

August 2022

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 Task 1

- In month of December there was unusual high sales prior to Christmas.
- Maximum number of transactions are for the brand KETTLE.
- Total Sales are highest for Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees shoppers.
- Mainstream Mid-age and Young Singles/Couples pay more per packet of chips.
- Mainstream young singles and couples are more likely to purchase Tyrrells chips.
- Packet size of "270g" which is only provided by the brand "Twisties" is preferred more.

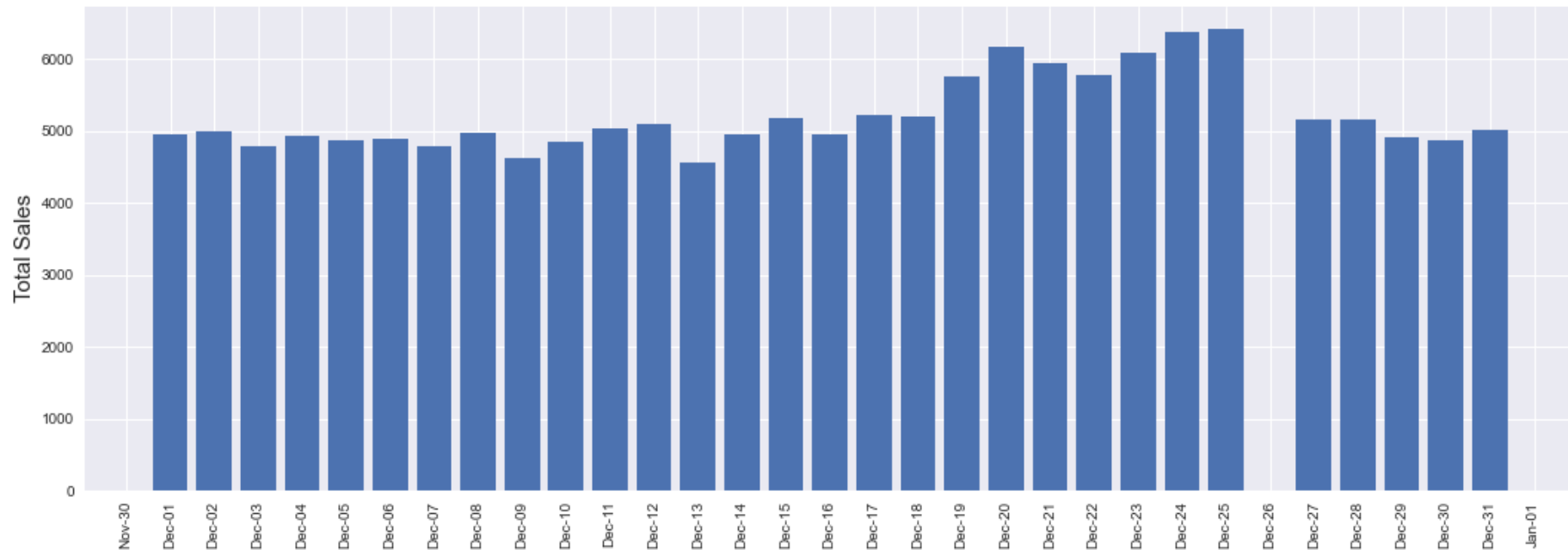
02 Task 2

- Trail Stores 77 and 88 showed significant increase in Total Sales and Number of Customers during trial period.
- Trail Store 86 also increased but insignificant compared to its Control store.

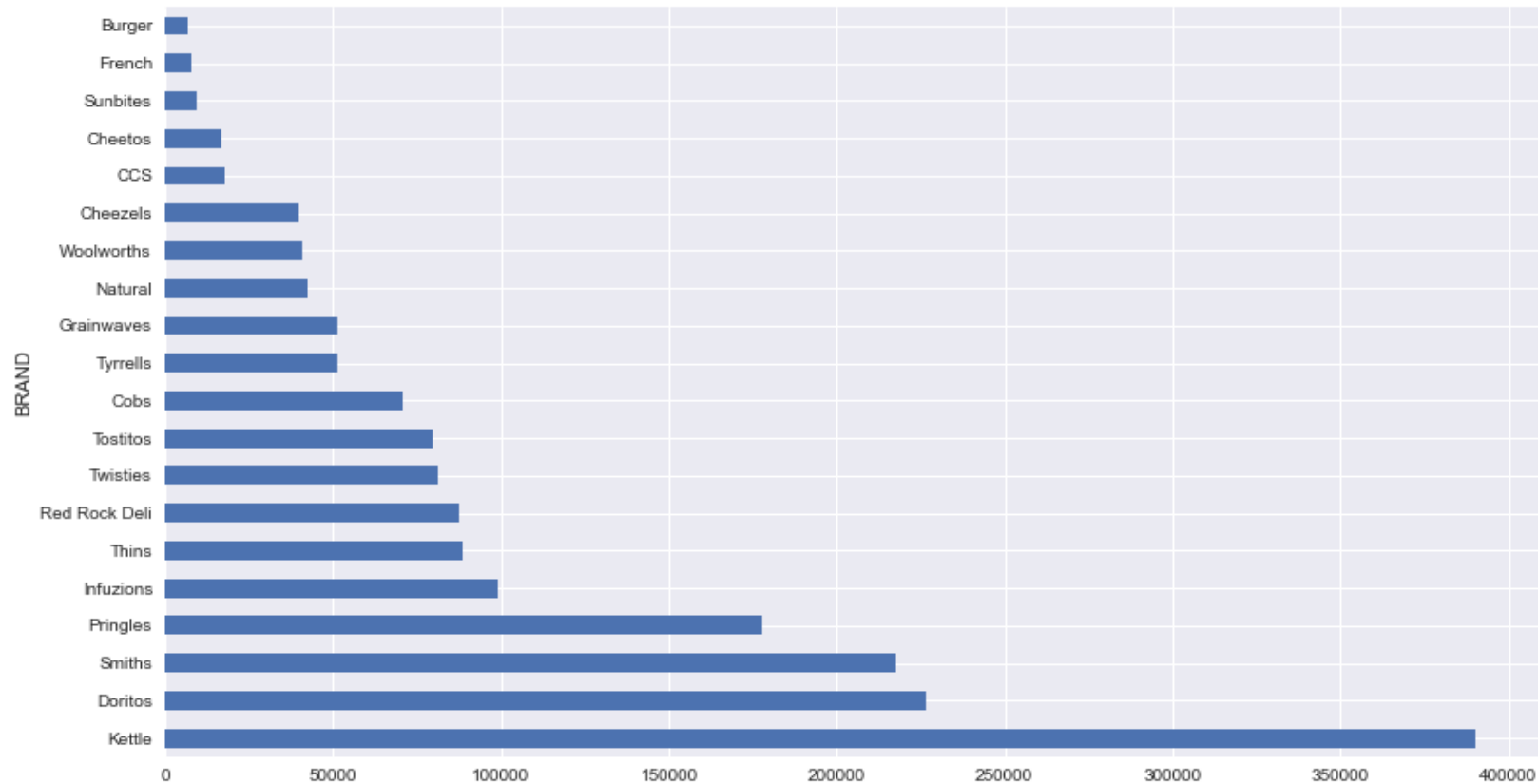
01

Category

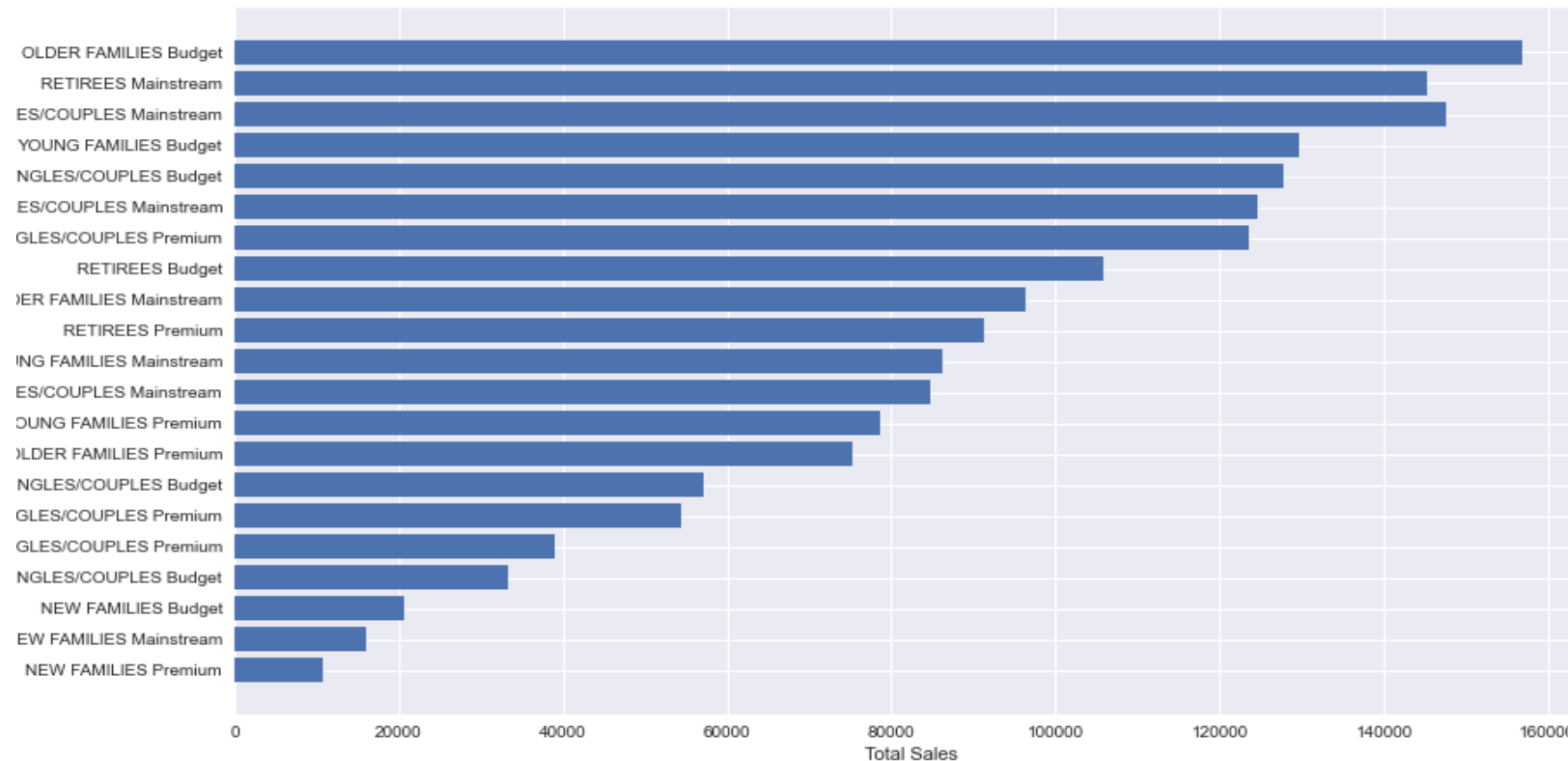
- Sales increase steadily as the Christmas day approaches.
- The day with no transaction is a day after Christmas day that is when the store is closed.



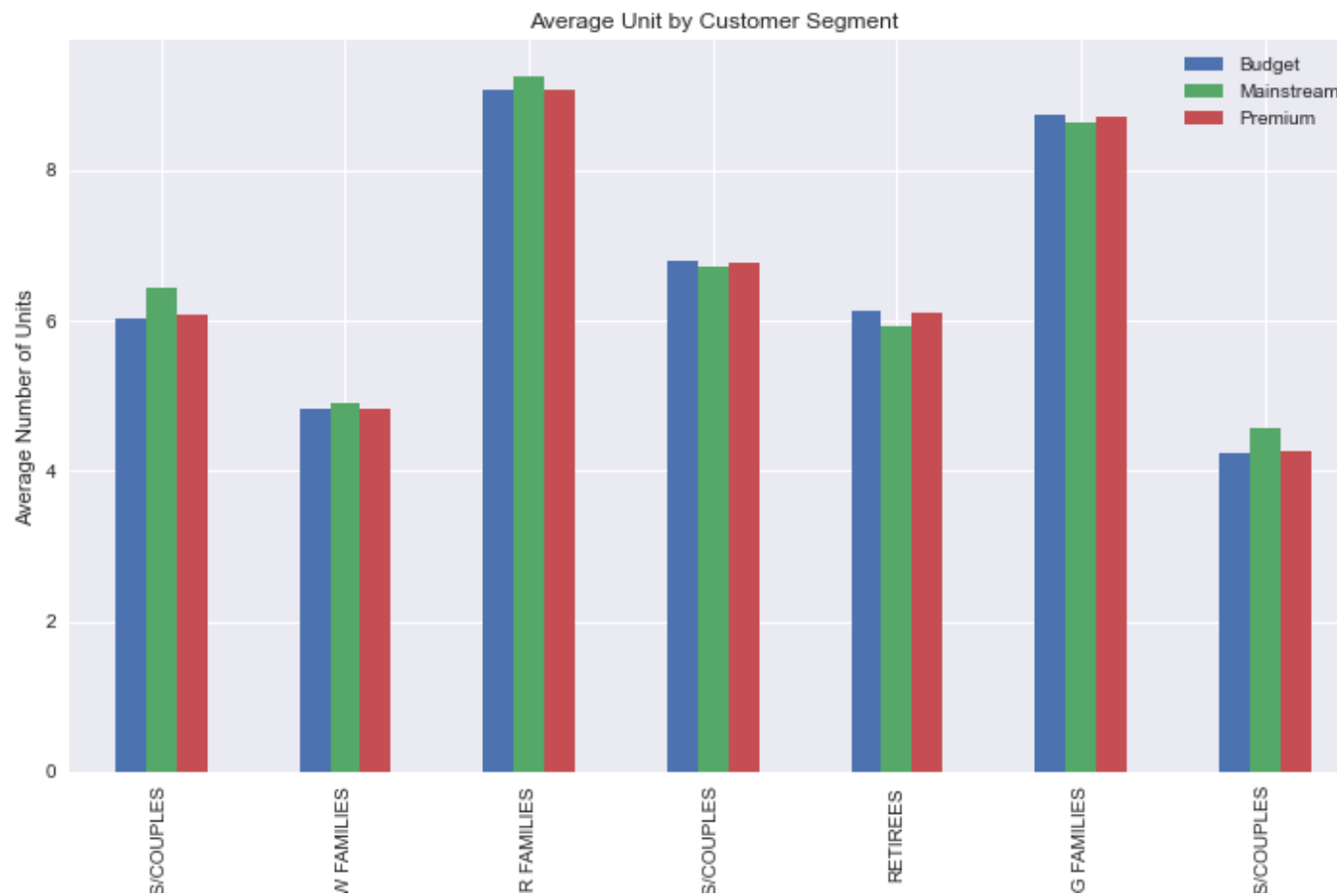
- Brand “KETTLE” has the highest total sales among the other brands.



- Sales mainly came from Budget - Older Families, Mainstream – Young Singles/Couples, and Mainstream - Retirees.
- In total, older customers buy more than younger customers.



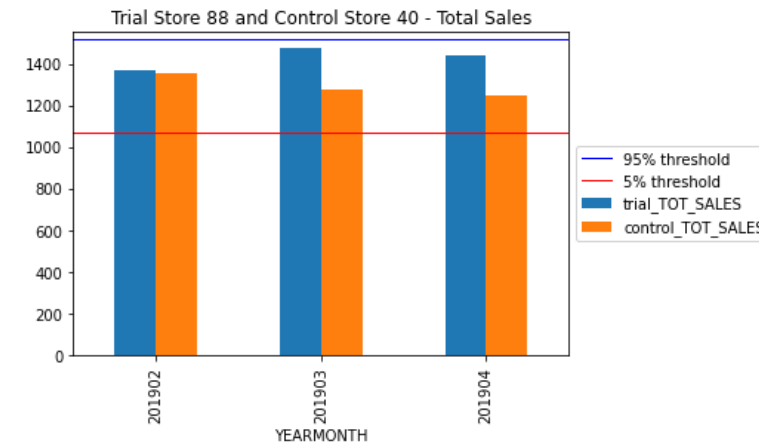
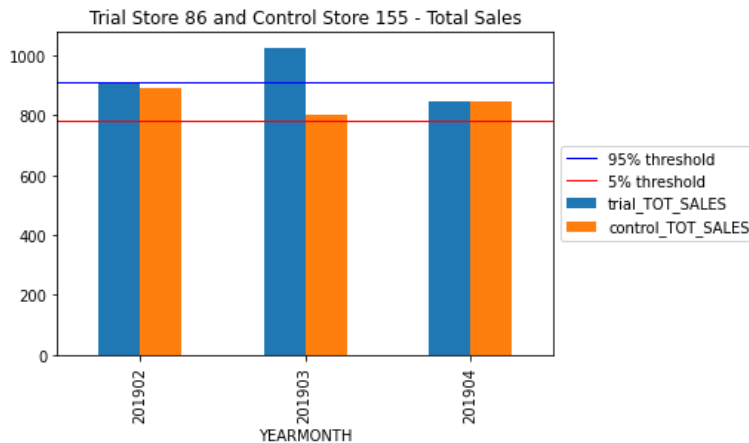
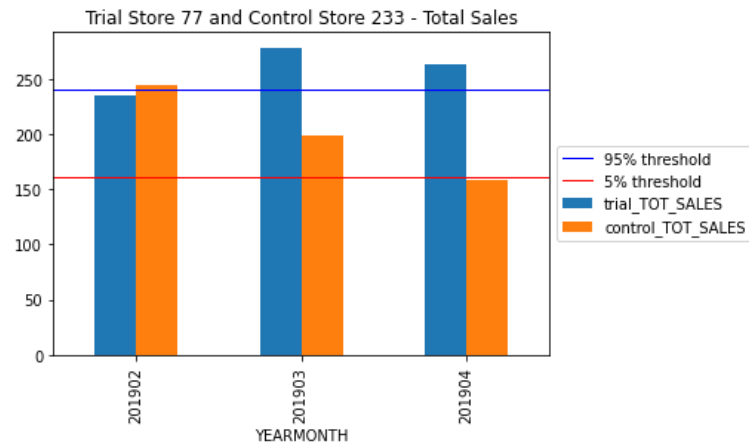
- Older and Young Family segment have the highest average purchase units per unique customer



02

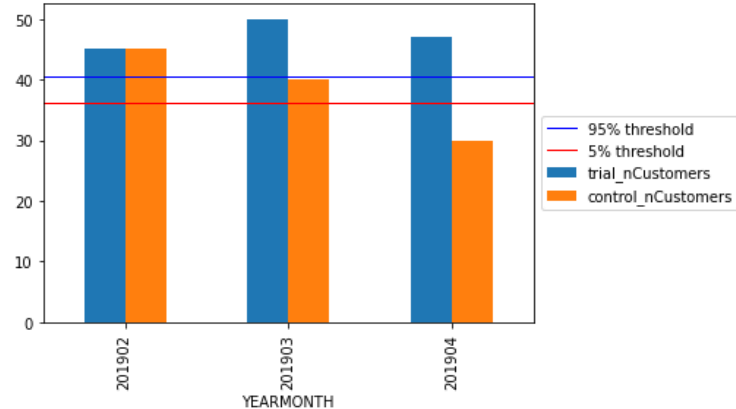
Trial store performance

- Trial store 77 sales for March and April and Trail store 86 sales for March had significant higher sales than control store.
- Trail store 88 sales increase is insignificant.

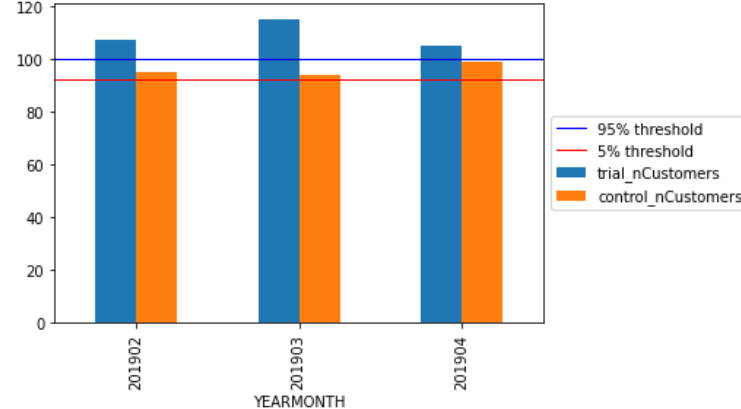


- Trial store 77 and 86 for Feb, March, and April has significant increase in number of customers than control store.
- Trail store 88 customers increase is insignificant.

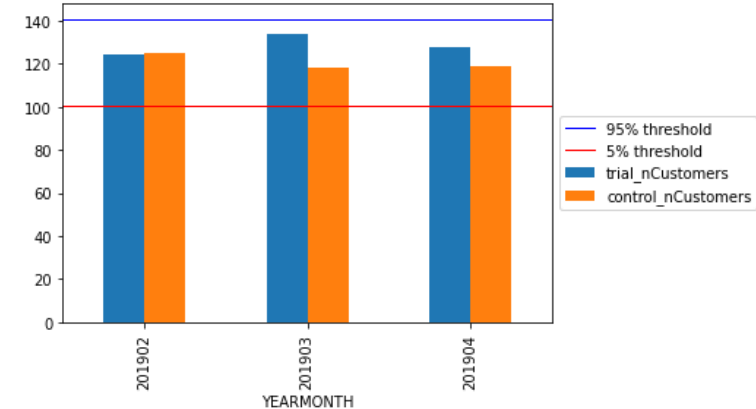
Trial Store 77 and Control Store 233 - Number of Customers



Trial Store 86 and Control Store 155 - Number of Customers



Trial Store 88 and Control Store 40 - Number of Customers





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