

June 2023

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

Chips Category Analysis

Mainstream - young singles/couples, Budget - older families, and Mainstream - retirees are the main customer segments contributing to chip sales.

Mainstream - young singles/couples show a higher likelihood of purchasing chips.

Older families and young families tend to buy more chips per customer.

Mainstream - young and mid-age singles/couples are more willing to pay higher prices per packet of chips compared to other segments.

Targeted Recommendations

Target the Mainstream - young singles/couples segment to retain and increase sales.

Promote **Tyrrells chips** to the Mainstream - young singles/couples segment.

Highlight the **270g pack size**, particularly with **Twisties**, to attract Mainstream - young singles/couples.

02

Trial Store Analysis

Control store was established to show the prior store performance of the trial store selected.

The trial layouts in stores had a significant impact on sales and customer behavior.

Store 77 and Store 88 experienced a significant increase in sales during the trial period compared to their respective control stores.

Store 86 had a significant increase in the number of customers during the trial period, but no significant difference in sales compared to its control store.

01

Category

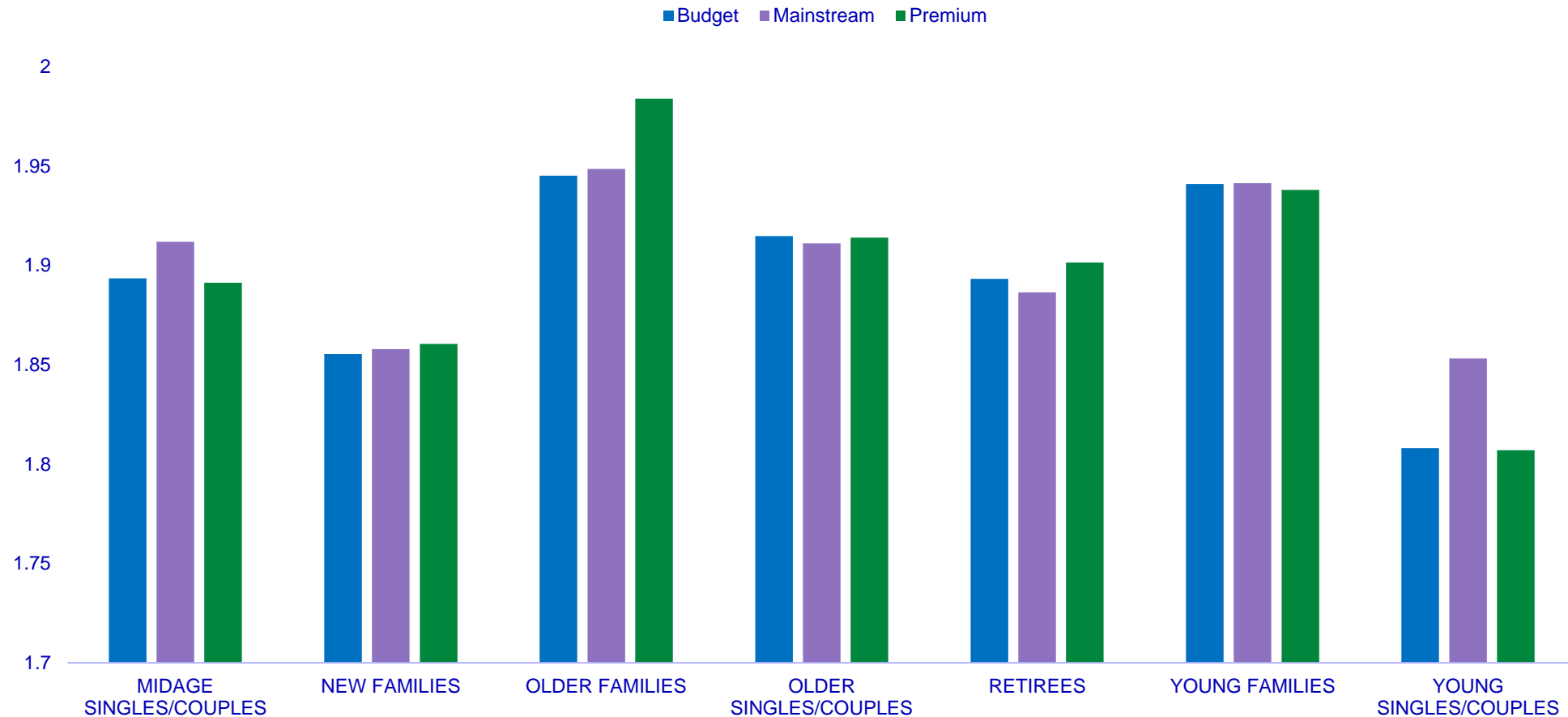


The quantity of chip purchases has remained stable over the past 52 weeks, showing consistent patterns. However, there was a noticeable dip in transactions during the week leading up to Christmas and this is due to shops closure.

Chips weekly transactions over time

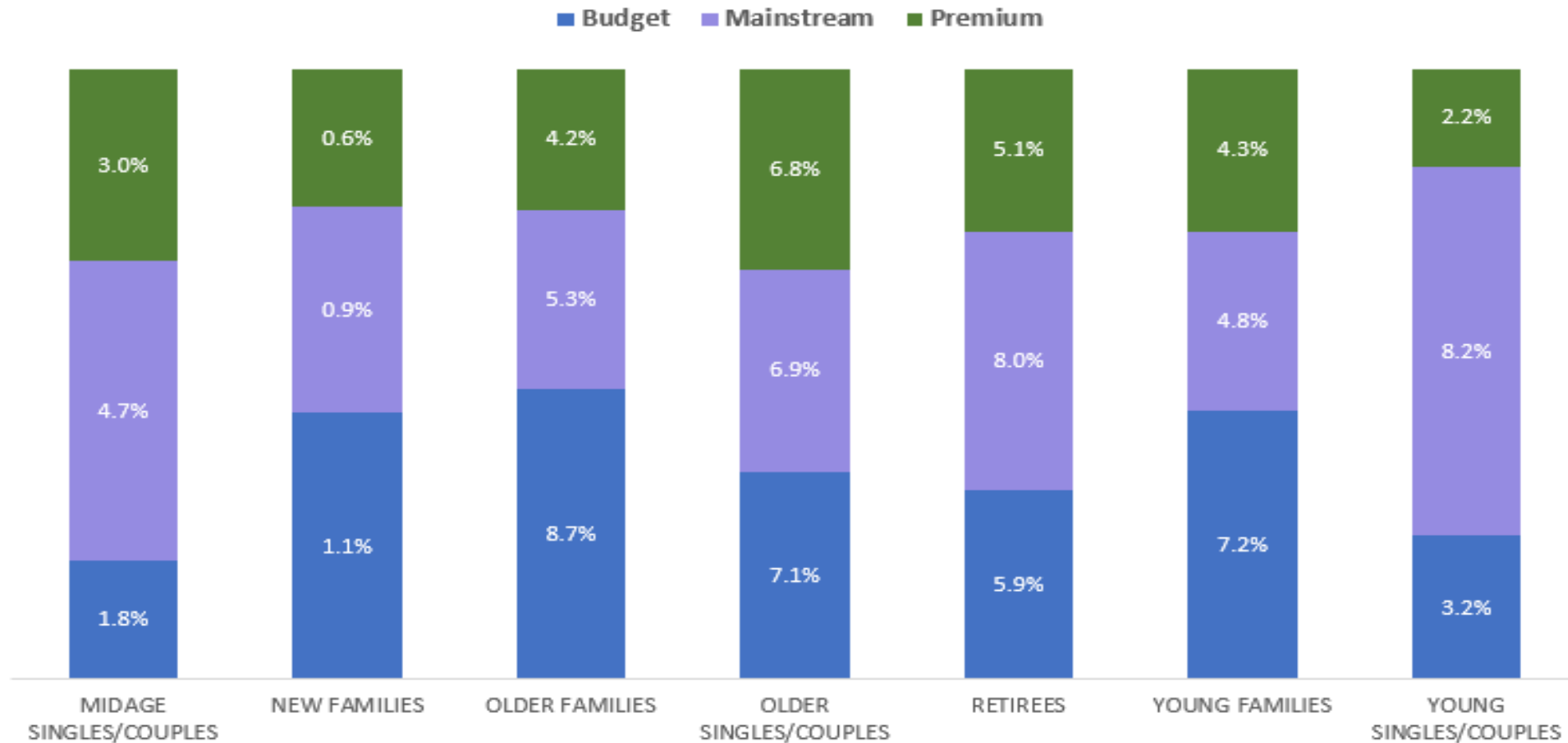


The level of affluence remains similar for each life stage profile, and within these profiles, Older and Young Family shoppers tend to have the highest average units per transaction.



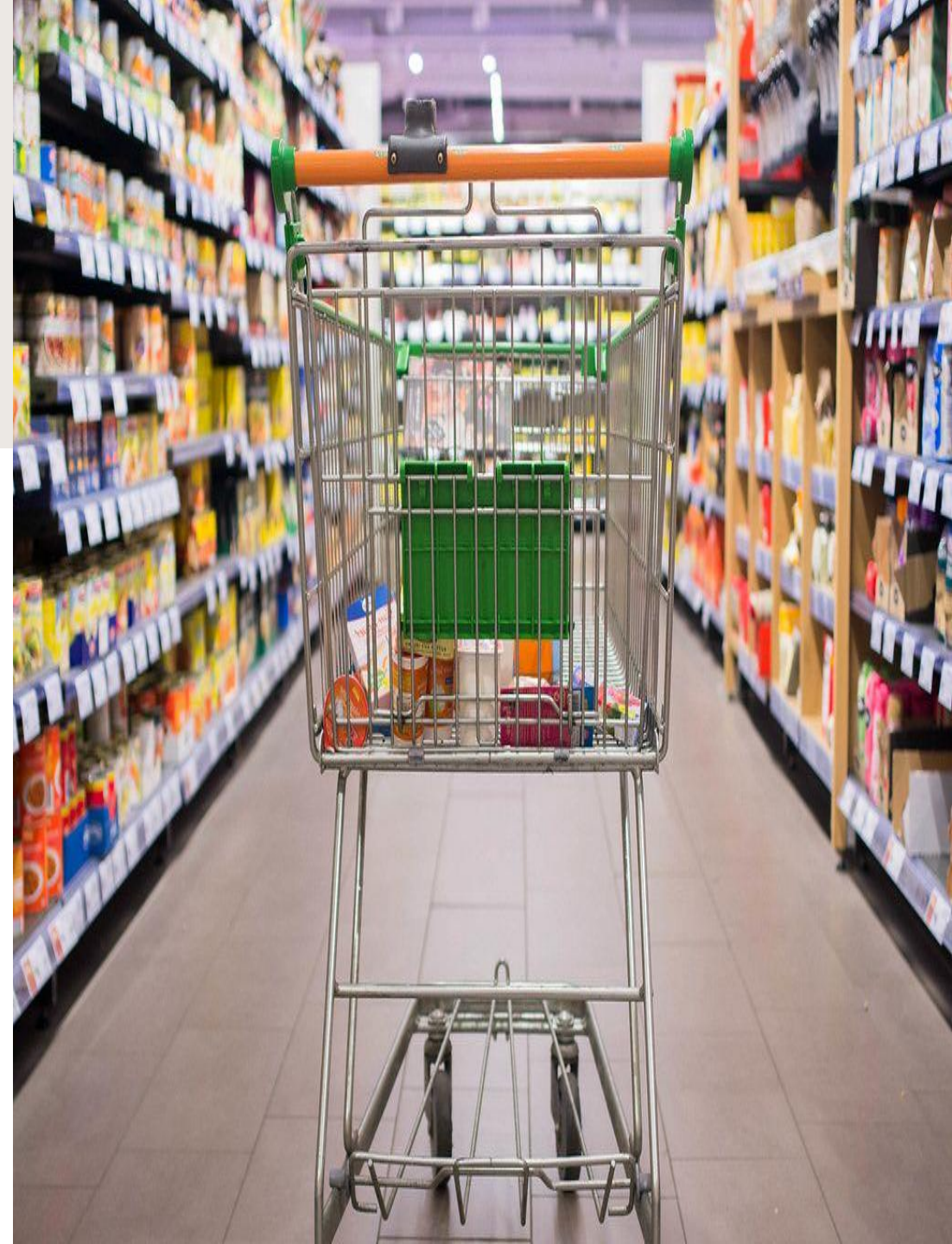
The largest segment of customers who purchase Snacking Chips consists of Mainstream Young Singles & Couples, with a substantial proportion. Additionally, Mainstream Retirees also contribute significantly to the overall customer base for Snacking Chips.

Proportion of Customers by affluence and life stage

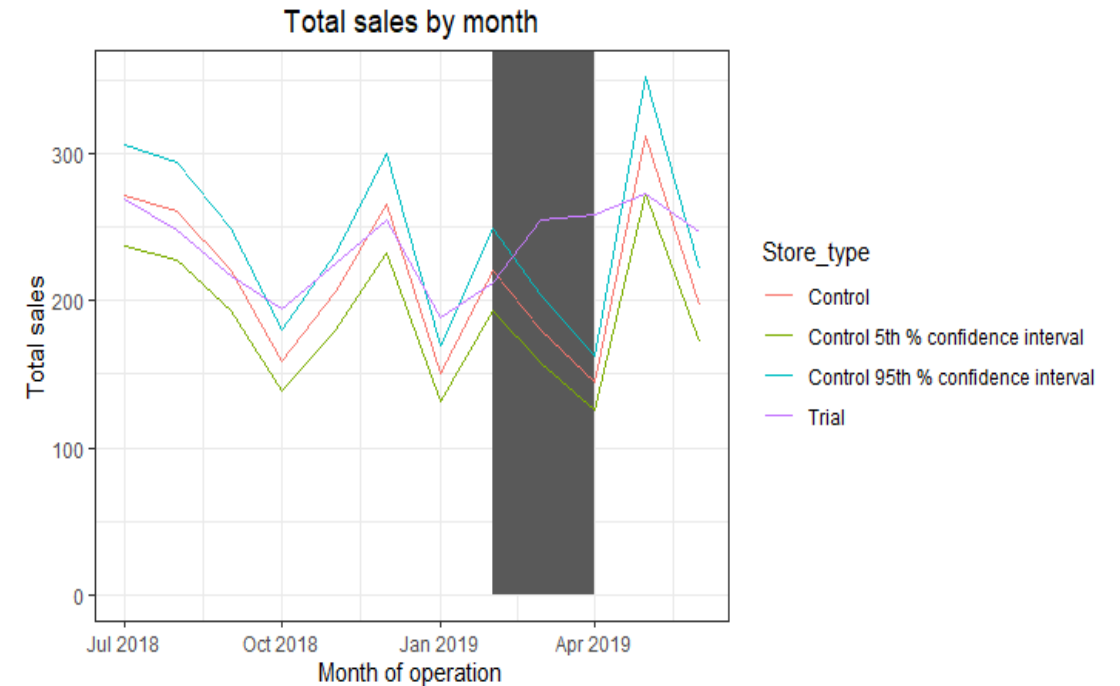
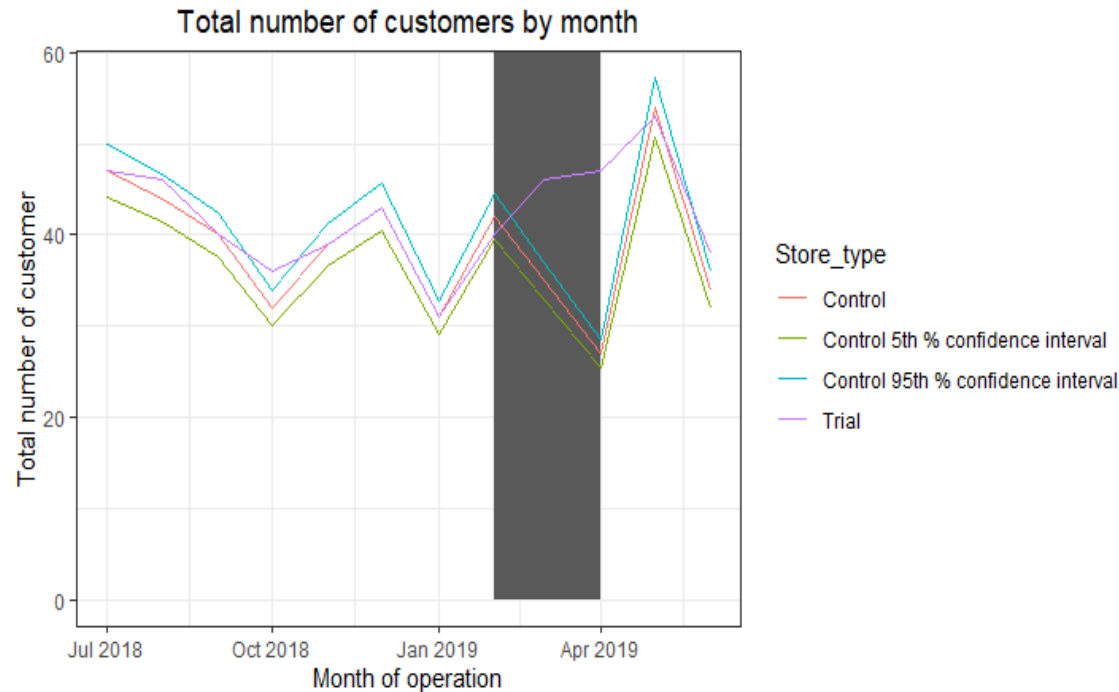


02

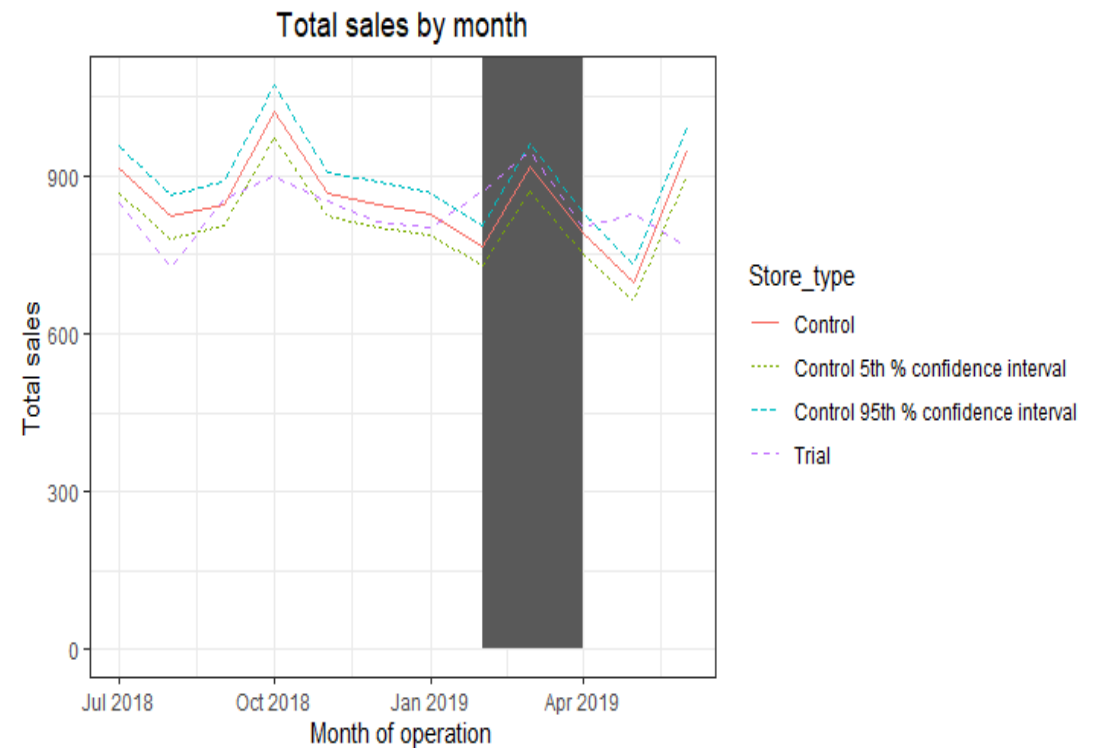
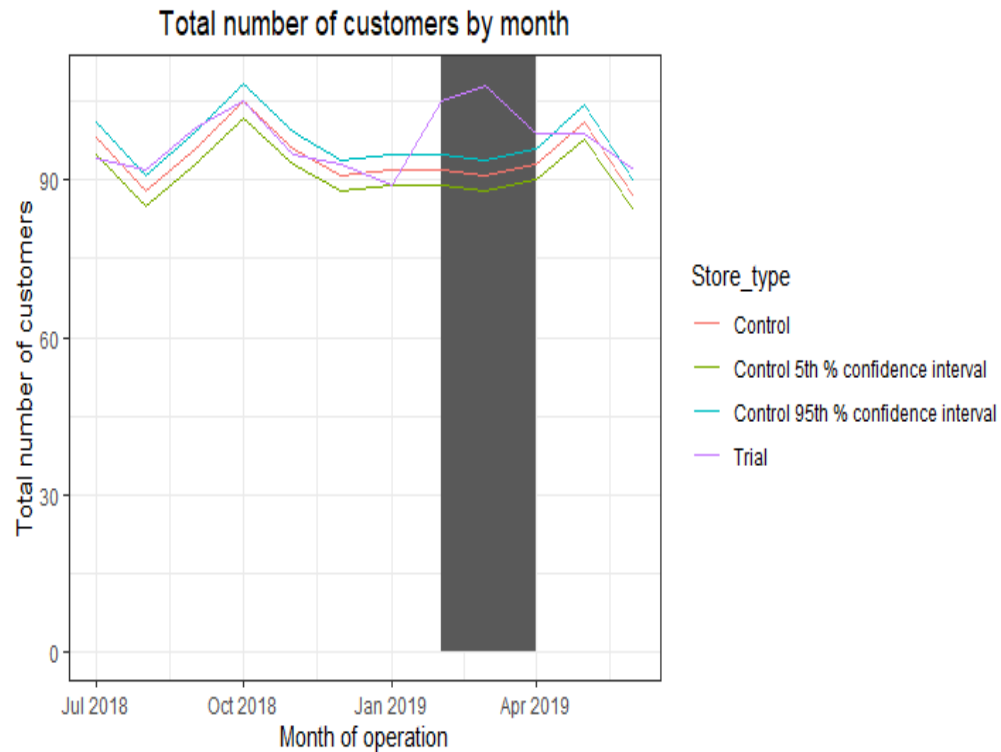
Trial store performance



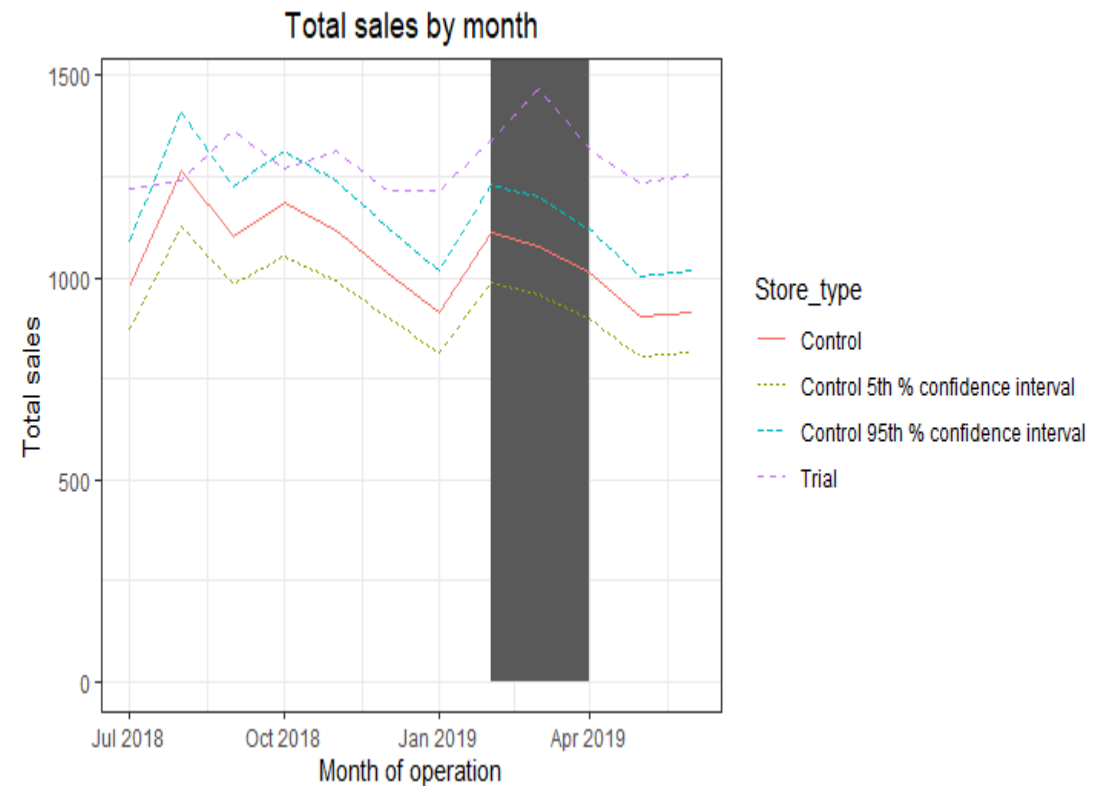
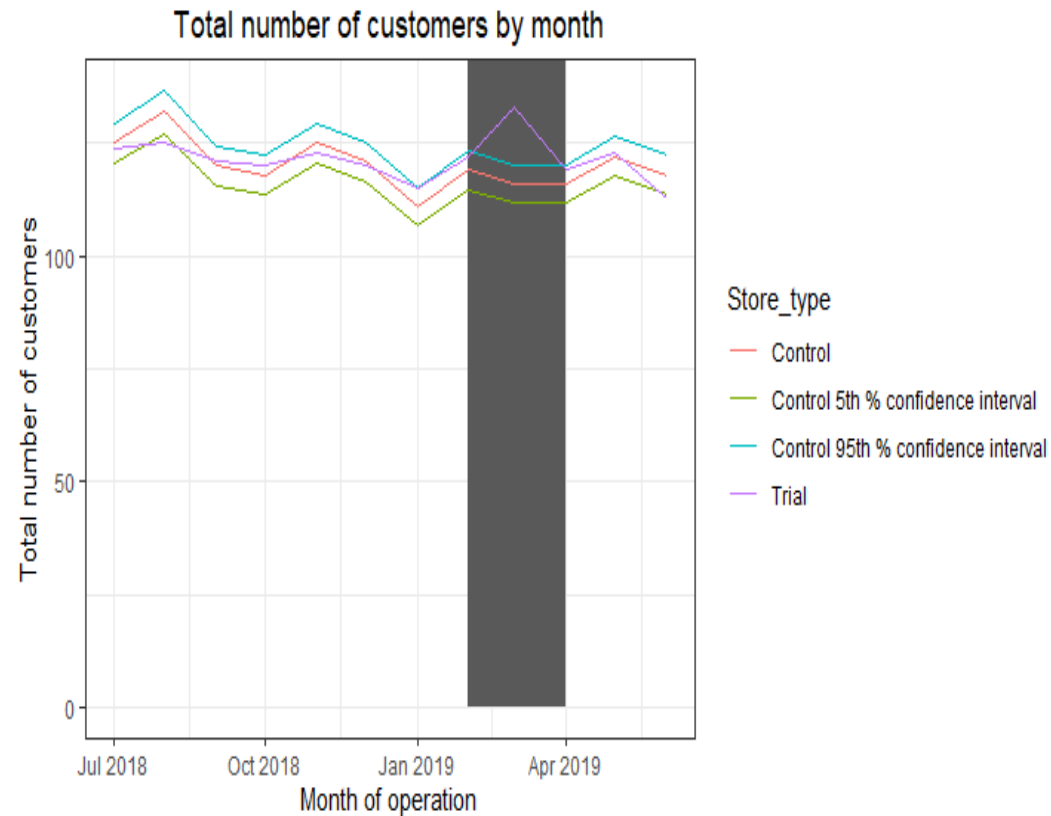
Trial Store 77 – There's a significant raise at the trial store compared to its control store in the trial period as the performance lies outside the 5% to 95% confidence interval of the control store in two of the three trial months.



Trial Store 86 – There's no much increase in sales during the trial period but the number of customers is significantly higher in all the three months suggesting that the trial had a significant impact on increasing the number of customers in trial store 86.



Trial Store 88 – Total number of customers in the trial period is significantly higher than the control store for one out of three months and slightly higher for the other two months. Also, there is a high difference in sales during the trial period.





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