

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

- There are no missing values present in the customers and transaction datasets.
- Client total sale is 1933115 from July 2018 to June 2019.
- Maximum sales are done in December 2018.
- There are total 72636 distinct customers with 263125 distinct transactions.
- Customer with card number 230078 is having maximum total sales of 138.6.
- Kettle brand is having maximum total sales of 390239.8.
- Customers with mainstream account are having maximum total sales of 750744.5 whereas customers with premium account are having minimum sales of 506159.
- Customers in life stage of OLDER SINGLES/COUPLES are having maximum total sales of 402426.8.

02

Task 2

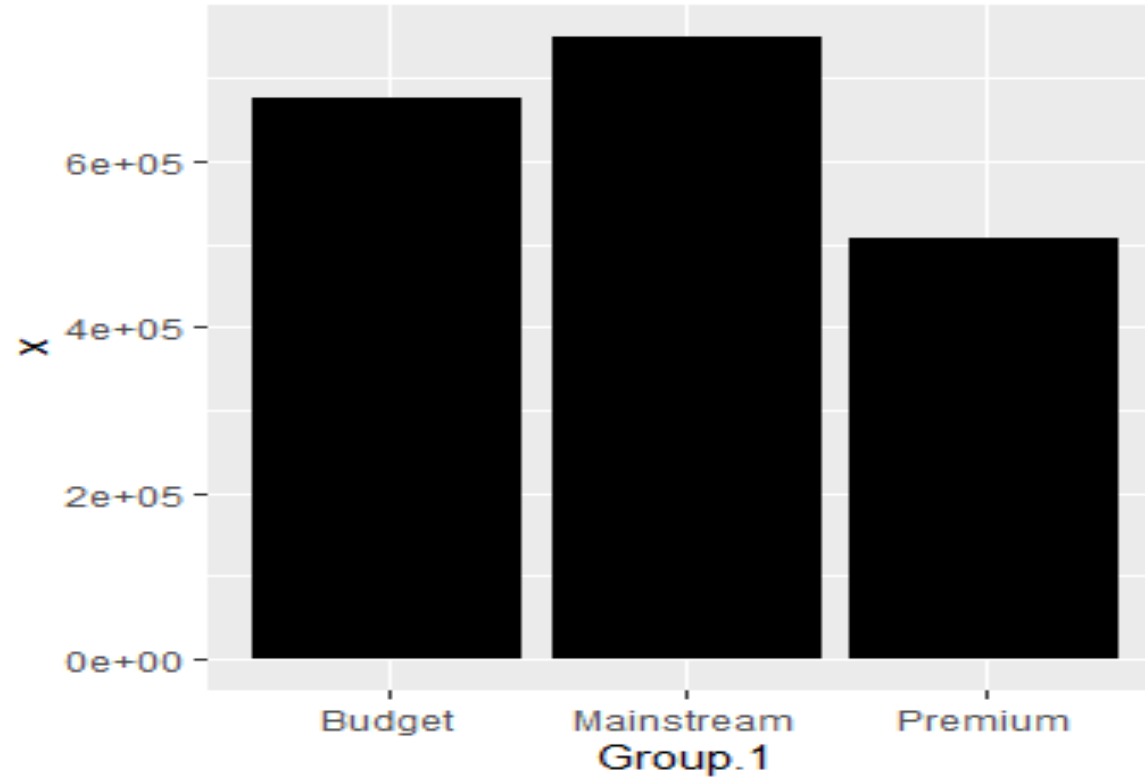
- After comparison it was found that total sales of different stores are not same.
- Store number 226 is having maximum total sales of 17605.45.
- Quantity purchased by each store is almost same.
- Maximum quantity of 4001 is purchased by store number 226.

01

Category

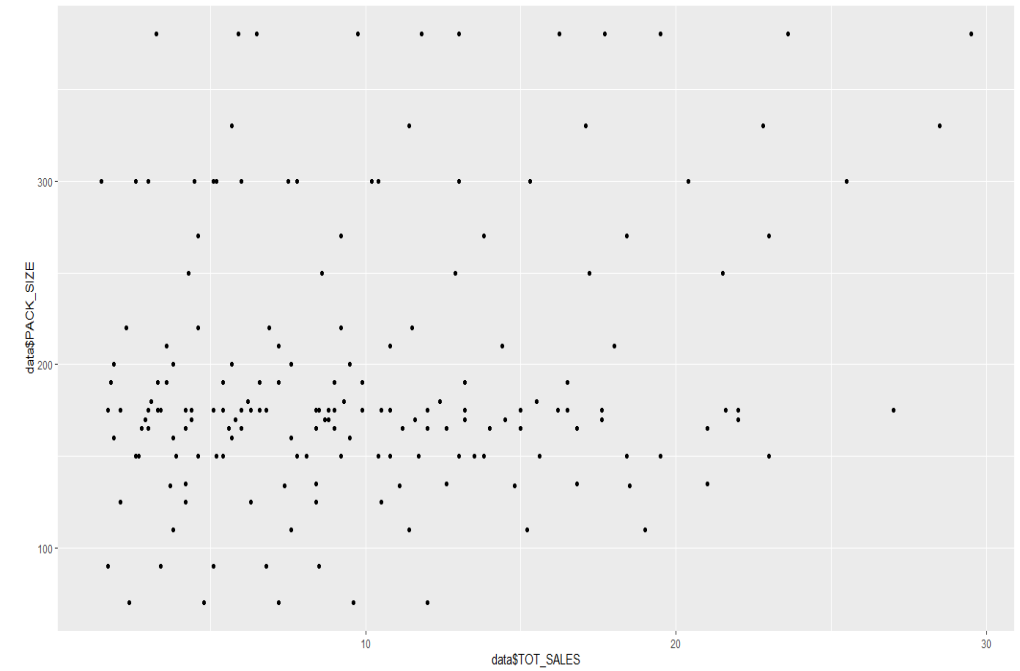
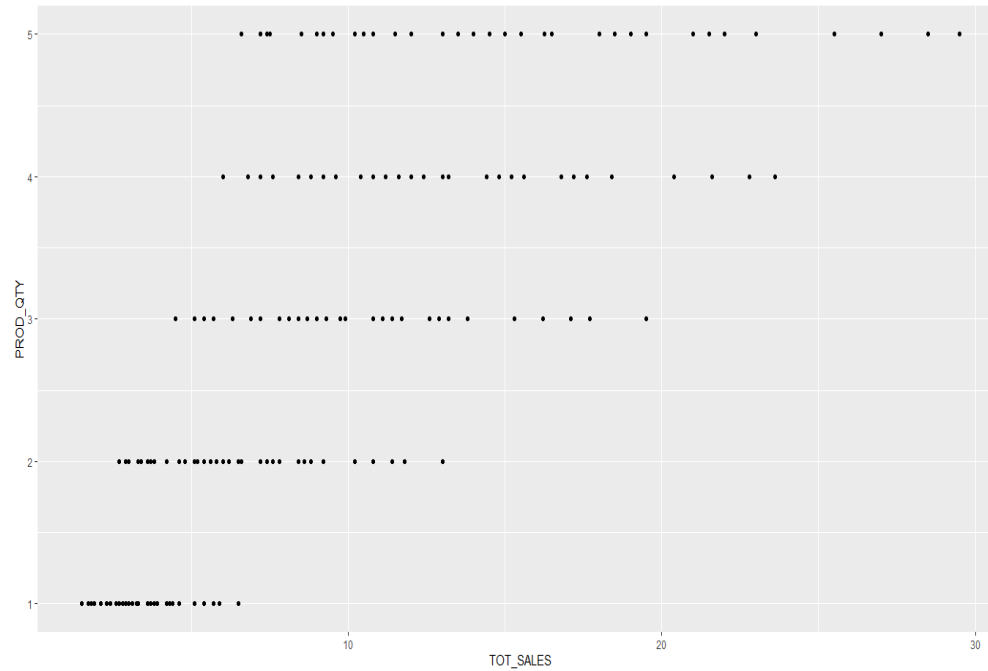
- Chips brand
- Life stage of families purchasing chips.
- Account type of customers purchasing chips.
- Store numbers from which chips are purchased.
- Name of the products.

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



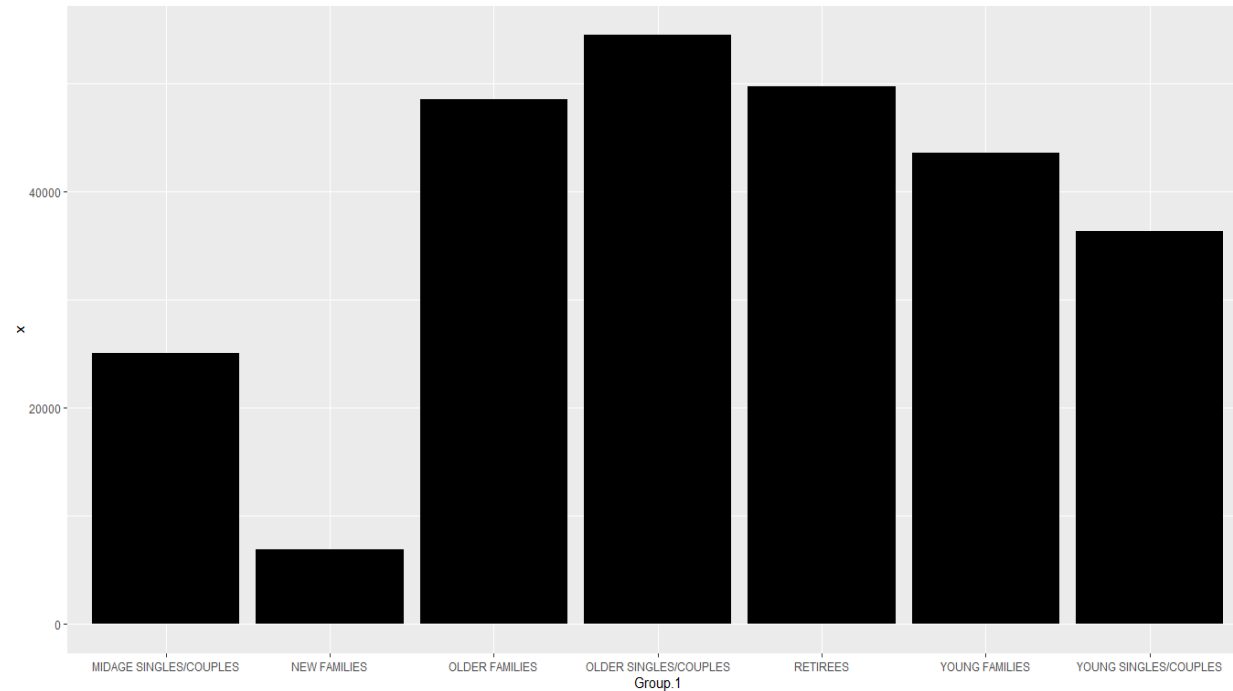
- Maximum total sales are coming from customers belonging mainstream account category whereas for premium account category total sales are minimum.

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



- It can be observed that product quantity has some influence on total sales. As product quantity increases, total sales of the product also increases.
- It can be observed as pack size of products increases total sales also increases.
- It is observed that Dorito Corn Chp supreme 380g are showing maximum total sales of 39052 whereas Woolworths Medium Salsa 300g are having minimum total sales of 4050.

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



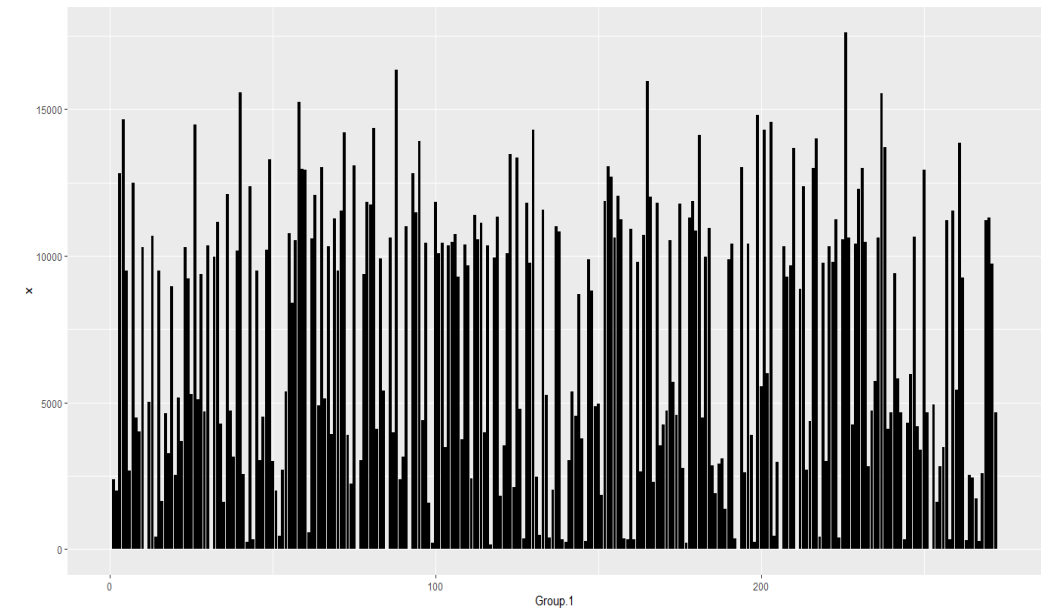
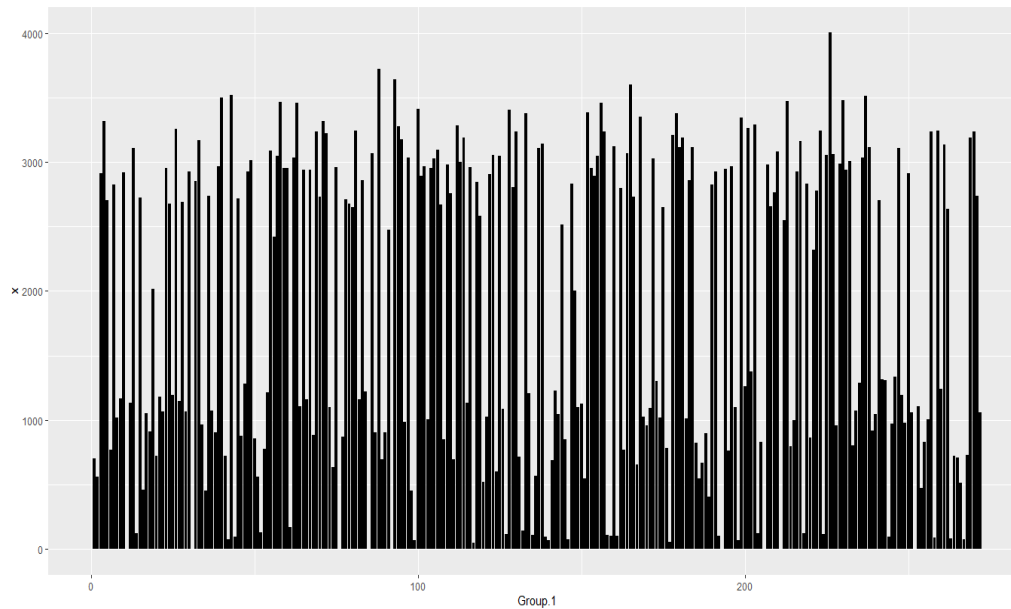
- Families belonging to older couples/ singles life stage are showing maximum total sales.
- Families belonging to new family life stage are showing minimum total sales.

02

Trial store performance

Explanation of the control store vs other stores

- One way analysis of variance is used to compare average sales of products belonging to different stores.
- It is observed that total sales of products is not same for all store numbers.
- It is observed that quantities ordered by all stores is approximately same.
- Also, it is observed that store number 226 has ordered maximum product quantity and it is also showing maximum sales.



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

- Performance of store number 77 is having minimum product sales of 3040 with minimum product quantity 872.
- Performance of store number 86 is having product sales of 10635.35 with product quantity of 3066.
- Performance of store number 88 is having product sales of 16333.25 with product quantity of 3718.



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