

September 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

Overview of chip sale
and key information

- ☐ Comparison of chip sales overtime from 2018 to 2019
- ☐ Impact of customer affluence on spending habits
- ☐ Impact of customer life stage and affluence on spending habits

02

Task 2

Performance analysis
of trial versus control
stores

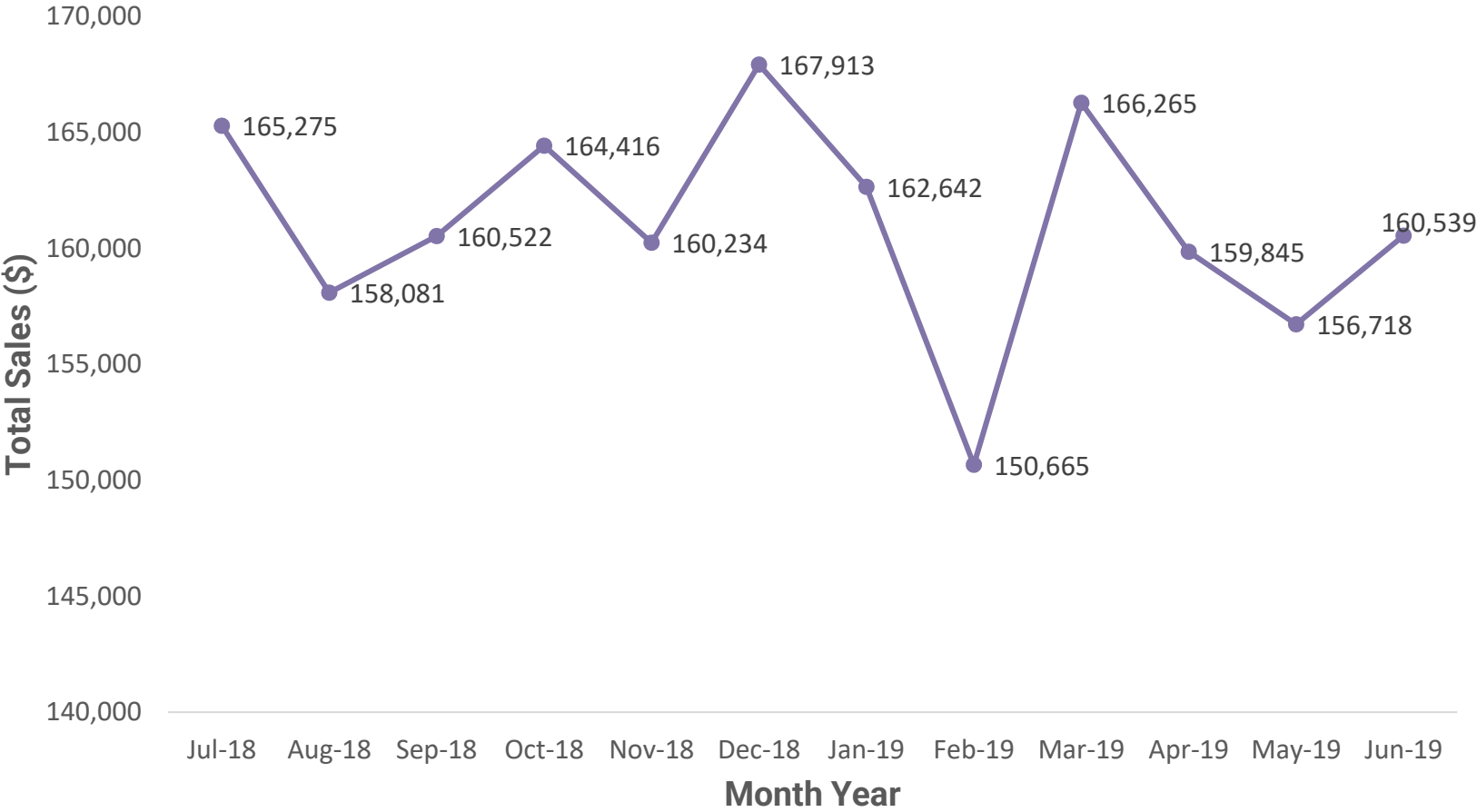
- ☐ Trial store vs control store during trial period
- ☐ Trends in trial store vs control store
- ☐ Trial store performance before, during, and after trial period

01

Overview of chip sale and key information

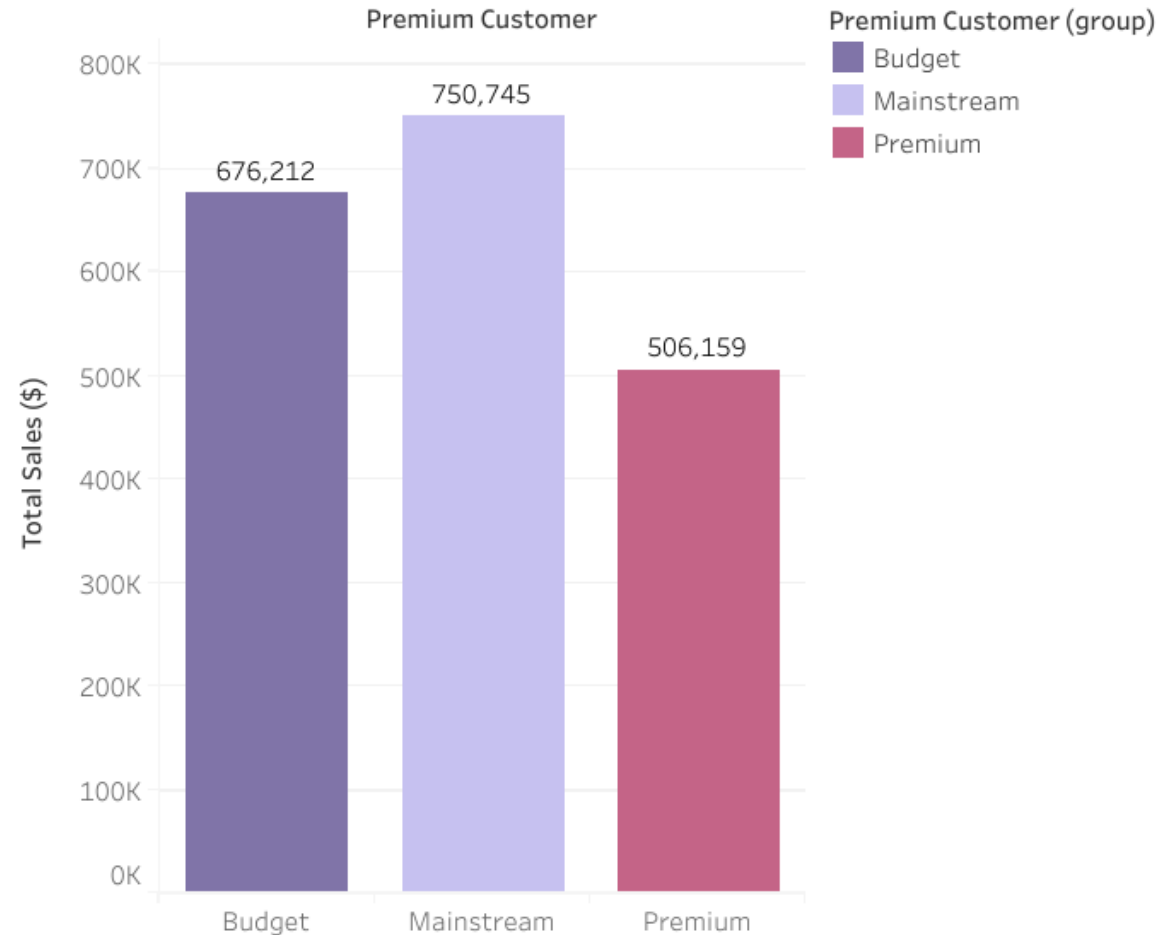
TOTAL SALES TREND ACROSS THE YEARS

Total sales in Q3 and Q4 of 2018 were significantly higher than in Q1 and Q2 of 2019, with a slight improvement observed in June 2019.



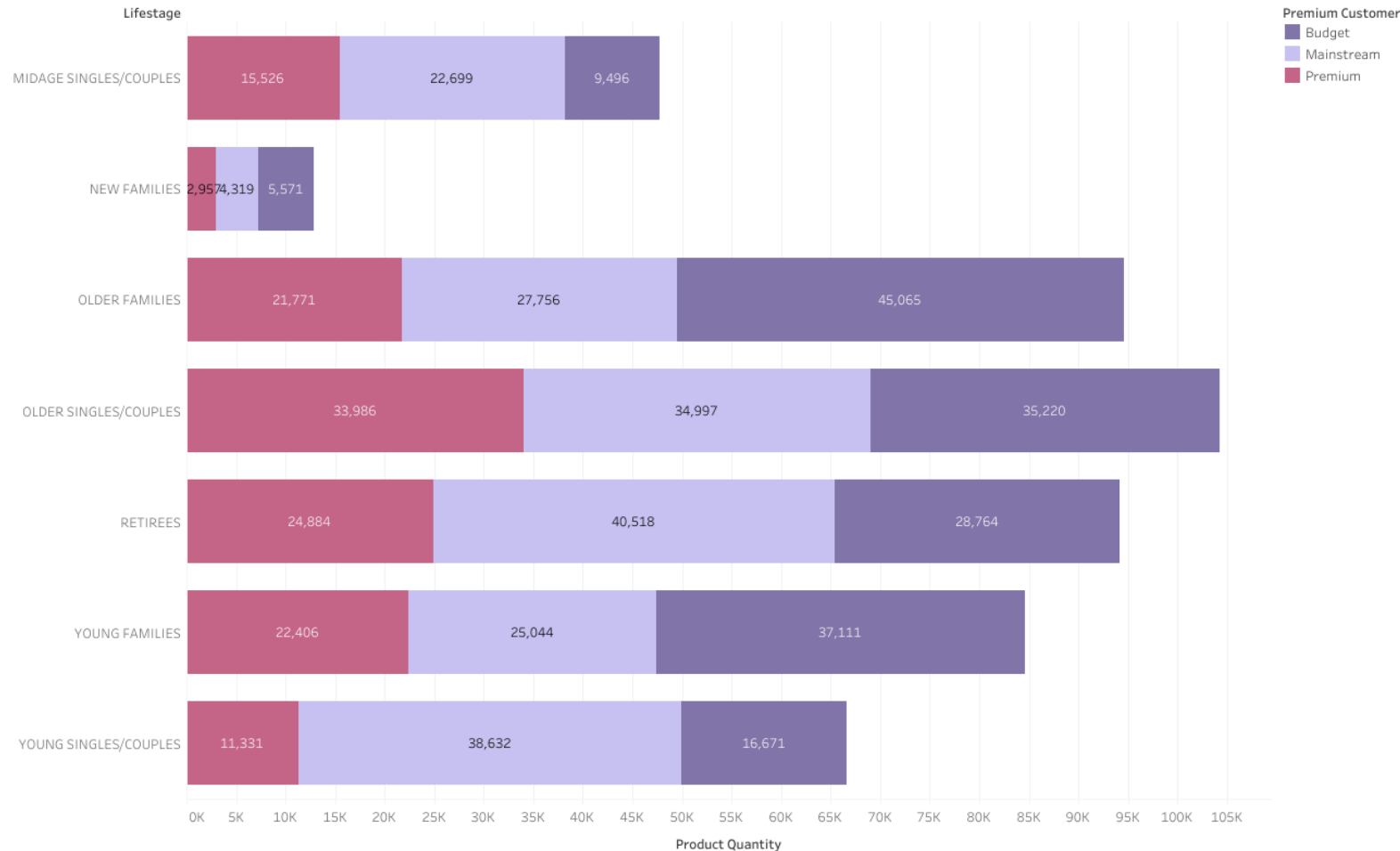
IMPACT OF CUSTOMER AFFLUENCE ON SPENDING HABITS

Mainstream customers accounted for the majority of chip purchases, followed by budget customers. Affluence, however, had no significant impact as expected, since the higher spending by mainstream customers was due to their larger numbers compared to other buyer groups.



IMPACT OF CUSTOMER LIFE STAGE AND AFFLUENCE ON SPENDING HABITS

The data shows that older singles, couples, and retirees tend to purchase more chips. However, mainstream, middle-aged and young singles/couples are more likely to pay more per packet, indicating impulse buying behavior.

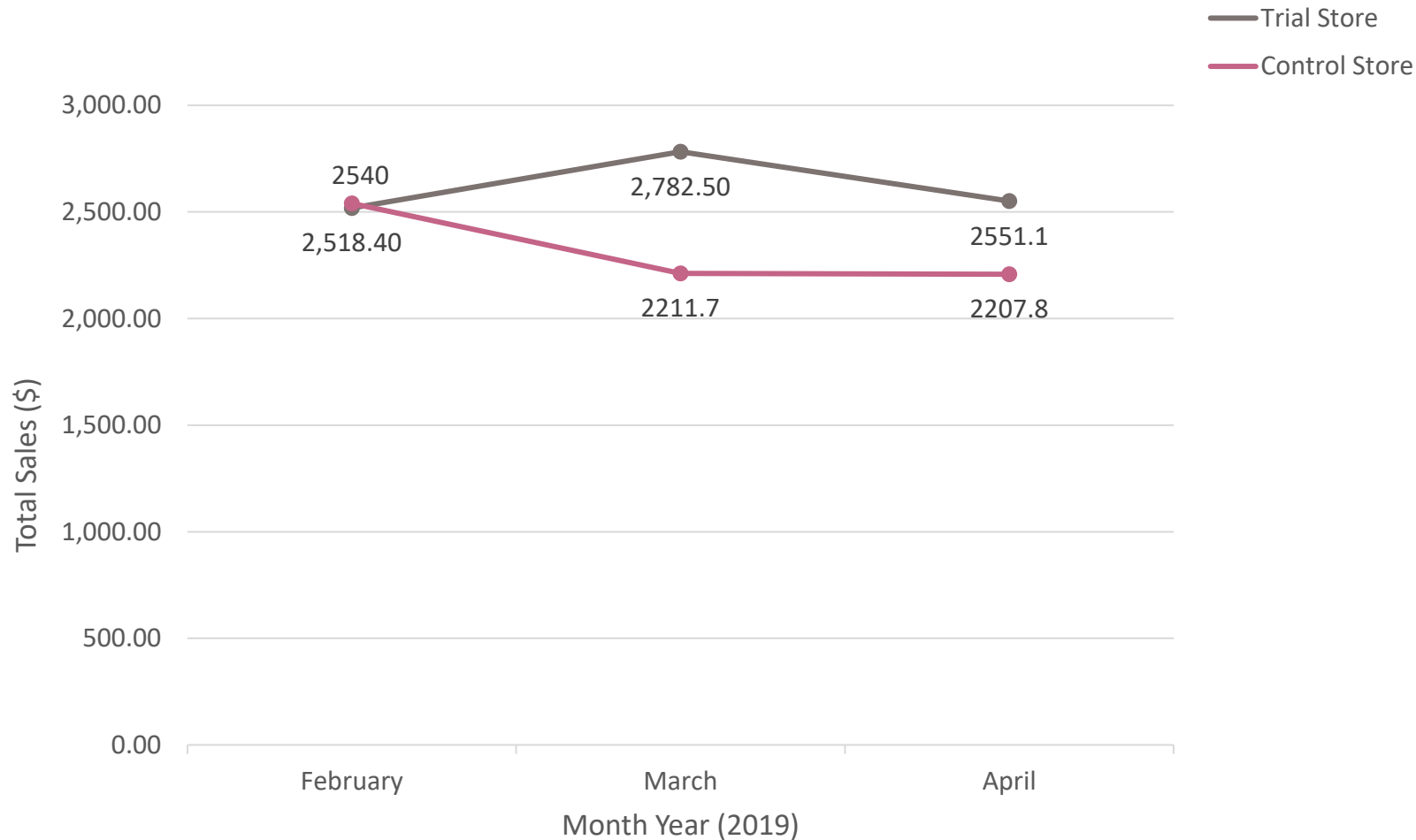


02

Trial store performance

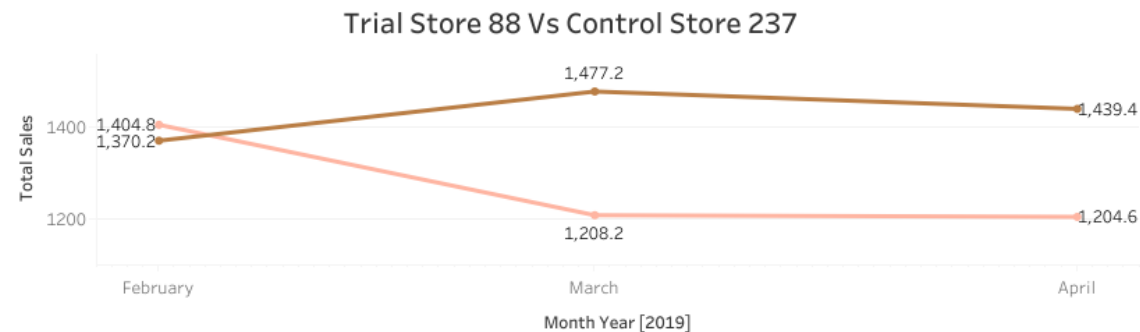
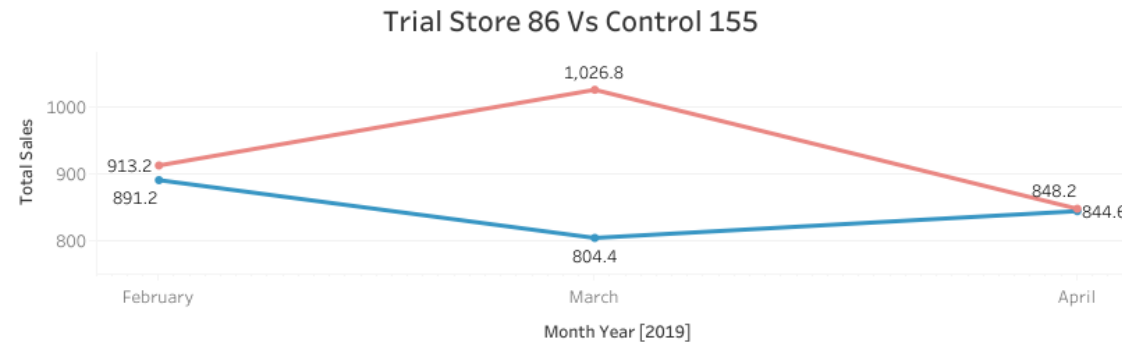
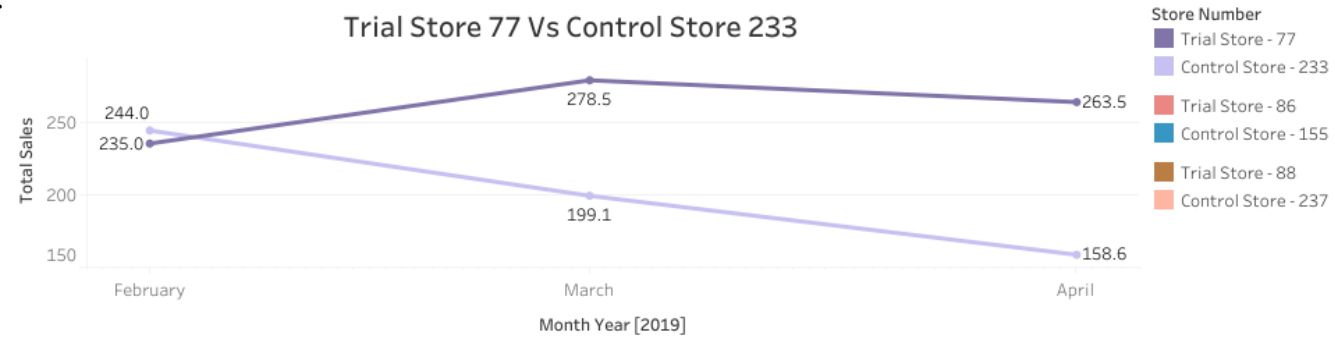
TRIAL STORE VS CONTROL STORE DURING TRIAL PERIOD

Overall, the trial stores showed a significant increase in sales compared to the control stores. The trial stores experienced a steady rise in sales starting in February, followed by a slight decline in April. The total number of customers during the trial period was significantly higher in the trial stores than in the control stores for two out of the three months.



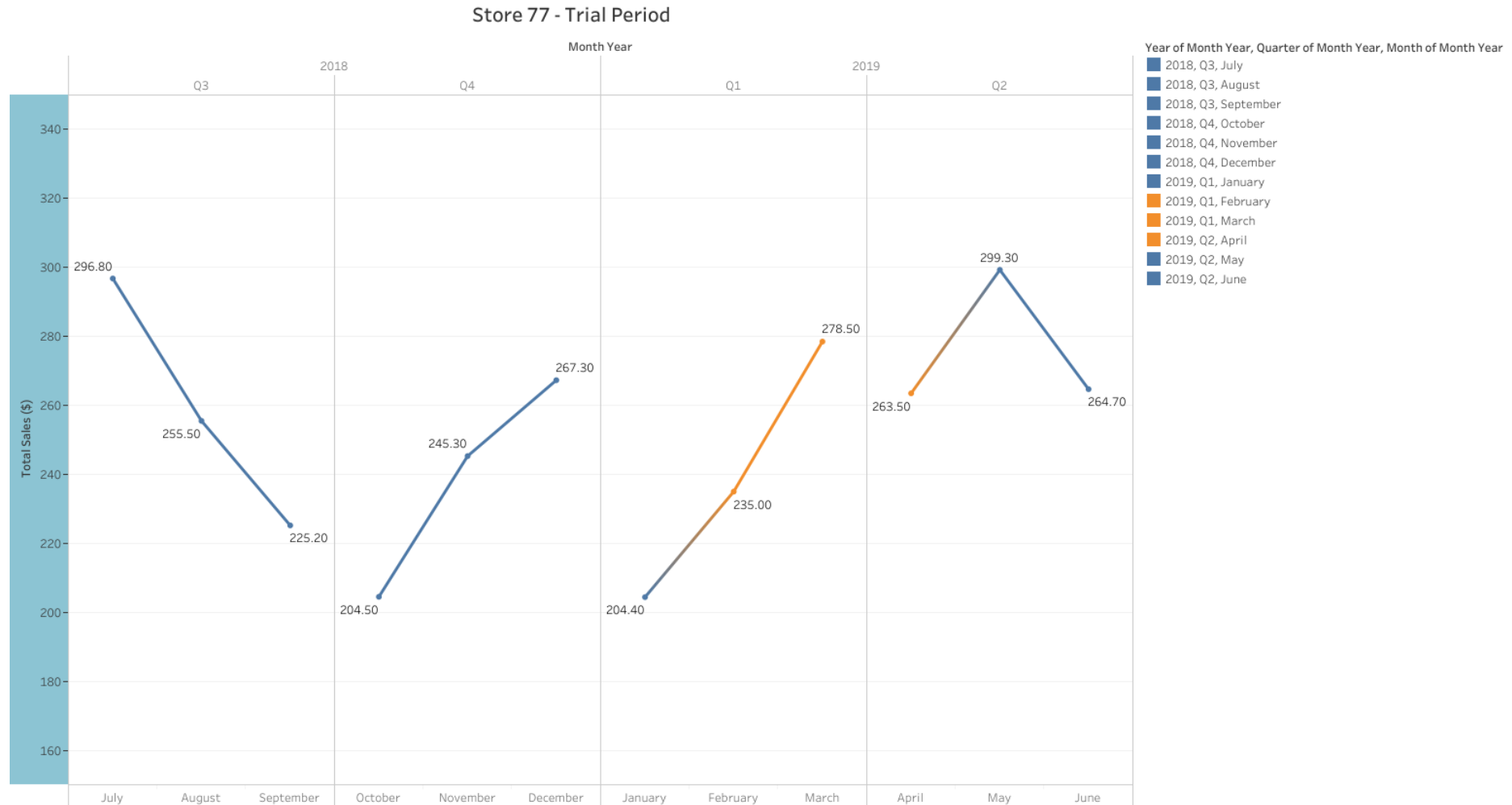
TRENDS IN TRIAL STORE VS CONTROL STORE

The steady increase in sales, beginning in February and ending with a slight decline in April, was consistent across all trial stores. The positive trial effect is evident, as the total number of customers during the trial period was significantly higher in the trial stores compared to the control stores for two out of the three months.



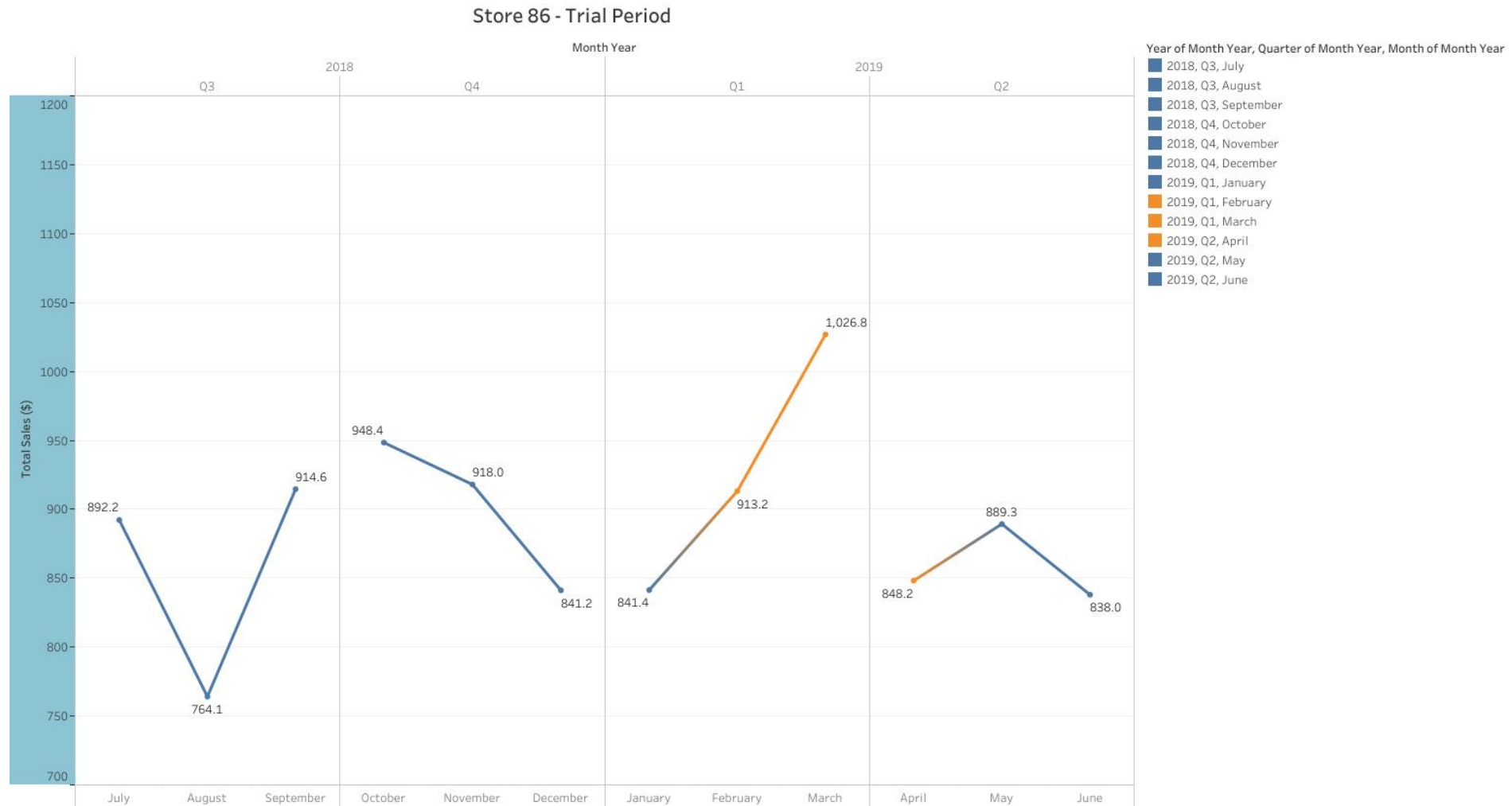
TRIAL STORE PERFORMANCE BEFORE, DURING, AND AFTER TRIAL PERIOD

For store 77, sales increased during the trial period, followed by a slight decline in April. After the trial period, the store maintained a higher level of sales.



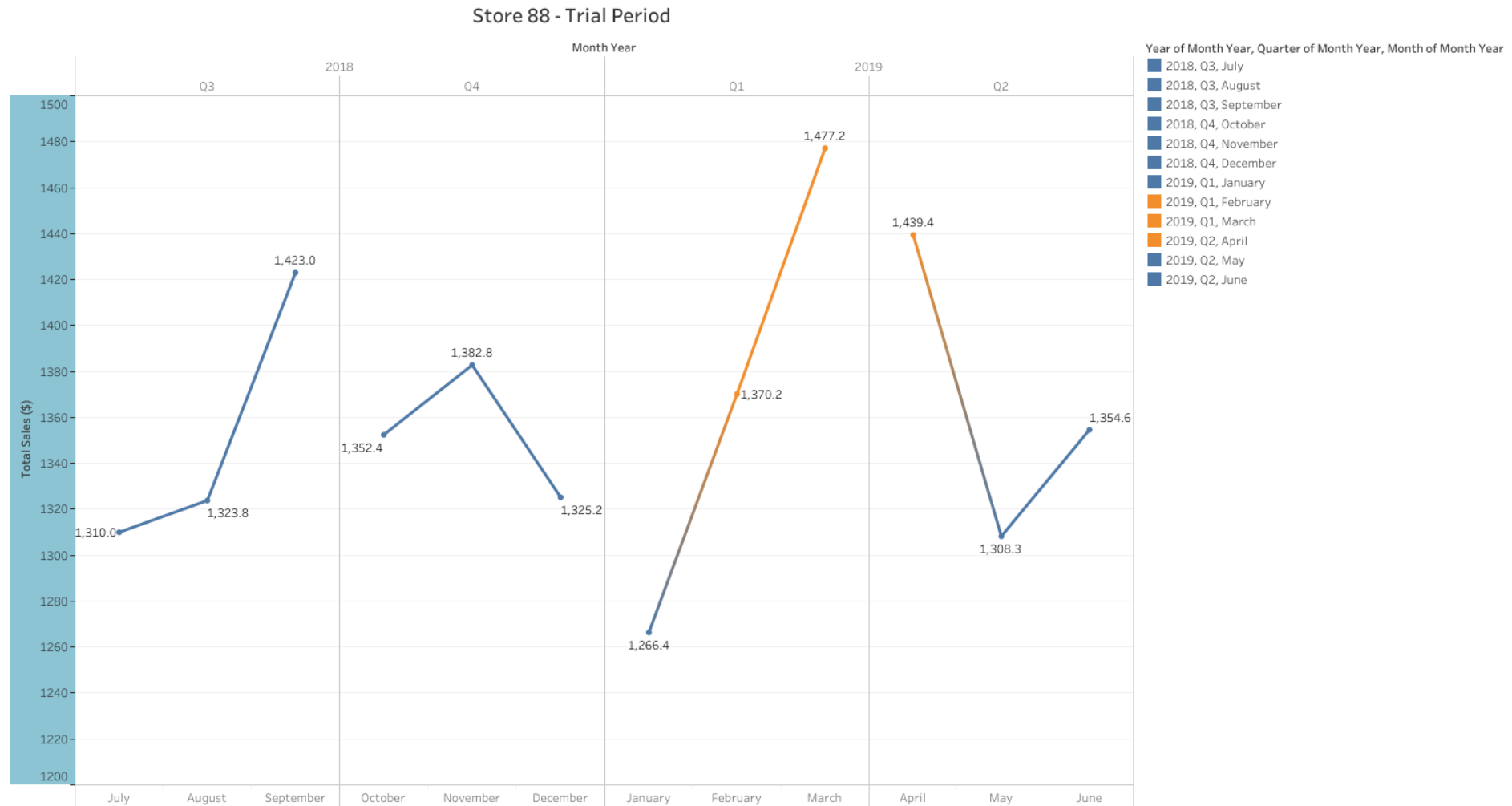
TRIAL STORE PERFORMANCE BEFORE, DURING, AND AFTER TRIAL PERIOD

For store 86, sales increased during the trial period, with a significant rise in March and a decline in April. After the trial period, sales returned to their previous levels.

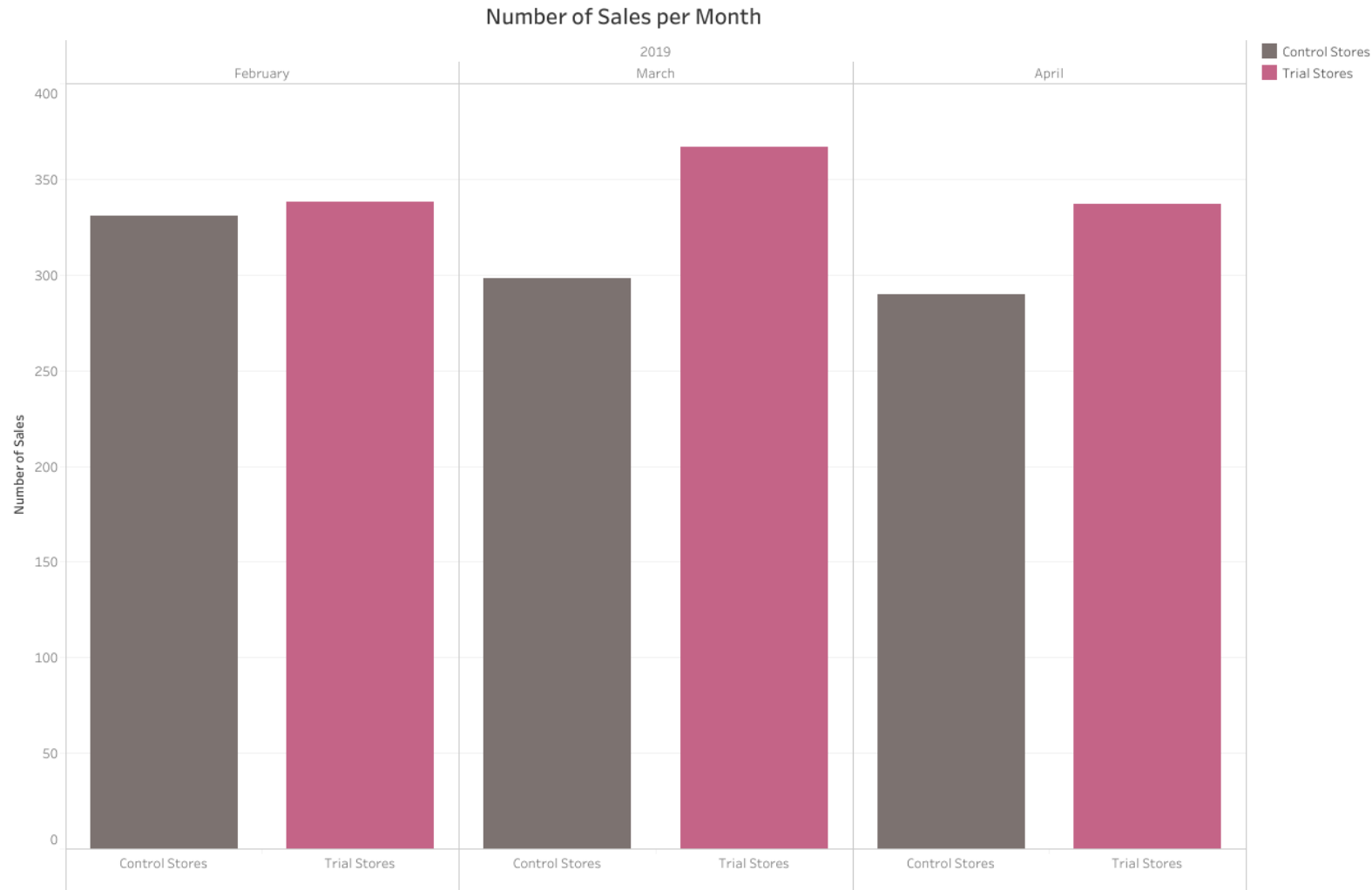


TRIAL STORE PERFORMANCE BEFORE, DURING, AND AFTER TRIAL PERIOD

For store 88, sales increased during the trial period, with a slight decline in April. After the trial period, sales dropped significantly.



CONCLUSIONS



- The positive trial effect can be summarized by the significantly higher number of customers in the trial stores compared to the control stores for two out of the three months.

- Store 77 showed a positive change in consumer purchasing behavior after the trial period, while the other two trial stores, 86 and 88, reverted to their original sales levels.

In conclusion, we recommend implementing the actions carried out in the trial stores during the trial period across all other stores. A follow-up study should be conducted to assess the impact of these new actions on the stores.



Disclaimer: This document comprises, and is the subject of intellectual property (including copyright) and confidentiality rights of one or multiple owners, including The Quantum Group Pty Limited and its affiliates (**Quantium**) and where applicable, its third-party data owners (**Data Providers**), together (**IP Owners**). The information contained in this document may have been prepared using raw data owned by the Data Providers. The Data Providers have not been involved in the analysis of the raw data, the preparation of, or the information contained in the document. The IP Owners do not make any representation (express or implied), nor give any guarantee or warranty in relation to the accuracy, completeness or appropriateness of the raw data, nor the analysis contained in this document. None of the IP Owners will have any liability for any use or disclosure by the recipient of any information contained in, or derived from this document. To the maximum extent permitted by law, the IP Owners expressly disclaim, take no responsibility for and have no liability for the preparation, contents, accuracy or completeness of this document, nor the analysis on which it is based. This document is provided in confidence, may only be used for the purpose provided, and may not be copied, reproduced, distributed, disclosed or made available to a third party in any way except strictly in accordance with the applicable written terms and conditions between you and Quantum, or otherwise with Quantum's prior written permission