

September 2023

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

Customer Analytics

- ❖ The Mainstream category of Young and Mid-age Singles/Couples have the highest spending of chips per purchase.
- ❖ The Older Families(Budget) have the highest frequency of purchase followed by Young Singles/Couples (Mainstream) and at last Retirees (Mainstream) contributing to a total 25% sales revenue.
- ❖ Chips Brand Kettle is the most purchased brand in all stores.
- ❖ Young and Mid-age Singles/Couples is the only segment having Doritos as the highest purchase brand while Smiths is for other segments.
- ❖ Most frequent chip size purchased is 175 gr followed by 150 gr size for all segments.
- ❖ Chips transactions increase a lot before Christmas which can be an advantage with the help of promotional offers.

02

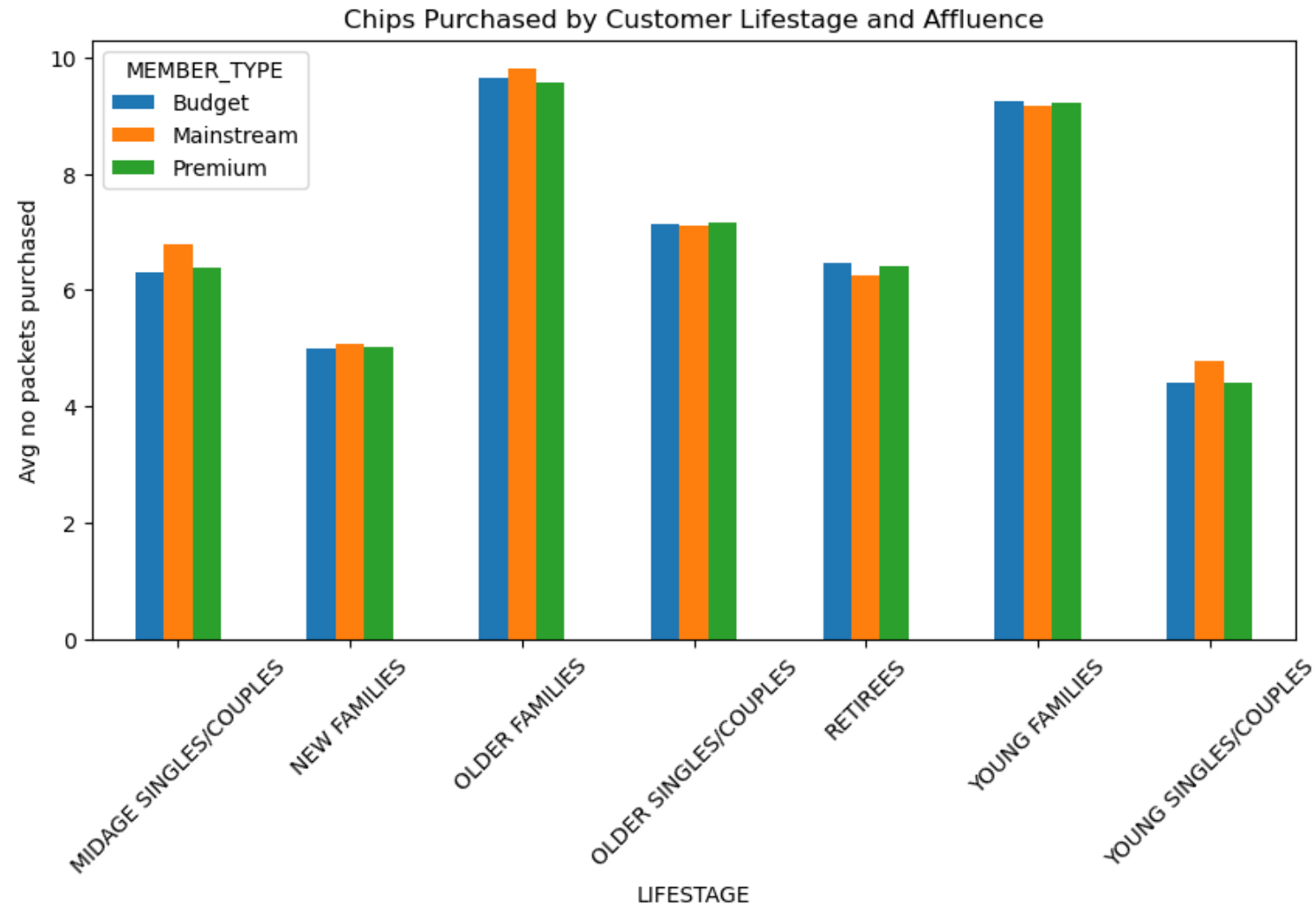
Store Analysis

- ❖ A trial of changing the store layout was implemented in the three stores.
- ❖ Trial stores 77 and 86 have significant increase in total sales and number of customers during trial as compared to control store.
- ❖ Trial store 88 had increase as well but not as good as stores 77 and 86.
- ❖ The trial saw a significant increase in total sales and numbers of customer with a new store layout.

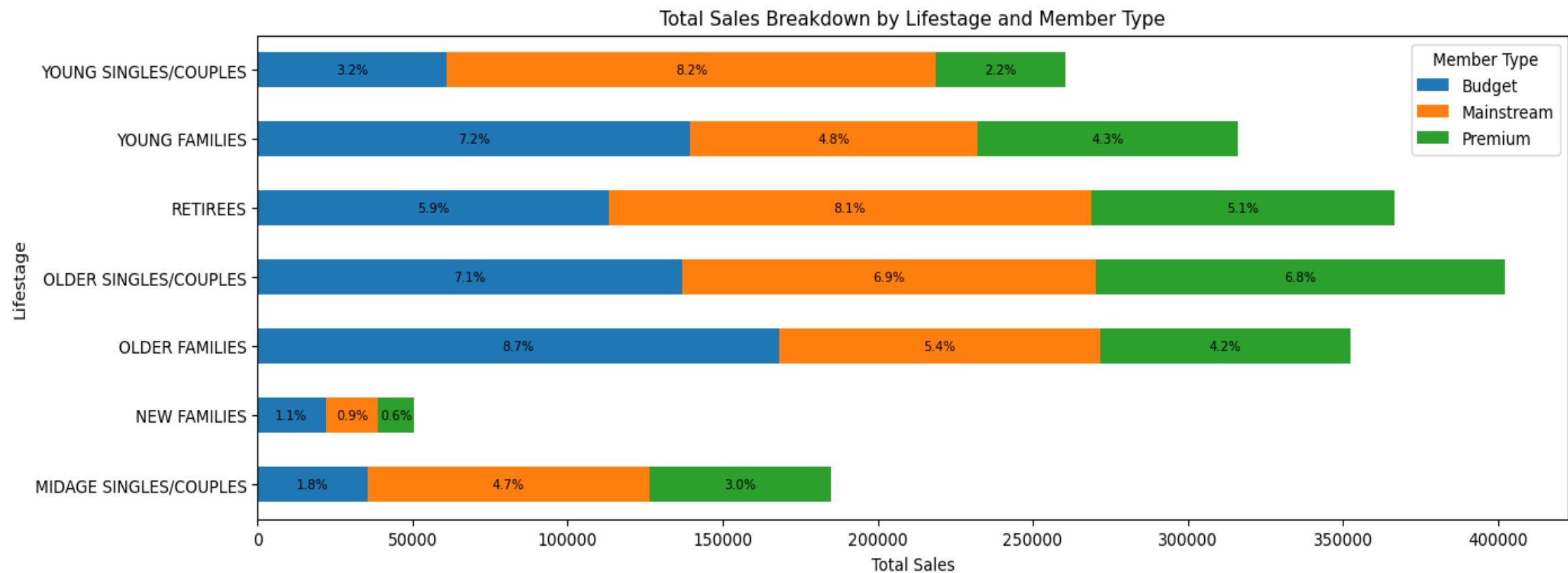
01

Customer Analytics

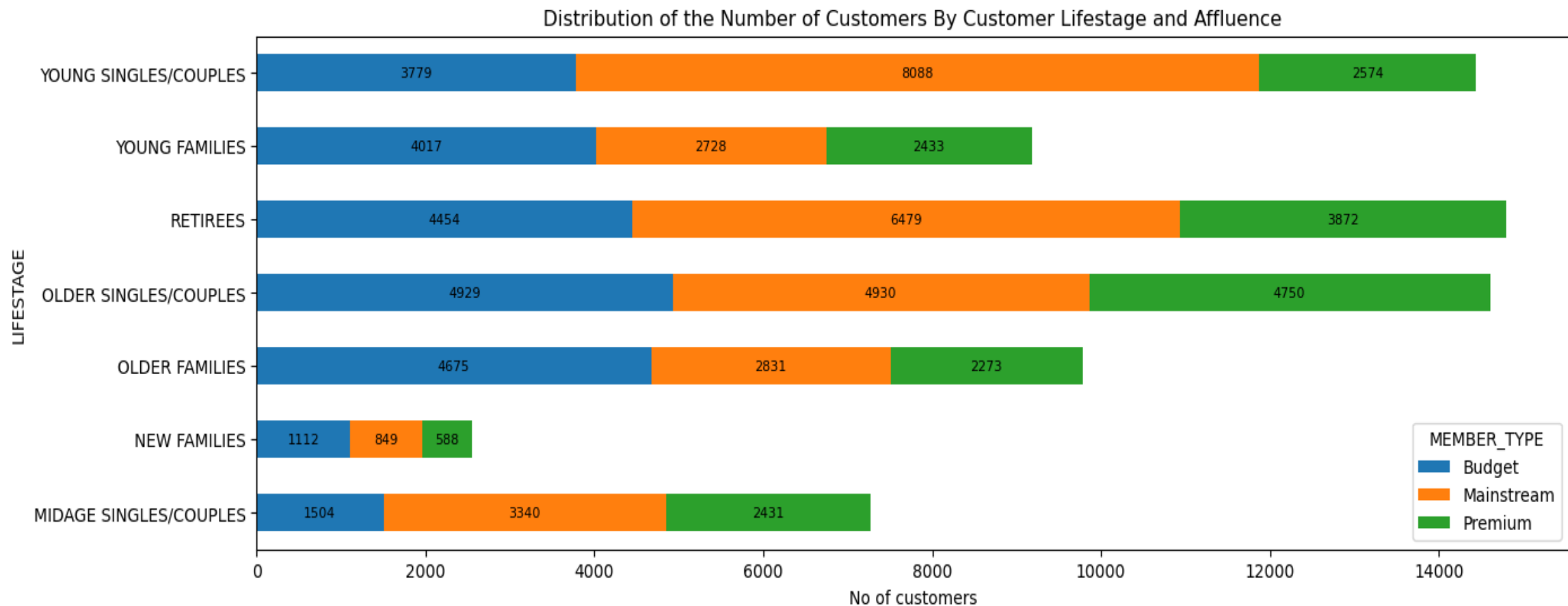
Older and young families purchase more chips on average than other groups with affluence not affecting quantities of chips purchased.



Sales was mostly from Budget Older families, followed by Mainstream young singles/couples.



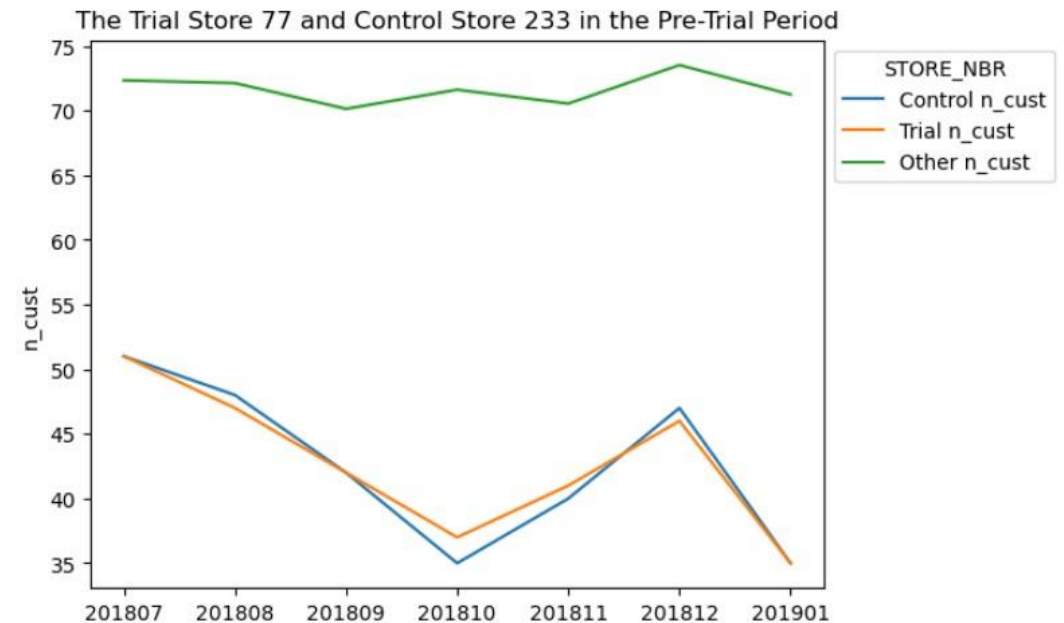
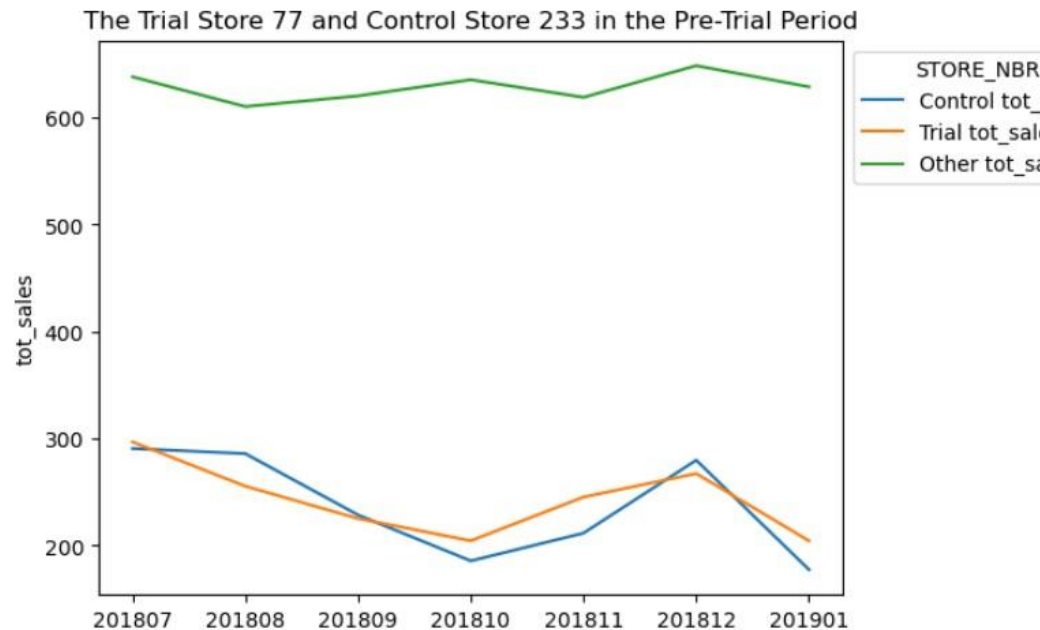
Mainstream young singles/couples have the largest population, driving their sales.



02

Trial store performance

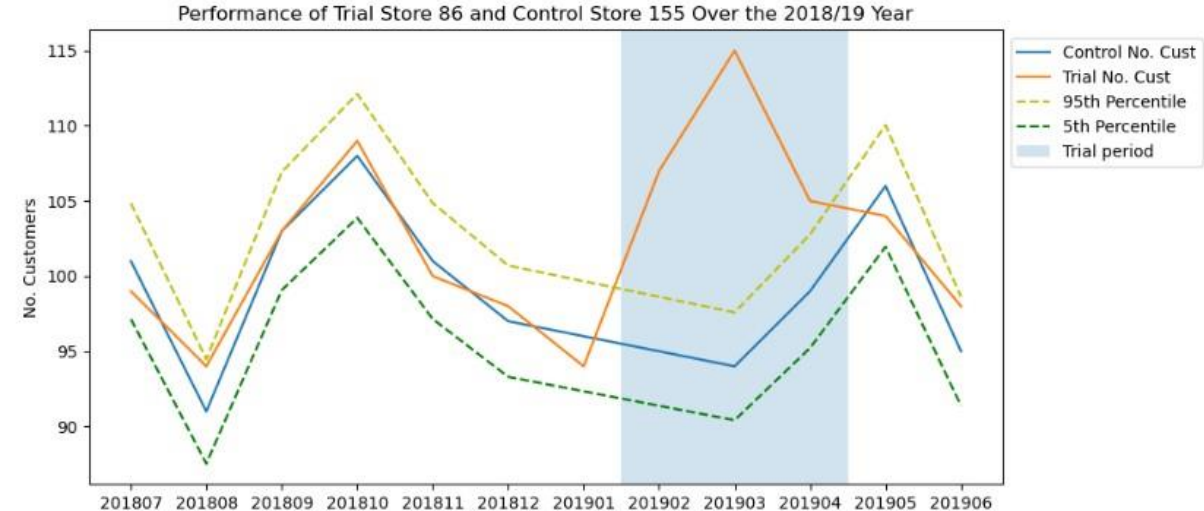
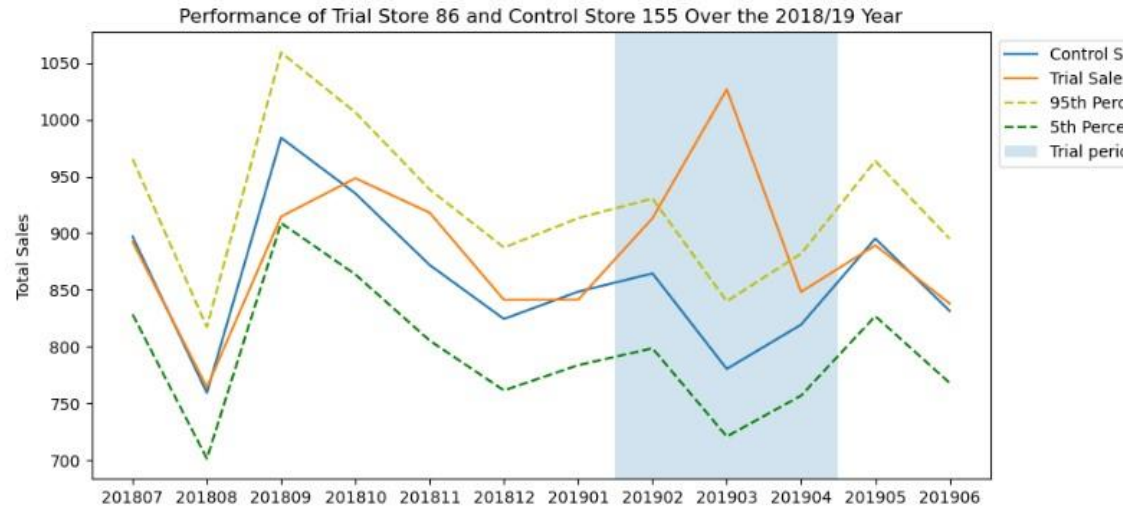
The control store is constructed to reflect performance of the trial store rather than the average of other stores. See e.g store 77 and 233;



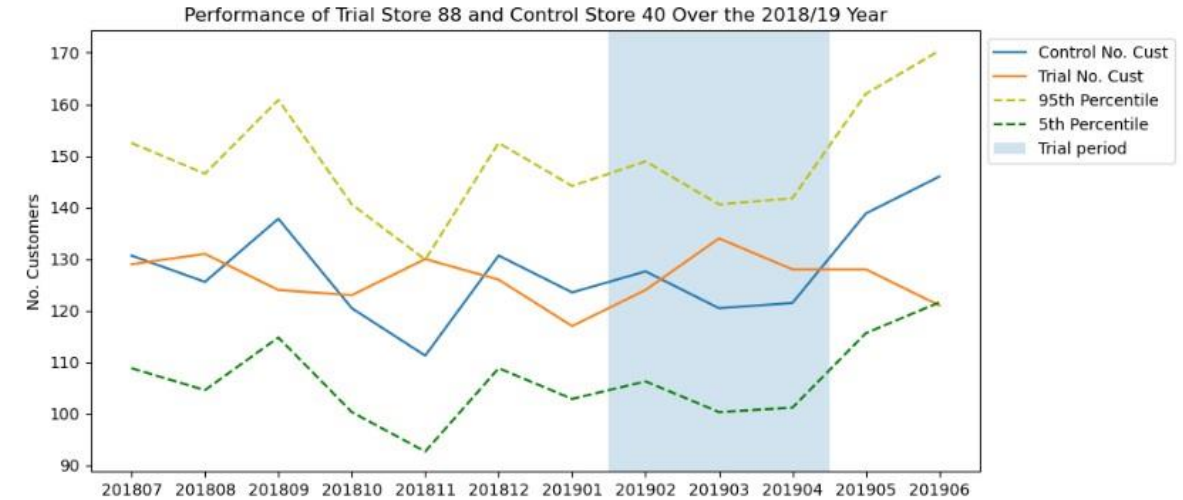
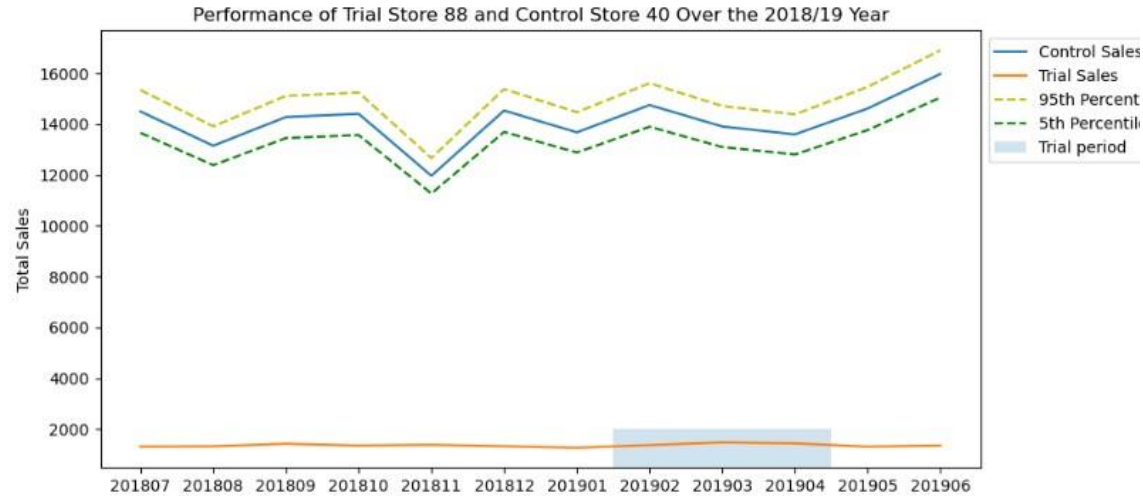
Trial store 77 and control store 233: trial success, with increase in sales and customer numbers.



Trial store 86 and control store 155: trial success, greater increase in customer numbers than sales.



Trial store 88 and control store 60: no significant difference in performance.





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