June 2020

Category review: Chips

Retail Analytics

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Classification: Confidential

Our 17 year history assures best practice in privacy, security and the ethical use of data

Privacy

- We have built our business based on privacy by design principles for the past 17 years
- Quantium 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.

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We all have a responsibility to use data for good

Quantium 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 Task 1

- The Mainstream category of Young and Mid-age Singles/Couples have the highest spending of chips per purchase.
- The Older Families have the highest frequency of purchase followed by Young Singles/Couples and at last Retirees contributing to a total 25% sales revenue.
- Chips Brand Kettle is the most purchased brand in all stores.
- Young and Mid-age Singles/Couples is the only segment having Doritos as the highest purchase brand while Smiths is for other segments.
- Most purchased chip size is 175 gr followed by 150 grams.
- Transactions increase a lot before Christmas which can be because of holidays season and a lot of making and promotions.

02 Task 2

- Trial stores 77 and 86 have significant increase in total sales and number of customers during trial as compared to control store.
- Trial store 88 had increase as well but not as good as stores 77 and 86

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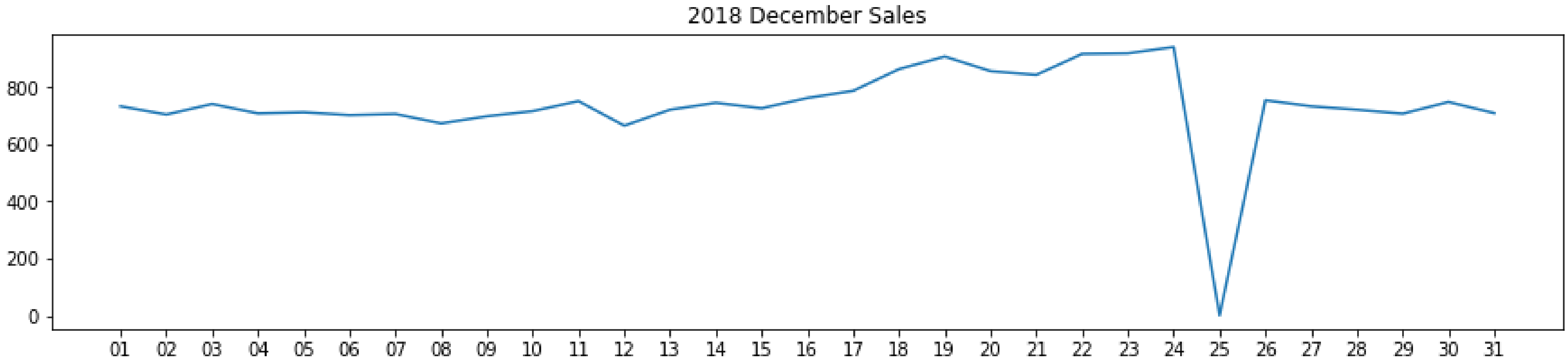
01

Category

- As Christmas day draws near, sales gradually grow. On New Year's Eve, they resume their early December levels.
- Christmas day is the day with no transactions since the business is closed; as a result, there was a drop in sales on December 25th.



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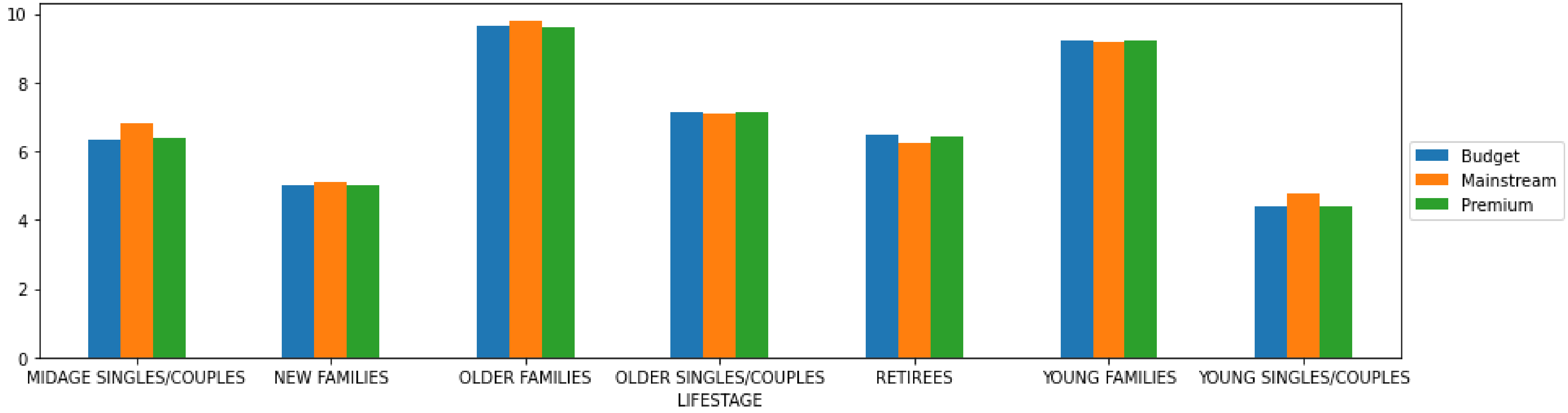
- Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees accounted for the majority of sales. generating 25% of the entire sales income.
- The segments with the greatest average purchase units per unique client are Older and Young Families.



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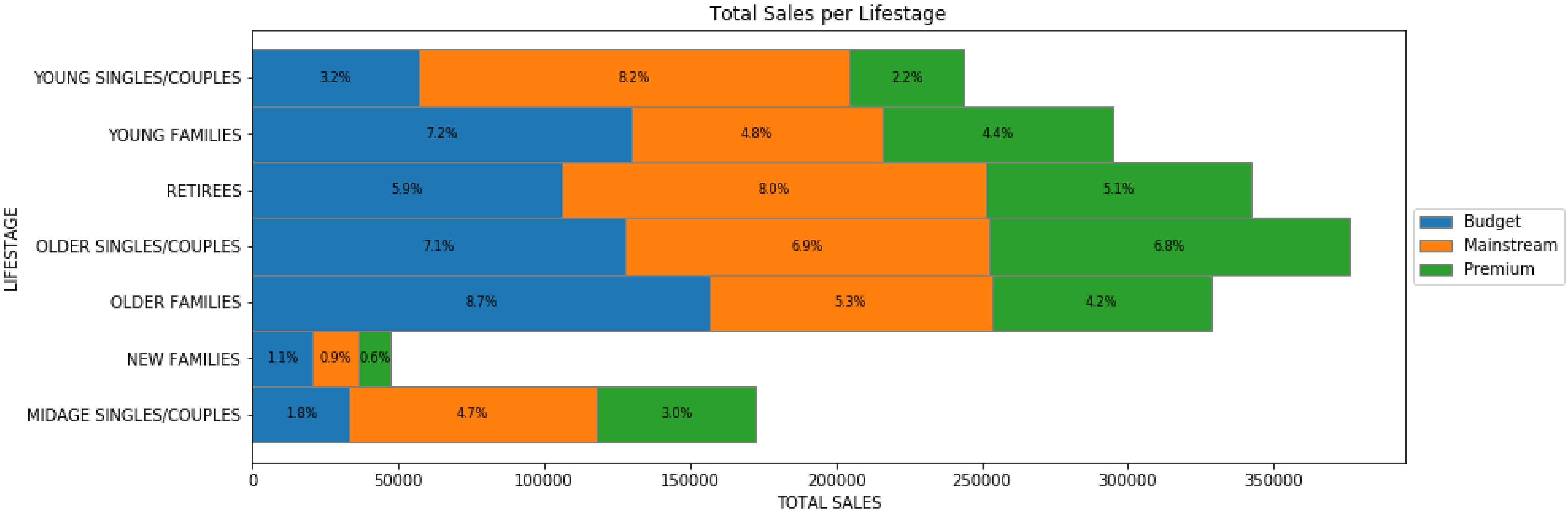
- Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees accounted for the majority of sales. Overall, older clients spend more money than younger ones. Customers who do not pay a premium purchase more than those who do.



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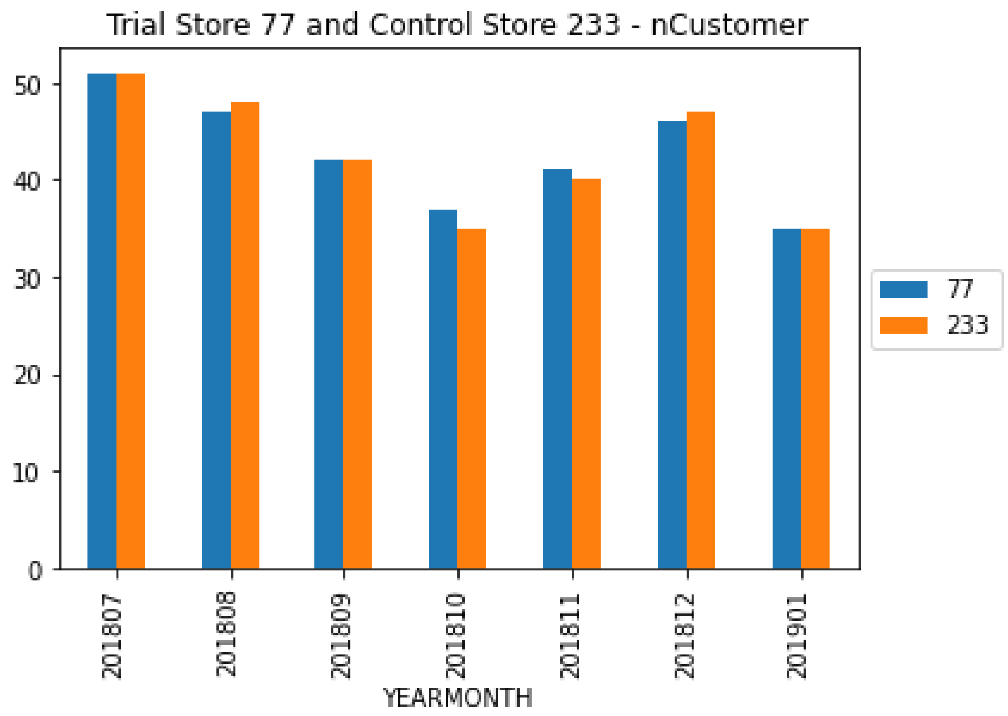
02

Trial store performance

- We can observe that the trial store's 77 sales in February, March, and April exceeded the control store's 95% criterion. The same is true for shop 86 sales during the three trial months.
- Trial Store 88's sales growth, however, is negligible.



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