June 2023
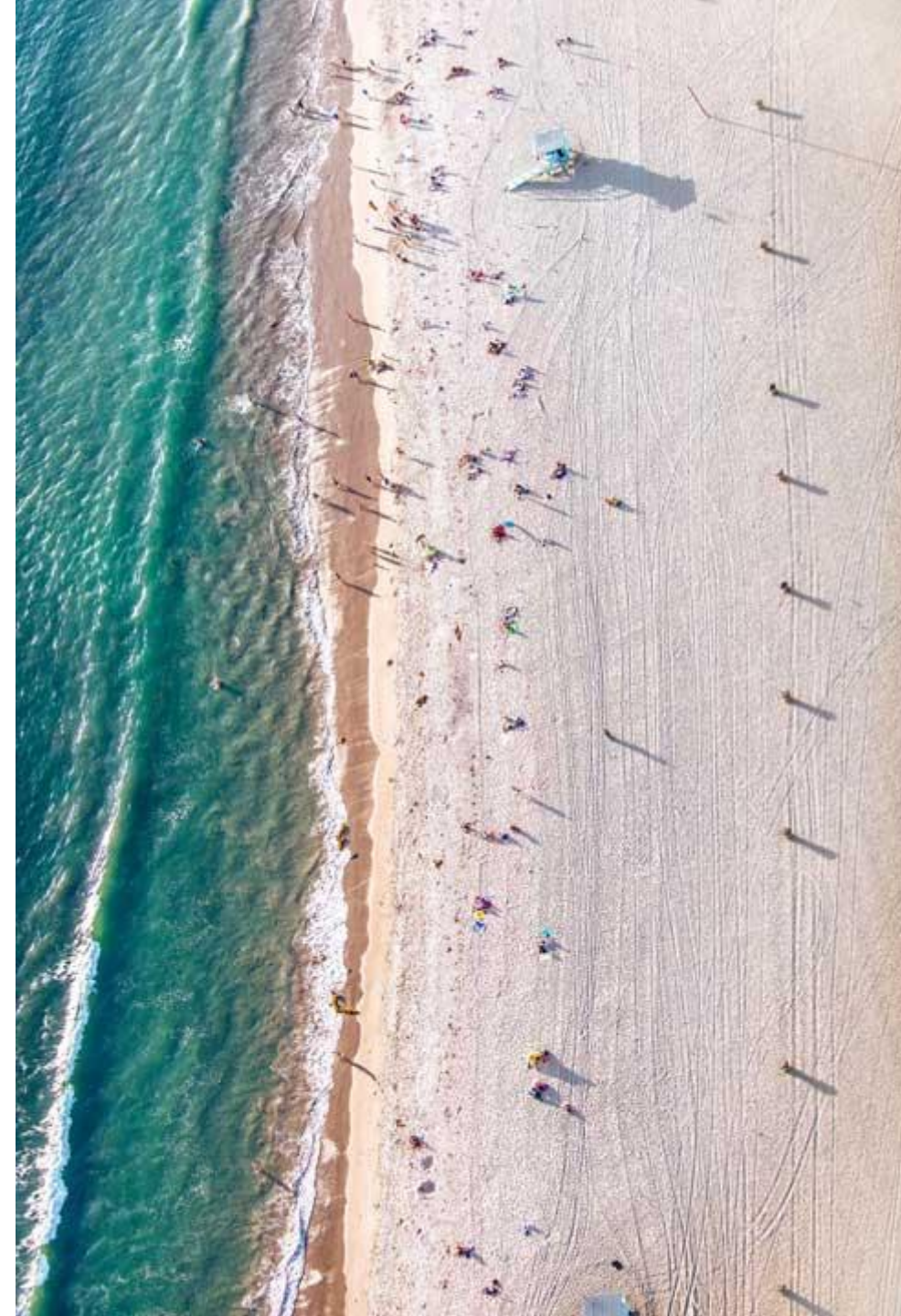
Category review: Chips

Retail Analytics

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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

Quantium believes in using data for progress, with great care and responsibility. As such please respect the commercial in confidence nature of this document.

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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Executive summary

01   **Data Preparation and Customer Analytics**

- Transaction starts from 1st July 2018 to 30th June 2019 and the day where no transaction is a Christmas day where the store is closed.
- The sales increase on December , a week before Christmas day the sales increases sharply.
- Kettle is the most popular brand followed by Smiths, Doris, and Pringles.
- Most frequent chip size purchased is 175 gr followed by 150 gr for all segments.
- The older families (budget) have the highest frequency of purchased followed by young/single couples.

02   **Metrics Analysis**

- Monthly sales increase on December and decrease on February. Monthly Sales on February is $150.665.
- Monthly customer increase on December and also decrease on February.
- The average monthly transaction per customer is one. It means, the customers only purchase chips once a month.
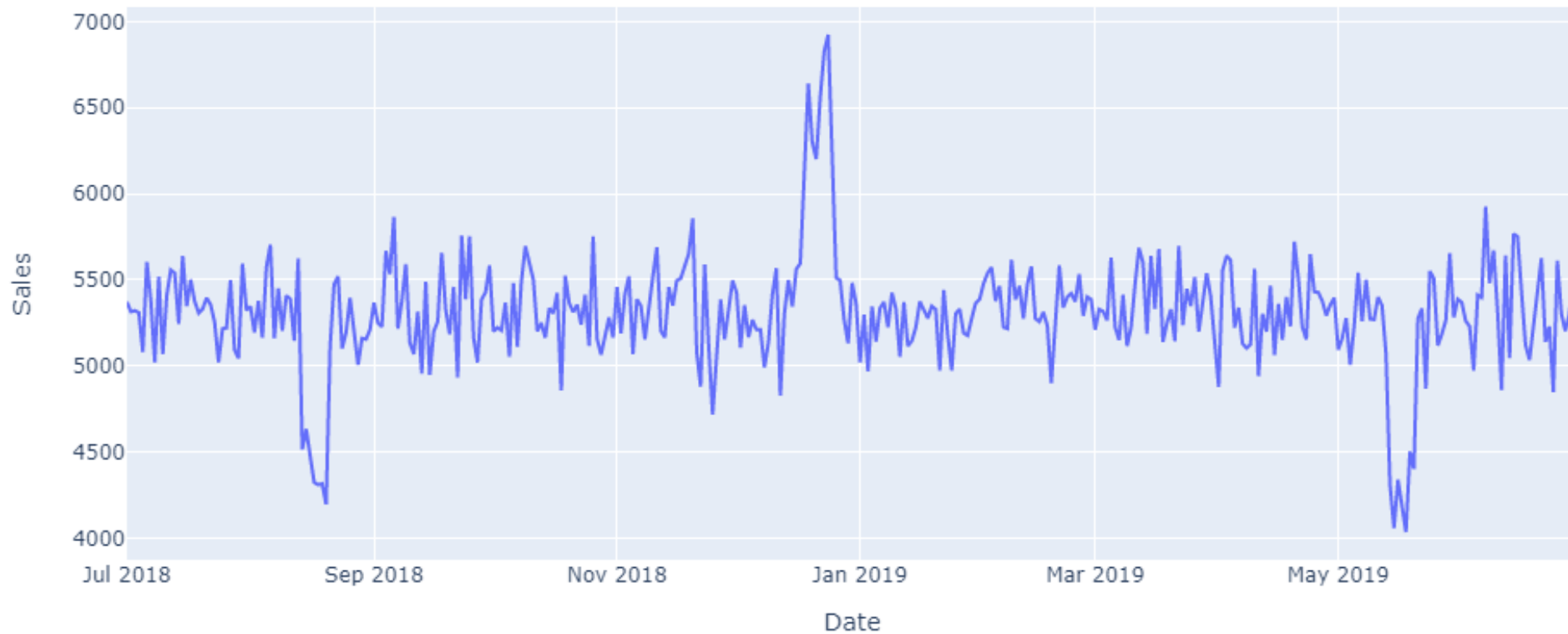
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01

## Customer Analytics

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Sales Distribution

- The sales decrease on August (the second week of to the third week) and also on June.

- The sales increase on December (a week before Christmas day).

- The chip sales is around $5000 to % $5500

Time Period July 2018 - June 2019

Brands and Package Sizes

- Mostly customers prefer to purchase chips from kettle brand followed by Doritos and Smiths.

- Mostly customers prefer to purchase chips by 175 gr package followed by 150 gr.

- The packs are popular among the customers because most of the customers purchase medium size packs and many produces such packs.
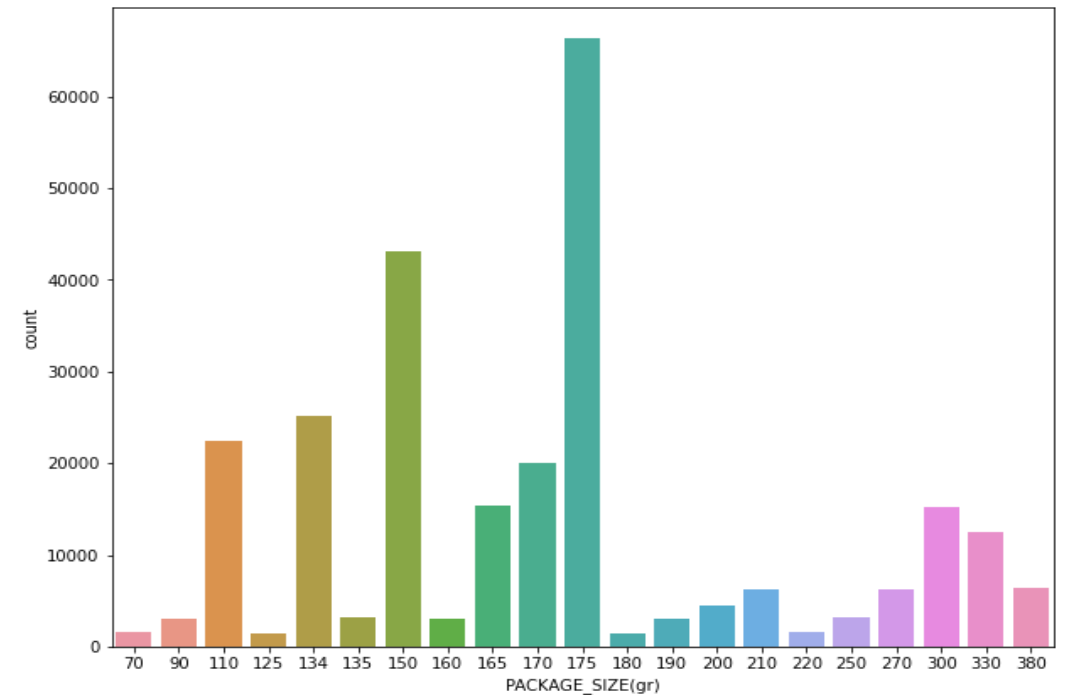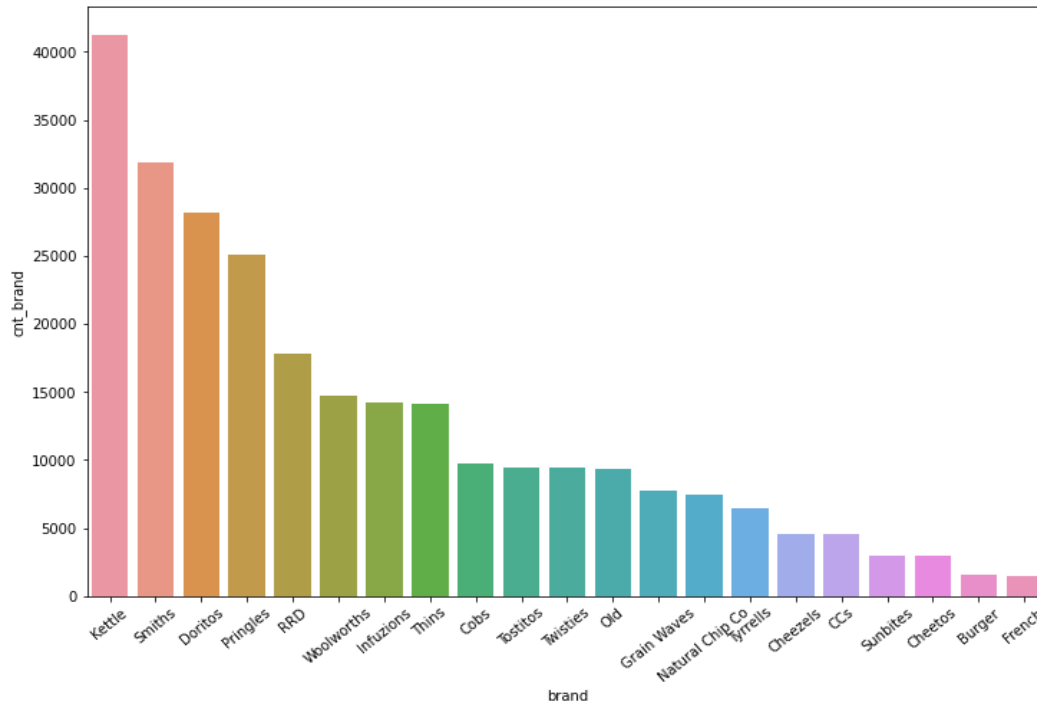
Number of Customers

- Mostly customers are from older singles/couples and followed by retirees and older families.

- If we see the sales by customers, the more customers you have the more you can earn.

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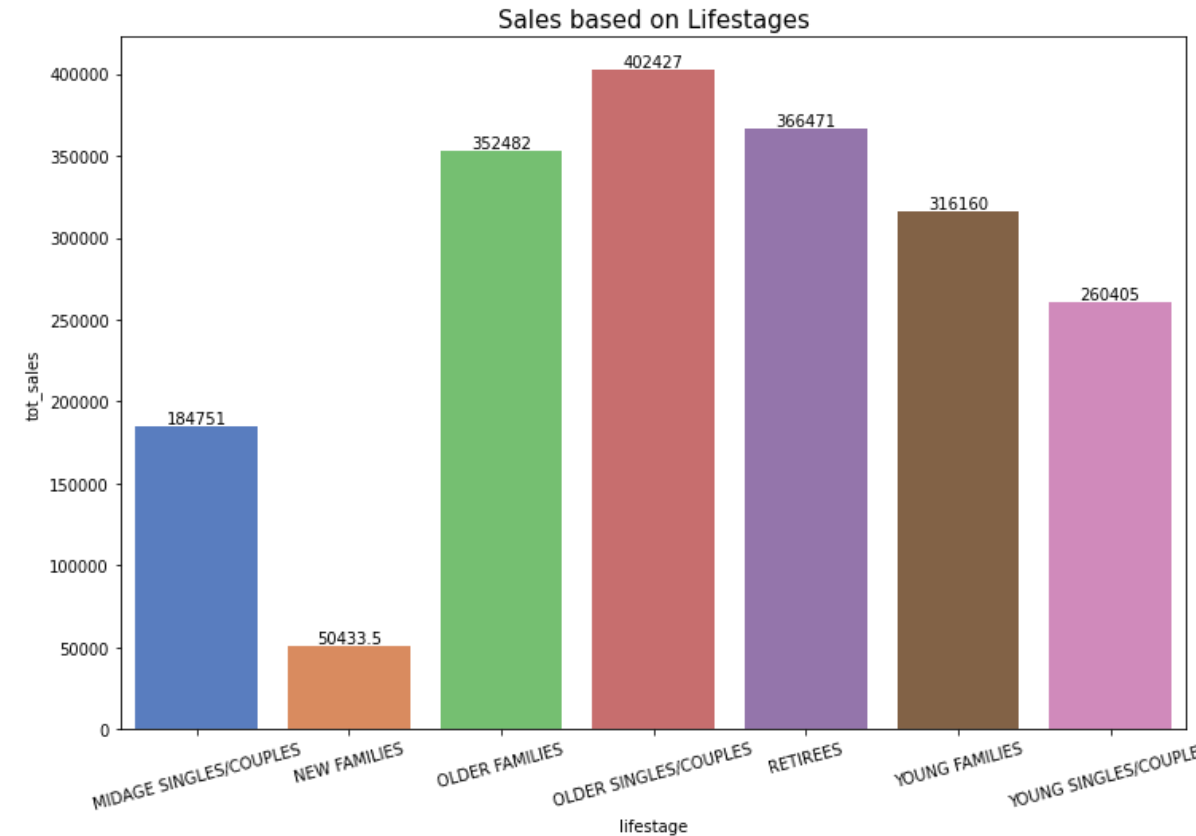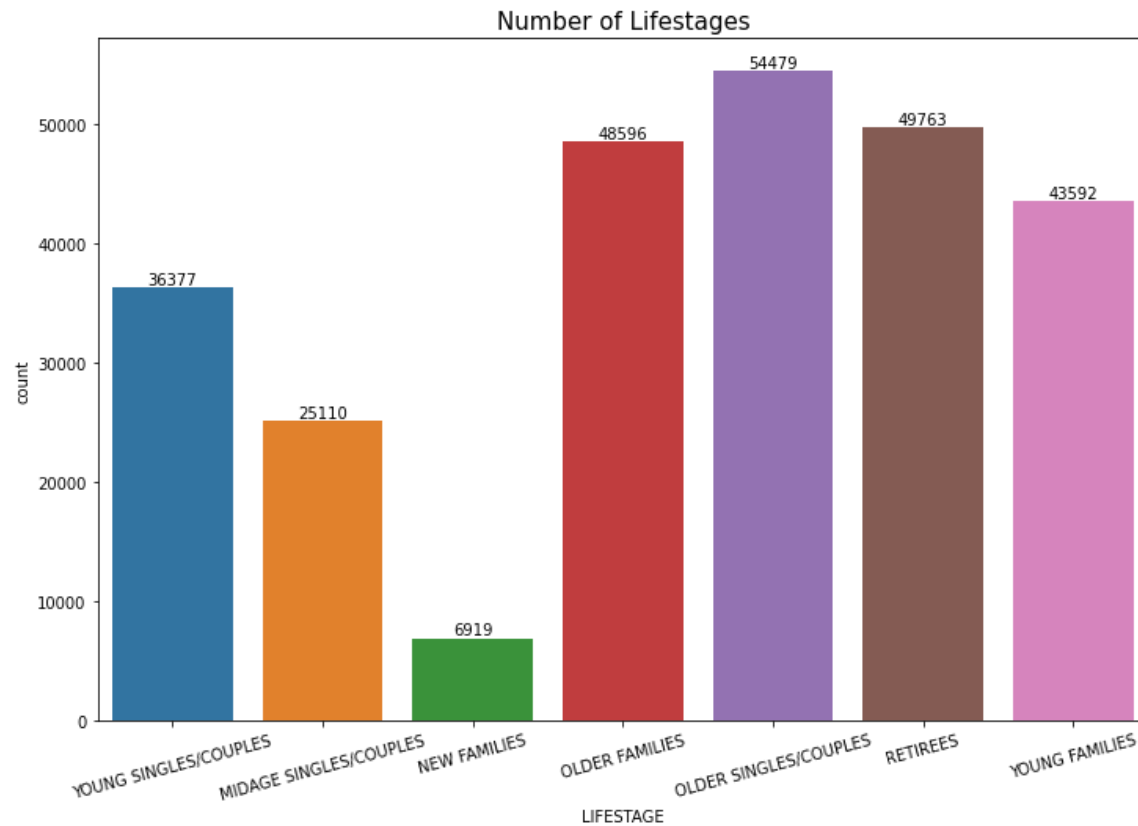
Number of Customers by Segment

- Based on the segment, Mainstream – Young Singles/Couples have the highest customers followed by Mainstream - Retirees. New families in all segments have the lowest customers.

- We see the transaction by segments, Budget – Older families, Mainstream – Retirees, and Mainstream – Young singles/ couples contribute to most sales.
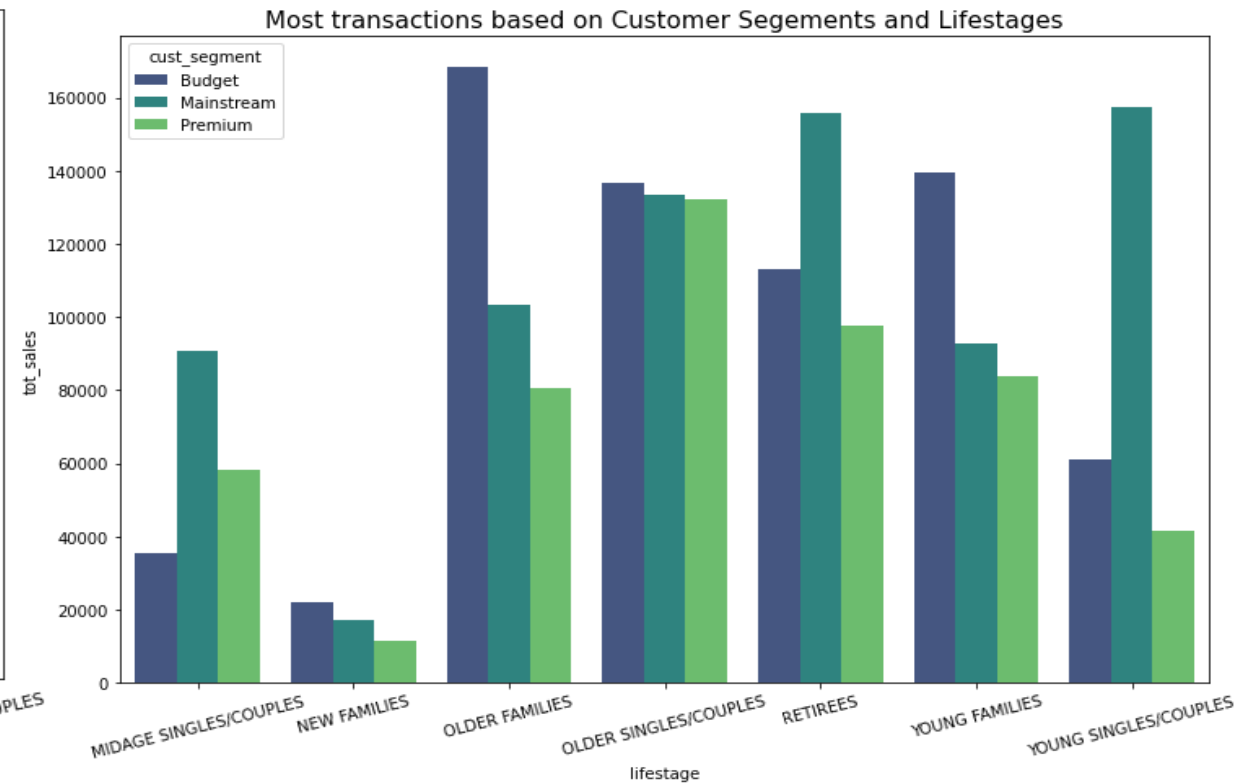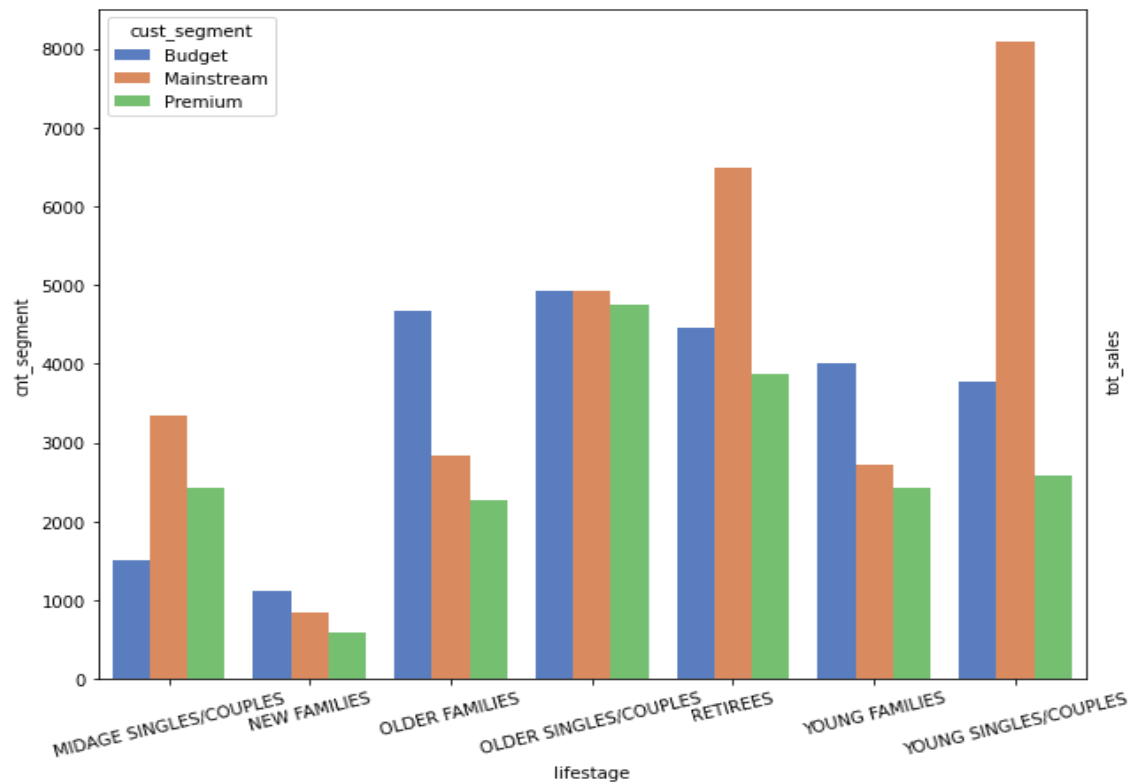
Chips per Customers

- Older families for all segments purchase more chips per customers. That's' why they are the largest contributions to sales.

- In fact, New Families purchase more chips than Young Singles/Couples. Besides, It contributes the least to sales.

- Older Families and Young Families purchase more chips per customers than any other segments because families probably have children or relatives.
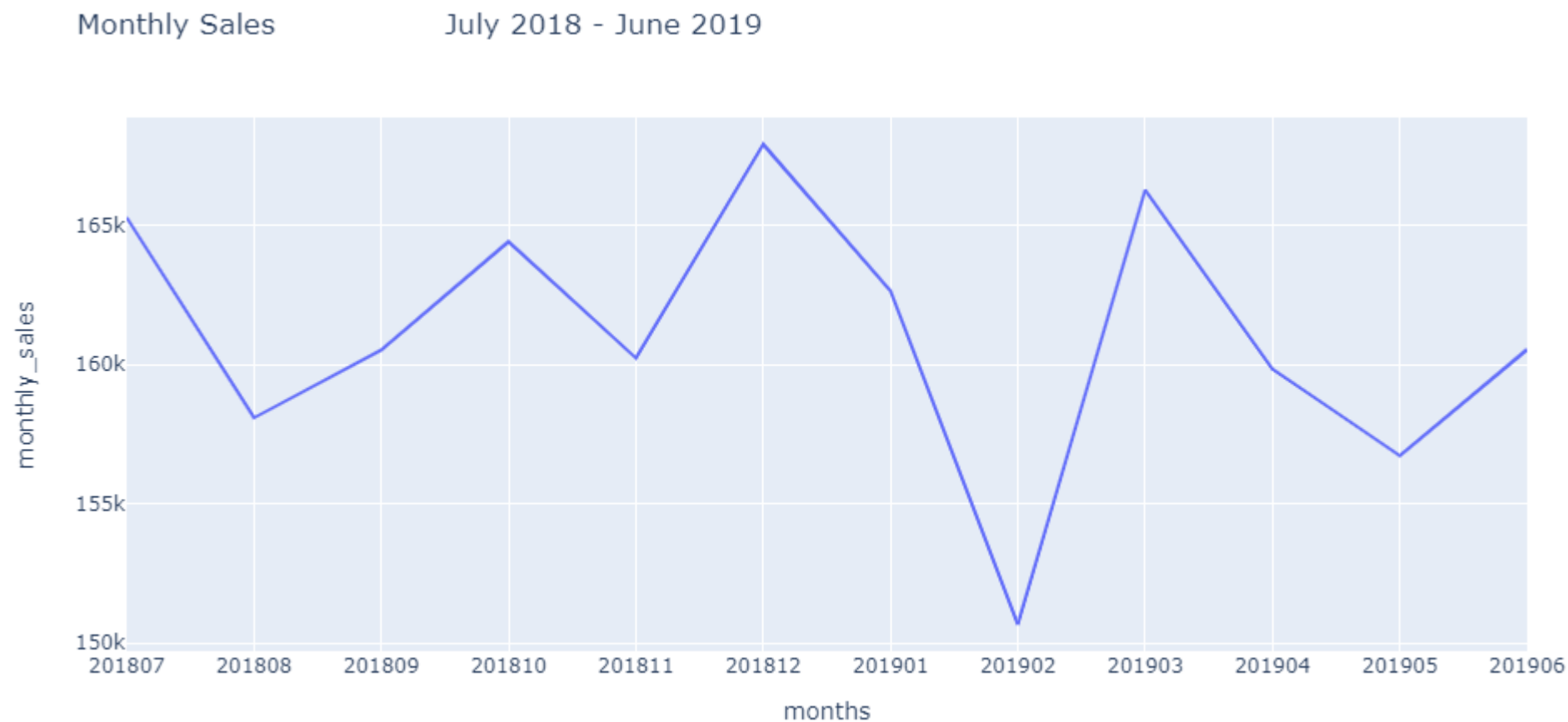
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Metrics Analysis

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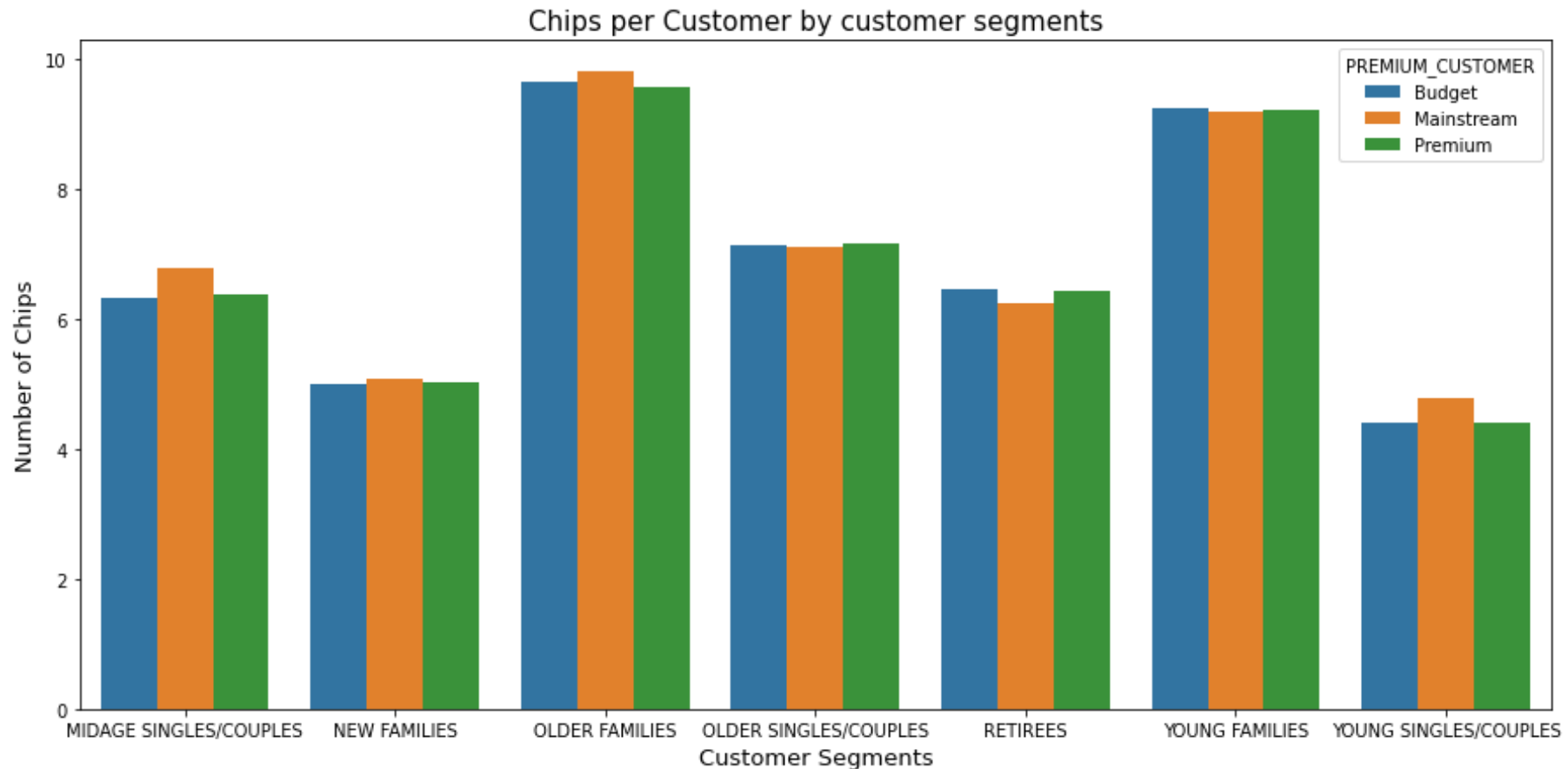
Montly Sales

- The average sales of the month is $161.094.

- The highest sales is on December which is $167.913 and the lowest sales is on February which is $150.665

Monthly Sales   July 2018 - June 2019

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Monthly Customers

- The average customer of the month is 18.440.

- The highest customer is on December which is 19.076 and the lowest customer is on February which is 17.249.

- If we see the trend between sales and customer , July 2018 to March 2019. If the number of customers increases, so do sales. If the customers decrease so do sales. But it is different to May 2019 – June 2019. When the number of customers increases, sales decrease.
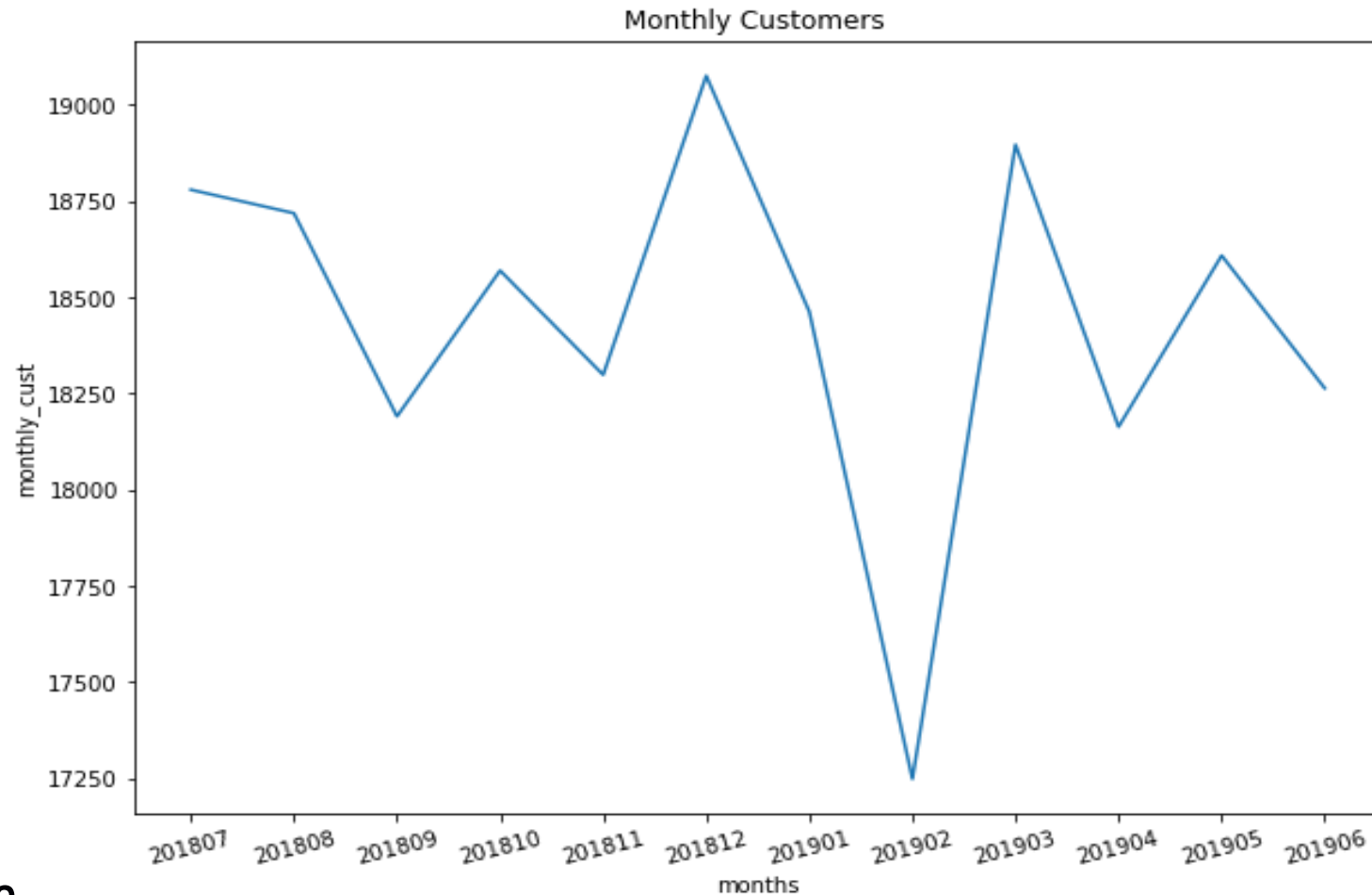
Recommendations:

- The stocks must be high on December before the Chirstmas day.

- Kettle, Smiths, Doritos, and Pringles must be kept in stocks as they are the most sold out.

- Budget – Older Family, Mainstream – Retirees, and Mainstream – Young Singles/Couples need to get noticed as they help drive high sales.

- Based on customers by segments, offer different promotions. For example: Older families spend $50 will save $10.

- Multi-buys promotions to new families (i.e. buy 2 get 1 chip – 70 gr)

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