

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

Define current purchasing trends and behaviours

- Number of Transactions up before Christmas and then decreased dramatically
- **Kettle** – the most popular brand among all Customers
- **Older/Singles** couples are spending more than other segments of Customers
- The highest number of Customers is **Mainstream Young/Single segment**

02

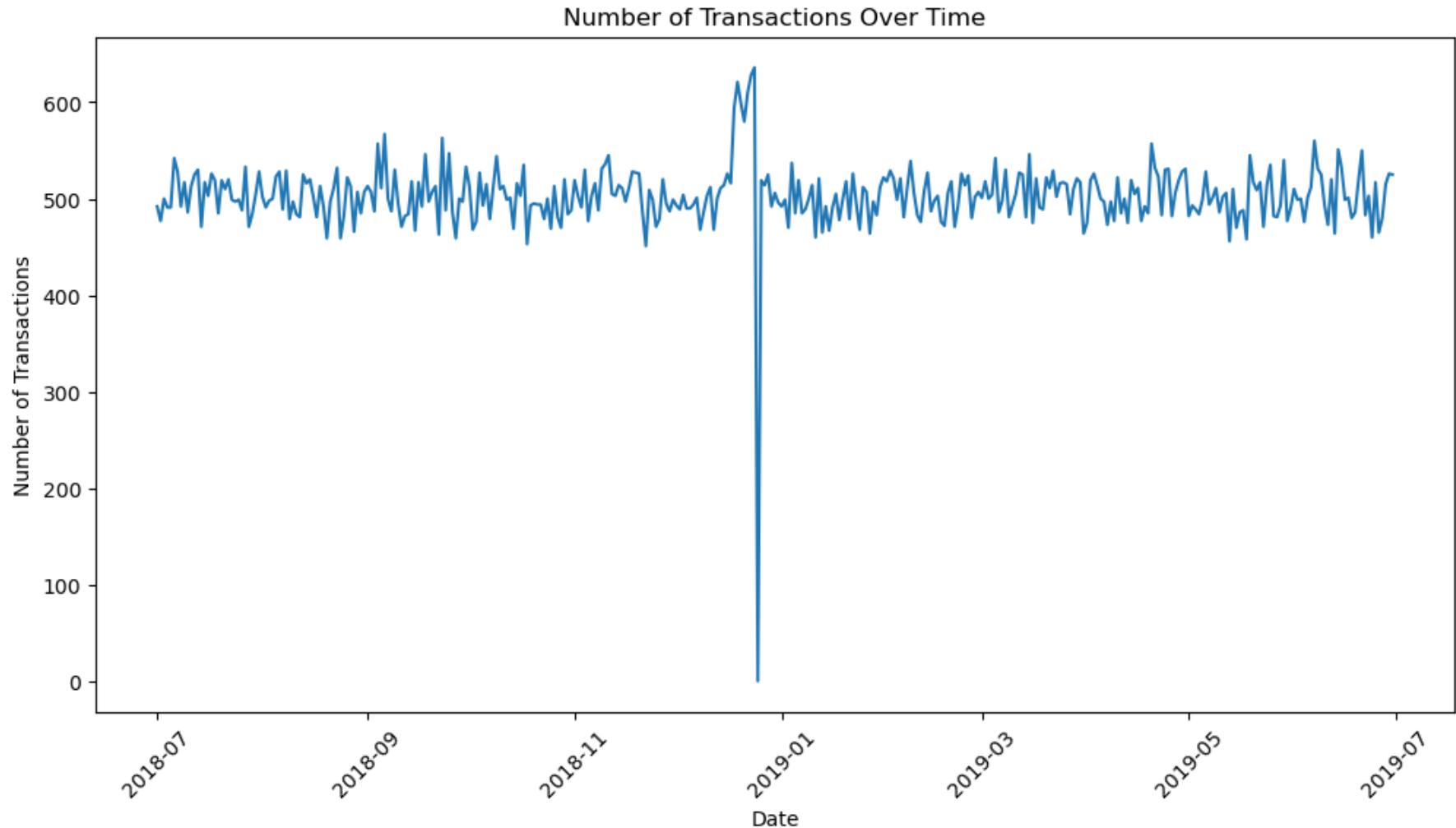
Trial stores Analysis

- Control Stores set up as a benchmark to compare against Trial stores performance
- Across all trial stores we can observe the increasing of Total Sales and Number of Customers

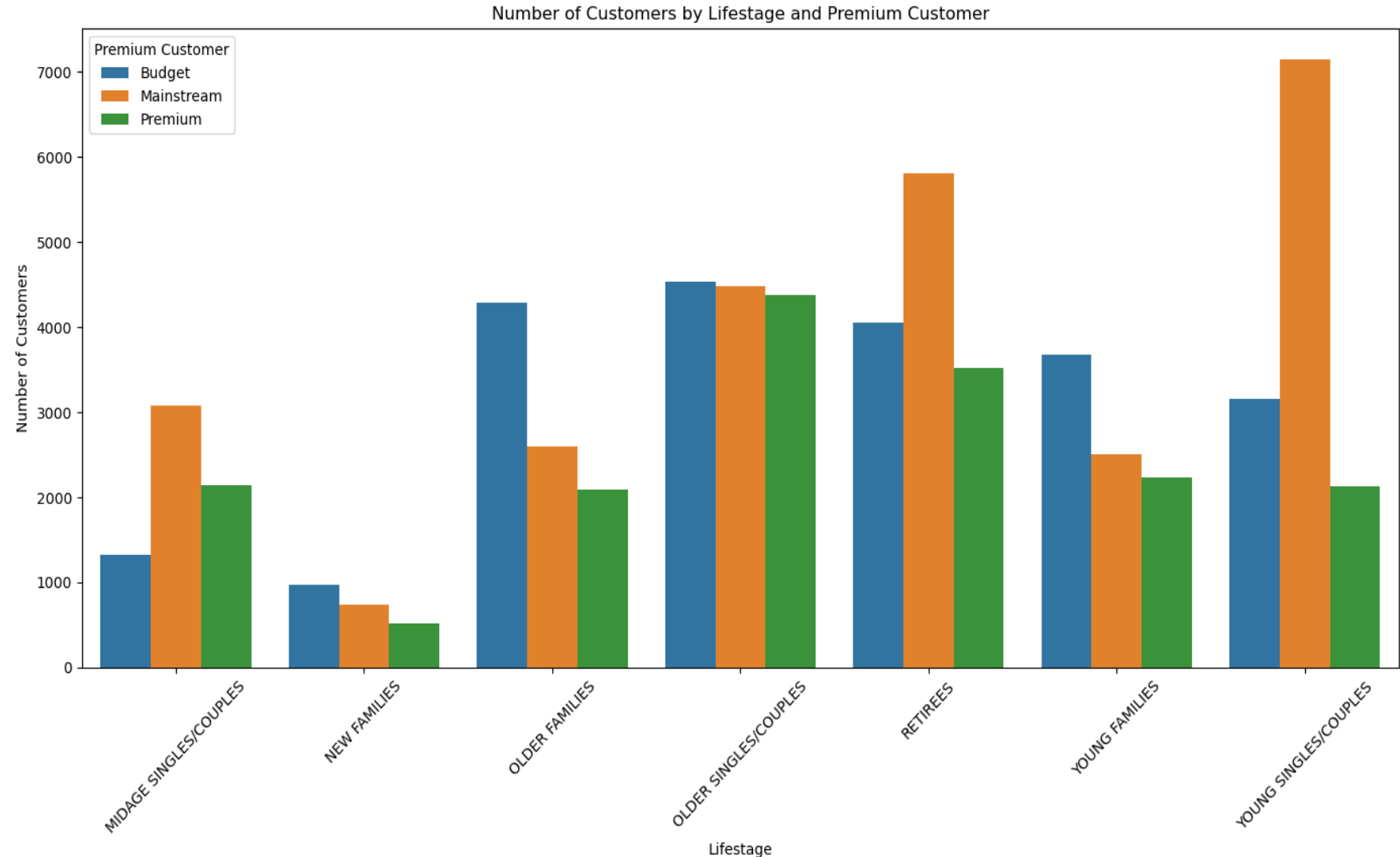
01

Category

The number of transactions over the last year shows general stability with notable spikes and drops around January 2019. Here is an abrupt and sharp drop to nearly zero transactions around Christmas.

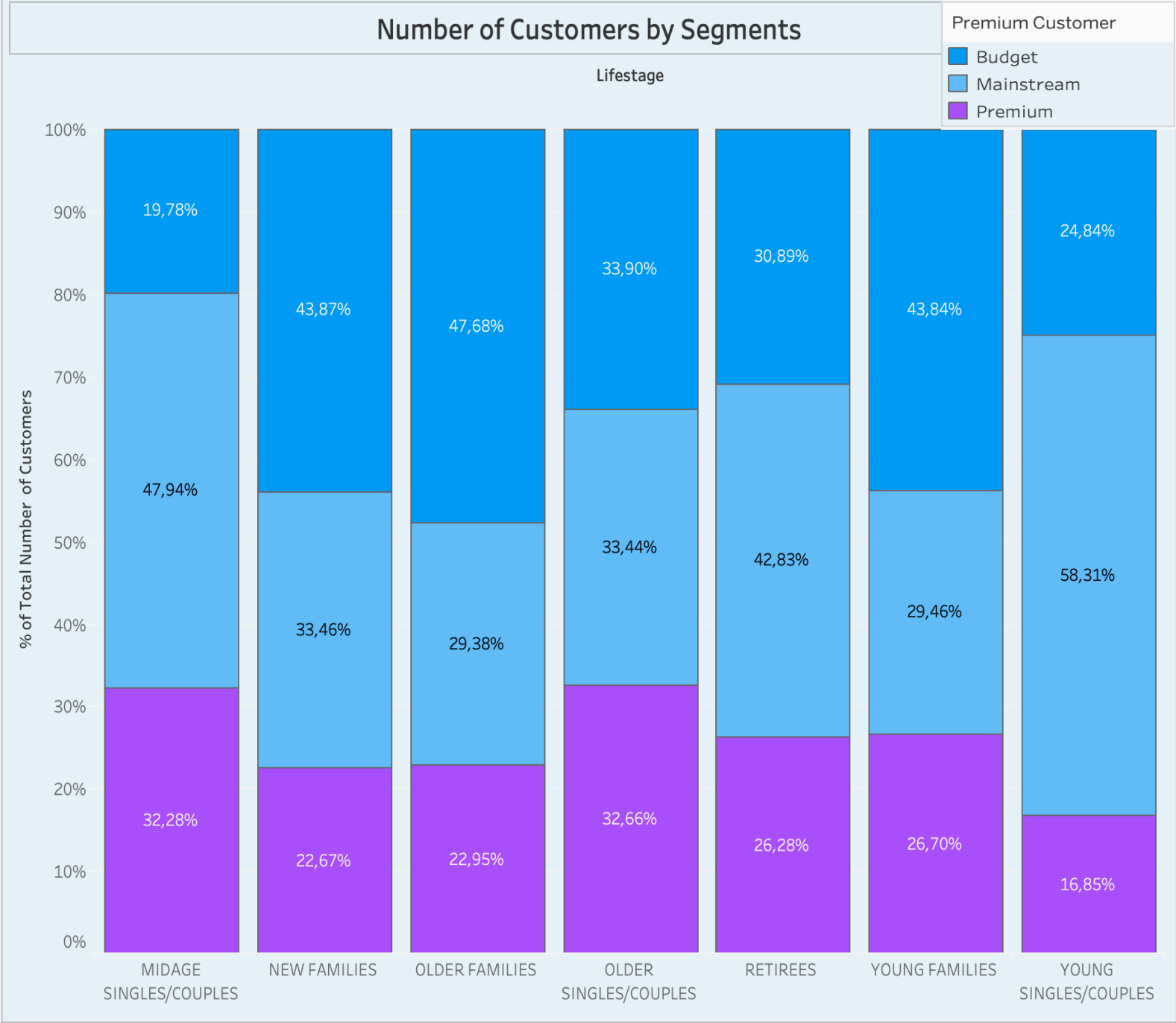


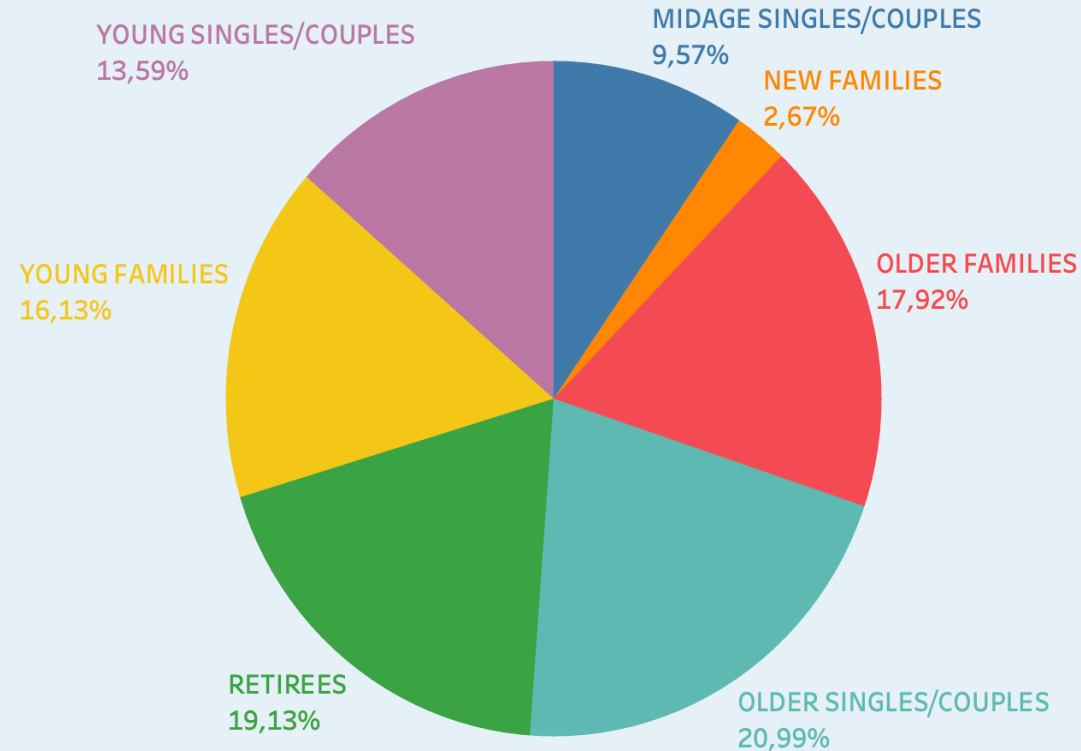
The chart highlights that Mainstream customers dominate most lifestages, particularly among younger segments. Budget customers are more prevalent among families and retirees, while Premium customers show significant presence among singles/couples, indicating higher spending potential.



Mainstream customers are the largest segment across all lifestages, especially among Young Singles/Couples and Older Families. This indicates a strong preference for mainstream products and services in these groups.

Midage Singles/Couples and Older Singles/Couples have a significant portion of premium customers, indicating higher spending potential in these segments.





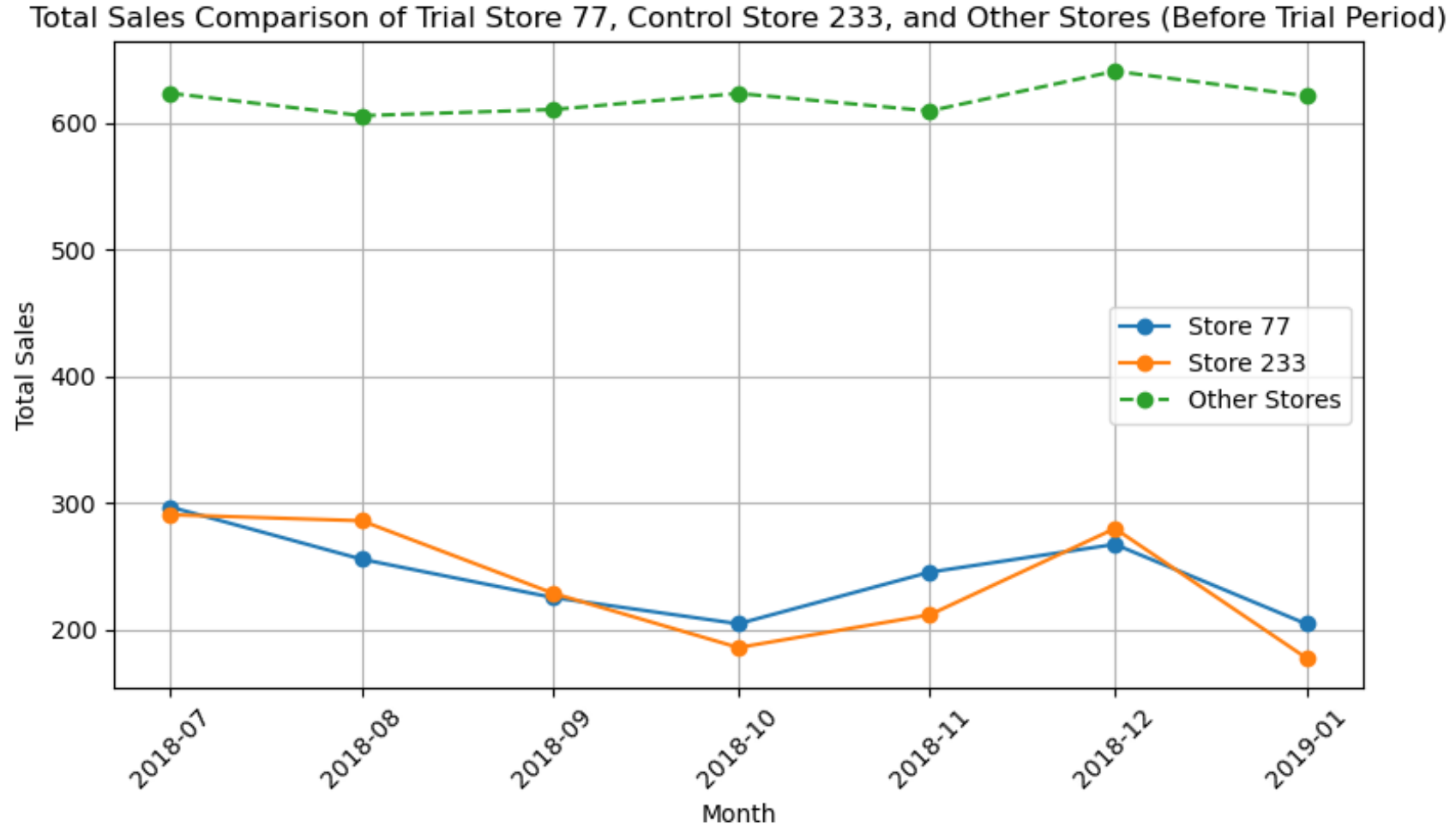
The pie chart shows the distribution of total sales by various customer segments.

The Older Singles/Couples segment contributes the highest share of total sales, indicating strong purchasing power and frequent transactions.

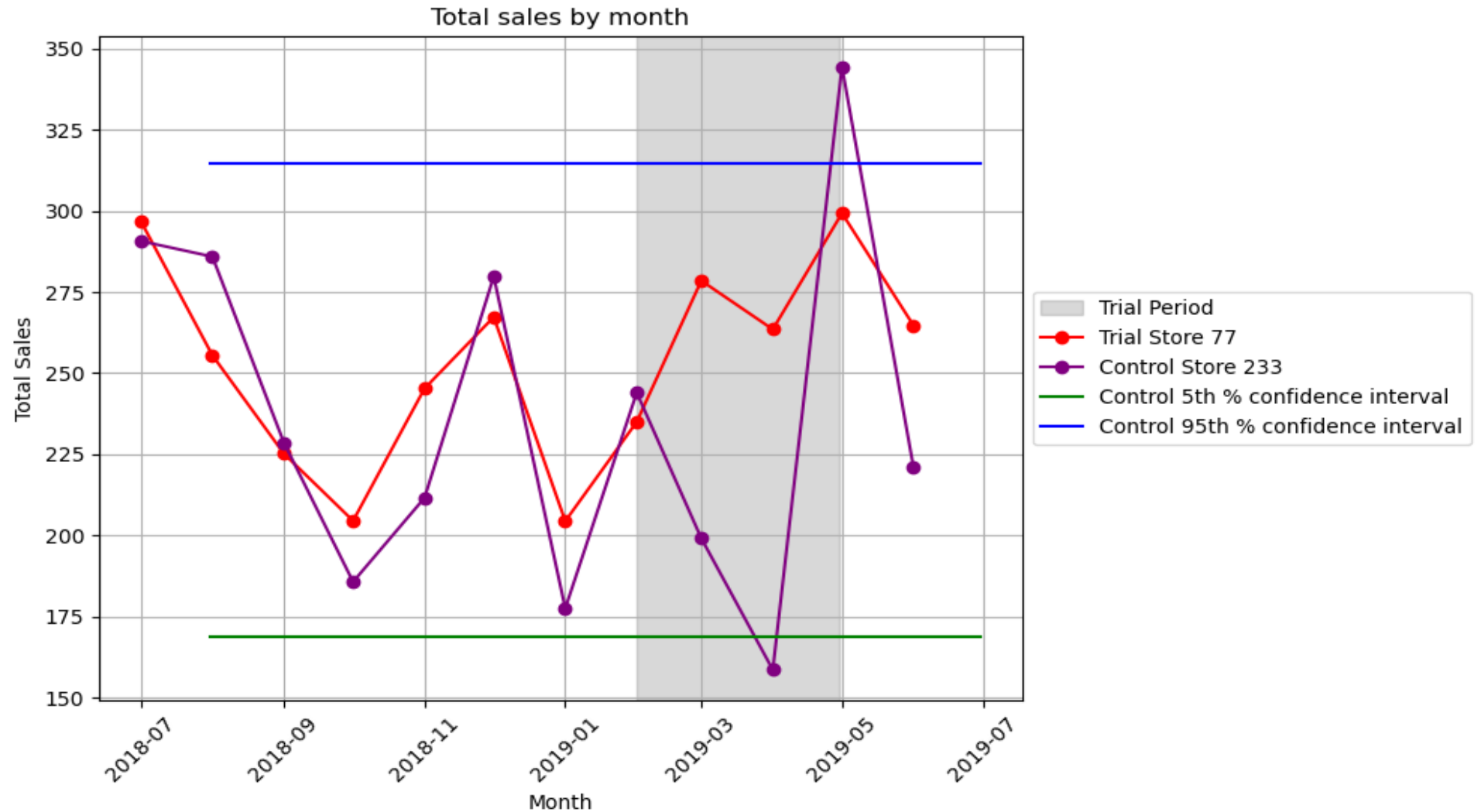
02

Trial store performance

The Control store set up to reflect a trial store performance



The trial period has significantly boosted the sales of Trial Store, especially in March and April 2019. This positive impact is both immediate and sustained.





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