

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

## Customer Analytics

- The segment with the highest sales contributor are: 1. Budget older families, 2. Mainstream young singles/couples, 3. Mainstream retirees.
- Factors to driving sales: Mainstream young singles/couples have the largest segment from the customer base, while Older families have the highest average number of packages purchased per customer.
- To target sales more effective strategy: Mainstream young singles/couples are more likely to purchase Tyrells chips than other segments.

02

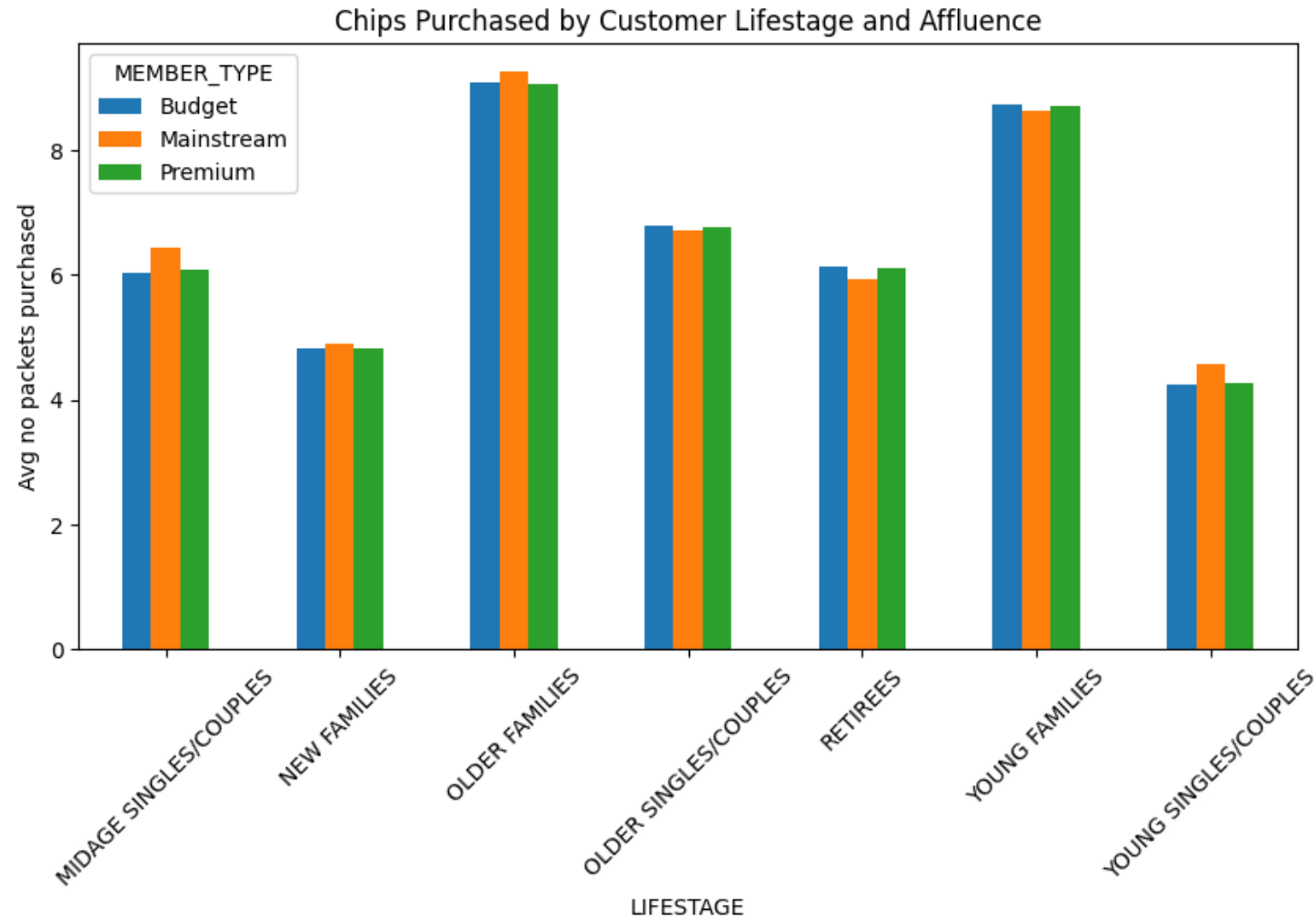
## Trial Store Analysis

- 3 stores has implemented new store layout.
- Control stores were selected to assess the performance of the trial stores.
- The new layout showed remarkable increase in total sales and number of customers

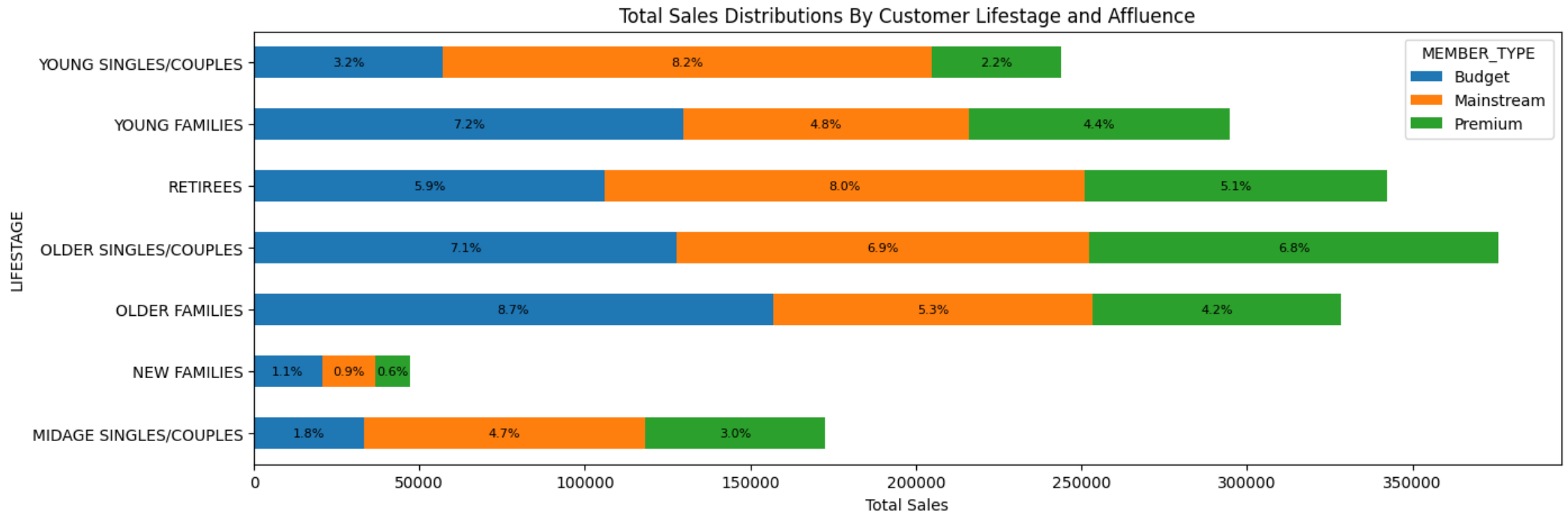
# 01

## Customer Analytics

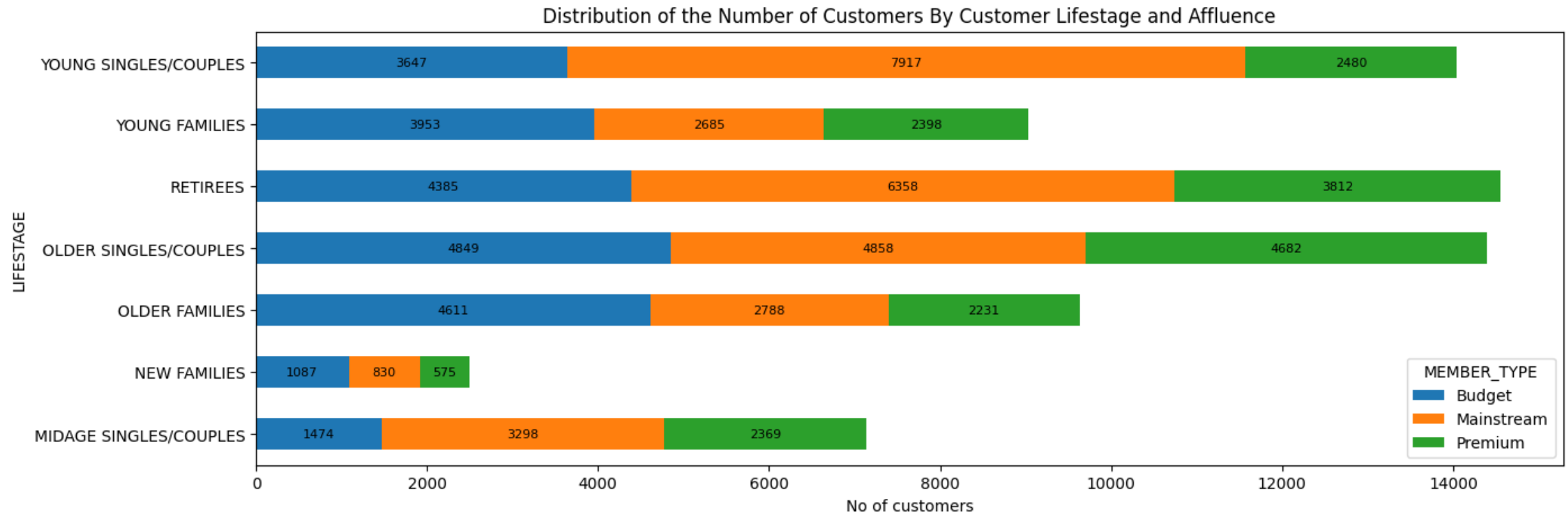
Older families and young families purchased more chips on average than the other segments with affluence not affecting quantities of chips purchased.



Sales mostly comes from budget older families, followed by mainstream young singles/couples.



Mainstream young singles/couples have the highest number of customer, driving their sales.



## Deeper analysis in the mainstream young singles/couples segment:

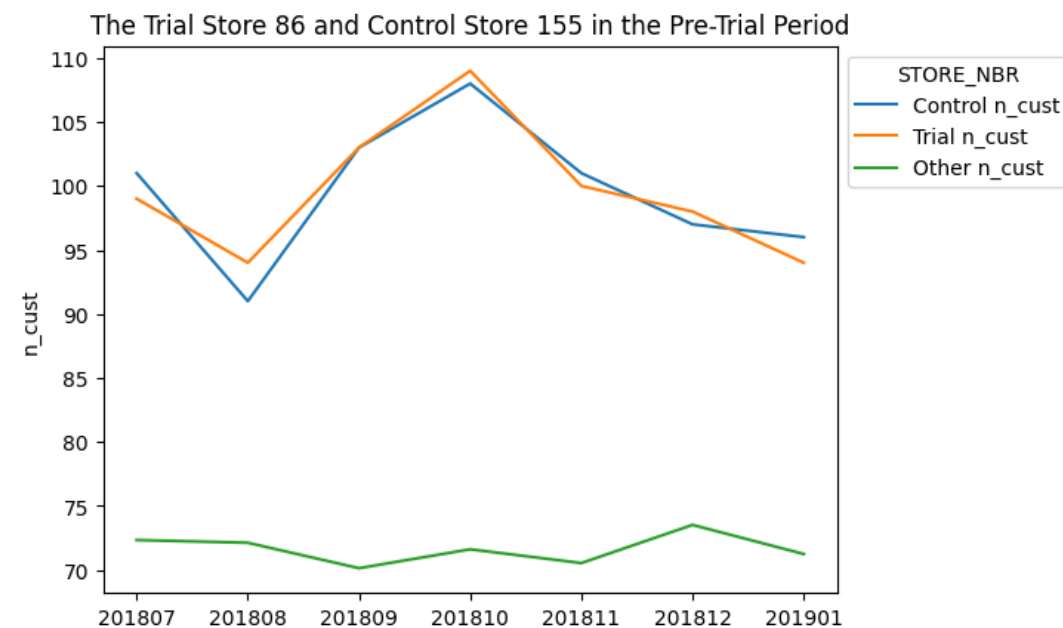
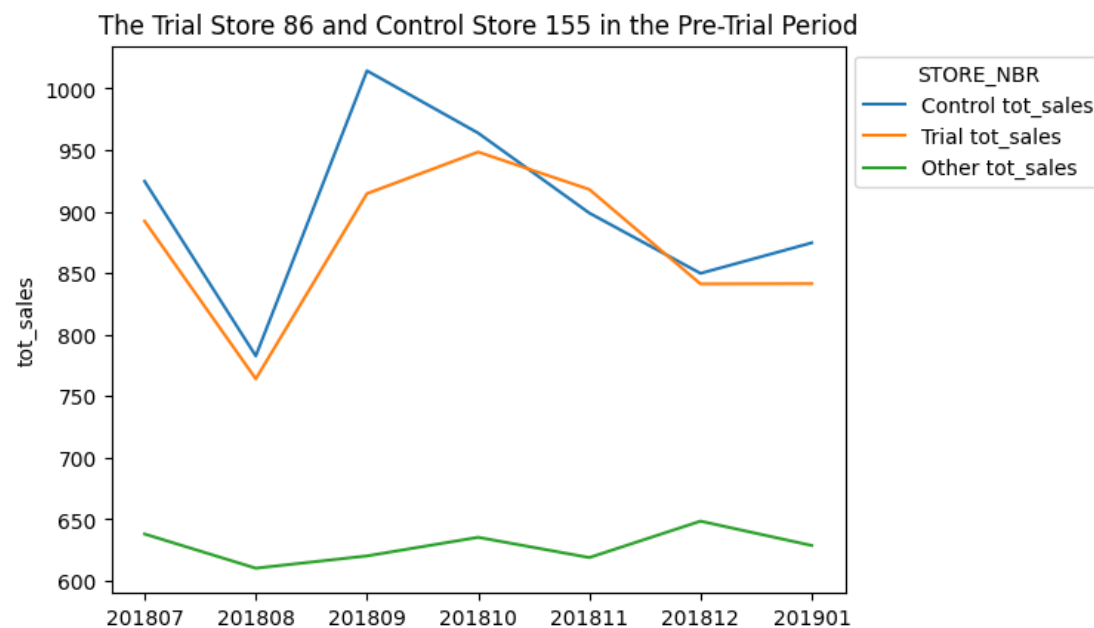
- Mainstream young singles/couples are 28% more likely to purchase Tyrell chips rather than Kettle chips, even though Kettle chips are the most purchased brand across the segments.
- They are 32% more likely to purchase chips with 175g package – only Twisties has this size
- Strategy to increase sales: Increase the visibility of Kettles, Twisties, and Tyrell where this segment are more likely to see them.



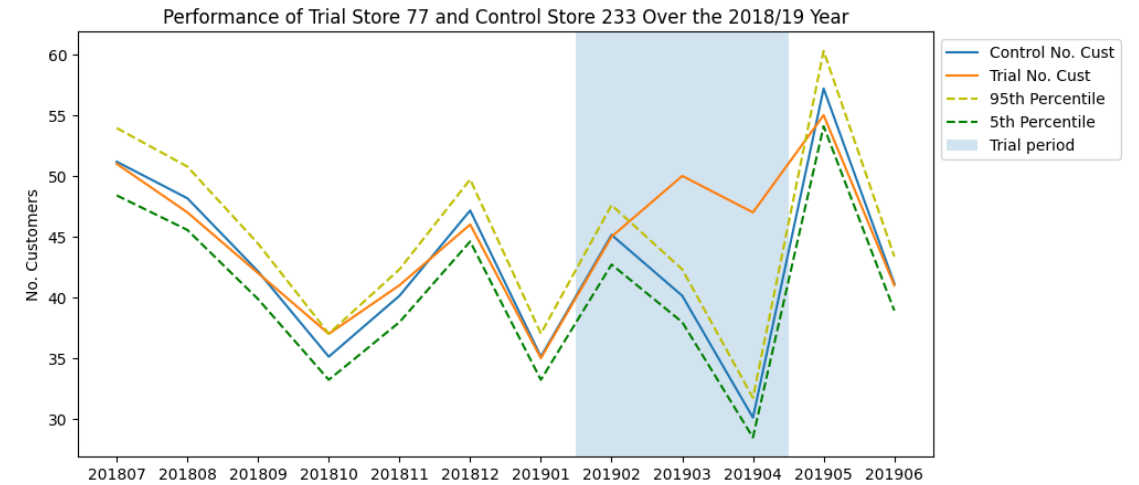
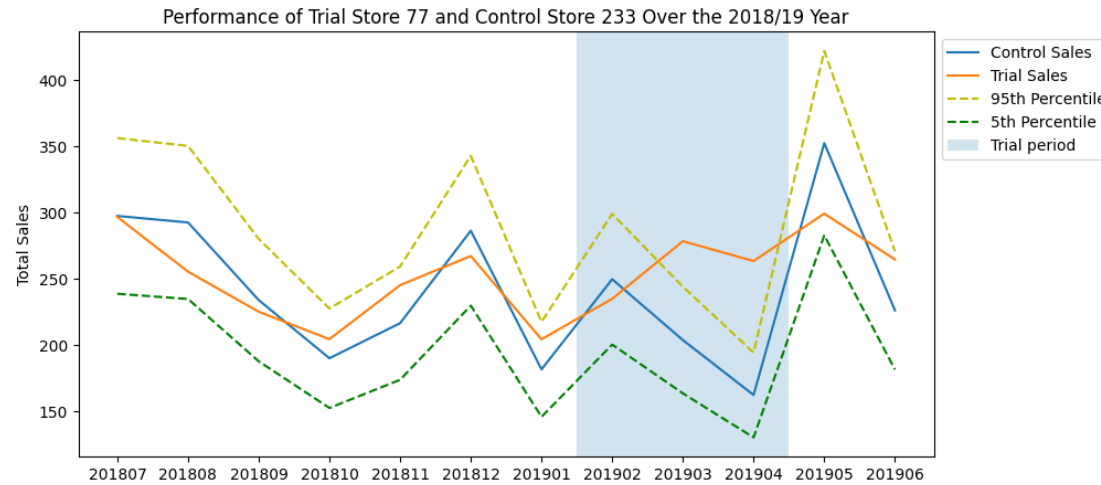
# 02

## Trial store performance

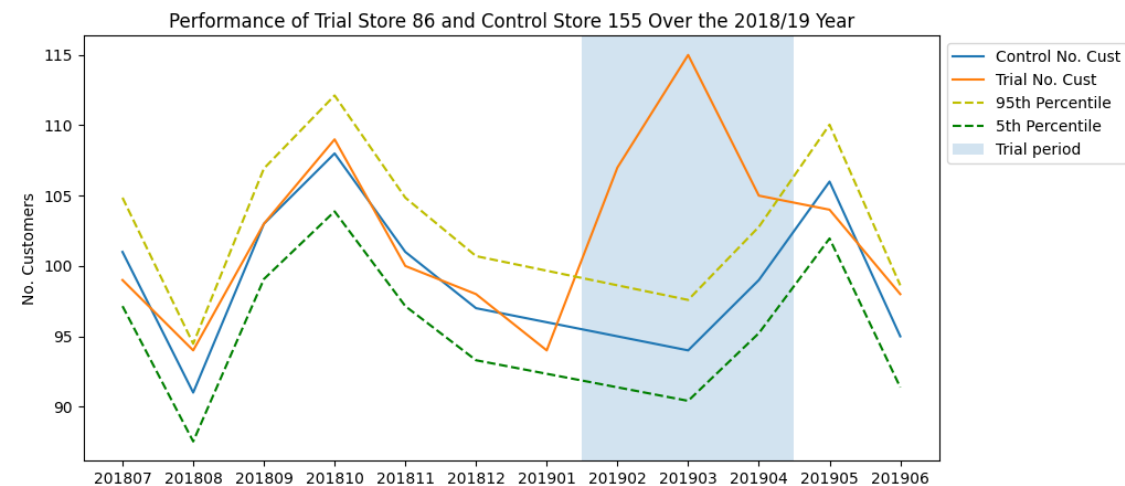
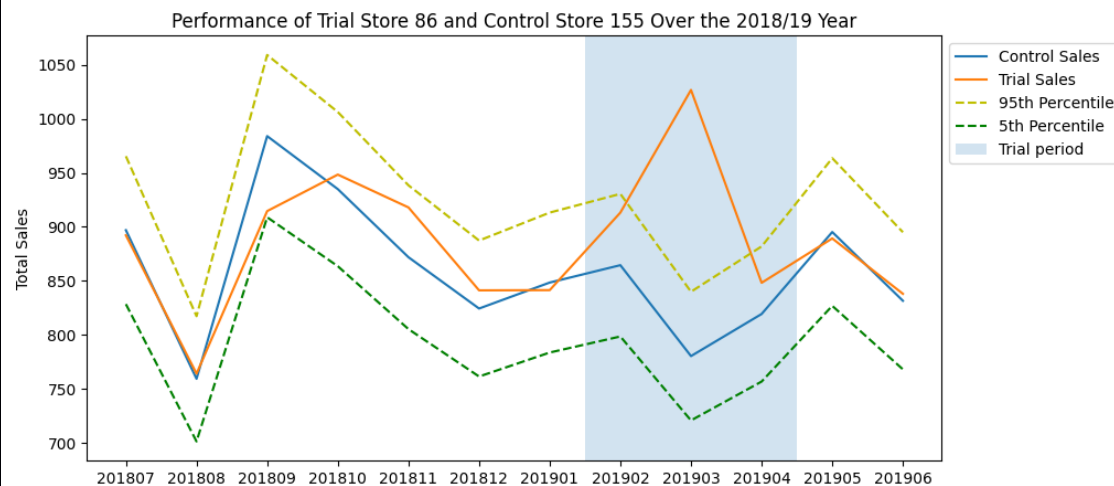
Control stores is used to assess the performance of trial store.  
Example: Stores 86 and 155.



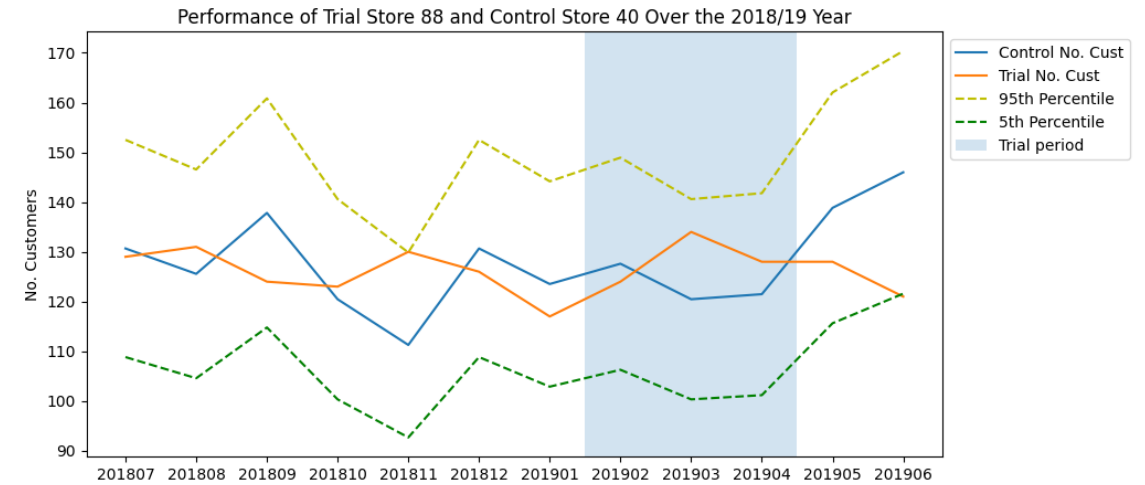
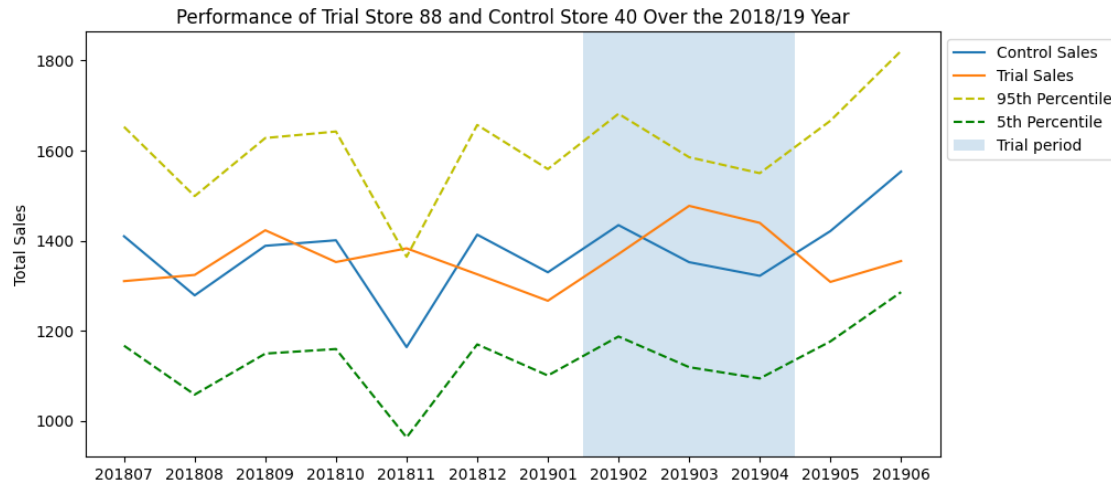
# Trial store 77: trial success – Increases in sales and customers



# Trial store 86: trial success – Increases in sales and customers



# Trial store 88: No significant difference in sales and customers number.





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