

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

- **Budget Older Families** customer segment are the biggest spenders on chips purchase, followed by **Mainstream Young Singles and Couples**.
- **New Families** in all three customer segmentation tends to spend the least on chips.
- Overall, **Kettle** is the most popular brand and **175g** as the most popular weight size.

02

Task 2

- Trial Store 77 and 86 showed significant increase in Total Sales and customers during the trial period .
- Trial Store 88 also showed an increase in Total Sales and customers, but the increase was insignificant.

01

Category

Purchasing Behaviour overtime



Spending By Affluence Level

BUDGET

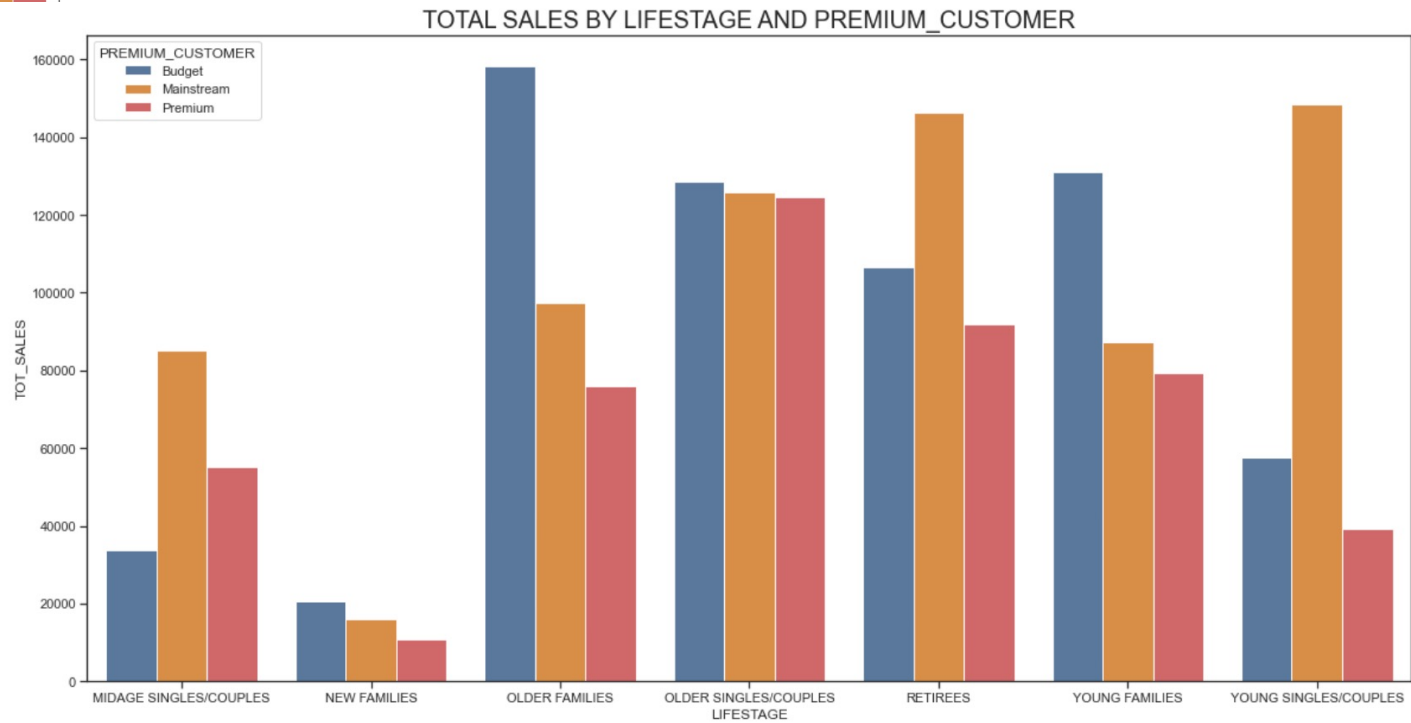
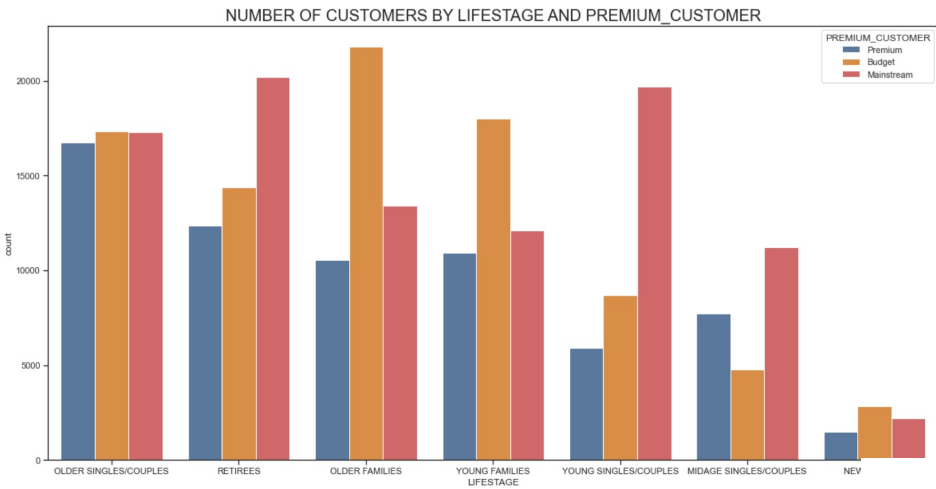
- Budget is the second largest customer segment.
- Budget customers tends to be mostly older families and younger families.
- Budget customers spending on chips lies in between mainstream and premium segment.

MAINSTREAM

- Mainstream is the largest customer segment.
- Mainstream customers tends to be retirees, young Singles/couples and older singles/couples.
- Mainstream segment spends significantly higher than budget and premium customer segment on chips.

PREMIUM

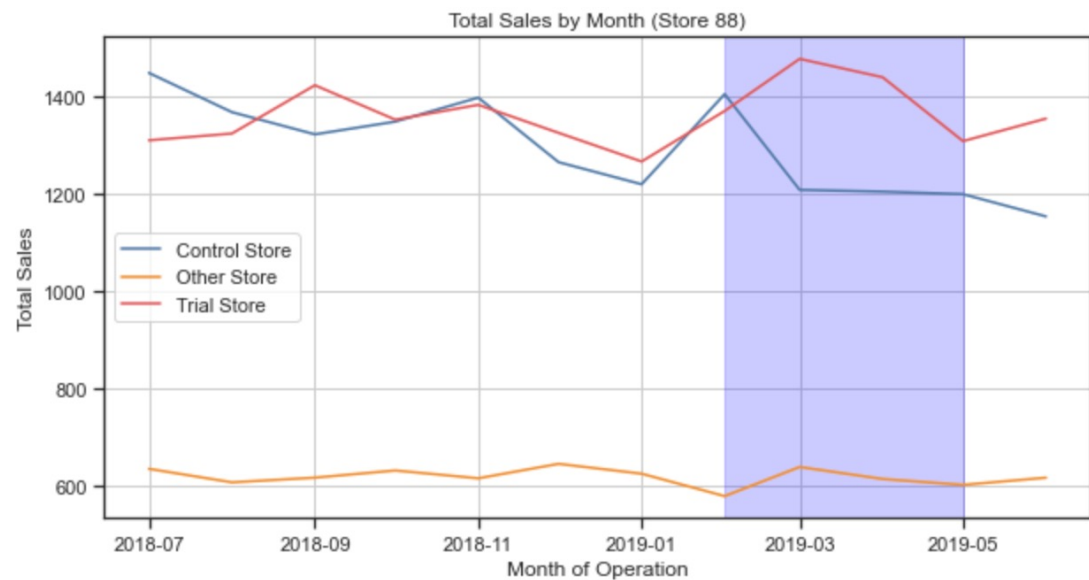
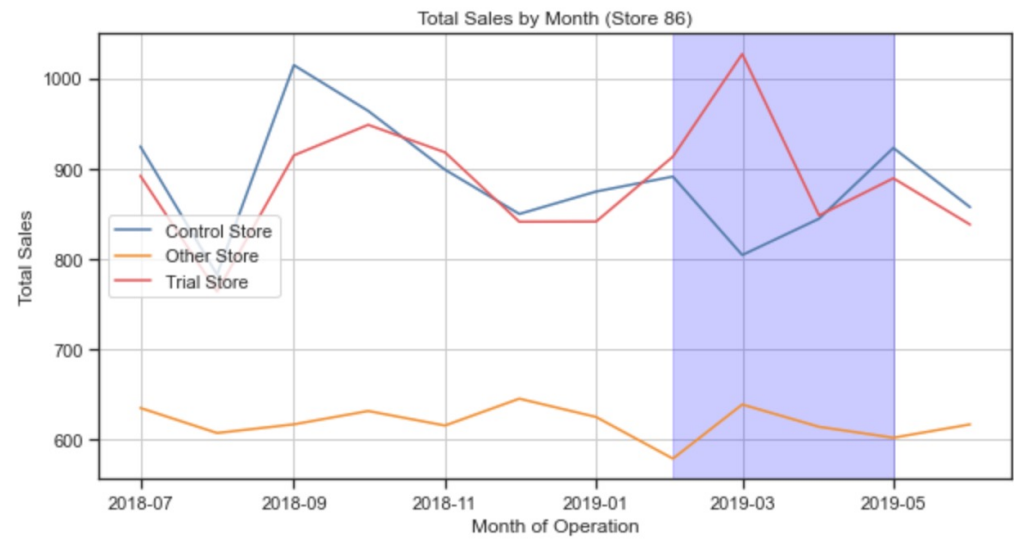
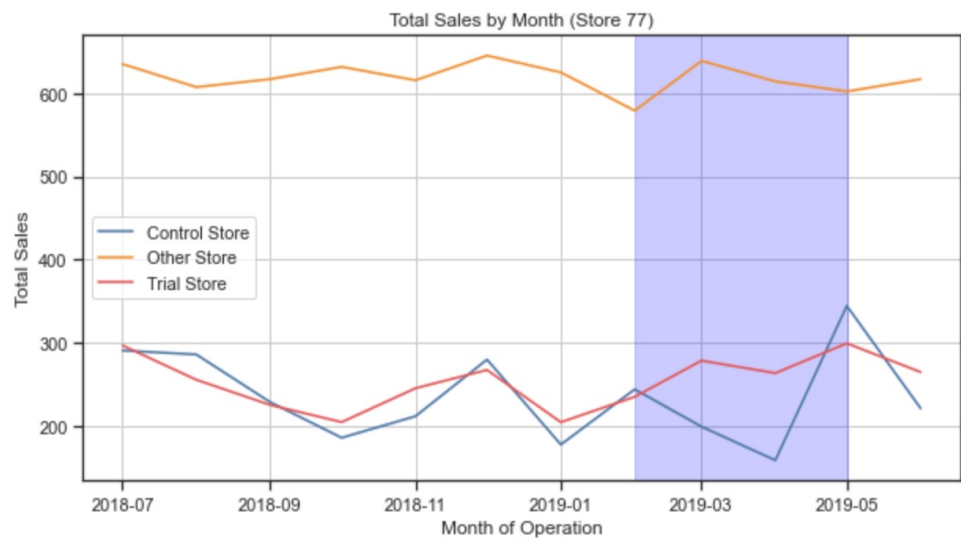
- Premium customer segment has least number of customers.
- Premium customers are largely older singles, older families and retirees.
- Older singles/couples has significantly higher spending on chips than their counterparts within premium segment.



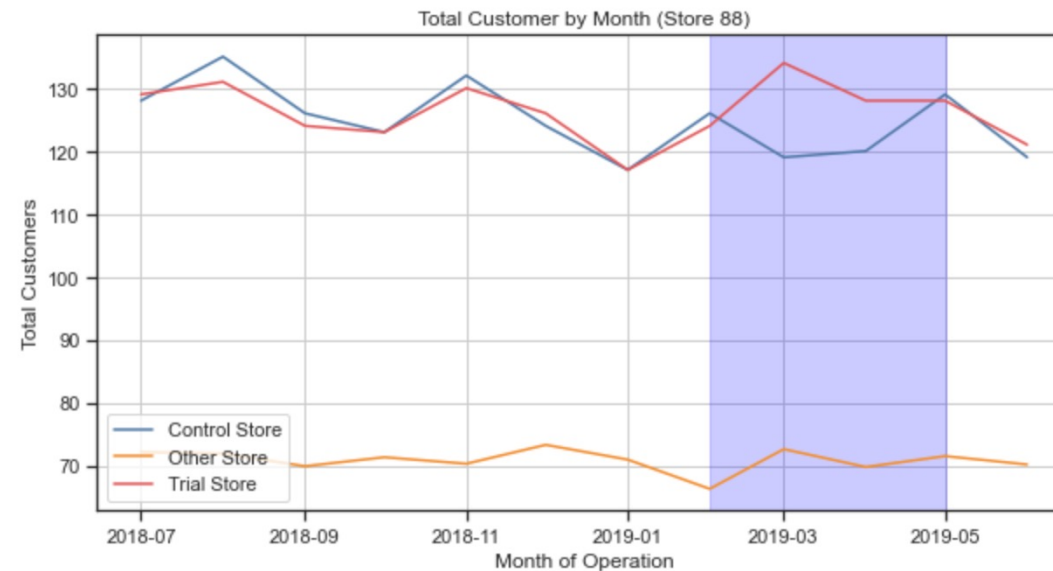
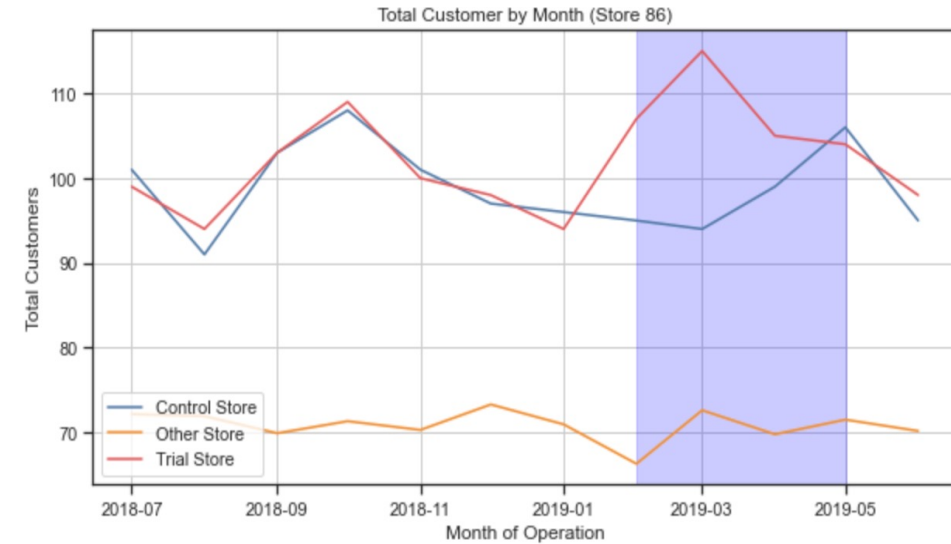
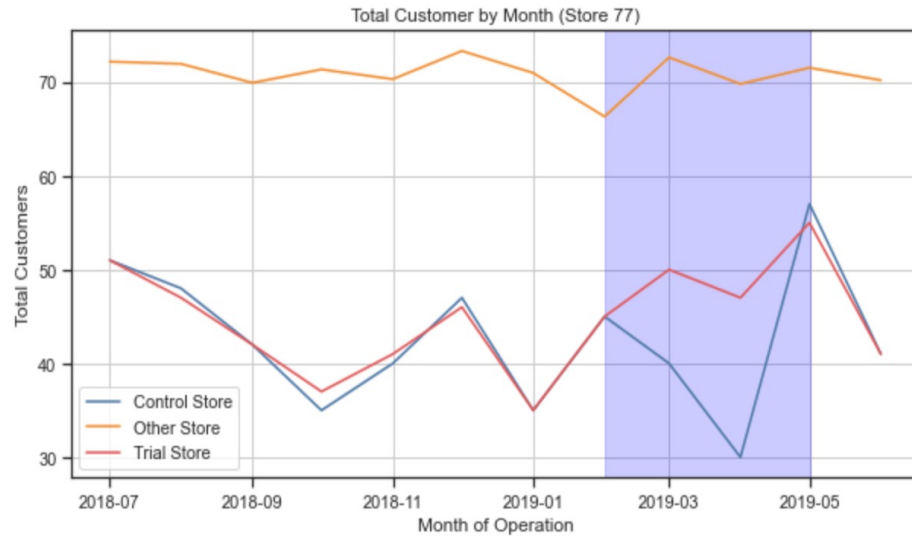
02

Trial store performance

Statistical Analysis showed a significant increase in the sales of Trial Store 77 and 86, and an insignificant increase in the sales of trial Store 88



Statistical Analysis showed a significant increase in the number of Customers for Trial Store 77 and 86, and an insignificant increase in the number of customers for Store 88



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