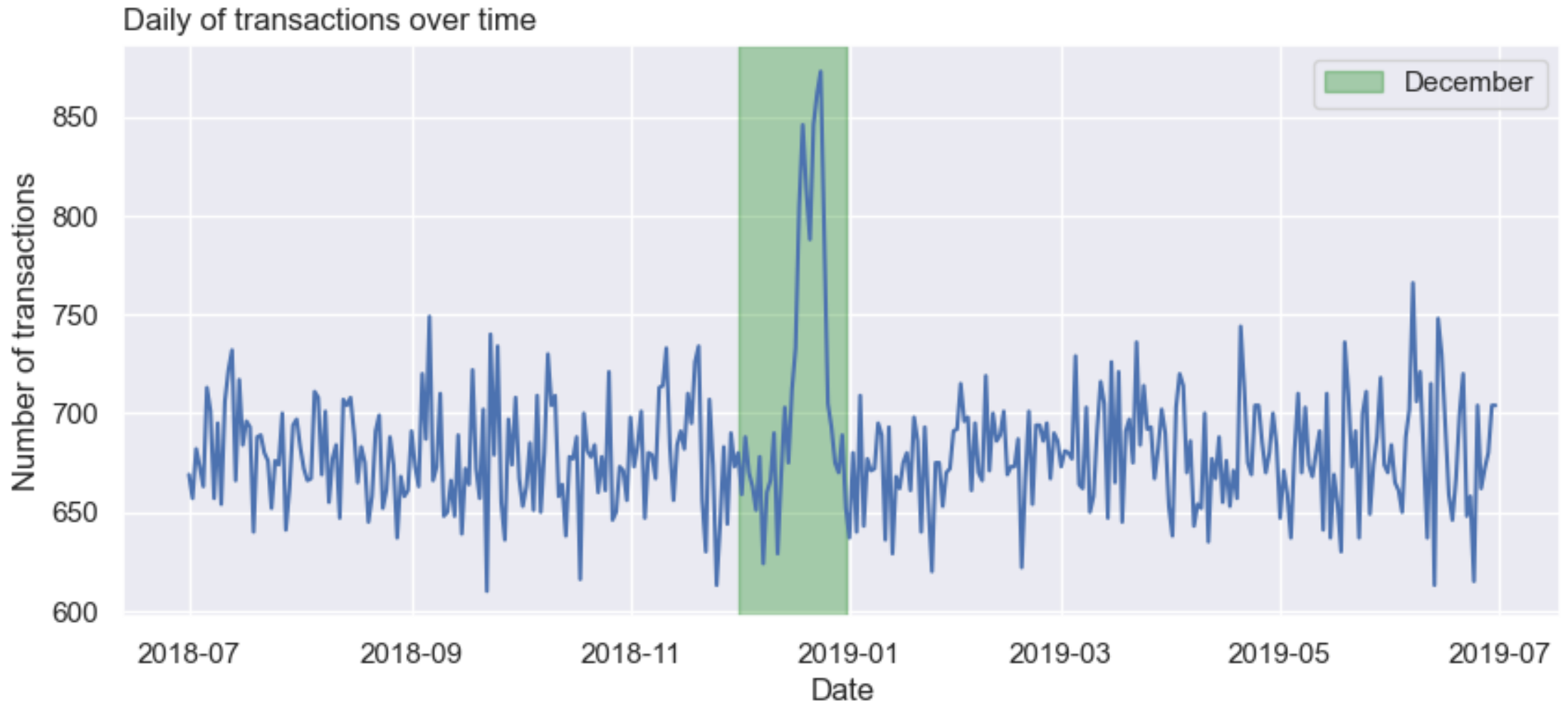
Control stores were chosen to assess the trial based on similarity with the control stores.

The trial was a success in two out of three trial stores.

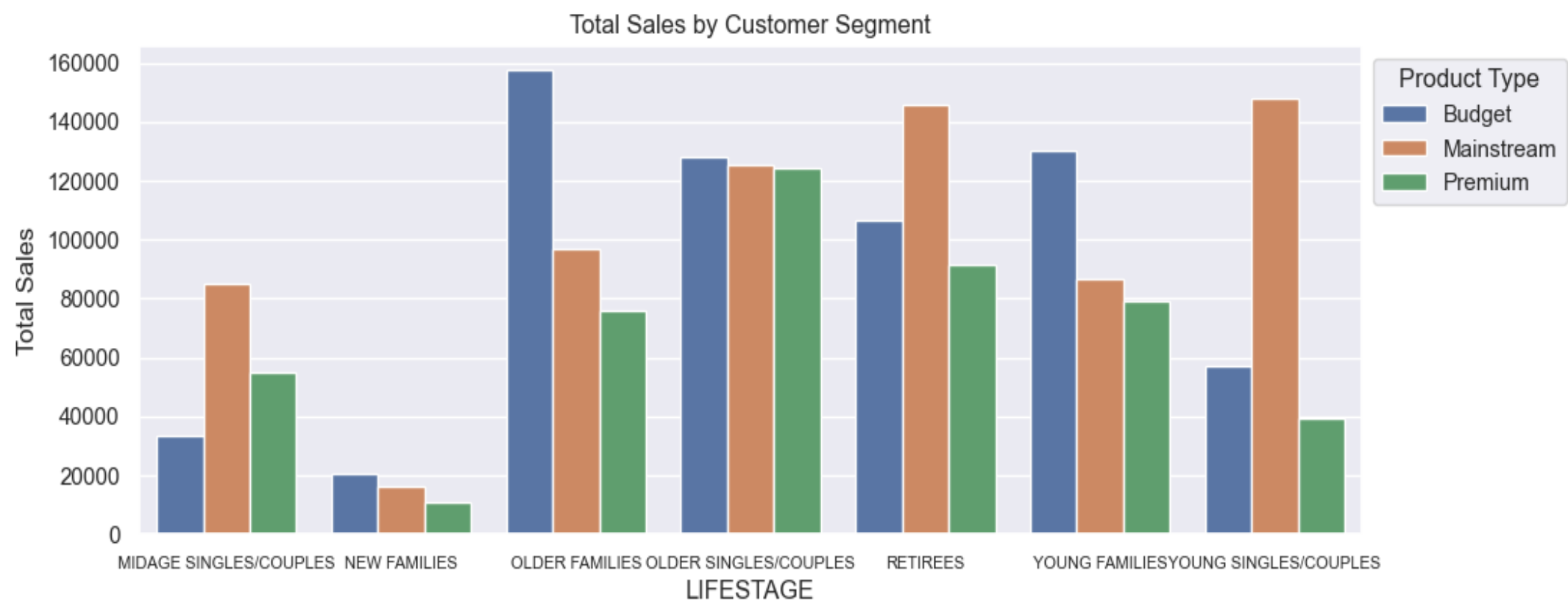
01

Category

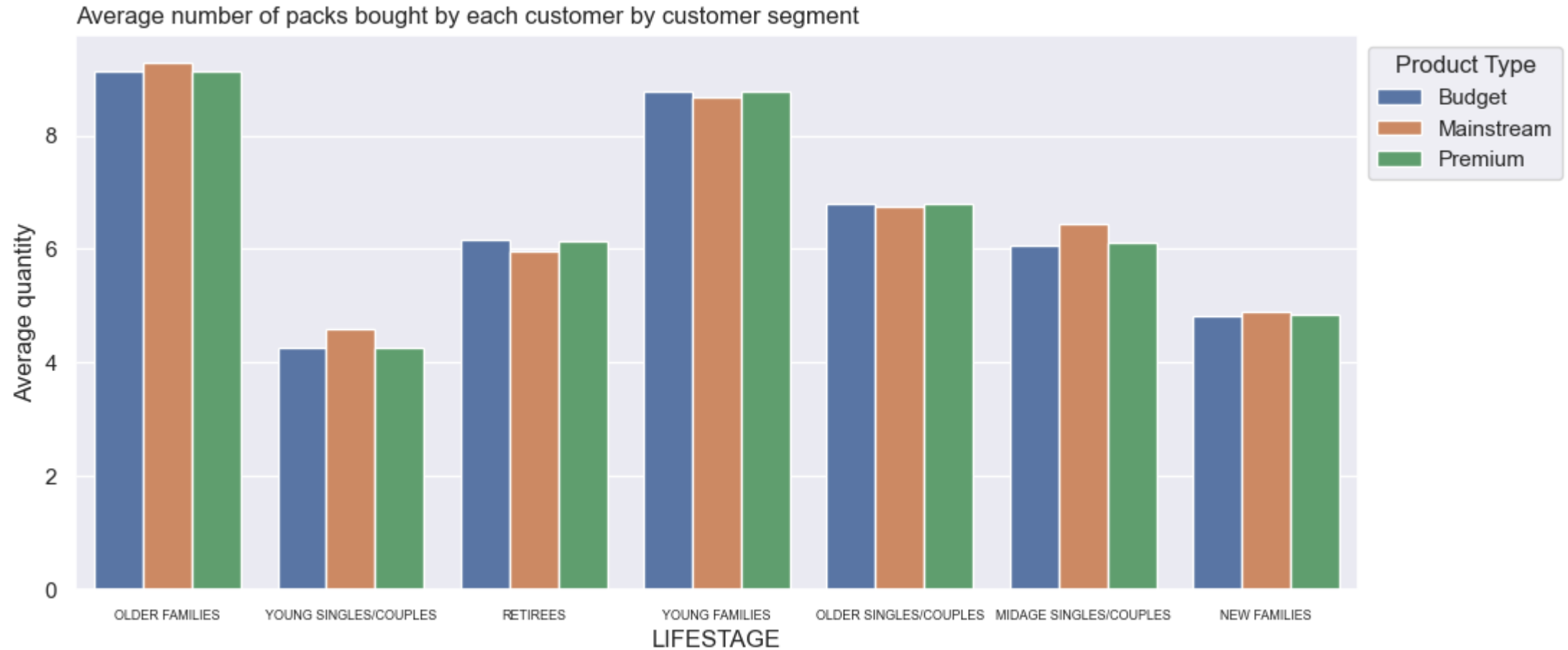
Sales spike in the leadup to Christmas



Budget older families and mainstream young singles/couples and retirees contribute the most to sales.



Number of packets bought per transactions independent of affluence; older and young families purchase highest average units per transaction



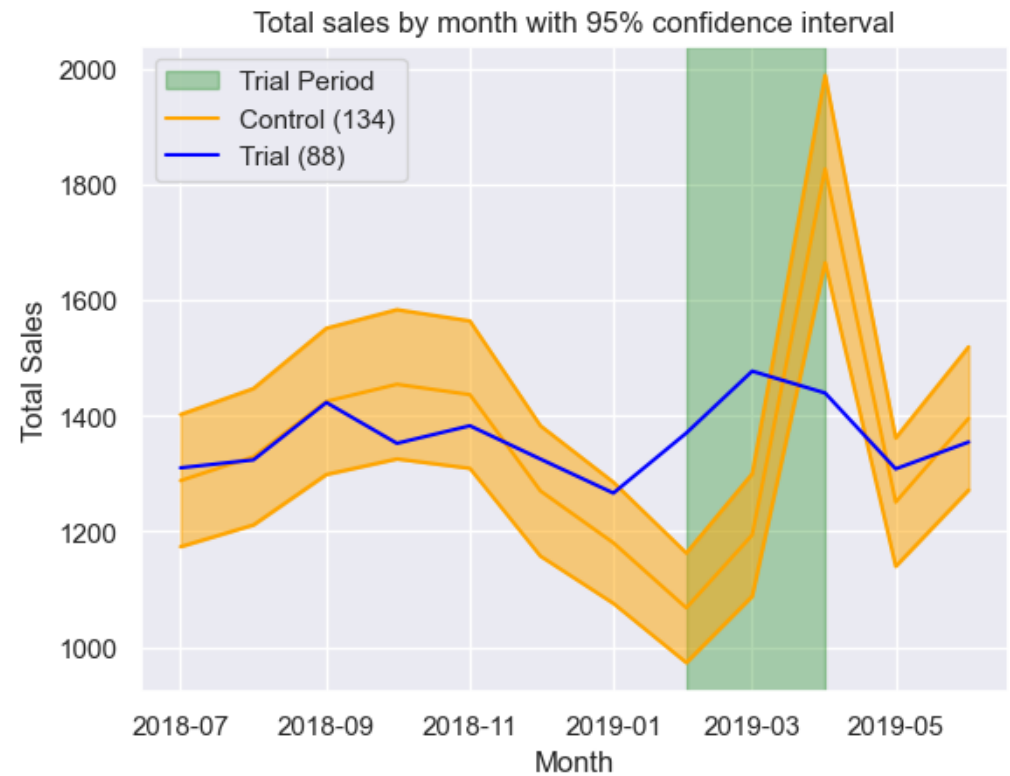
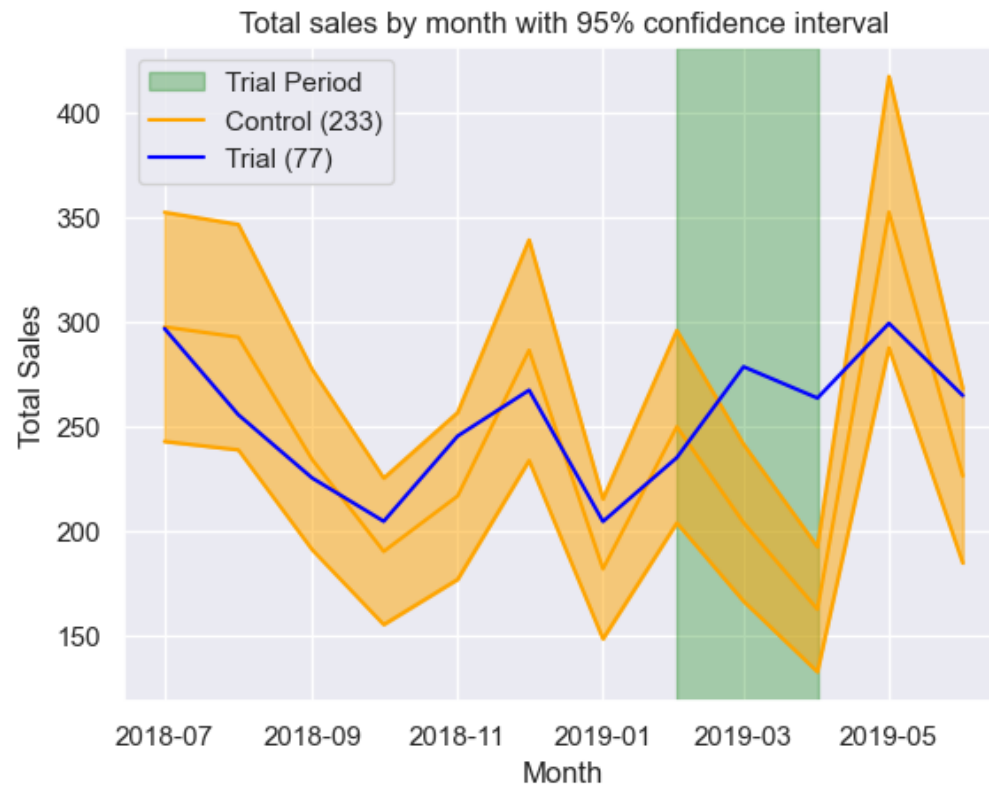
02

Trial store performance

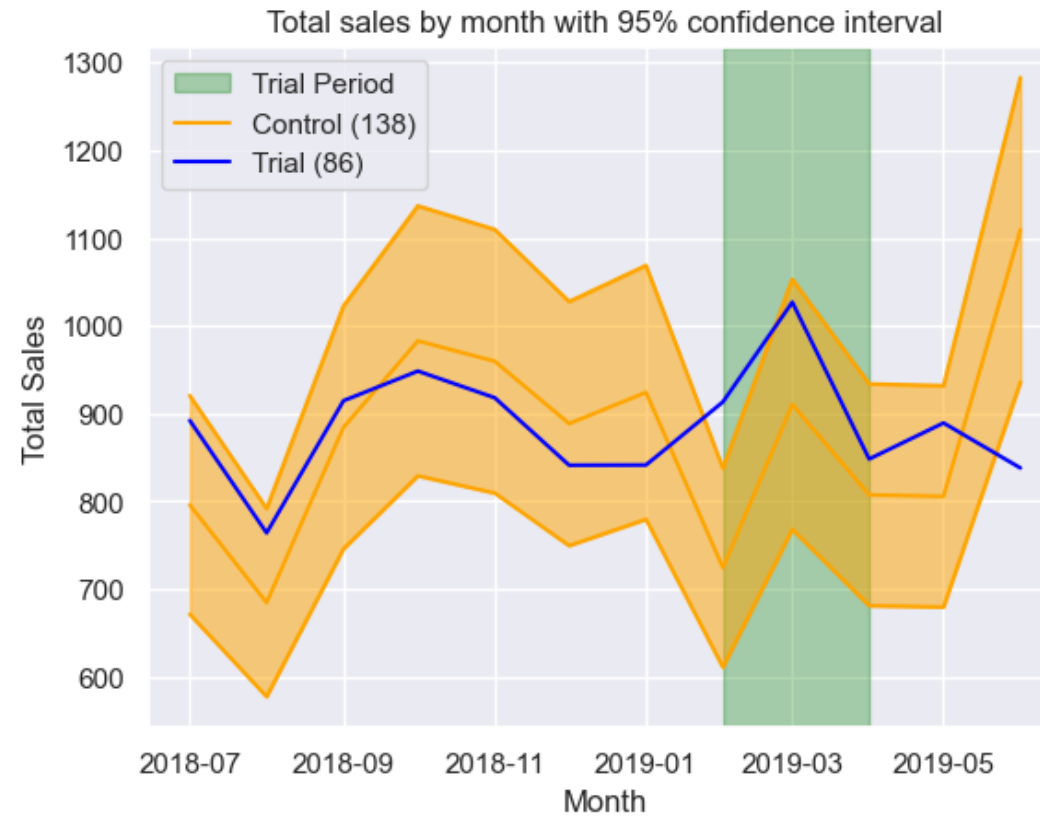
Similar stores were chosen as controls



Trial was a success in two out of three stores



Trial was a success in two out of three stores





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