

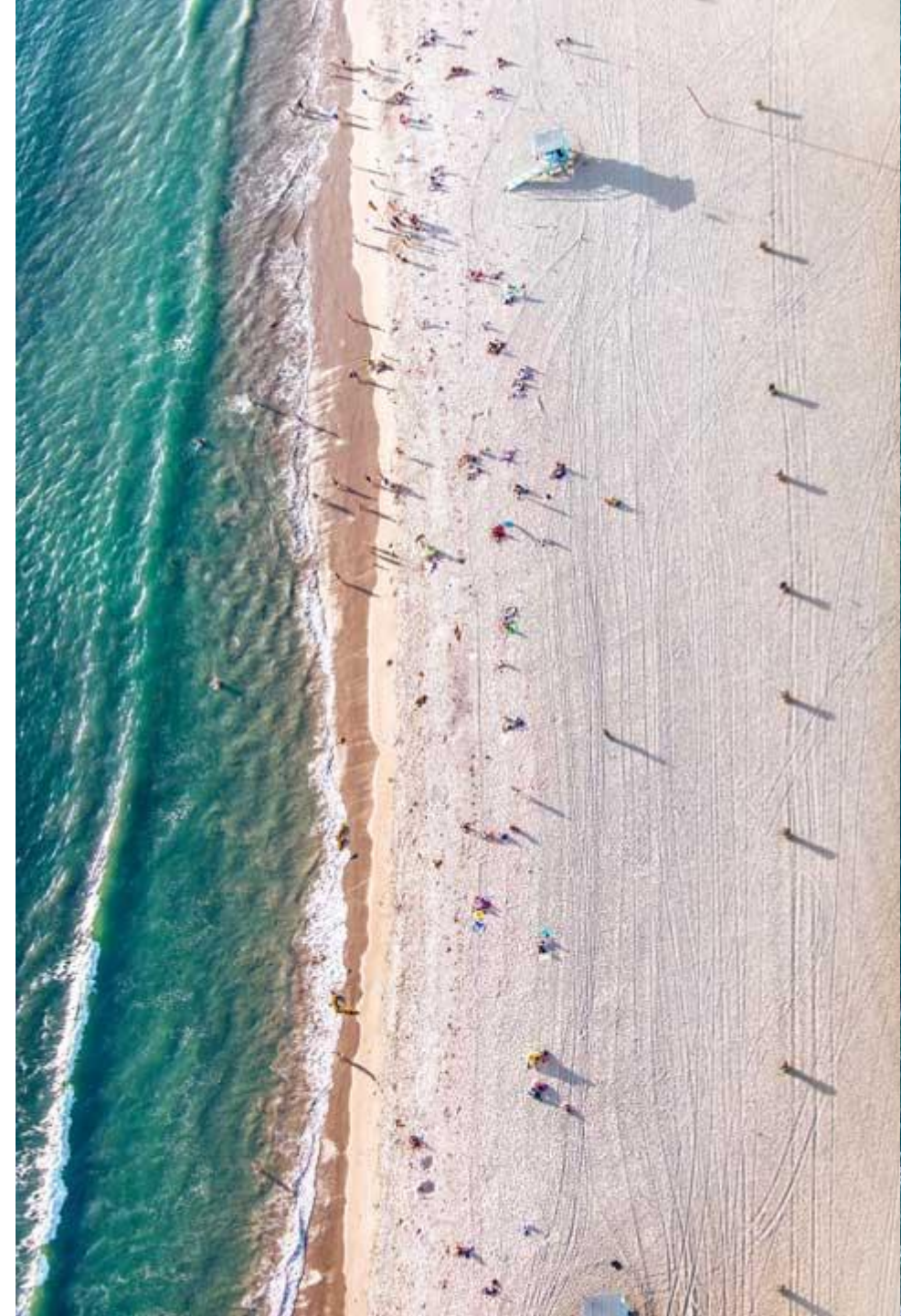
June 2020

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

Chips Category Review

The frequency of chip transactions experiences a notable surge leading up to Christmas, indicating a heightened demand during the holiday season. Therefore, enhancing visibility to customers through promotional displays or Gondola ends could effectively boost purchases and drive sales growth during this festive period.

Mainstream young singles and couples emerge as the primary chip shoppers, signifying their significance in driving chip sales. However, young and older families, constituting 26% of chip shoppers, tend to make larger purchases on average. This presents a lucrative opportunity for increased sales with these customer segments.

02

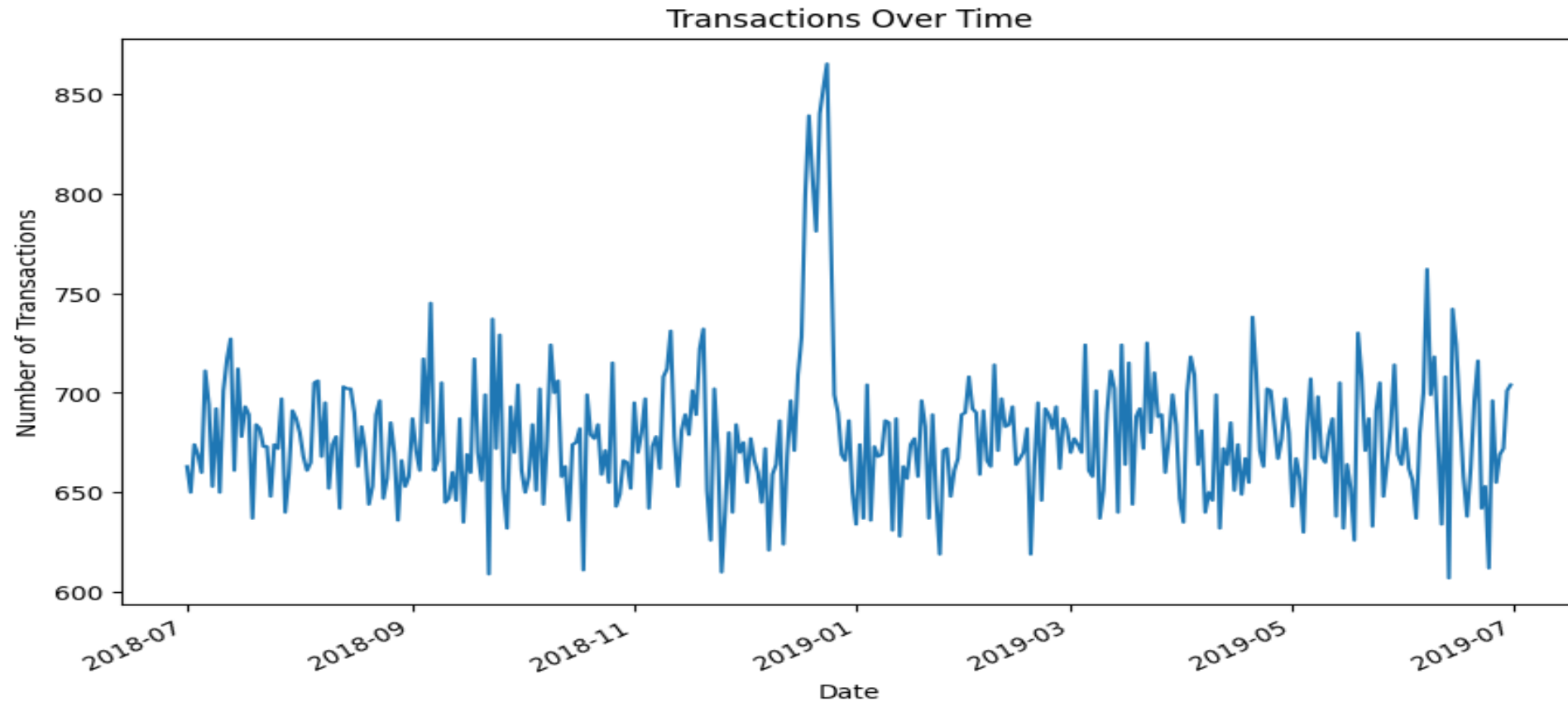
Trail Store Review

A control store was established to mirror the historical performance of the chosen trial store. Following the implementation of the new store layout, the performance of both the trial store and the control store underwent a comparative analysis. The trial store experienced a notable increase in performance attributed to the new store layout.

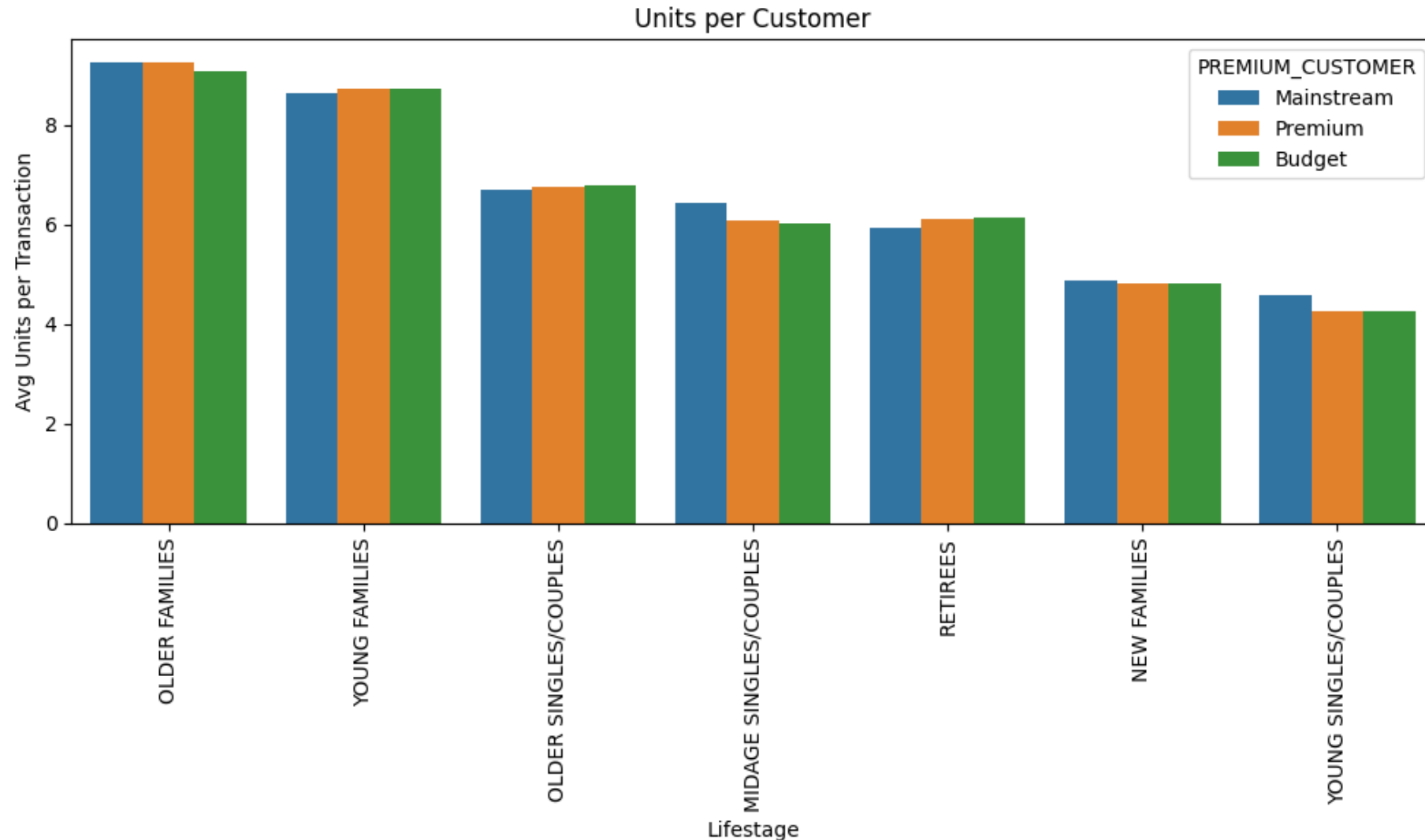
01

Data preparation and customer analytics

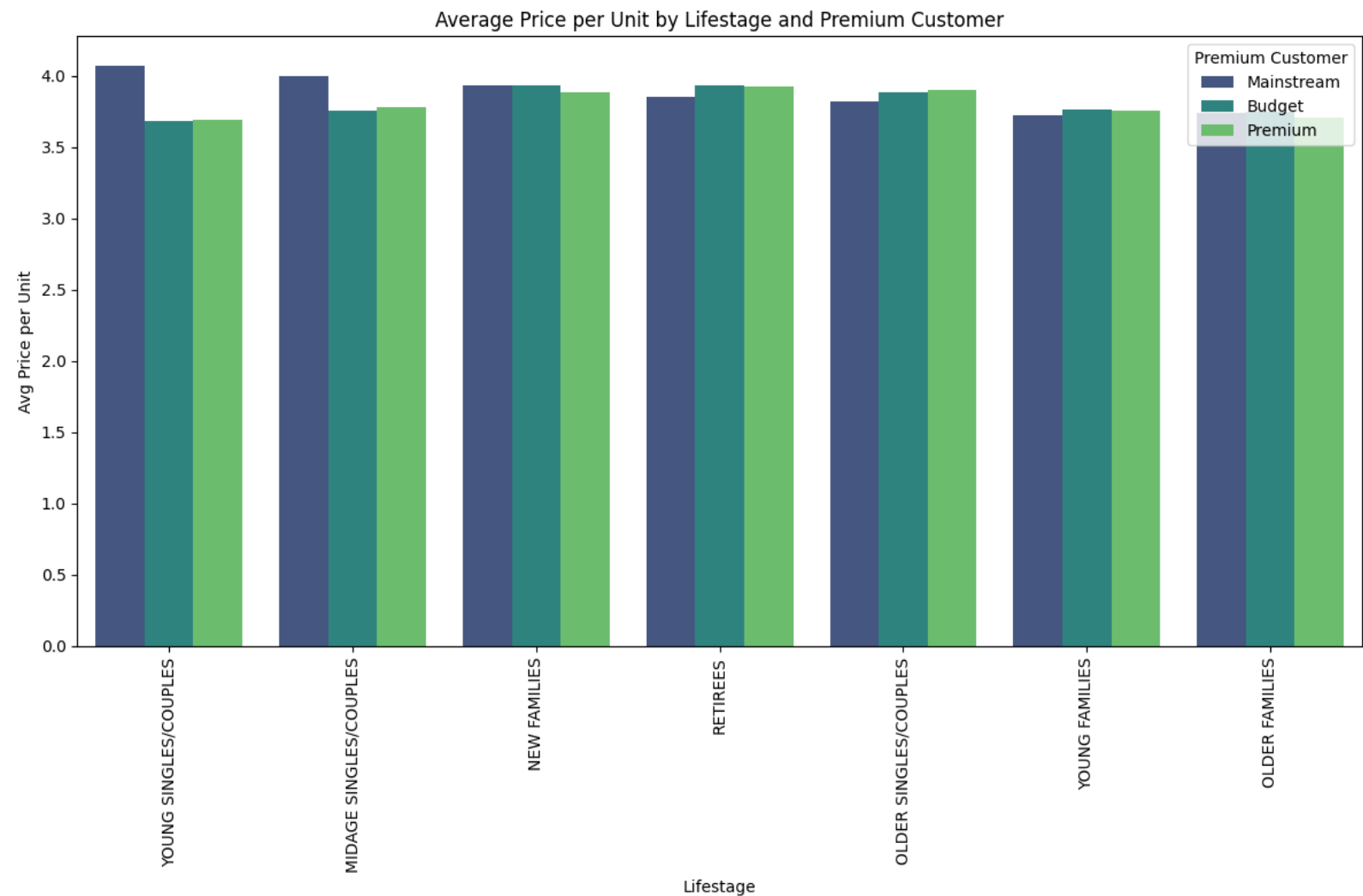
The number of Chips transitions has remained relatively consistent over the last 52wks; a notable increase occurred in the week leading up to Christmas



Affluence levels seem to remain consistent across all individual life stage profiles. However, both older and young family shoppers tend to purchase the highest average units per transaction.



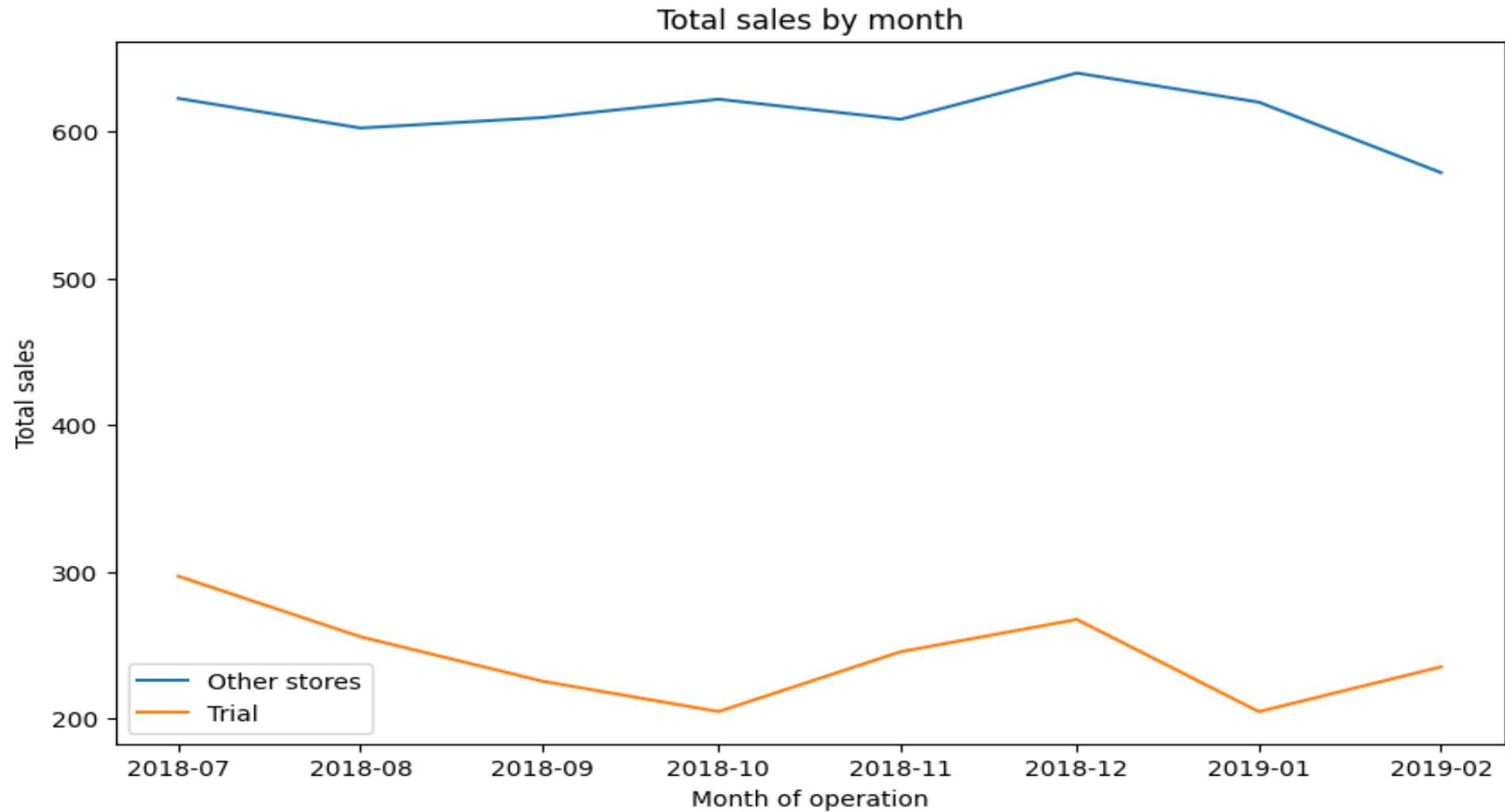
The largest proportion of snacking chips shoppers is comprised of mainstream young singles and couples, while mainstream retirees also hold a significant share of the market.



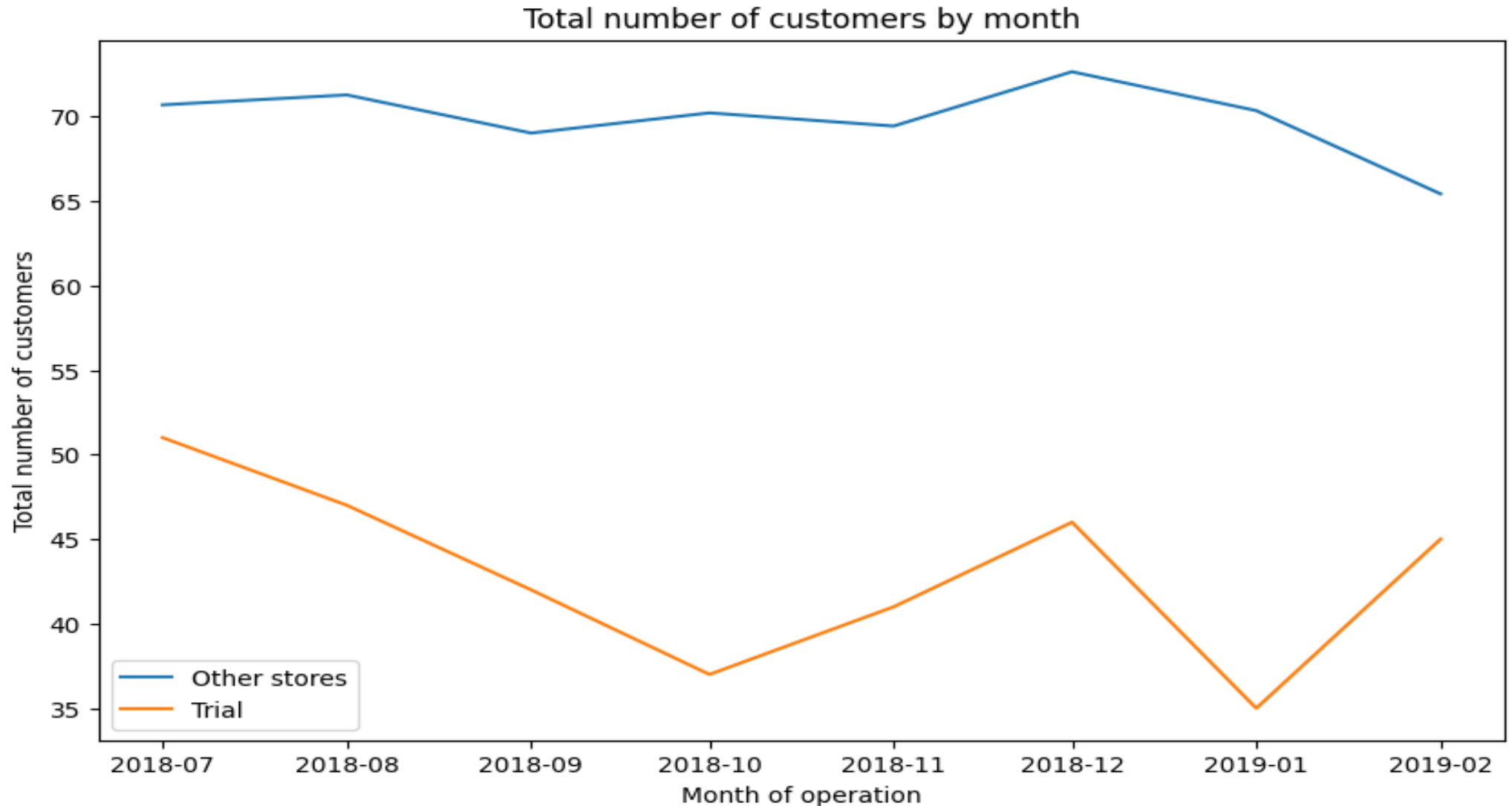
02

Trail Store Analysis

The control store is designed to mirror the performance of the trial store rather than the average performance of other stores.



From February to May, the trial store consistently outperformed the control store, underscoring the effectiveness of the new store layout.





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