

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 commercial in confidence nature of this document.

Executive summary

01

Task 1

- Chips transactions increase substantially prior to Christmas. It is a good time to take advantage of this momentum With promotional offers
- Sales mainly came from Budget – older families, Mainstream – young singles/couples, and Mainstream- retirees. In total contributing 25% of sales revenue
- Older and Young Family segment have the highest average purchase units per unique customer

02

Task 2

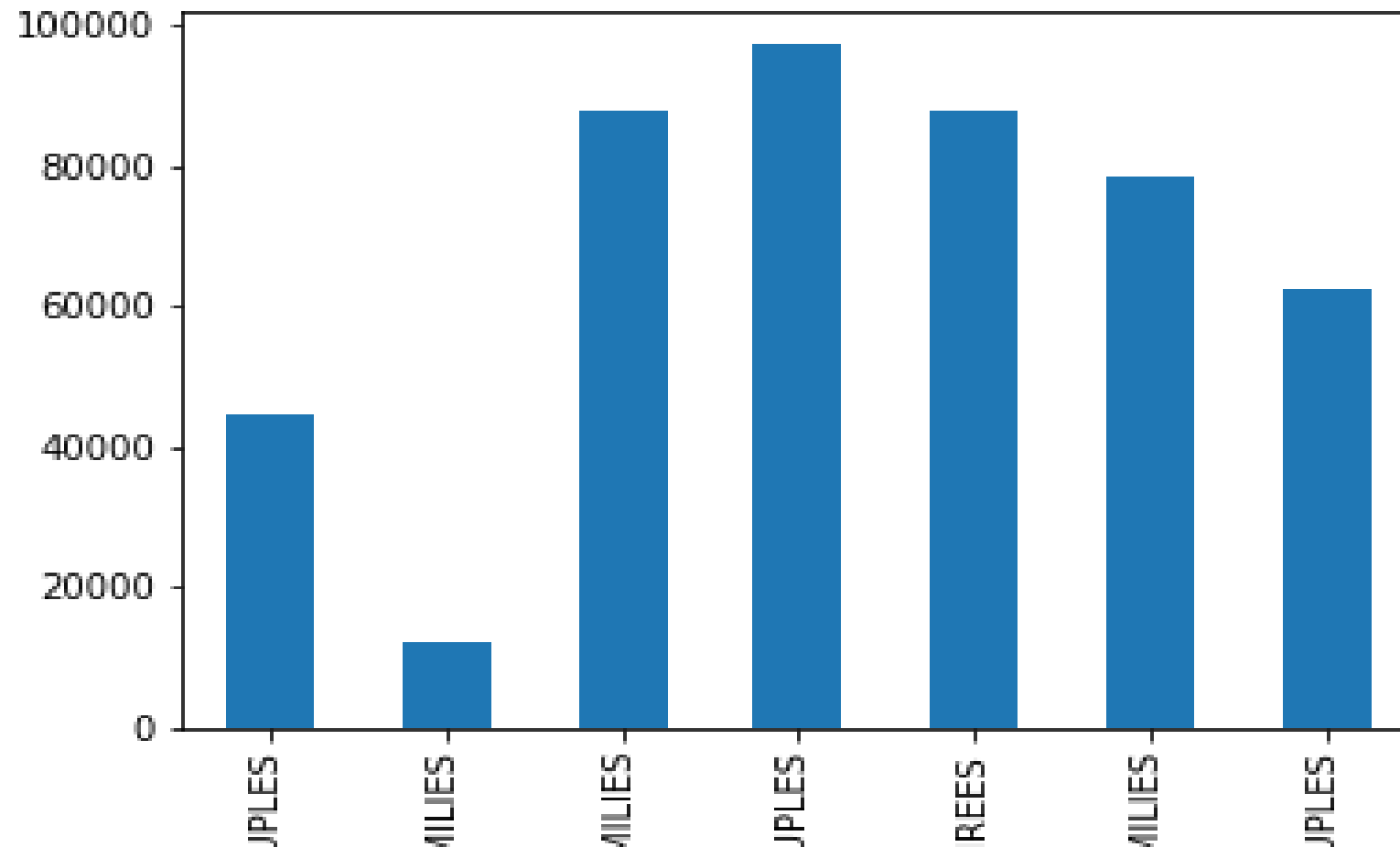
- Trial store 77 and 86 experienced significant increase in Total Sales and Customers quantity during the trial period Compared to their control stores
- Trial store 88 experience increase as well , but insignificant compared to it's control store

01

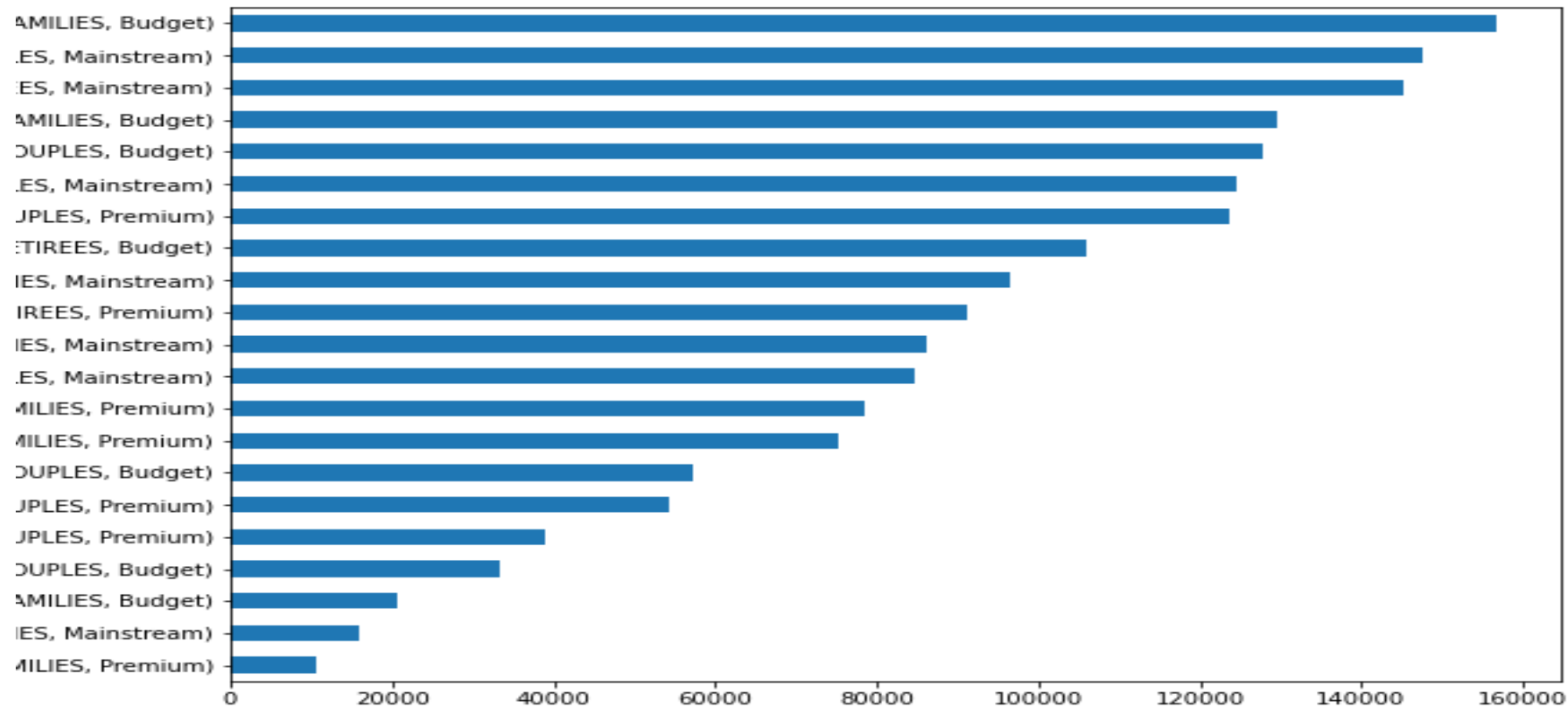
Category

- Sales increase steadily approaching Christmas, and return again to early December sales level during New Year Eve. Dipped sales in 25 December was due to shops being non – operational during Christmas
- All segments has Kettle as the most frequently purchased brand, and 175gr (regardless of brand) followed by 150gr as the preferred chip size

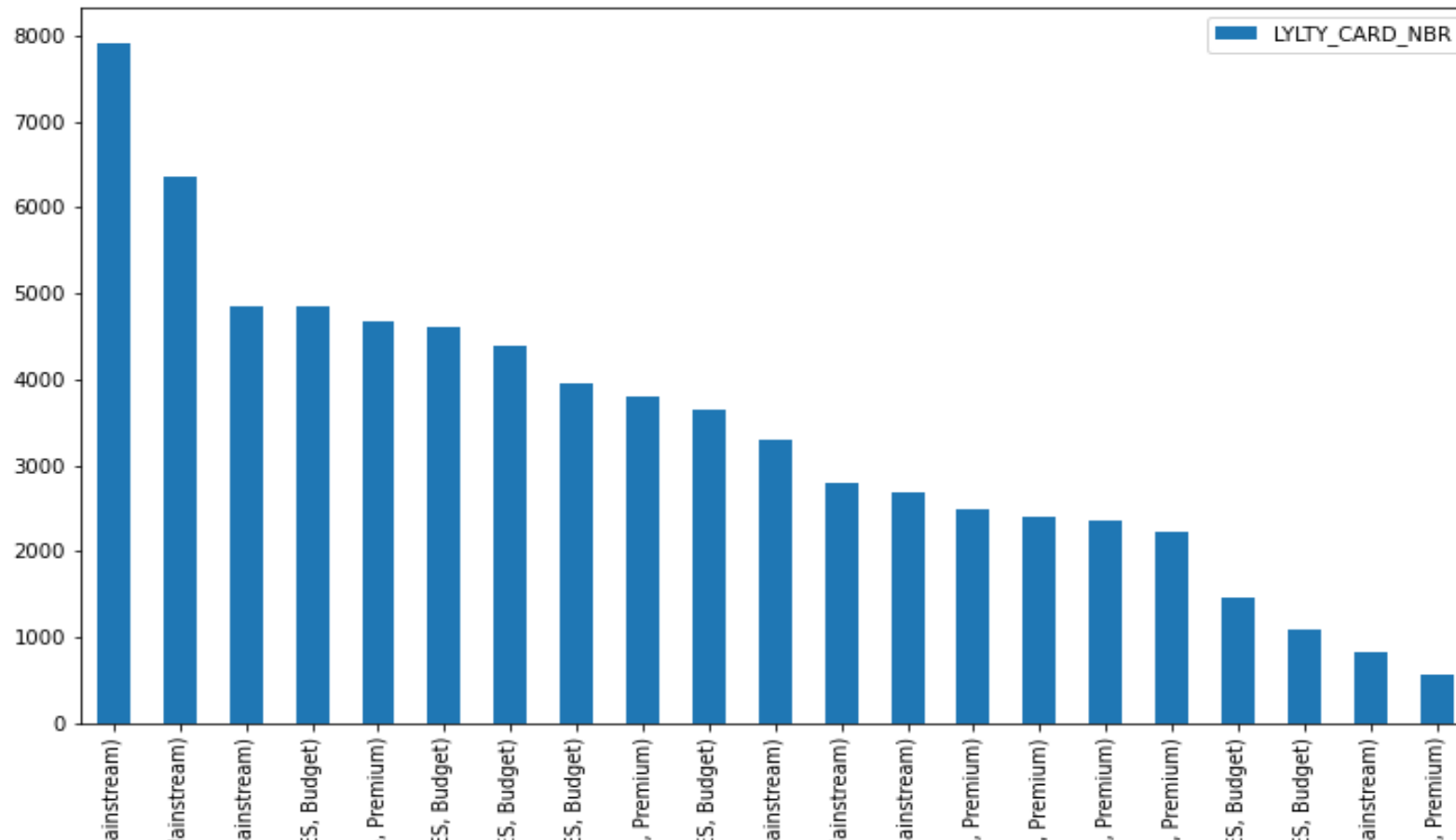
Older singles/couples group who buy most frequently, we can encourage by giving offers for buying more frequently



Older singles/couples group gives highest total sales. Even they are not most populated group but frequent buying behavior makes this happen



Young singles/couples are most populated customer. We can spend more effort on making sure our promotions reach them, and it reaches them frequently.



02

Trial store performance

- Trial store 77 second and third month, and trial store 86 second month had significantly higher sales than Control store. Whereas trial store 88 sales increase is insignificant
- Trial store 77 and 86 had significant increase in number of customers during Trial period compared to Control stores, proving an effective trail run. Where trial store 88 customers increase is insignificant.



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