

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 confidence nature of this document.

Executive summary

01

Task 1

- Highest sales period is during December
- Top three popular brands is Kettle Chips, Smiths and Doritos
- Older families with budget purchasing behaviour represent the highest proportion of customers
- Older families with budget purchasing behaviour contribute the highest proportion of total sales
- Older families with mainstream purchasing behaviour buy the most chips on average
- Young singles/couples with mainstream purchasing behaviour buy the chips with the highest price on average.

02

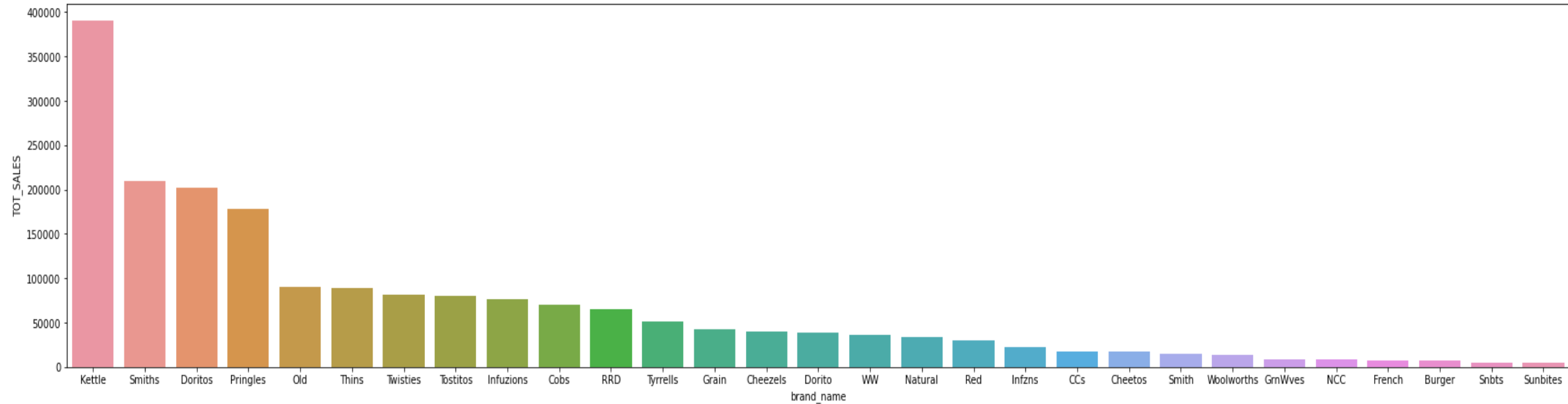
Task 2

- Store 77
 - sales are lower than control store during the trial period
 - sales are higher during trial period than rest of year
- Store 86
 - sales are lower than control store during the trial period
 - sales are higher during trial period than rest of year
- Store 88
 - sales are higher than control store during the trial period
 - sales are higher during trial period than rest of year

01

Brands Analysis

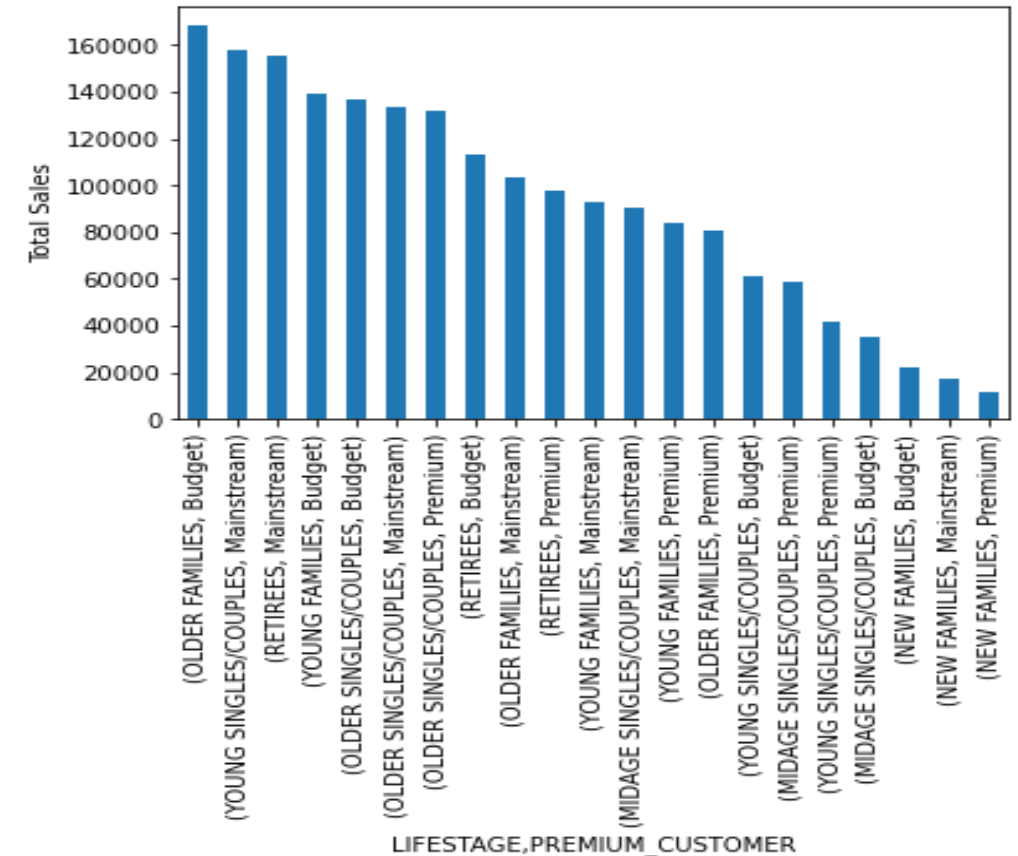
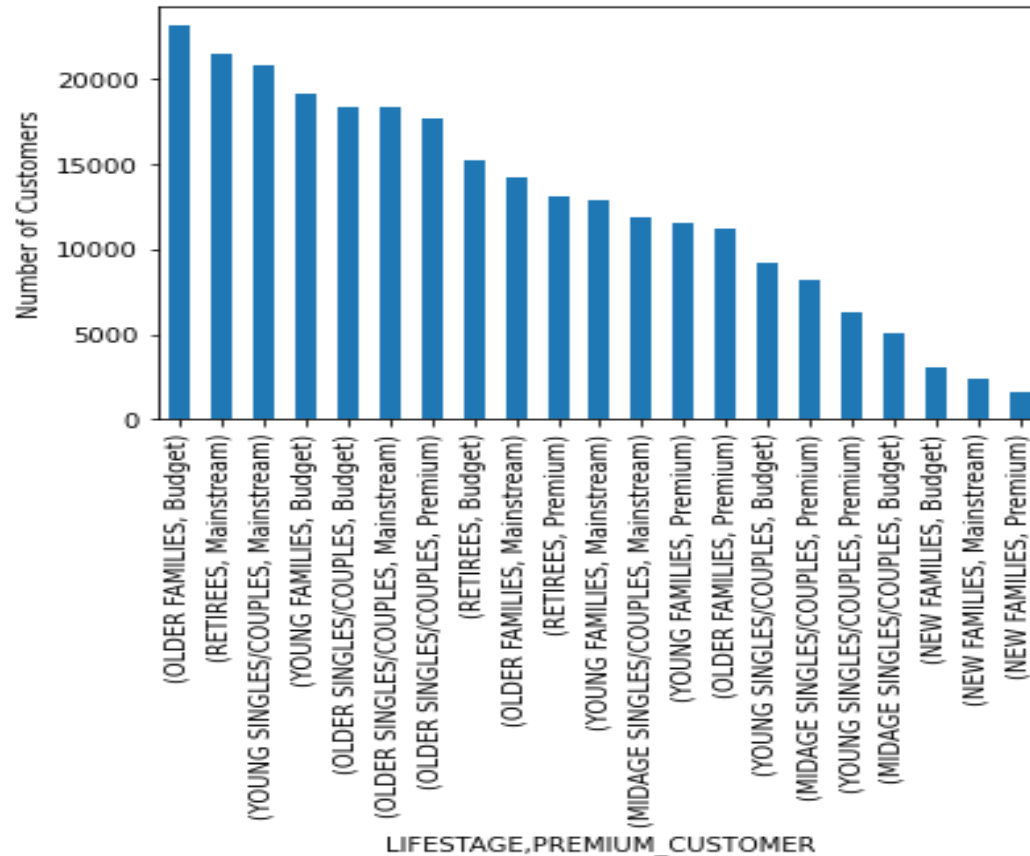
Most Popular Brands based on Sales



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

1. Kettle is the most popular brand followed by Smiths, Doritos and Pringles.
2. Mainstream young singles/couples, retirees are the most common customers and also account for a great share of chips sale.
3. Budget older families have the maximum contribution to sales.
4. Mainstream young singles/couples and mid-age single/couples pay more per packet than any other group.

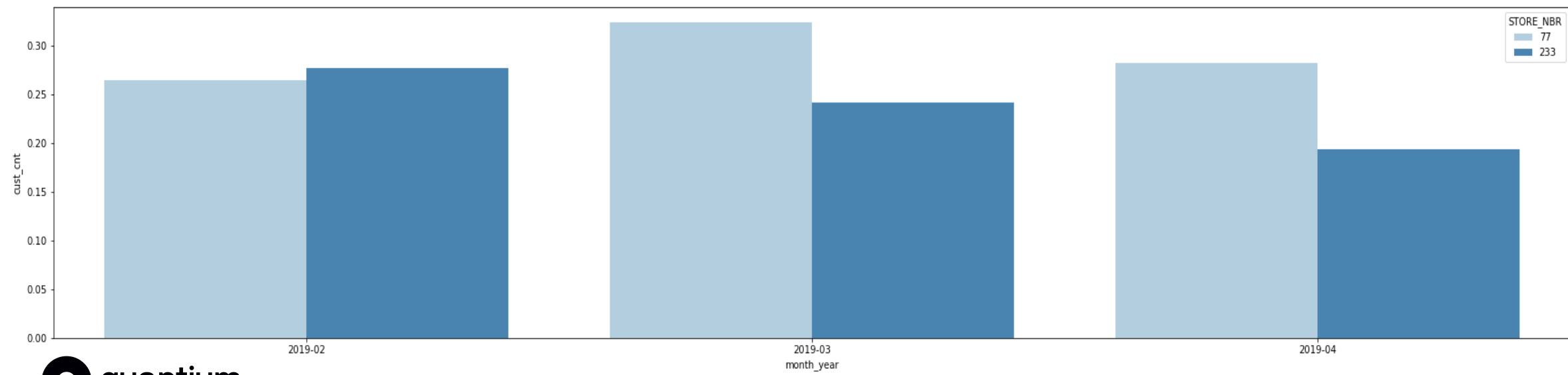
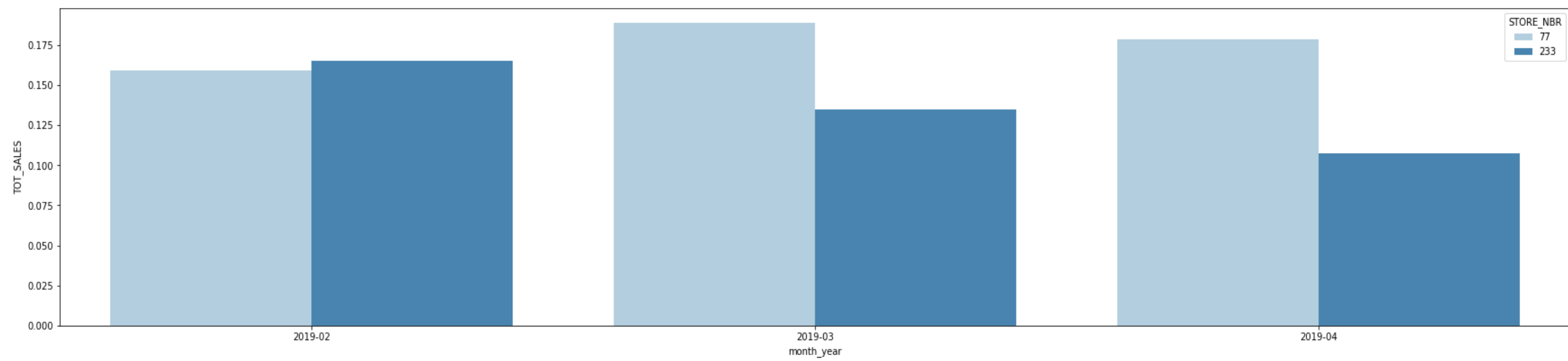
Visualising the proportion of customers by affluence and life stage on this slide



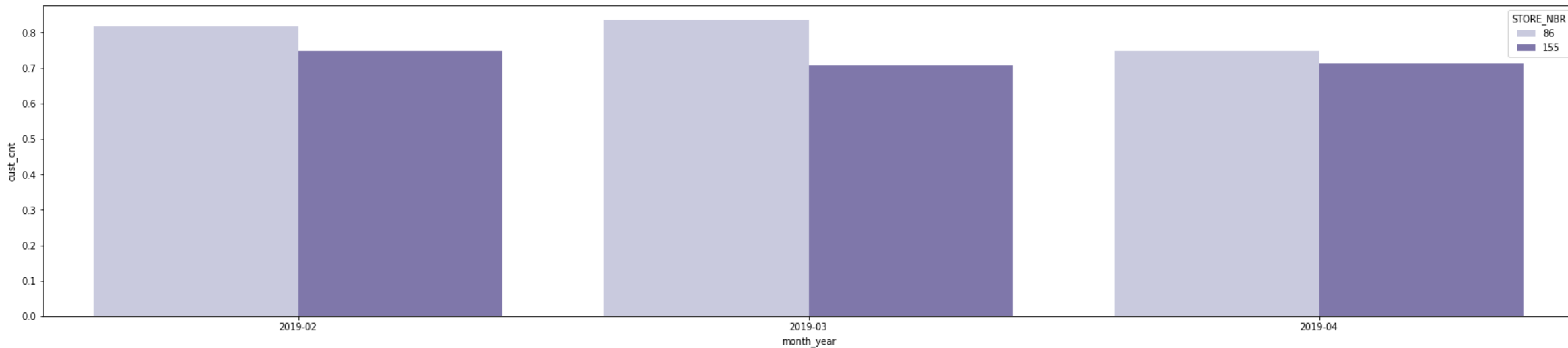
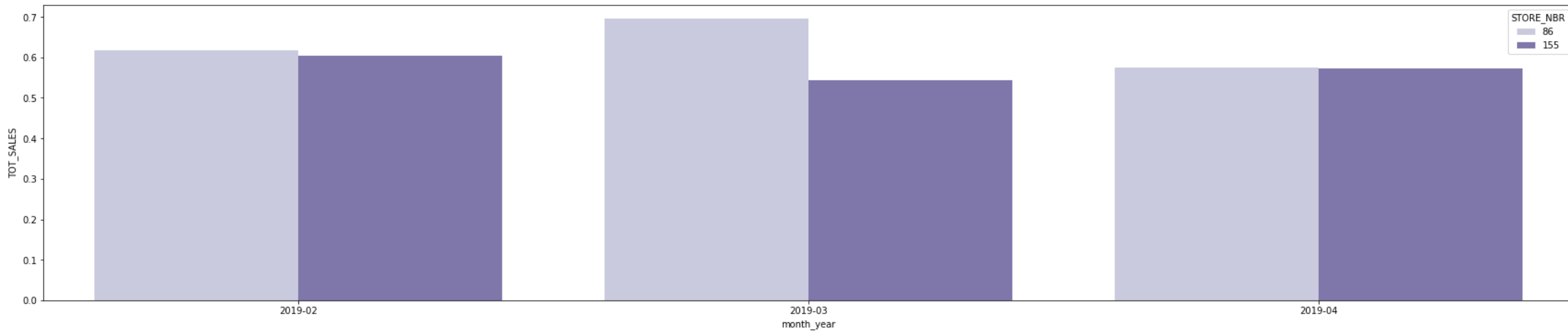
02

Trial store performance

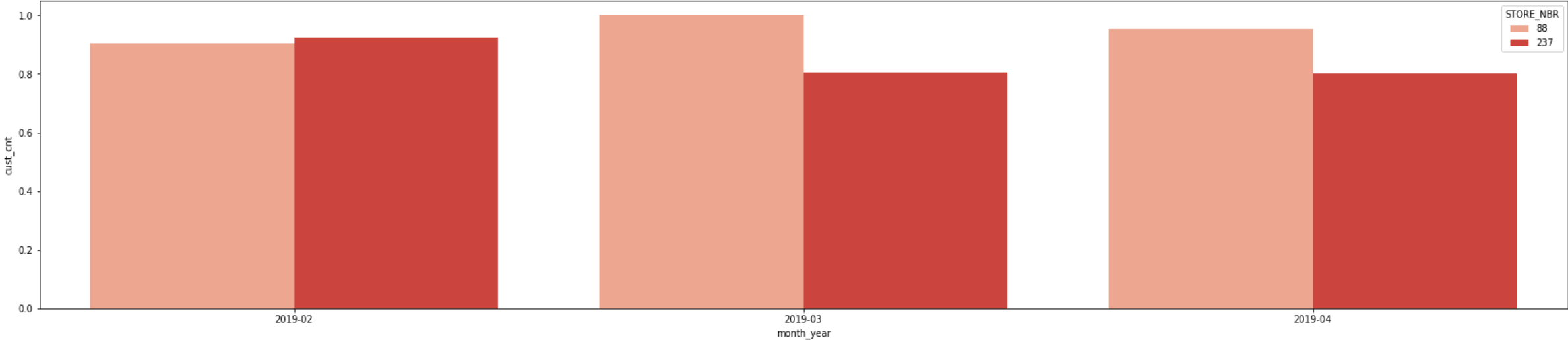
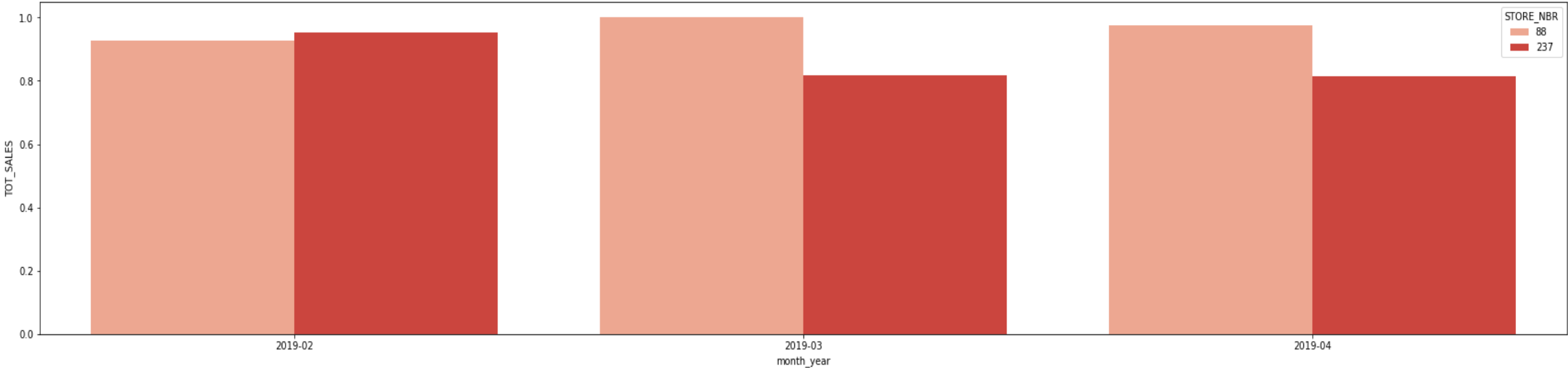
Explanation of the control store vs Store 77



Explanation of the control store vs Store 86



Explanation of the control store vs Store 88



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

- Store 77
 - sales are lower than control store during the trial period
 - sales are higher during trial period than rest of year
- Store 86
 - sales are lower than control store during the trial period
 - sales are higher during trial period than rest of year
- Store 88
 - sales are higher than control store during the trial period
 - sales are higher during trial period than rest of year



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