

June 2022

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

Category Customer Analytics

1. Recommend offering promotions and Inventory check a week before Christmas
 - Increase in chip sales occurs in the lead-up to Christmas
2. Recommend targeting on customer segment Mainstream Young singles/couples with the Tyrrells brand
 - Sales from this segment ranked top 3 in all customer segments
 - Performance on sales due to more customers within this segment
 - This segment are also more likely to pay more per packet of chips
 - This segment are 23% more likely to purchase Tyrrells chips compared to the rest of the population

02

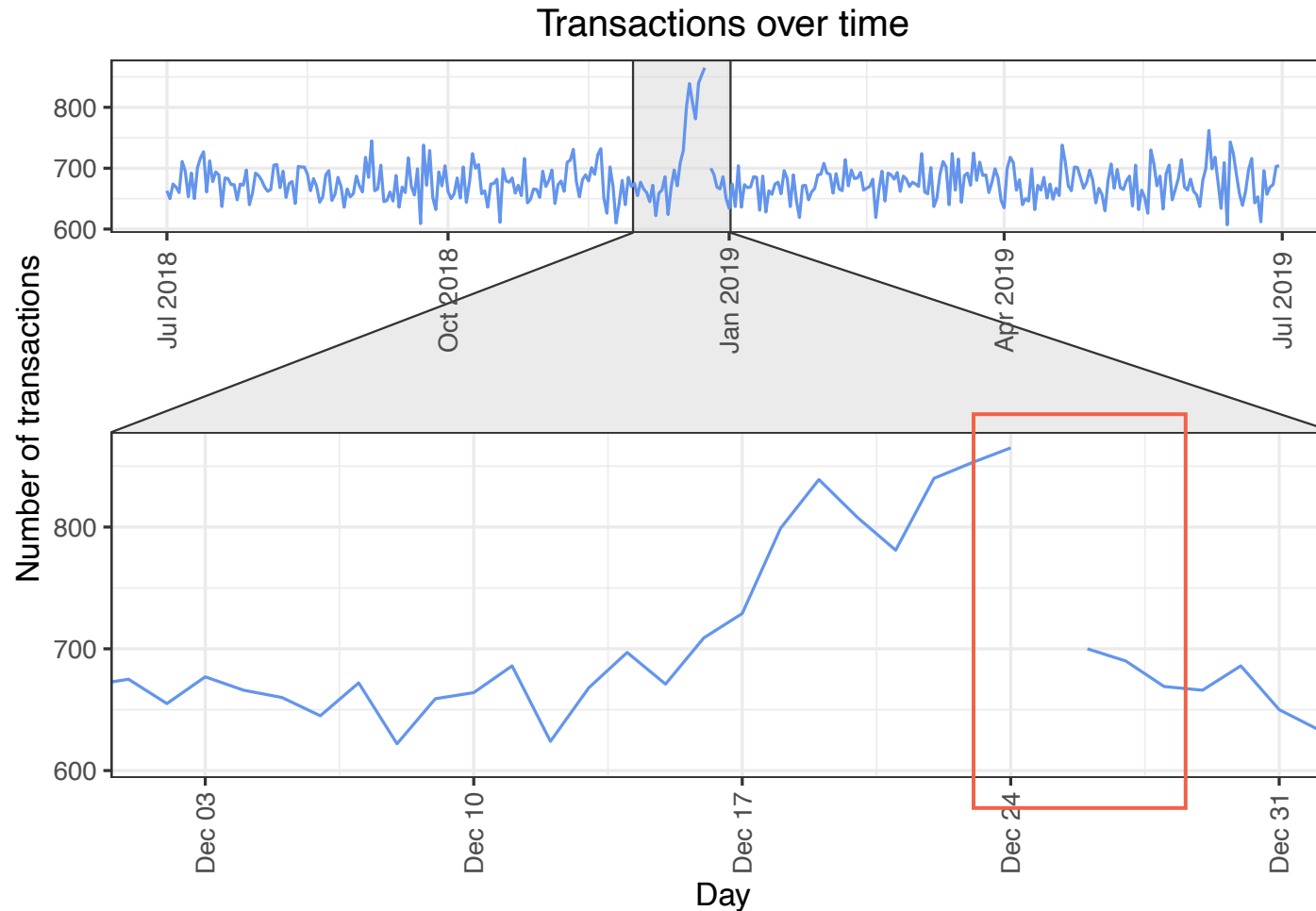
Trial Store Assessment

- Trial store 77 and 88 shows significant increase in sales during the trial period but store 86 fails to do so
- We found the control stores 233, 155, 237 for trial stores 77, 86 and 88 respectively
 - Control stores have similar performance in sales with the trial stores during the pre-trial period
 - Trial store 77 and 88 showed significant difference compared to their control stores in at least two of the three trial months but that is not the case for trial store 86

01

Category

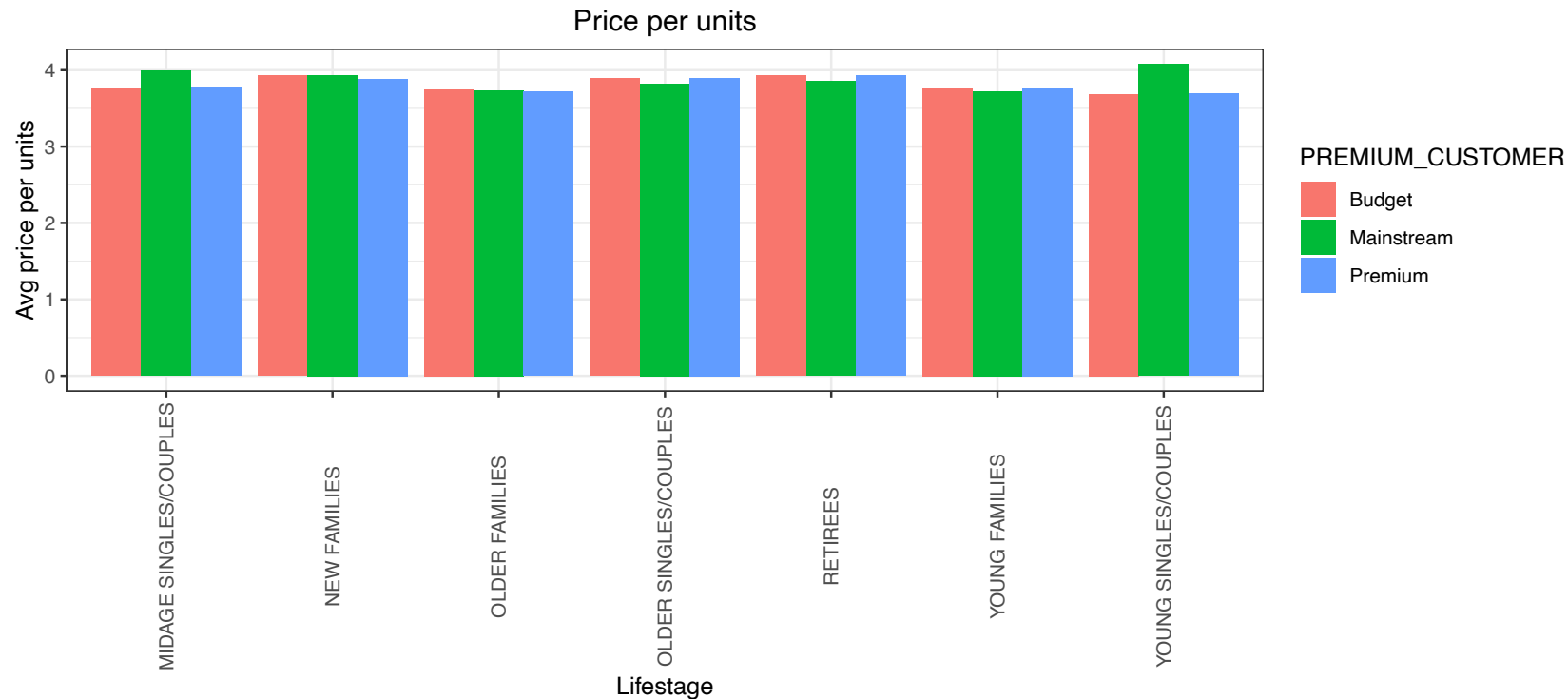
Overview of the sales performance



Increase in chip sales occurs in the lead-up to Christmas

Chips transactions have substantially increase prior to Christmas but with a dip in sales on the Christmas day due to store closure

Affluence and its effect on consumer buying for the category of chips

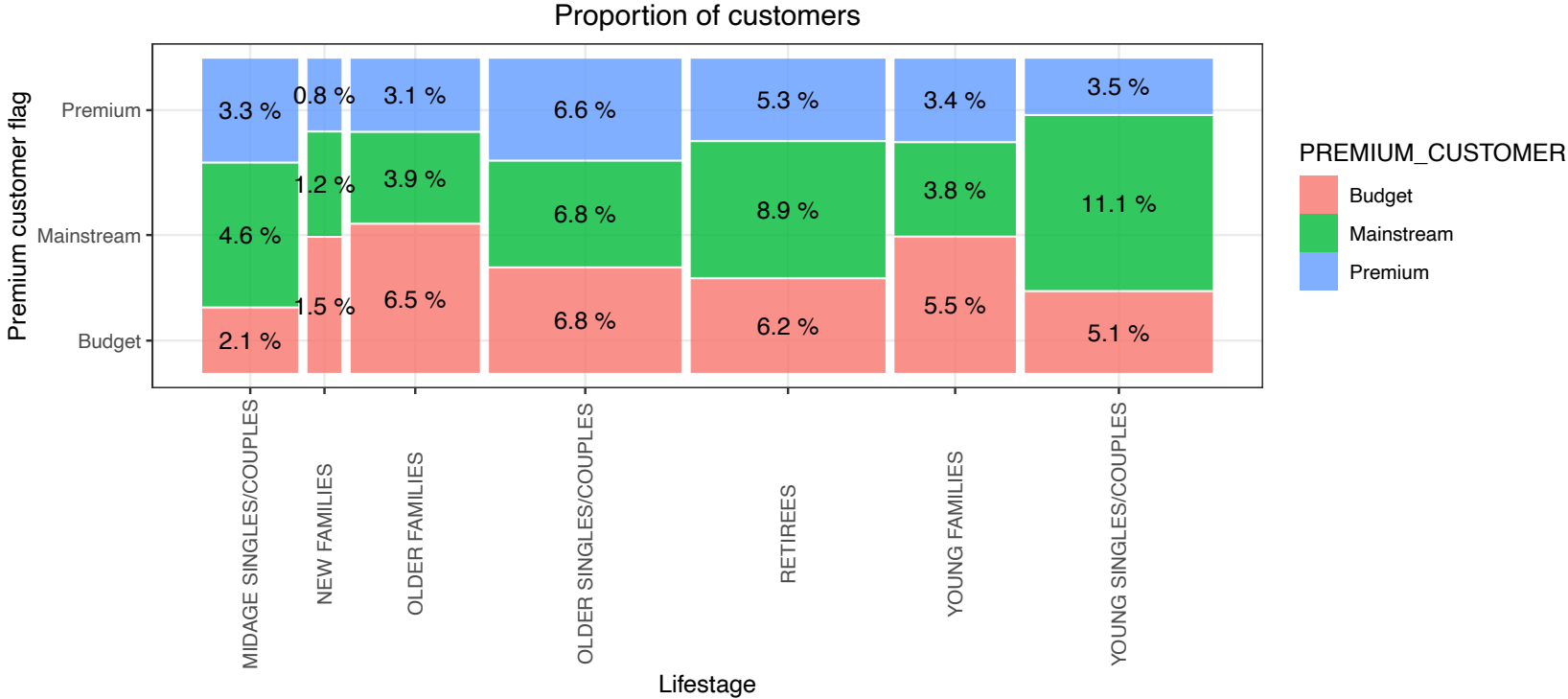


Mainstream consumers pay more per packet of chips

Mainstream mid-age, young singles, and young couples are more willing to pay more per packet of chips compared to their budget and premium counterparts.

Proportion of customers by affluence and life stage

More mainstream young singles and couples and retirees buy chips

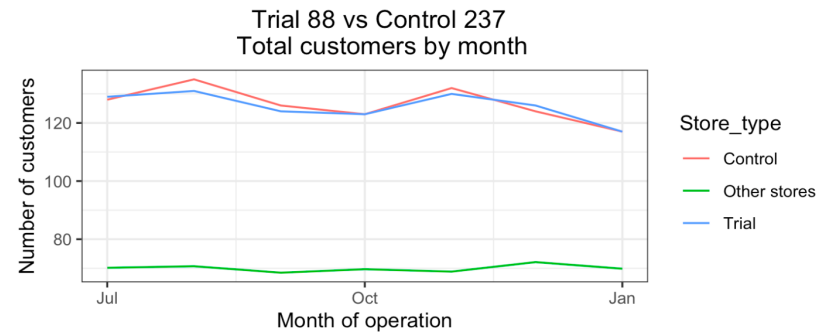
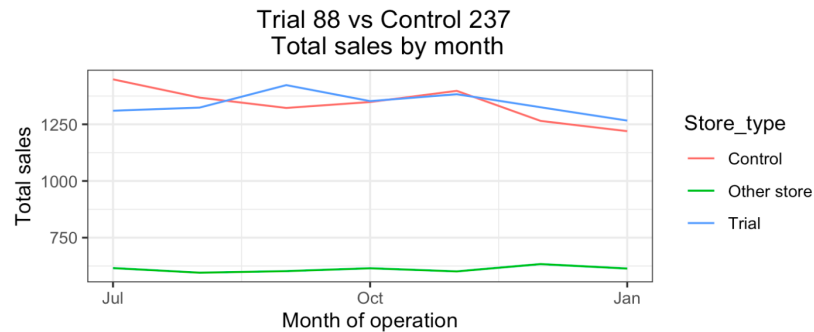
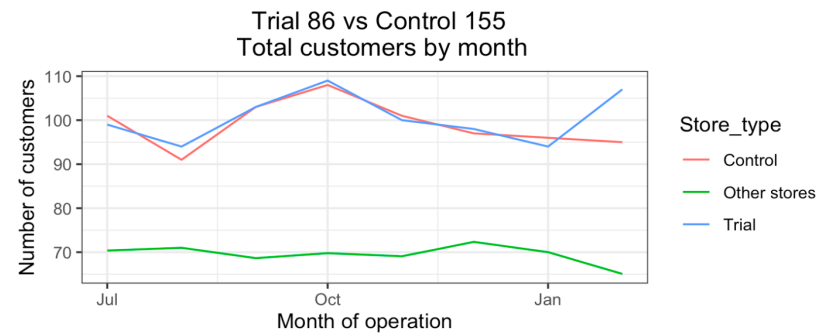
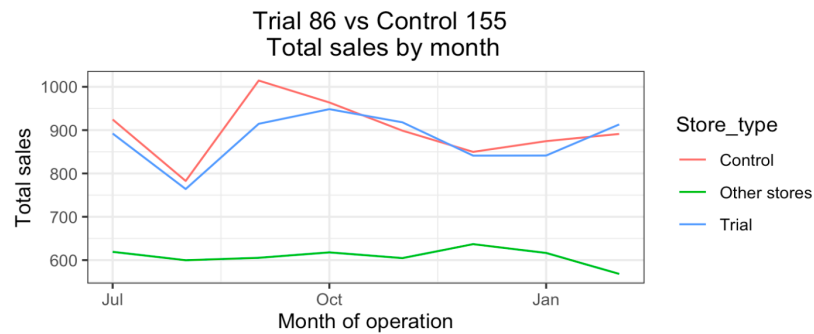
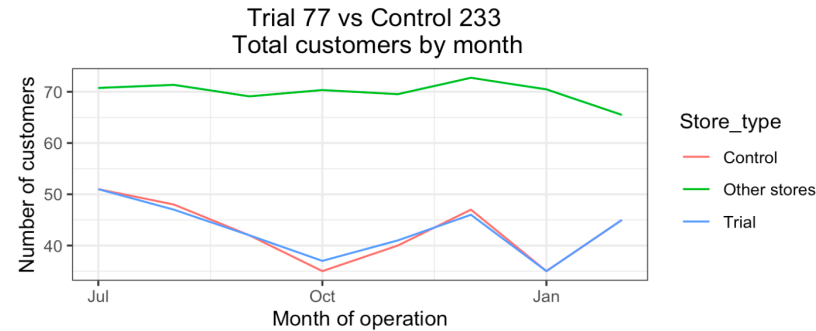
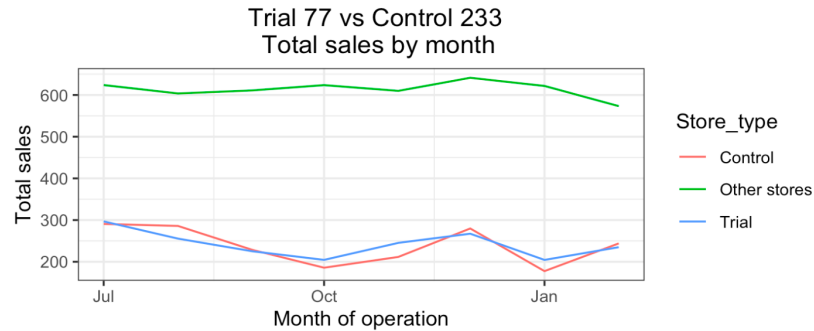


The proportion of customer in each customer segments shows that there are more Mainstream young singles/couples and Mainstream retirees who buys chips

02

Trial store performance

Control store vs other stores

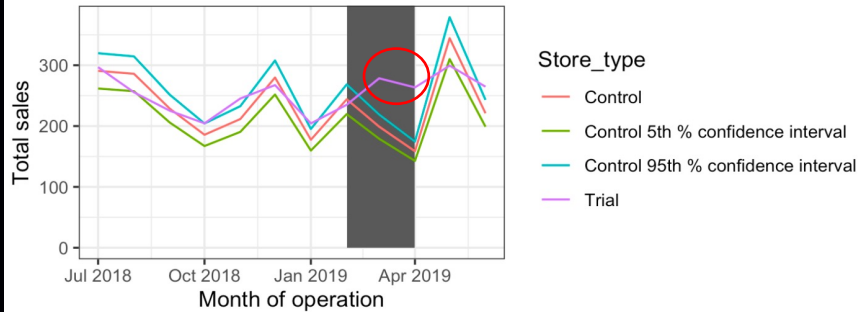


Select a control store for each trial store for assessment

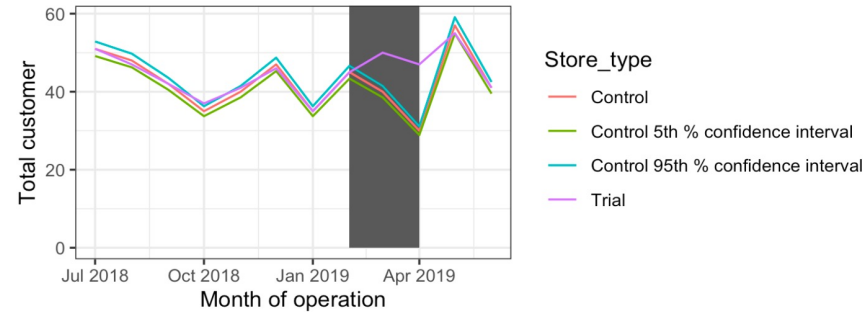
To assess the trial store performance, we select control store based on sales metrics during the pre-trial period. The store with the most similar performance to the trial store are selected as control store.

Trial store performance

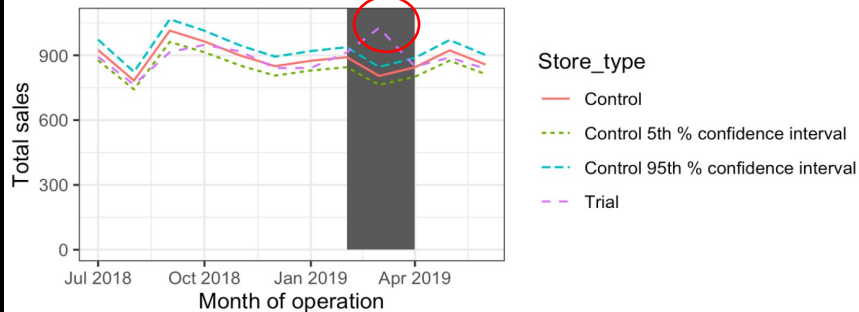
Total sales by month - Trial 77 vs Control 233



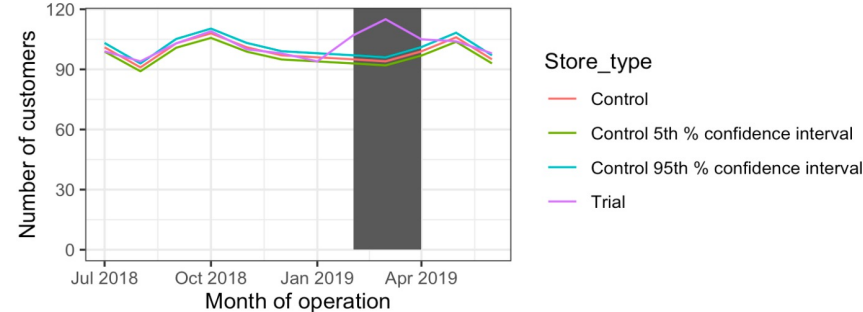
Total customer by months - Trial 77 vs Control 233



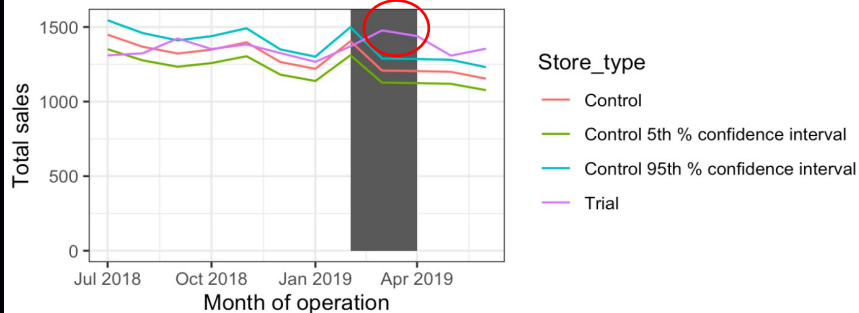
Total sales by month - Trial 86 Control 155



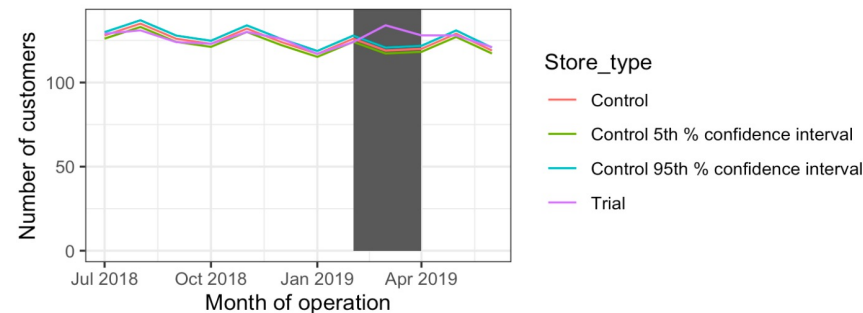
Total customers by month - Trial 86 Control 155



Total sales by month - Trial 88 Control 237



Total customers by month - Trial 88 Control 237



Trial in store 77 and 88 shows significant difference but not in store 86

The results for trial stores 77 and 88 during the trial period show a significant difference in at least two of the three months but that is not the case for trial store 86



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