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# Category review: Chips Category Trial – Final Insights & Strategic Recommendations

Subheading: Category Review | Prepared for Julia – July  
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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

Finding:

Certain customer segments (e.g., "Young Singles/Couples" or "Midage Families") spent significantly more on chips than others.

Call-Out:

These high-spending segments are critical to chip sales. Any upcoming promotions or new product launches should be tailored toward their preferences.

02

## Task 2

Not all trial stores showed the same impact, highlighting the importance of localized testing.

Visualizations and metric trends confirm that Store 77 had the most successful outcome.

Different layouts may drive different types of performance gains (e.g., new customers vs. upselling).

Future trials could be optimized by testing targeted layouts based on store profiles or customer segments.

# 01

## Category

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

## Highlights:

Young Singles/Couples and Midage Families contribute the highest total spend on chips.

175g and 200g pack sizes are the most frequently purchased, suggesting they are the preferred size for most shoppers.

Smiths, Doritos, and Kettle dominate brand preference and account for the majority of purchases.

Different segments show distinct brand and pack size preferences, enabling precise marketing targeting.

High-value segments also show interest in premium or larger-size products, indicating upsell opportunities.

## Strategic Opportunity:

There is a strong opportunity to drive growth by focusing on key customer segments, stocking preferred pack sizes, and prioritizing high-performing brands. Promotions should be tailored by segment to increase engagement and spend.

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

## 💡 Key Insight:

Affluence plays a significant role in shaping chip purchasing patterns — influencing both the type of chips purchased and the amount spent per transaction.

## 📊 Observations:

Affluent households (e.g., Affluent Families, Retirees) tend to:

Spend more per transaction compared to other segments.

Prefer premium chip brands such as Kettle and Tyrrells.

Purchase larger pack sizes, suggesting a preference for value or bulk-buying.

Low-to-mid affluence segments (e.g., Mainstream Families, Young Singles):

Show higher purchase frequency, but lower spend per transaction.

Are more responsive to promotions, discounts, and mid-size packs (e.g., 175g).

## Implication for Strategy:

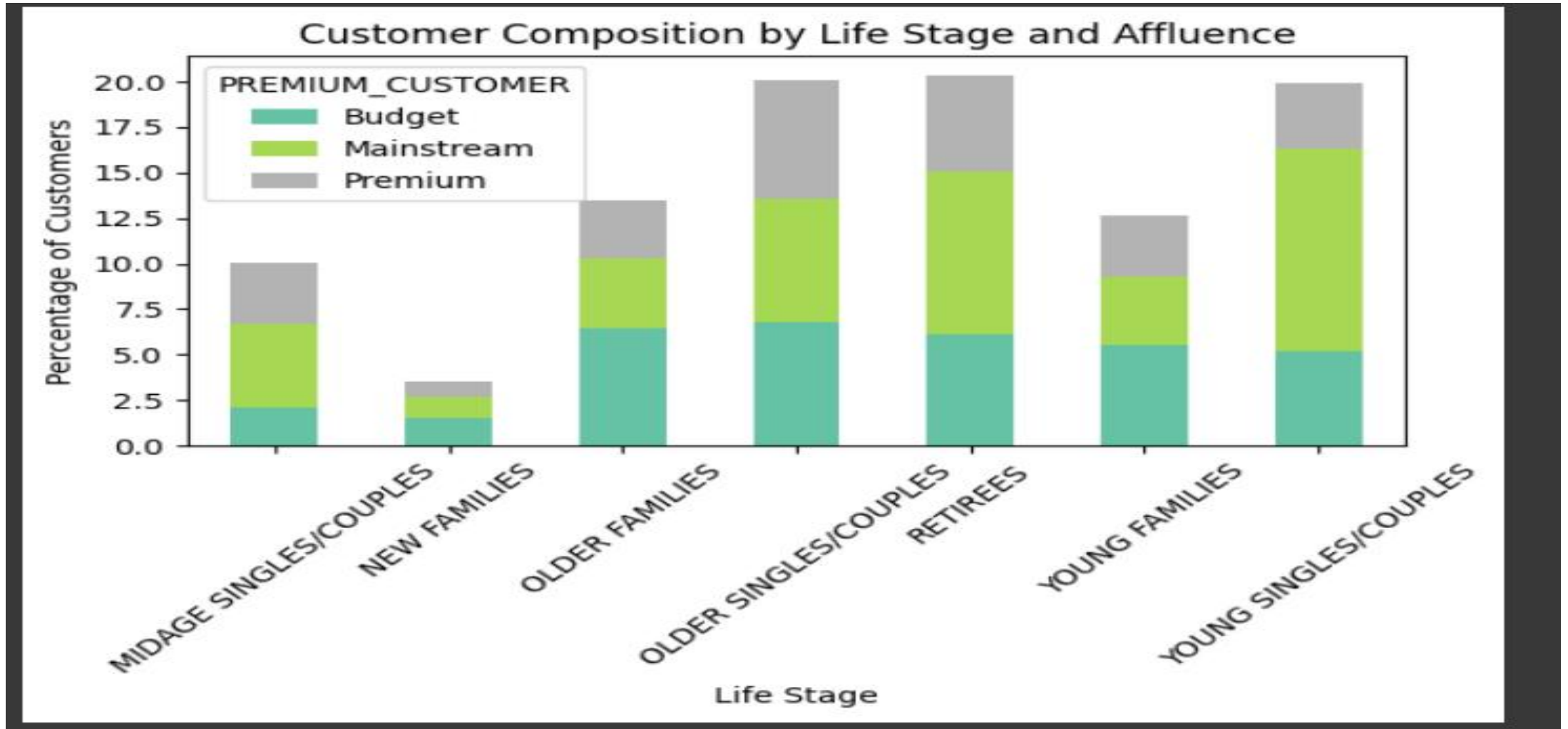
To grow the category, tailor strategies based on affluence:

Upsell to affluent segments with gourmet flavors and larger packs.

Promote affordable mid-size packs to value-conscious shoppers.

Segment campaigns based on income to align messaging and price points with consumer expectations.

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





# 02

## Trial store performance

# Explanation of the control store vs other stores



## Why Use a Control Store?

A control store acts as a baseline to compare against the trial store.

Helps isolate the impact of the trial layout from other factors (e.g., seasonality, promotions).

Ensures that any changes in sales or customer behavior are attributable to the trial, not external influences.



## How Were Control Stores Selected?

For each trial store (77, 86, 88), we evaluated all other stores using pre-trial data.

We computed the Pearson correlation between each candidate store and the trial store across:

Total Sales

Unique Customers

Transactions per Customer

The store with the highest similarity (correlation) was selected as the control store.

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

## Trial Store Performance Summary

We evaluated the impact of the trial layout in stores 77, 86, and 88 by comparing them to matched control stores across the following metrics during the trial period (Feb 2019 – Apr 2019):

Total Sales Revenue

Number of Unique Customers

Transactions per Customer

## Key Findings by Store

Trial Store 77

Significant increase in total sales compared to the control store.

Growth was primarily driven by an increase in number of purchasing customers.

Conclusion: Trial was successful and positively impacted store performance.

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Trial Store 86

Moderate increase in sales, but not statistically significant.

Customer count remained stable; slight increase in transactions per customer.

Conclusion: Trial had a limited positive effect.

Trial Store 88

No significant difference observed between trial and control.

Minimal change in customer or transaction behavior.

Conclusion: Trial was not effective in this store.

## Overall Insight

Trial layout had a positive impact in Store 77, suggesting it could be rolled out to similar-performing stores.

Results were mixed for other locations, indicating the trial's success may depend on store-specific factors like location, customer base, or store size.



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