

JUNE 2025

# Category Review : Chips

Real Analytics



# 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
- 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 data. Comply with 200+ security requirements from NAB, Wool -worths and other data partners. All partner data is held in separate restricted environm-Ents All access to partner data is Limited to essential staff only Security environment and Processes regularly audited by our data partners

## Ethical Use

Applies to all our facets of our work, from the initiatives we take on, the information we use and how our solutions impact our individuals, organizations and society.

We all have a responsibility to use data for good

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



- **Task 1**

Here you will include your high level findings and any key callouts for task 1

- **Task 2**

Here you will include your high level findings and any key callouts for task 2



**Category**

# Overview

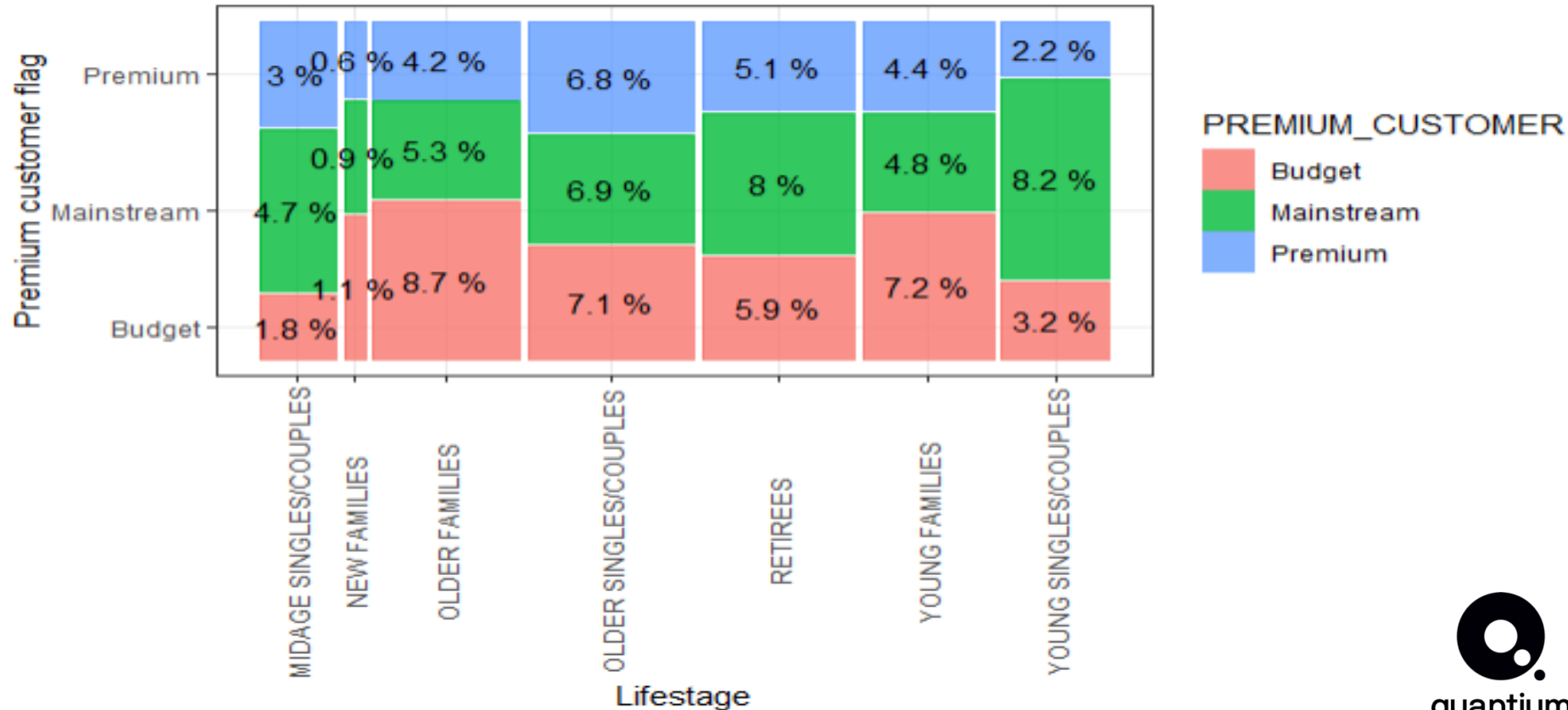
Sales have mainly been due to **Budget - older families, Mainstream young singles/couples, and Mainstream - retirees shoppers**. We found that the **high spend in chips for mainstream young singles/couples and retirees** is due to there **being more of them than other buyers**. Mainstream, midage and young singles and couples are also more likely to **pay more per packet** of chips. This is indicative of impulse buying behaviour.

We've also found that **Mainstream young singles and couples** are **23% more** likely to purchase **Tyrrells chips** compared to the rest of the population. The Category Manager may want to **increase the category's performance by off-locating some Tyrrells** and smaller packs of chips in discretionary space near segments where young singles and couples frequent more often to increase visibility and impulse behaviour.

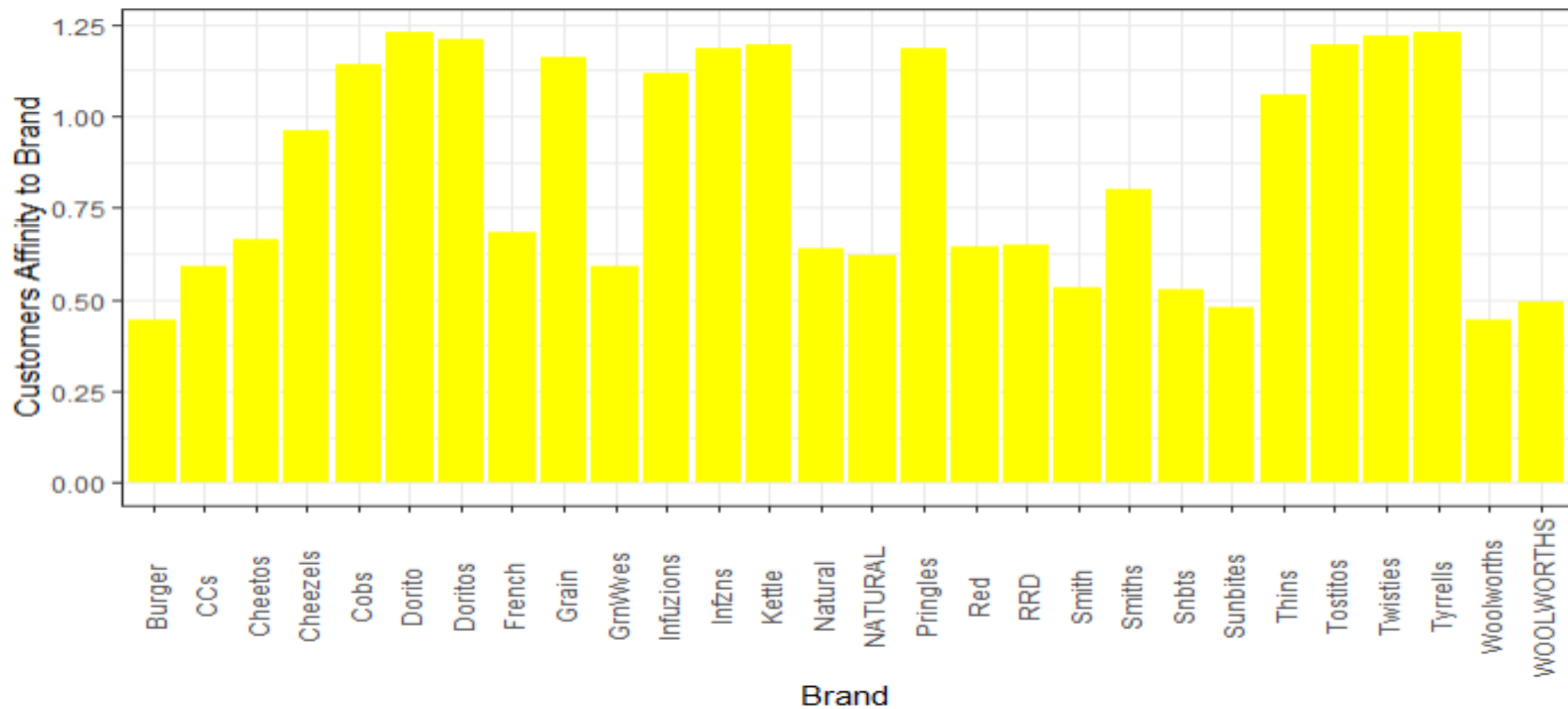
Quantium can help the Category Manager with recommendations of where these segments are and further help them with measuring the impact of the changed placement.

# Affluence and its Effect on consumer buying for the category of chips

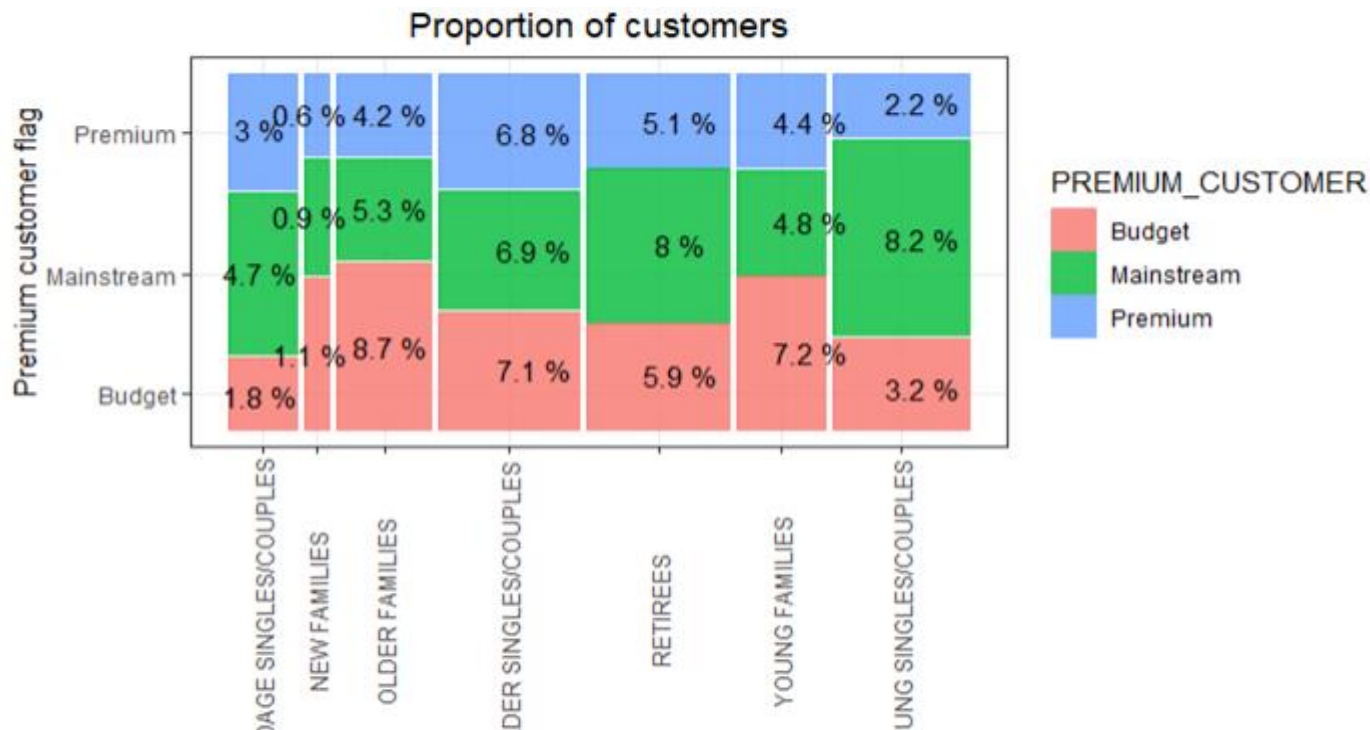
Proportion of sales



# Favorite brands of Customers



# Proportion of Customers by Affluence and Life Stage





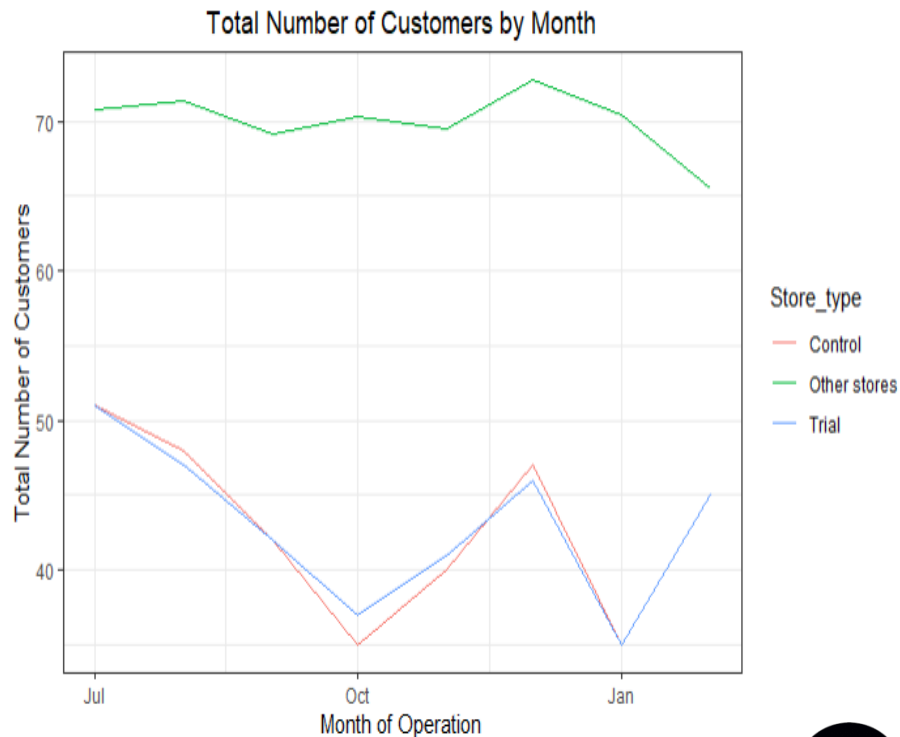
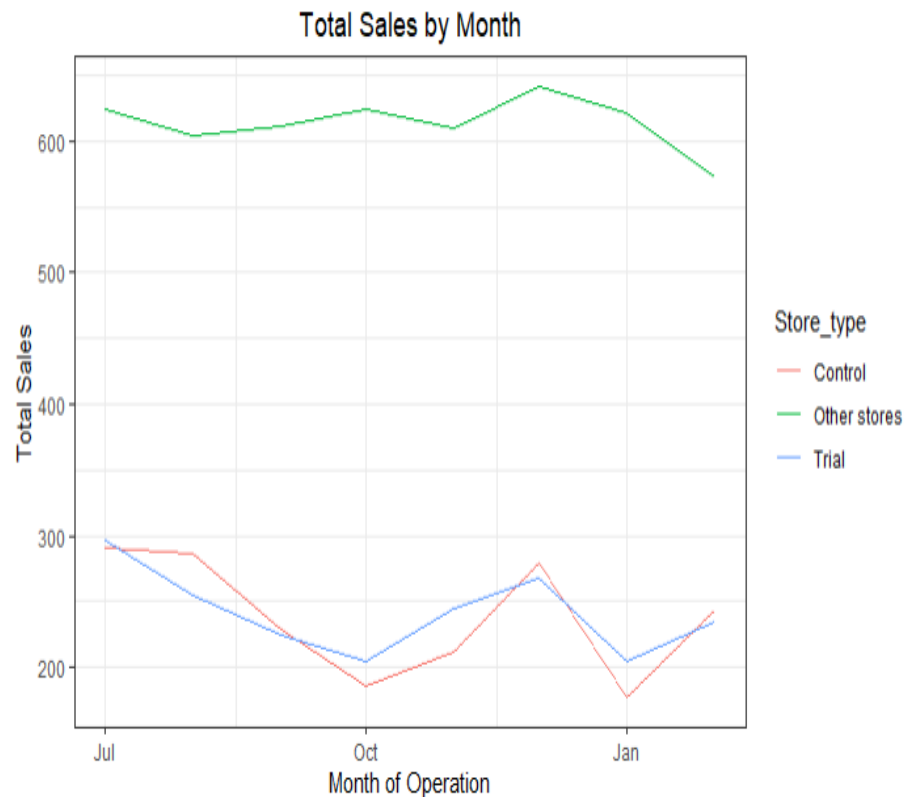


# **Trial Store Performance**

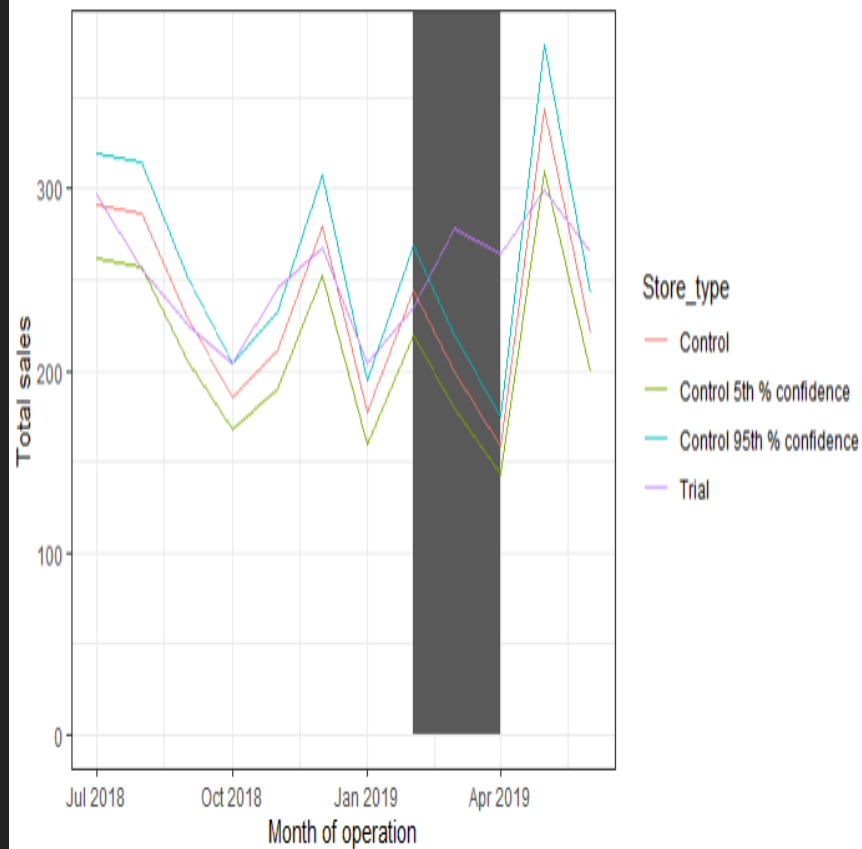


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# Control Store Vs Other Stores



### Total sales by month



### Total Number of Customers by Month

