April 2025

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

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 **Overview of Chip Sales**

- Chip sales overtime from July 2018 to June 2019.
- Impact of customer affluence and spending habits.
- Customer life stage and affluence impact on spending habits.
- Popular brands selling chips.

02 **Task 2**

- Overall the trial stores outperformed the control stores in every category during this period.
- Trial stores do show a great performance in the last month of trial.
- Trial was successful in two out of the three stores

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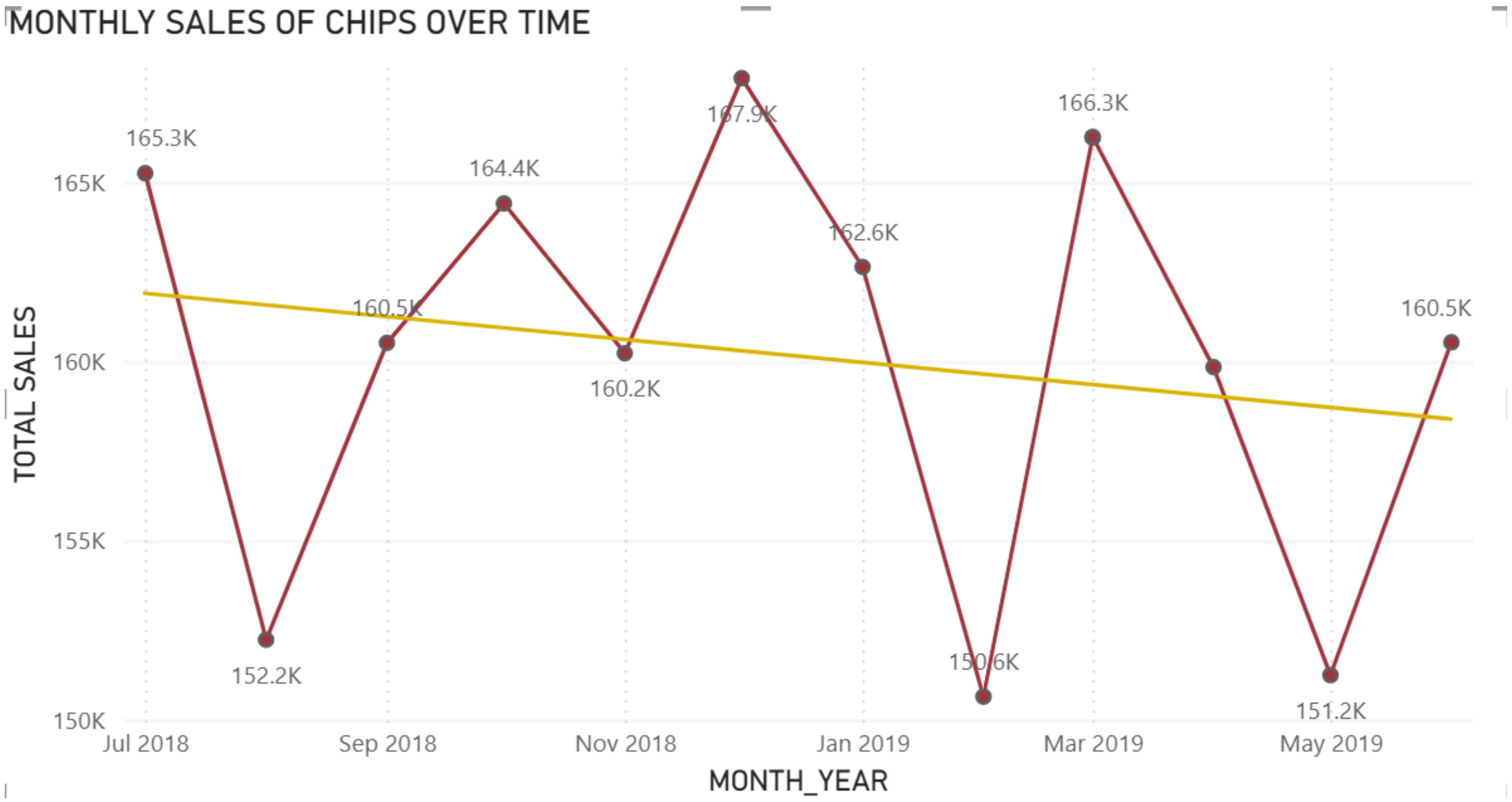
01

Overview of chip sale and customer spending habits

Total chip sales trend – July 2018 – June 2019

Analysis of monthly chip sales reveals a downward-sloping trend throughout this period.



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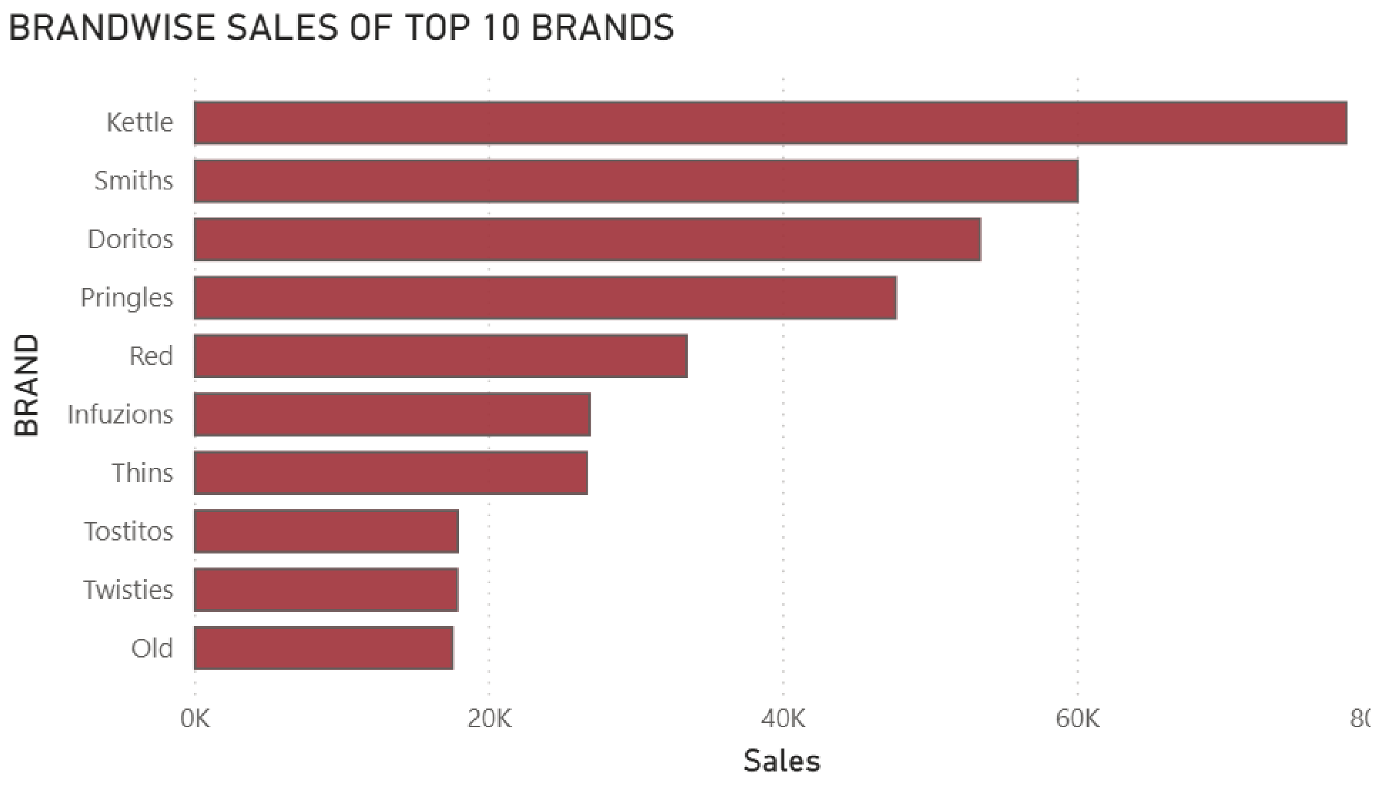
Top 10 sellers of chip

- Kettle is the most popular brand of chip among the consumers, followed by Smiths and Doritos.
- Top 10 most consumed chip brands are shown in the horizontal bar diagram



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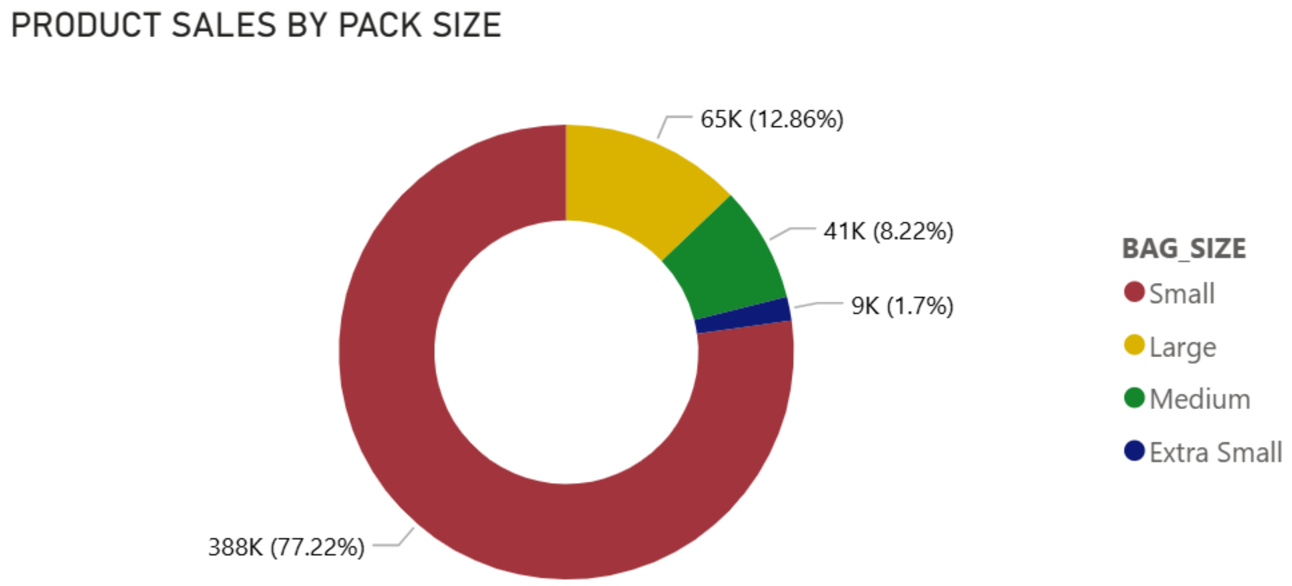
Most sold bag size

- The most sold chips bag size falls within the 100–199g range, indicating that smaller packs are the most popular among customers.
- This could be attributed to factors like affordability, convenience, and impulse buying behavior — customers may prefer smaller packs for snacking on-the-go or trying out different flavors without committing to a larger size



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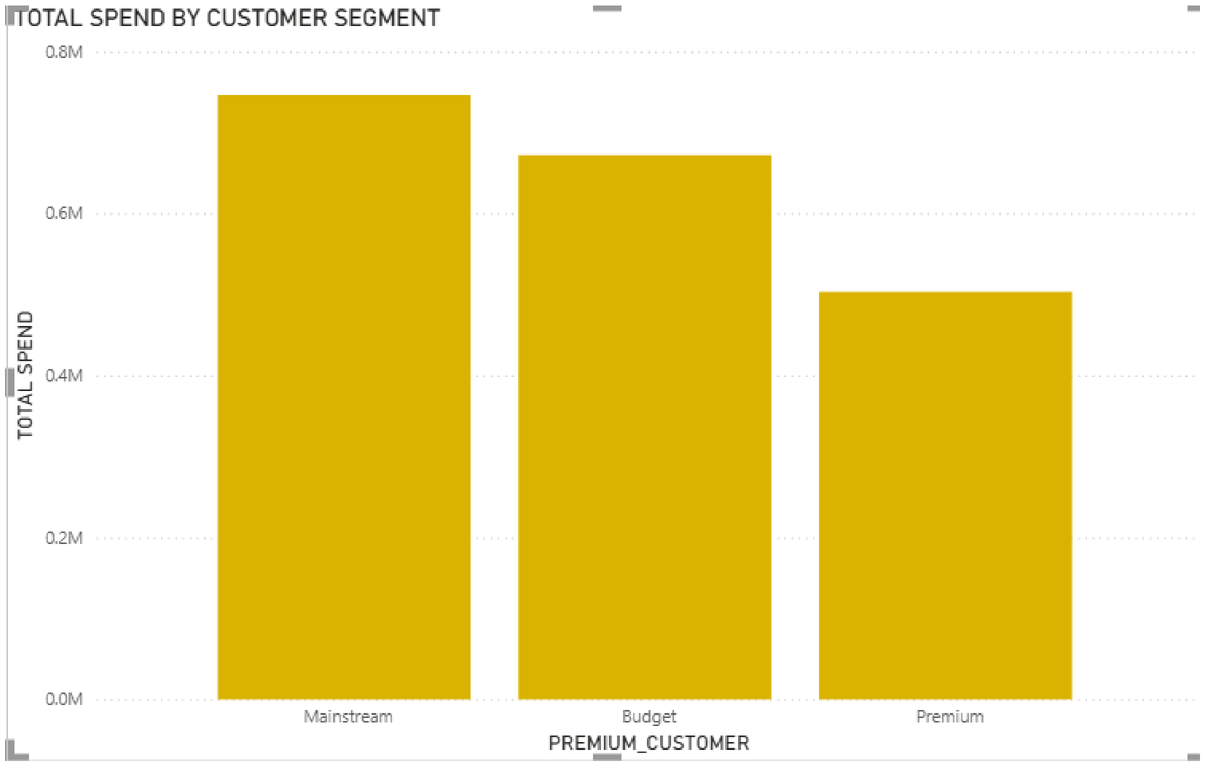
Customer affluence and its effect

Mainstream customers made the most chip purchases with budget customers in second. It does not seem affluence has a large impact on chip sales



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Life stage of customers and its effect on consumer buying

Data shows that older people are tend to purchase more chips across all life stage demographics. New families spend the least on chips

LIFESTAGE	Average Quantity	Total Spend
MIDAGE SINGLES/COUPLES	346.08	183,582.95
NEW FAMILIES	336.29	50,253.10
OLDER FAMILIES	353.22	349,945.25
OLDER SINGLES/COUPLES	347.67	399,971.15
RETIREES	344.66	364,567.65
YOUNG FAMILIES	351.58	314,096.85
YOUNG SINGLES/COUPLES	334.81	259,340.00
Total	**346.55**	**1,921,756.95**

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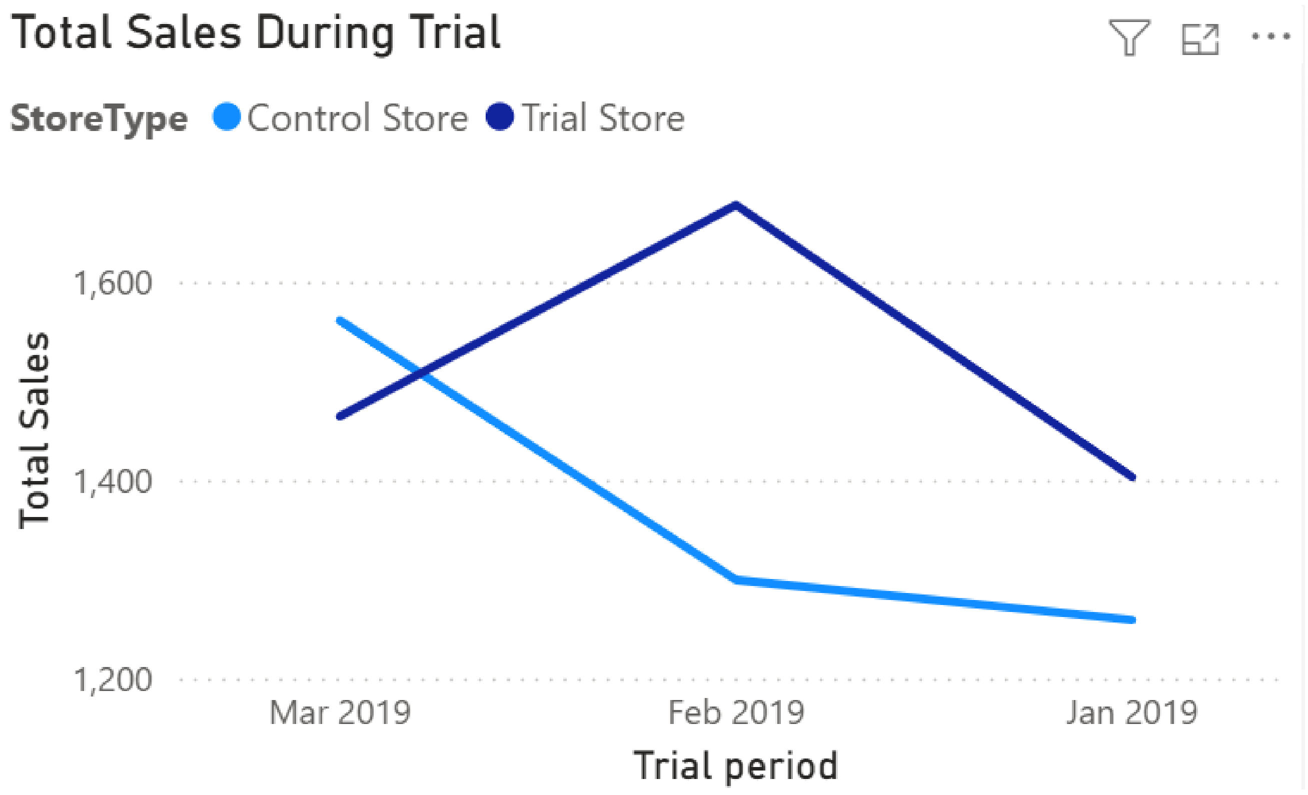
02

Trial store performance

Trial stores Vs Control stores sales during trial period



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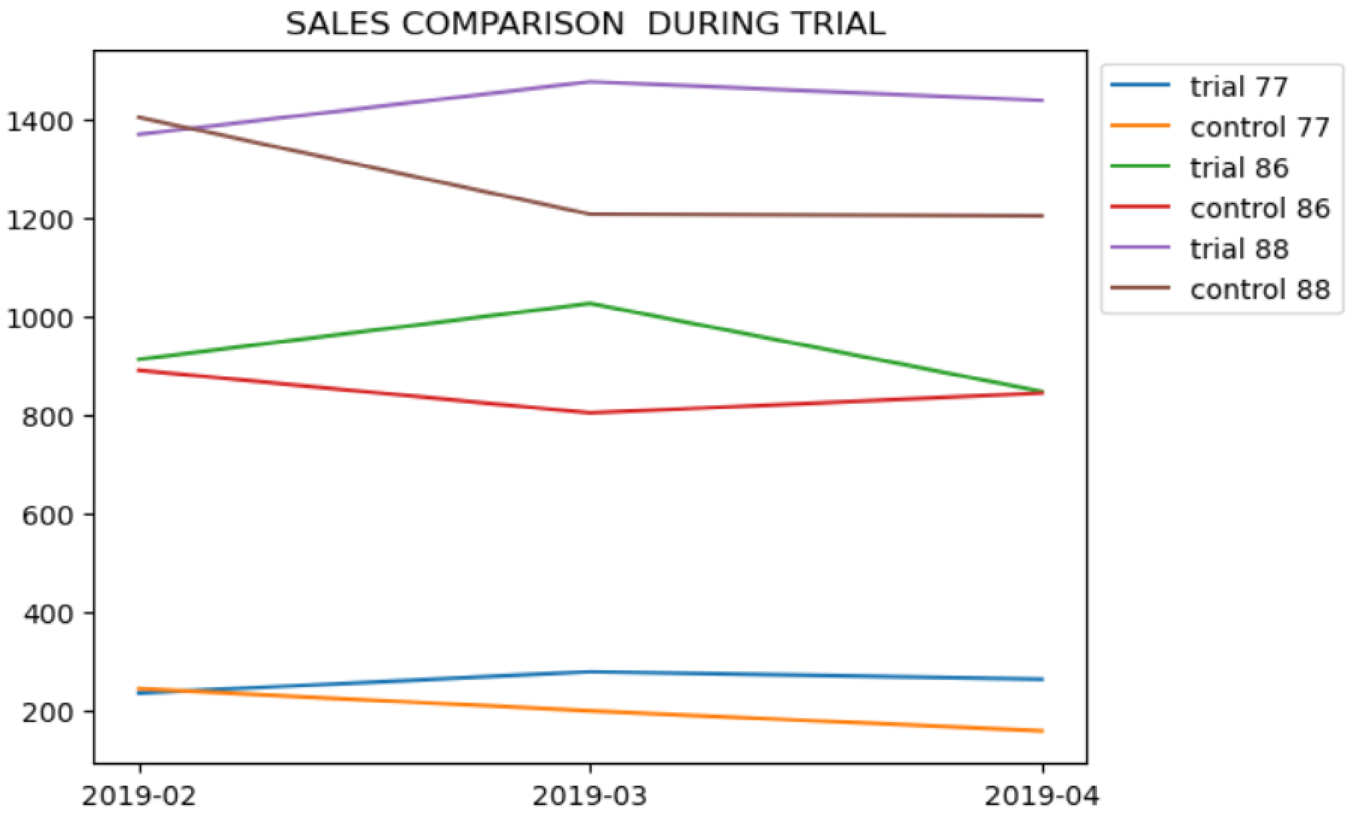
Trial stores Vs Control stores : Sales

- Data shows that the trial stores have increased sales from February and ends with a slight decline in April
- Control stores declined from February and levelled out March into April. Control store of store 77 (store 233) continued to decline.



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Trial Store 77 Vs Control Store 233

Store Number	Total Sales	Unique Customers	Avg transactions per customer
77	786.80	130	1.11
233	701.00	108	1.23

- Trial store 77 has attracted more new customers . But average transactions per customer has not increased.
- Trial 77 outperformed control 233 in sales and new customer reach but number of purchased per customers has not increased . The trial in store 77 attracted more customers, but purchase intensity per customer was slightly lower than the control

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Trial Store 86 Vs Control Store 155

86 Store Number	2,542.20 Total Sales	207 Unique Customers	1.80 Avg transactions per customer
155 Store Number	1,025.45 Total Sales	144 Unique Customers	1.10 Avg transactions per customer

- Trial 86 and control 155 performed similarly across all aspects.
- Control slightly exceeded trial in total sales and purchase Trial has no positive effect in sales in Store 86

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Trial Store 88 Vs Control Store 237

88 Store Number	4,070.55 Total Sales	259 Unique Customers	1.80 Avg transactions per customer
237 Store Number	3,557.50 Total Sales	269 Unique Customers	1.55 Avg transactions per customer

- Store 88 has a significant performance uplift in sales
- Number of unique customers is slightly less than control but purchase per transaction is better
- Trial 88, trial was successfull. purchase intensity per customer is the driving factor of increased performance

Recommendations:

- Two of the three trial stores are outperforming their control stores.
- One store continued to increase after the trial period. Showing a possible change in customer purchase behaviour in store 77.
- Since only two of the trial stores outperformed their control stores, and only one maintained improvement after the trial, the promotional strategy may need adjustment.

- Sales were significantly higher for chips in the 100–199g pack size range. This indicates a customer preference for smaller, likely more affordable and convenient options. Future marketing efforts and product availability should emphasize this pack size.

- Include store location data — such as city, rural/urban classification, or region — in future analyses. This would help determine whether geographic or demographic factors influenced the trial's performance, as only a few trial stores outperformed their control counterparts.

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