

June 2025

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

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

Task 1

Analysis of transaction data revealed

- **Young Families** are the **highest overall spenders** on chips, especially within **Budget and Mainstream** segments. Their frequent and high-volume purchasing behavior positions them as a critical group for sales-driven promotions.
- **Premium Singles/Couples** exhibit the **highest average spend per transaction**, indicating a willingness to pay more per visit and a preference for premium or specialty chip products.
- **Older Budget segments** show significantly lower spend and frequency, suggesting **price sensitivity** and limited potential for high-value offers.

Key Callout:

Tailoring promotions by customer life stage and affluence tier can enhance engagement and profitability.

02

Task 2

Performance analysis comparing trial vs control stores

- **Store 77**, the trial store, experienced a **notable increase in total sales, customer count, and transaction frequency** during the trial period.
- These gains **exceeded those of the control store**, indicating that the promotional strategy was effective at boosting customer engagement and store performance.

Key Callout:

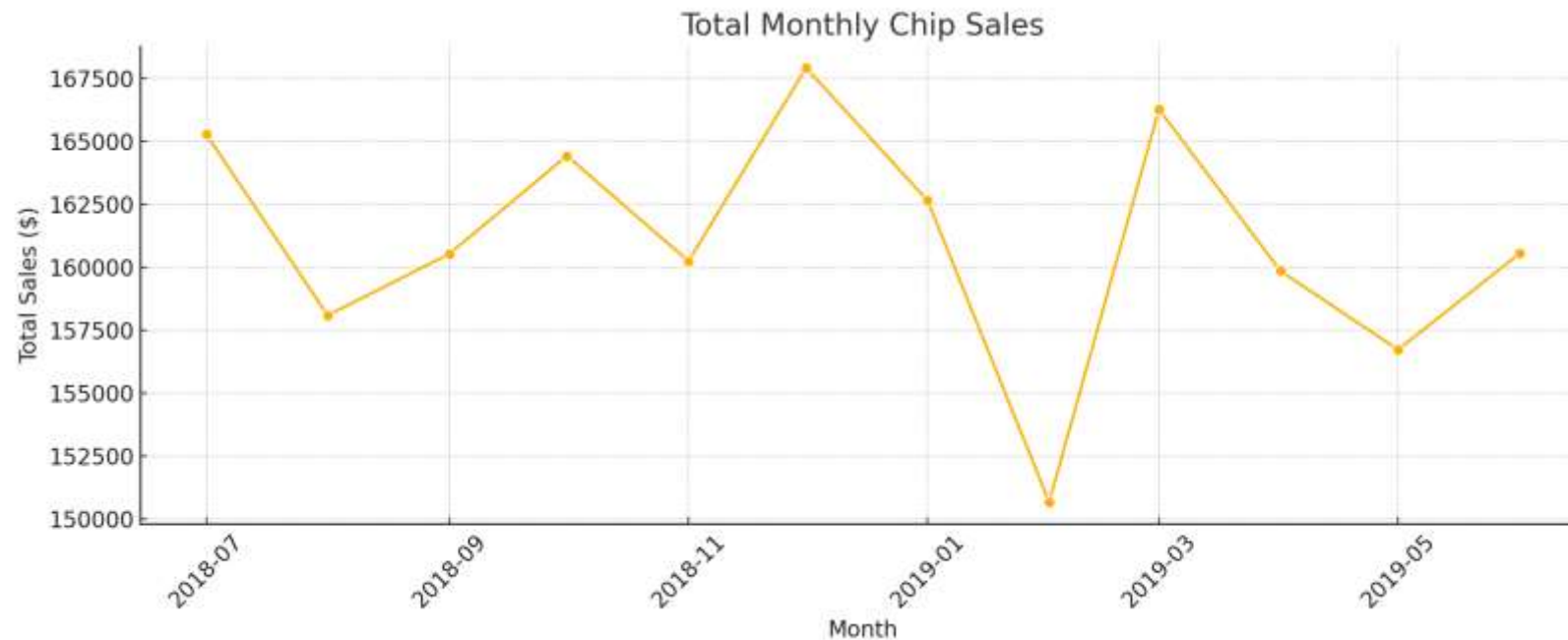
The promotion trial was successful and shows strong potential for **broader rollout across similar stores**.

01

Category

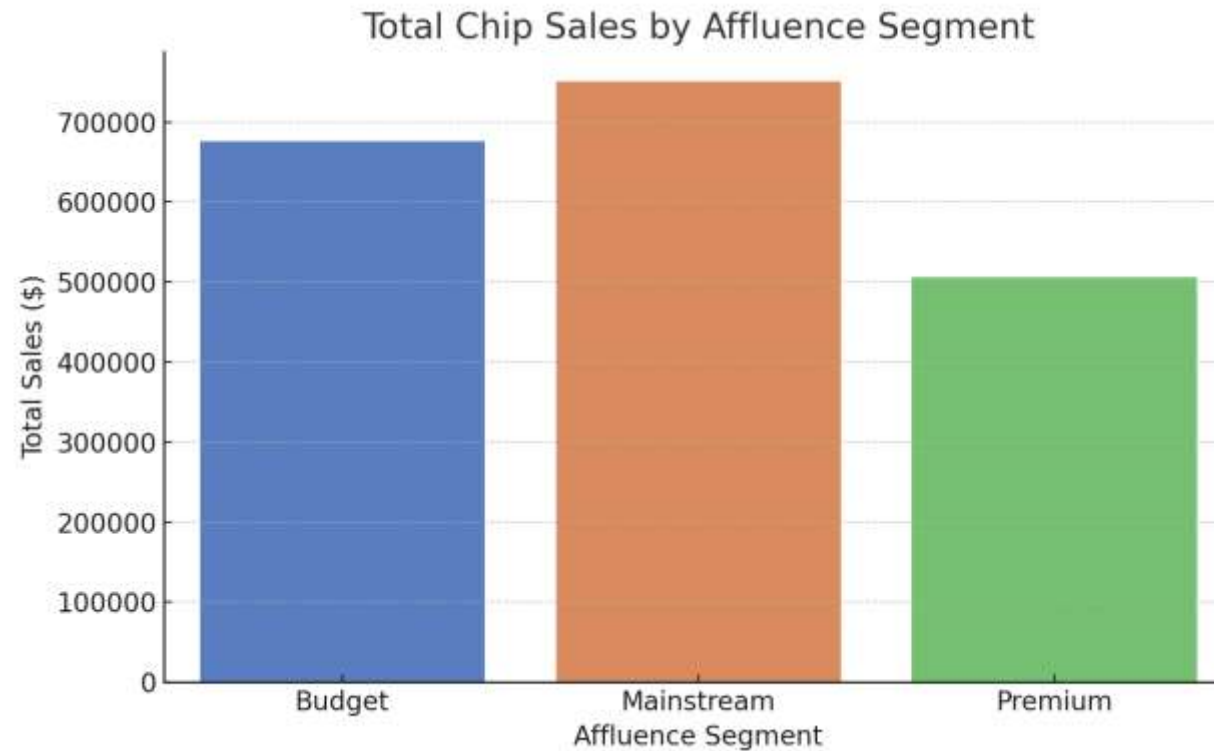
The chips category demonstrates strong engagement from younger, family-oriented customers, with clear differentiation in behavior based on affluence and life stage. Sales are seasonal, with a noticeable dip mid-year.

Overview: Monitoring dips may help time future promotions or seasonal marketing campaigns.



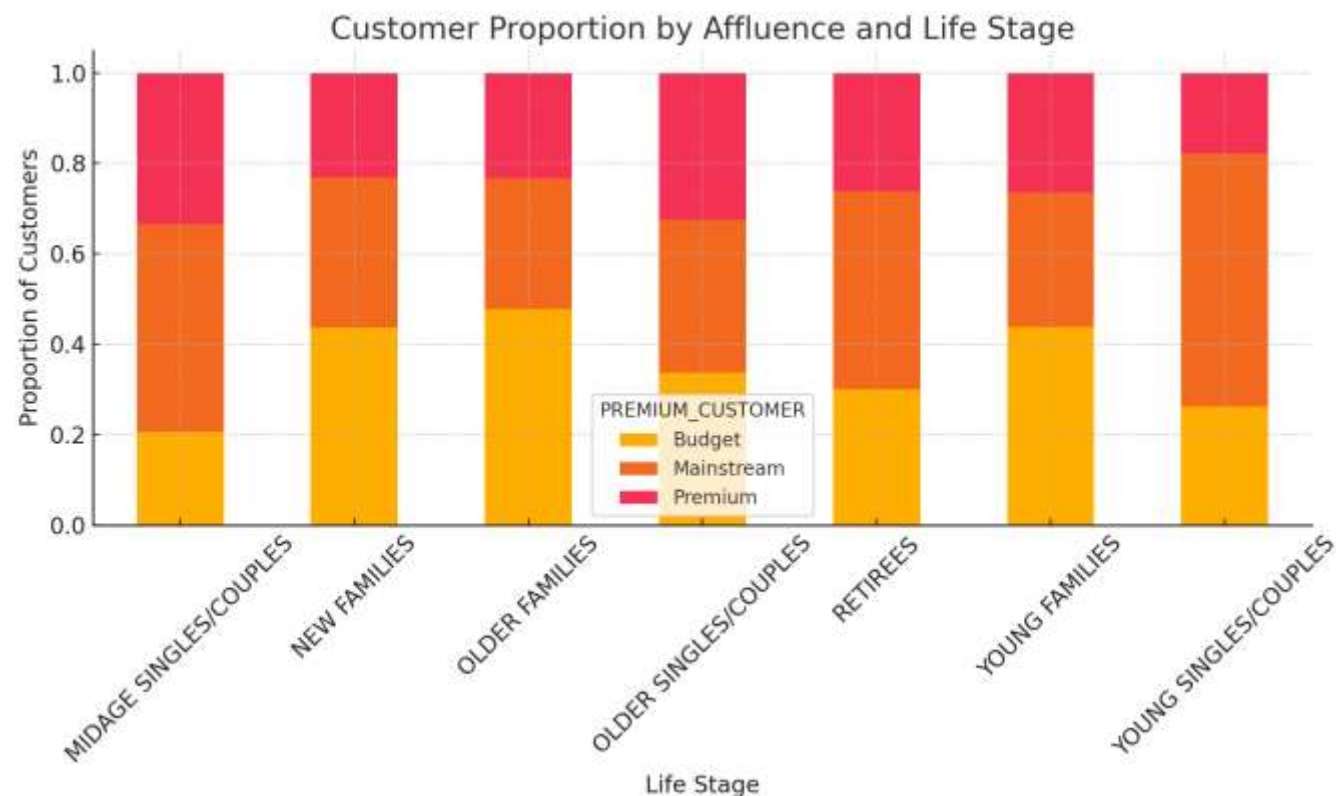
Chips sales remained relatively stable month-to-month, with a noticeable **dip around July 2018** — potentially linked to off-season purchasing or external factors like weather or school holidays.

Affluence Impact on Sales



- **Mainstream** customers drive the largest share of chips sales, followed by **Budget**.
- While **Premium** customers spend less overall, they tend to spend more per visit (see Slide 5).
- This highlights a volume-vs-margin tradeoff across affluence tiers.

Customer Proportion by Affluence and Life Stage



- Younger and mid-aged families dominate the customer base, with the majority falling in **Mainstream** and **Budget** segments.
- There's clear potential to grow premium share among Singles/Couples and drive volume with family groups.

02

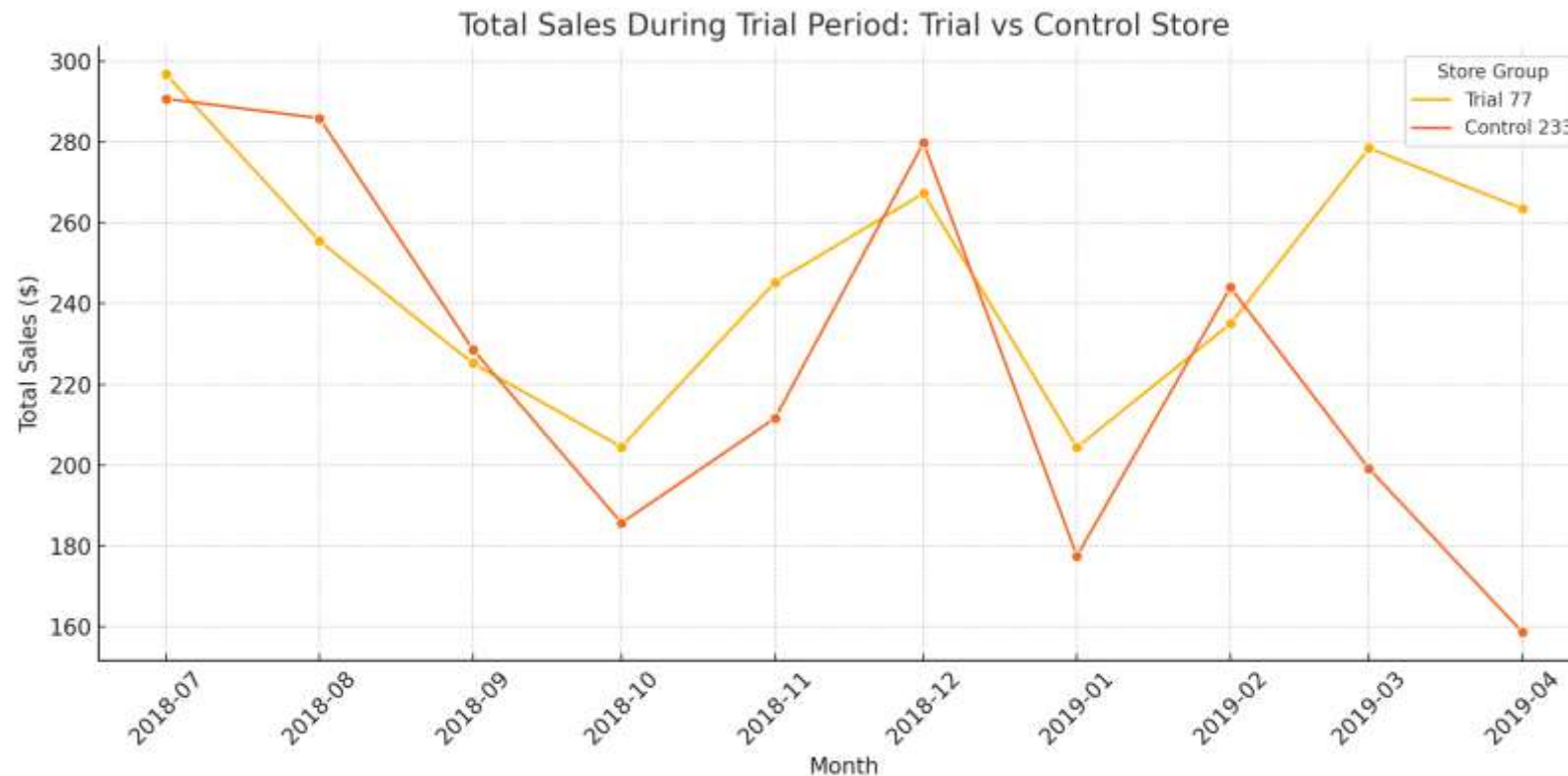
Trial store performance

Store 77, one of our designated trial stores, showed a significant performance uplift across all major KPIs during the promotional period (Feb–Apr 2019). This includes:

- Total sales
- Customer count
- Shopping frequency

Conclusion: The promotion was commercially effective and worth considering for broader rollout.

Explanation of the control store vs other stores



- We compared Store 77 (trial) with Store 233 (control), chosen for their similar sales and customer trends before the promotion.
- This allowed us to isolate the impact of the campaign.
- As shown, **Store 77 saw a clear sales uplift**, confirming the promotion's success.

Customer Count Rose in Trial Store – Confirming Campaign Impact



- Customer numbers in Trial Store 77 increased significantly during the promotion, while Control Store 233 saw a decline.
- This contrast confirms the uplift was due to the promotion – not external market factors.



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