

Aswathi Ajith

December 12, 2024

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

- The three highest-contributing segments to total chip sales are Older Families - Budget, Young Singles/Couples - Mainstream, and Retirees - Mainstream, with Kettle being the most purchased brand across all segments.
- Despite not having the largest population, Older Families drive sales through their high purchase frequency and larger average quantities per purchase.
- The Mainstream Young and Mid-age Singles/Couples spend significantly more per purchase, and the most popular chip sizes are 175g and 150g across all segments.

02

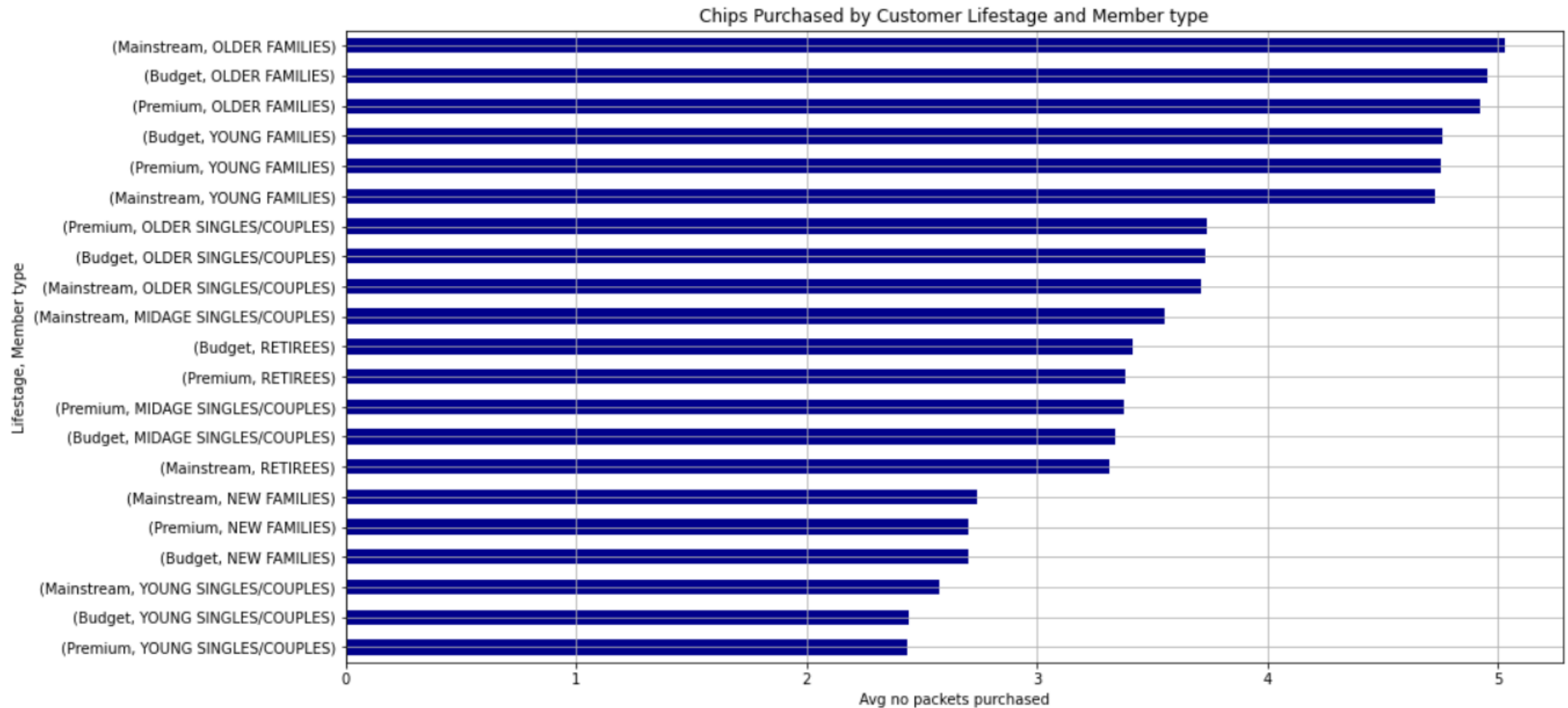
Task 2

- The Trial store 77 sales for Feb, March, and April exceeds 95% threshold of control store. Same goes to store 86 sales for all 3 trial months.
- Both trial store 77 and 86 showed significant increase in Total Sales and Number of Customers during trial period. But not for trial store 88.
- Overall, the trial showed positive significant result.

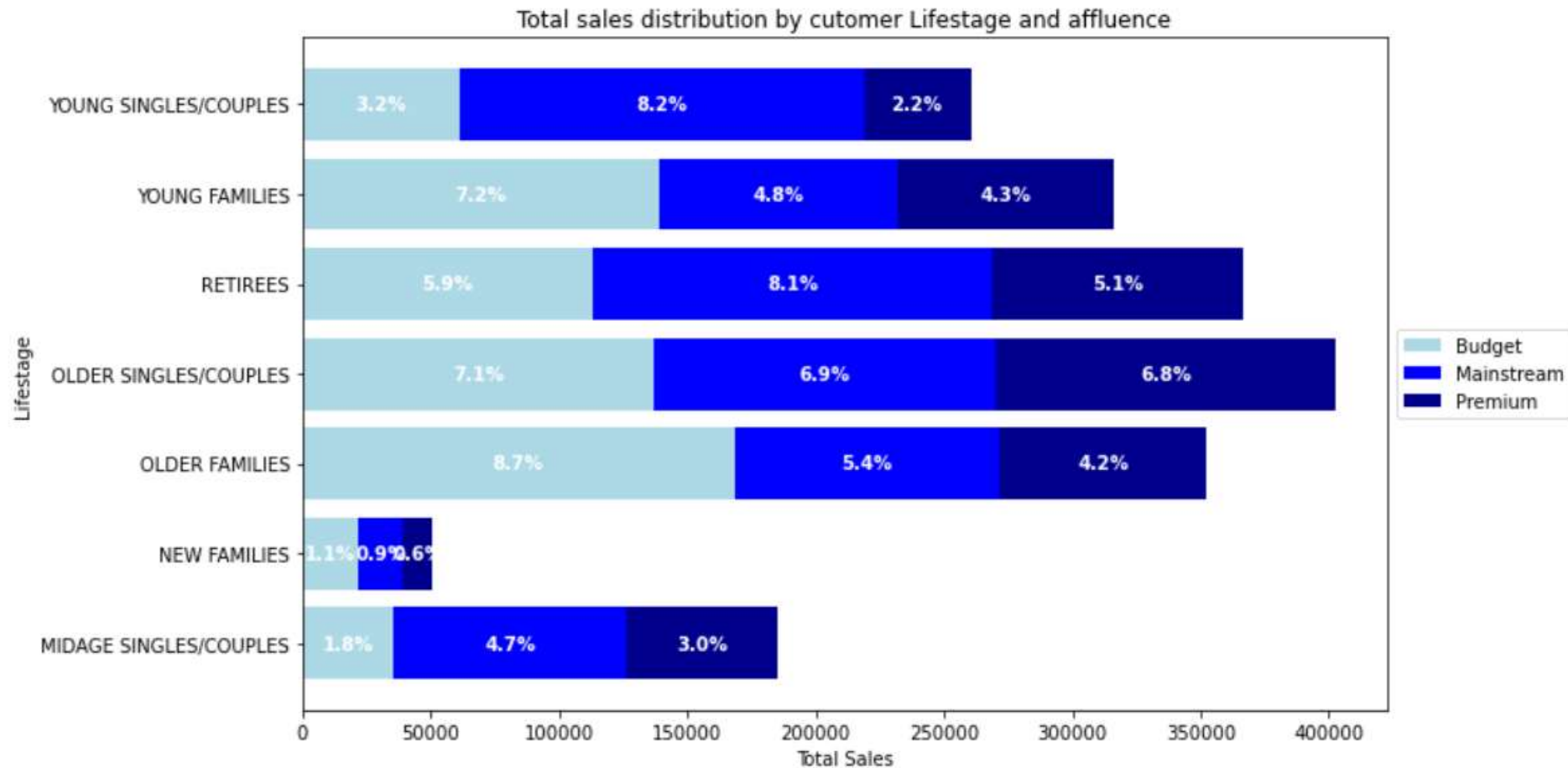
01

Category

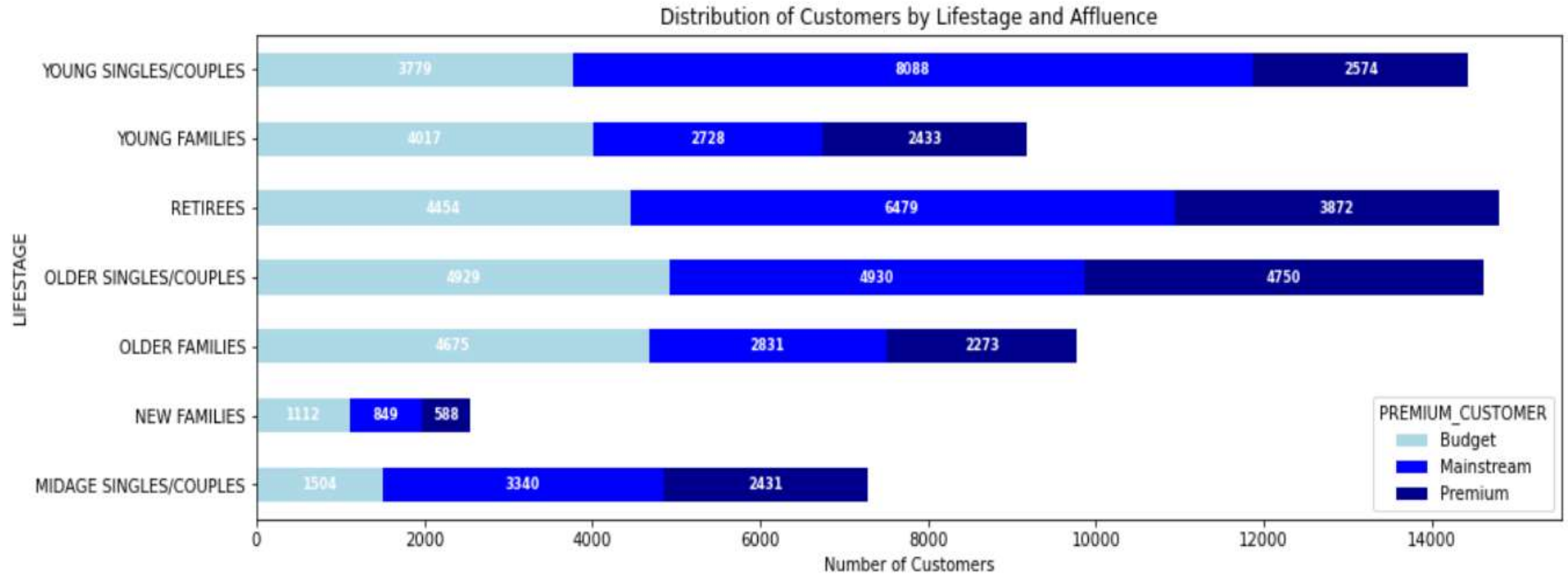
- Older and Young families purchase more chips on average than other groups.



- Sales are mostly coming from Budget older families and followed by Mainstream young singles/couples



- Mainstream young singles/couples have a larger population, contributing significantly to total sales.



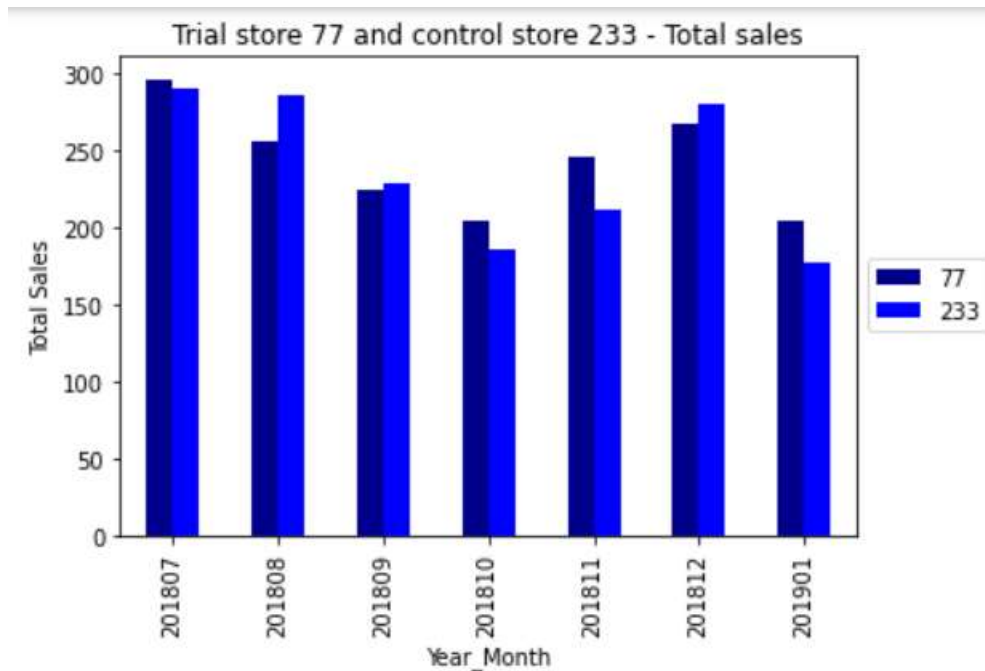
❑ Inferences

- The highest sales contributors are *Older Families (Budget)*, *Young Singles/Couples (Mainstream)*, and *Retirees (Mainstream)*.
- Young Singles/Couples (Mainstream) lead in population, while Older Families, despite a smaller population, drive sales through the highest purchase frequency.
- Older Families and Young Families buy the largest average quantity of chips per purchase. The *Mainstream Young/Mid-age Singles/Couples* segment spends significantly more per purchase than their non-Mainstream counterparts.
- *Kettle* dominates as the most purchased chip brand across all segments, with 175g being the most popular size, followed by 150g.

02

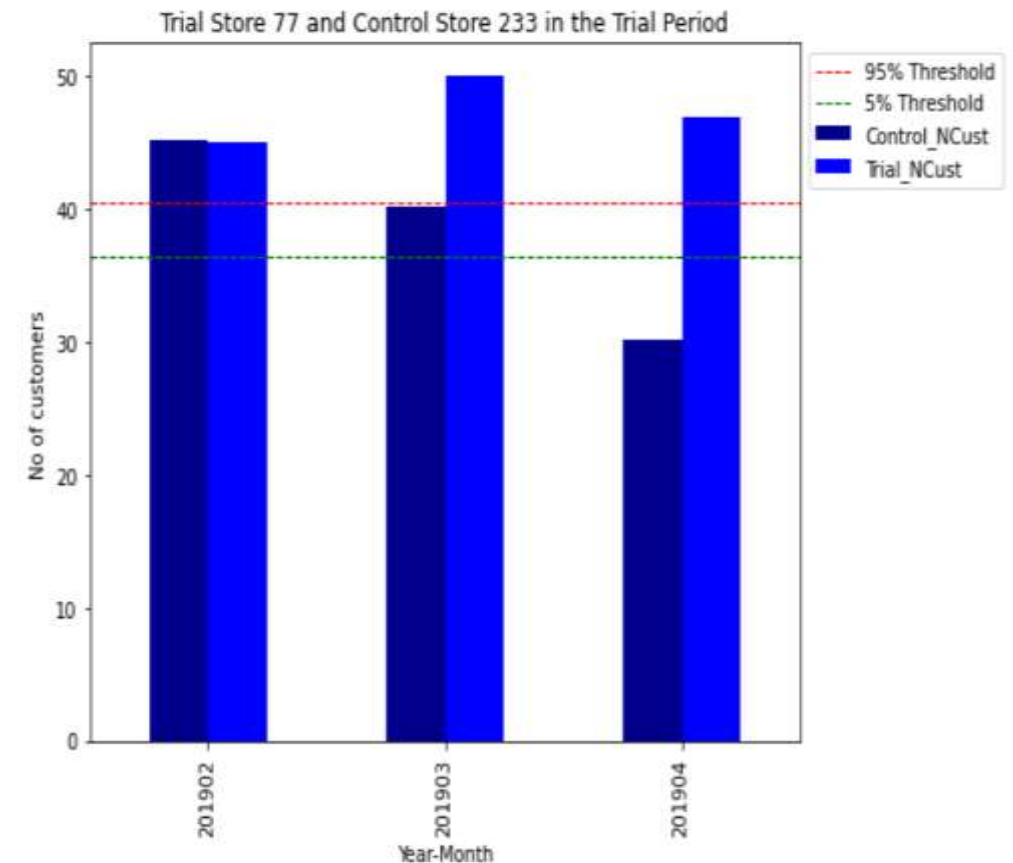
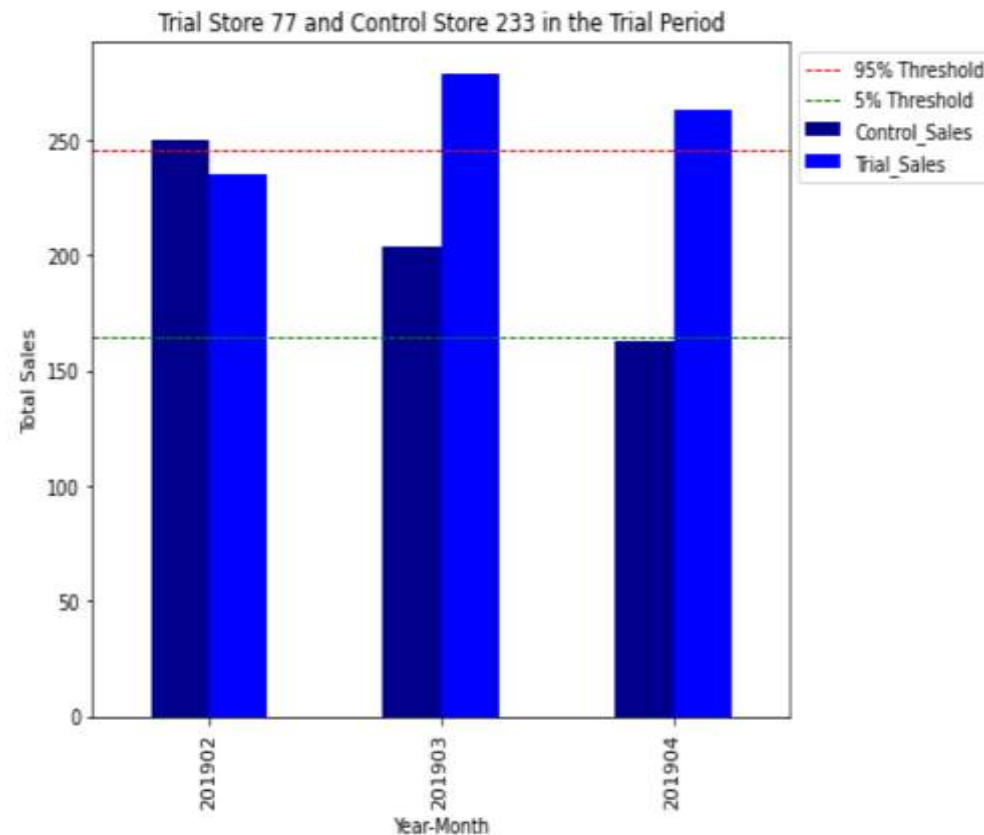
Trial store performance

- ❑ Control stores are strategically selected based on key metrics to mirror trial stores, ensuring accurate performance analysis during the trial period.
- Visualized the pre-trial performance with plots comparing total sales and customer numbers for each trial-control store pair. Eg. Trial store 77 and control store 233



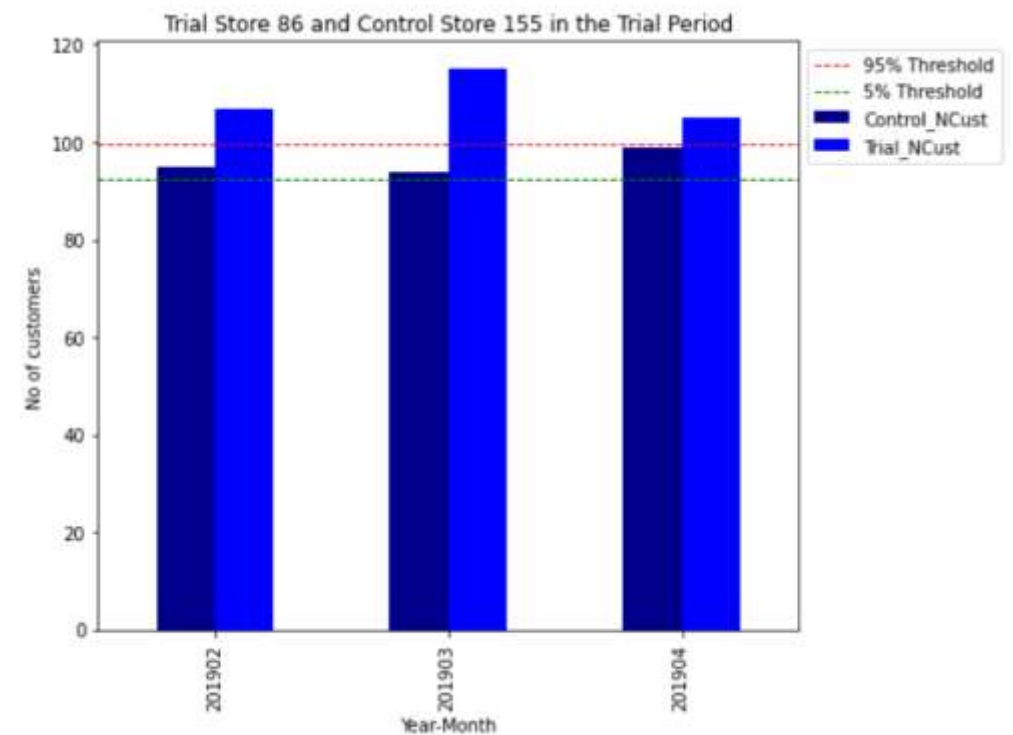
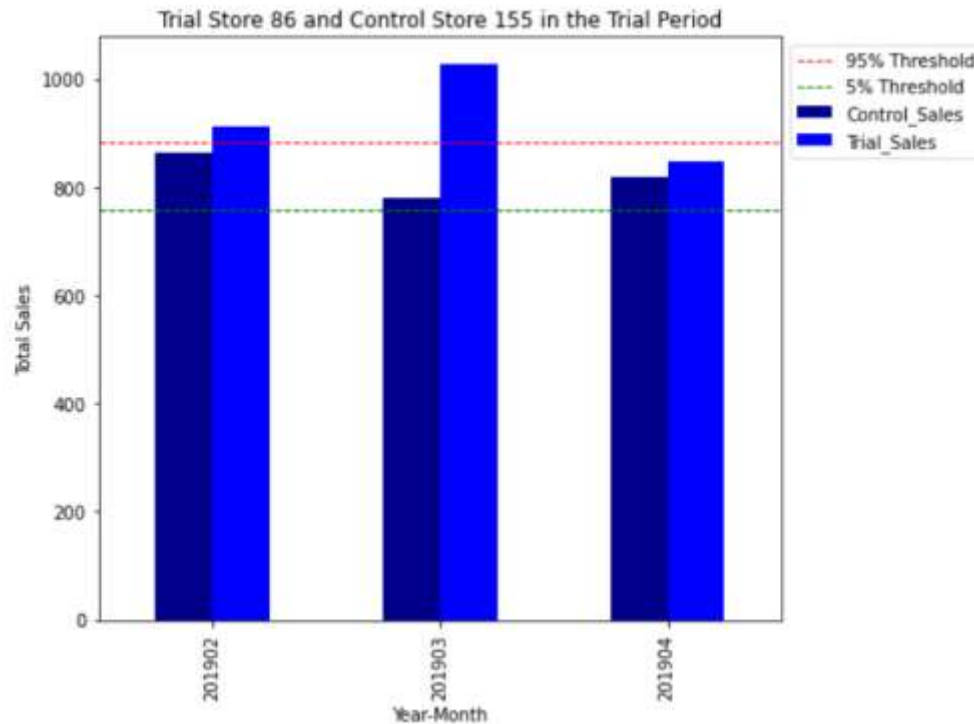
❑ Trial store 77 and control store 233

- Trial sales and No of customers consistently exceed the 95% threshold for all three months (Feb, March, and April 2019)
- This indicates a significant improvement for Trial Store 77 during the trial period.



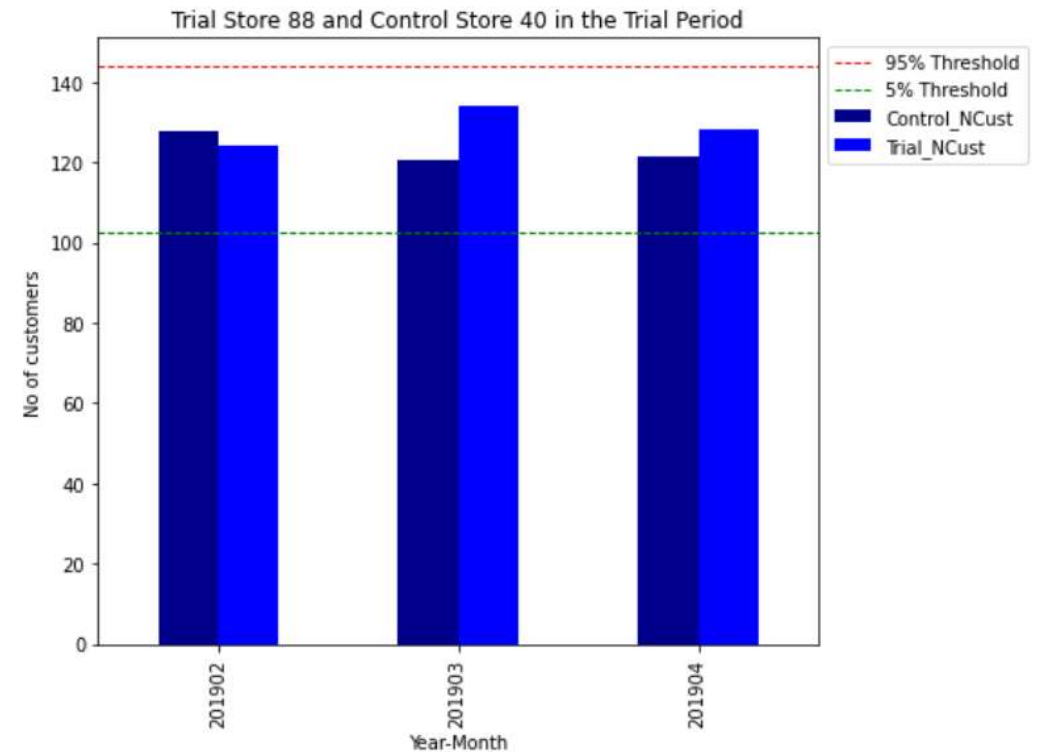
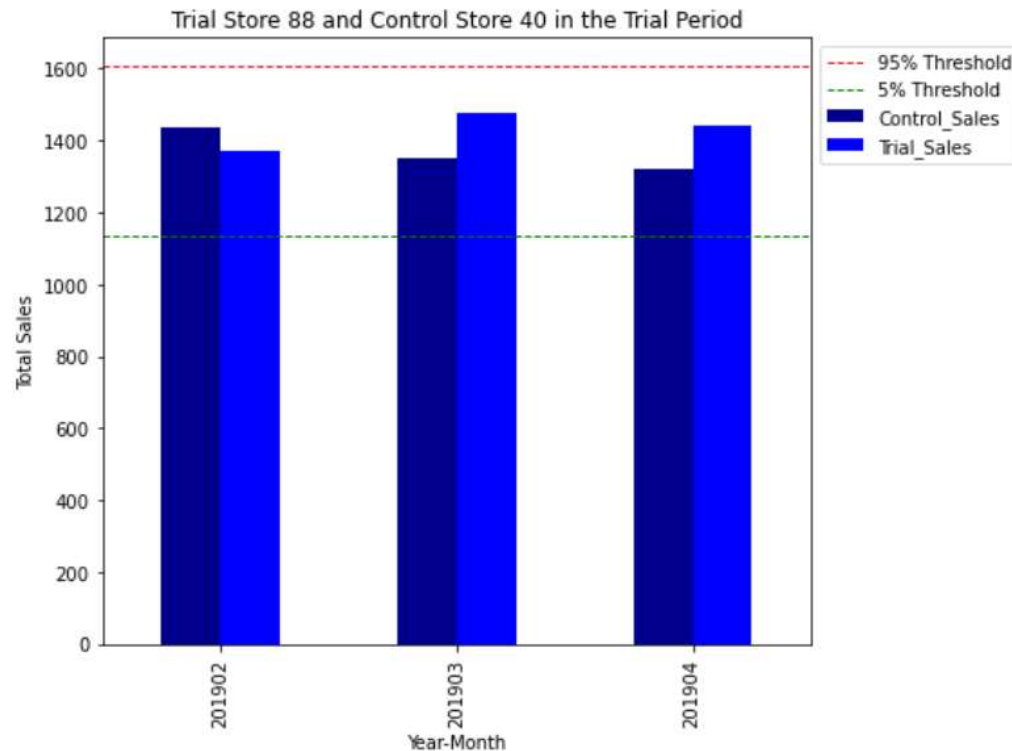
❑ Trial store 86 and control store 155

- Trial sales and No of customers consistently exceed the 95% threshold for all three months (Feb, March, and April 2019)
- This indicates a significant improvement for Trial Store 86 during the trial period.



❑ Trial store 88 and control store 40

- Trial sales and No of customers for Store 88 barely exceed the 95% threshold, suggesting limited impact of the trial layout.
- This indicates that there isn't any significant improvement for the trial store during the trial period.





Disclaimer: This document comprises, and is the subject of intellectual property (including copyright) and confidentiality rights of one or multiple owners, including The Quantum Group Pty Limited and its affiliates (**Quantium**) and where applicable, its third-party data owners (**Data Providers**), together (**IP Owners**). The information contained in this document may have been prepared using raw data owned by the Data Providers. The Data Providers have not been involved in the analysis of the raw data, the preparation of, or the information contained in the document. The IP Owners do not make any representation (express or implied), nor give any guarantee or warranty in relation to the accuracy, completeness or appropriateness of the raw data, nor the analysis contained in this document. None of the IP Owners will have any liability for any use or disclosure by the recipient of any information contained in, or derived from this document. To the maximum extent permitted by law, the IP Owners expressly disclaim, take no responsibility for and have no liability for the preparation, contents, accuracy or completeness of this document, nor the analysis on which it is based. This document is provided in confidence, may only be used for the purpose provided, and may not be copied, reproduced, distributed, disclosed or made available to a third party in any way except strictly in accordance with the applicable written terms and conditions between you and Quantum, or otherwise with Quantum's prior written permission