

June 2020

# Category review: Chips

Retail Analytics



Classification: Confidential



# Executive summary

01

## Task 1

Older Families on budget followed by mainstream young singles/couples tend to spend more on chips than any other segment

Mainstream young single/couples prefer 'Kettle' and 'pringles' chips the most and a pack size of 175g & smaller  
Pack sizes in general

02

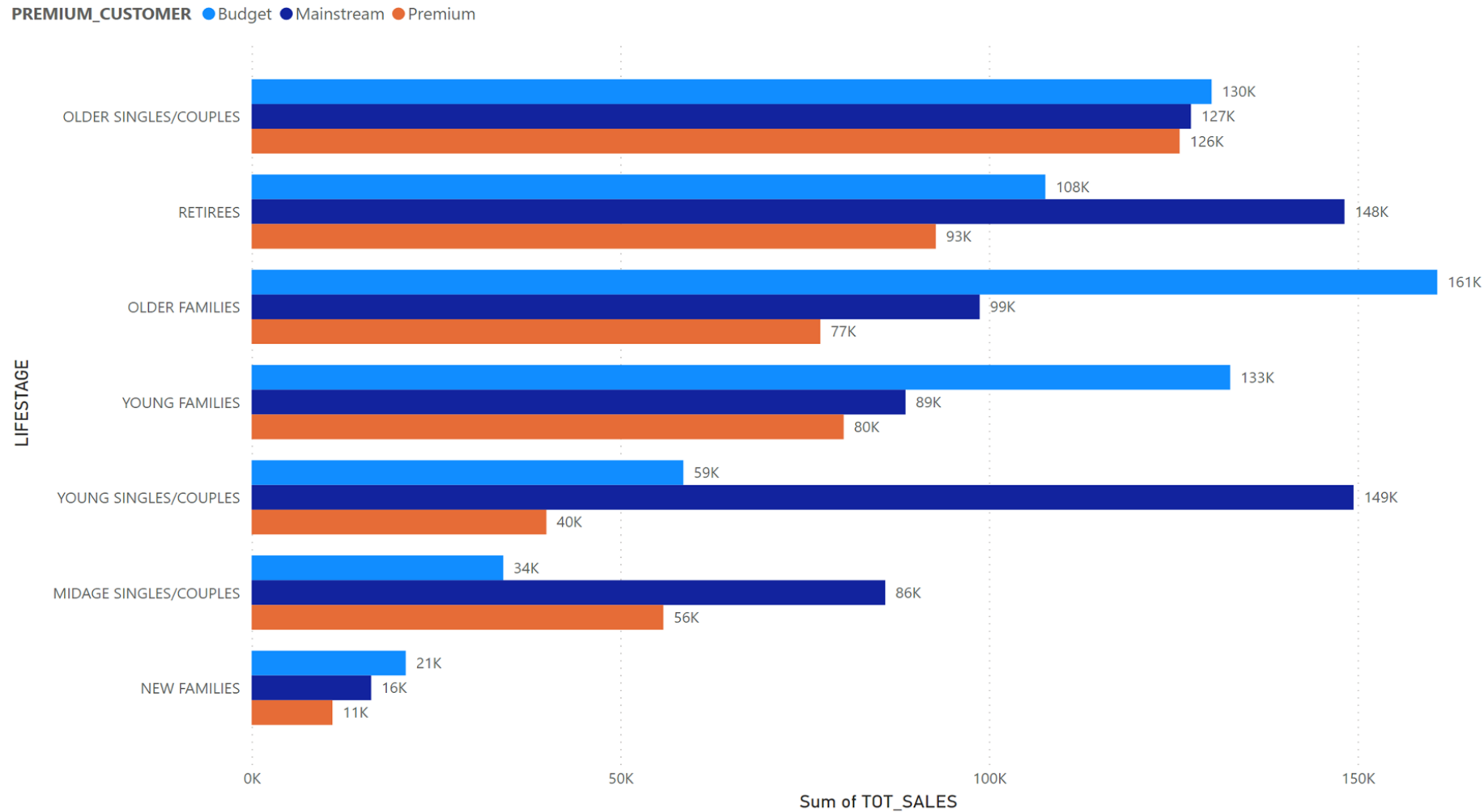
## Task 2

The trial period was proven to be successful on overall performance for store '77' as 2 out of 3 months were statistically proven to have an increase in sales compared to another similar store in performance before the trial period

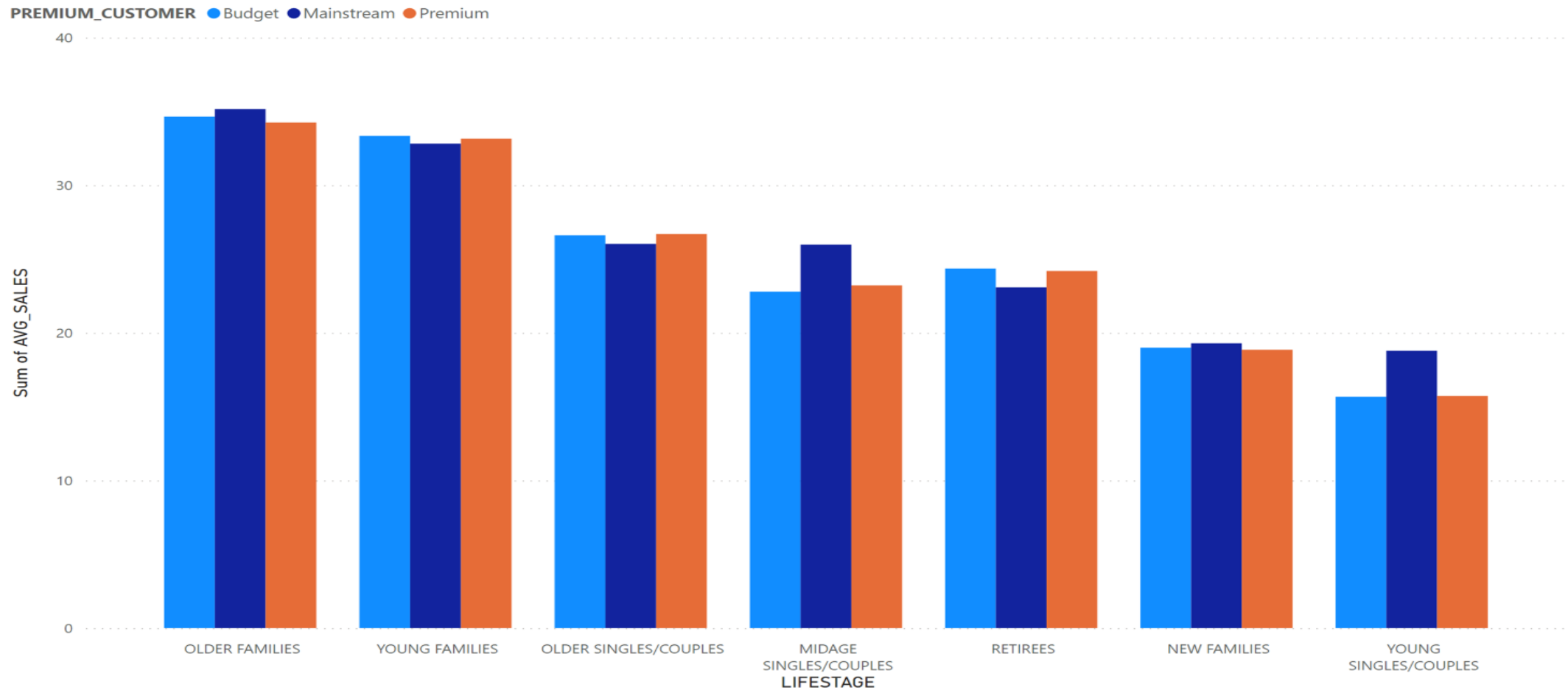
# 01

## Category

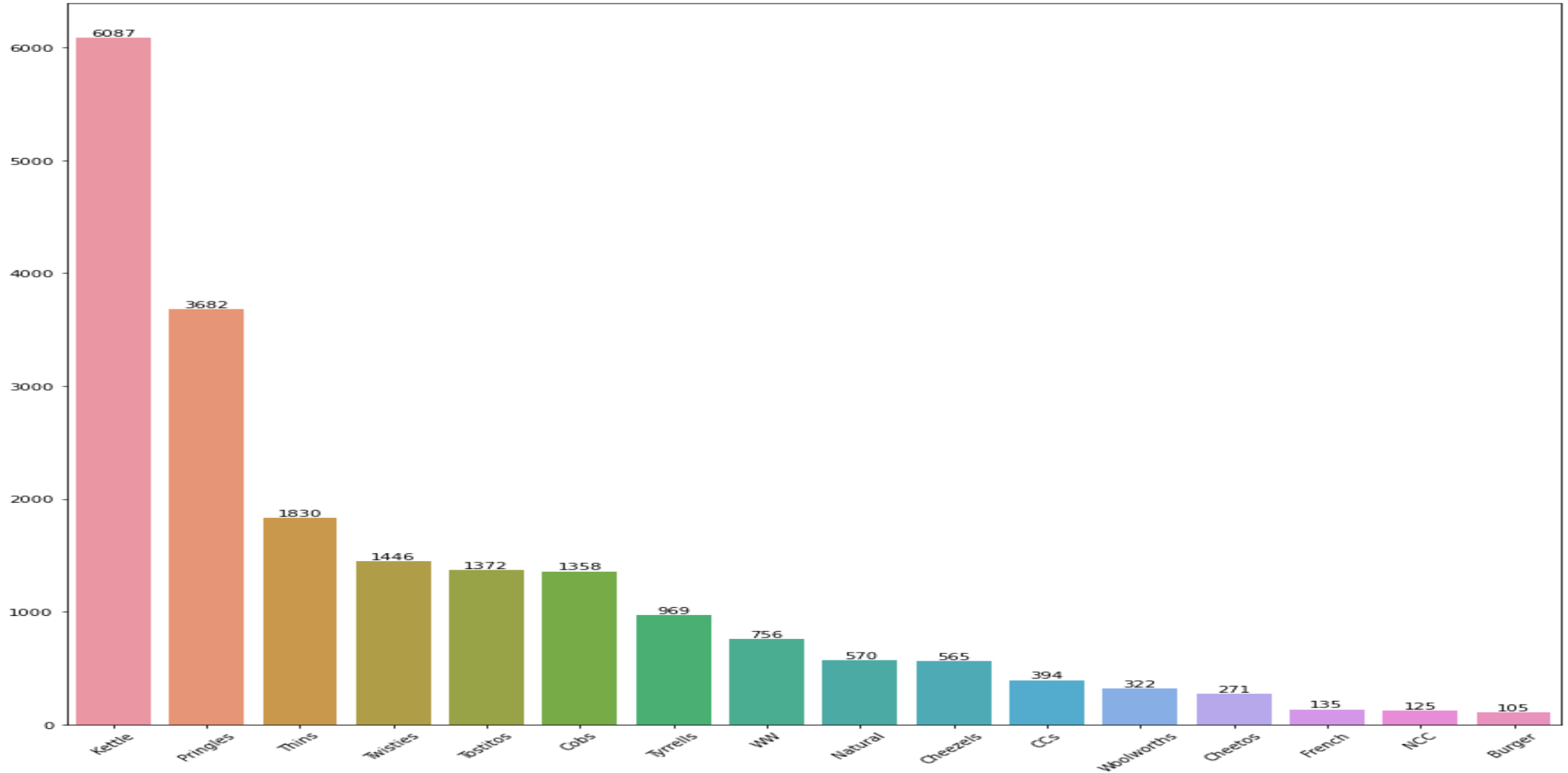
# A simple graph that shows total amount spent per segment



# Average spending by a customer per segment



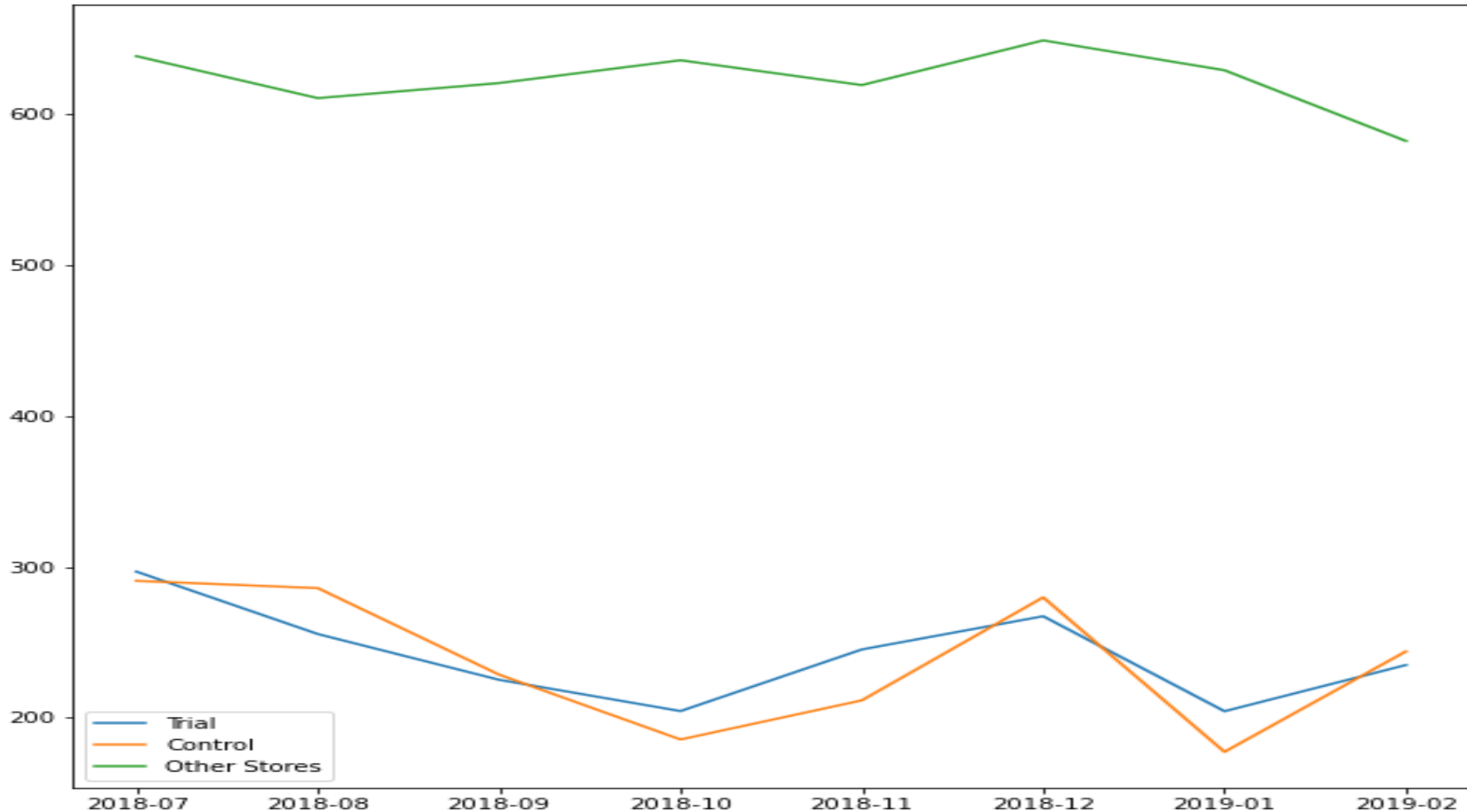
Companies that are favoured by young single/couples mainstream are mainly 'Kettle' & 'Pringles'



# 02

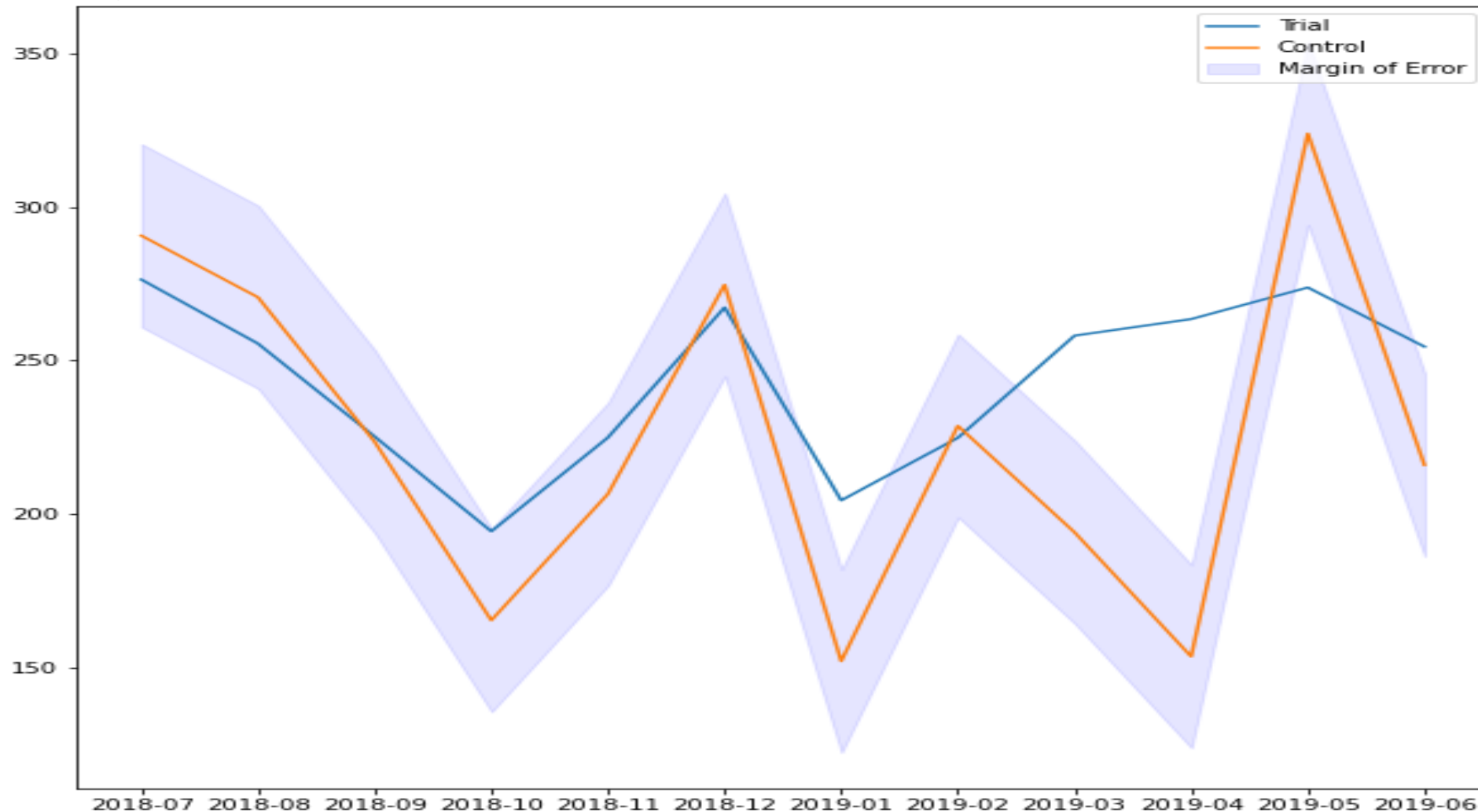
## Trial store performance

A simple graph that shows how the selected control store behave similar to trial store compared to other stores





The success of the trial period in two months out of the three (march & April) is clearly shown as the trial store over performed the control store





**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