

February 2021

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

Most customers show brand loyalty and a strong preference for pack sizes, we also established that most sales come young-mainstream customer segment, and as such designated them our target market. We also saw a statistically significant difference in buying patterns among customer segments, this somewhat justifies our choice to target particular segments.

02

Task 2

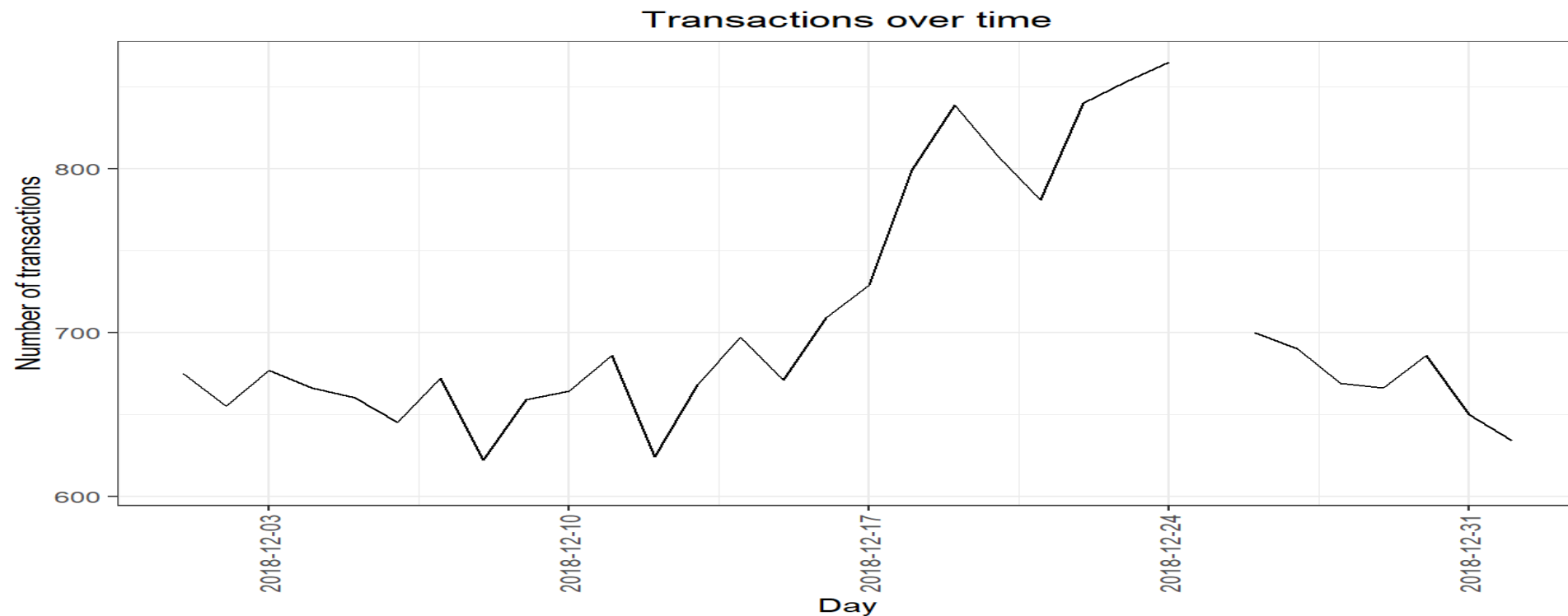
Overall, the trials where successful, they showed a significant increase in sales, due to the new layouts but the trial in store 86 seems to be less successful than others.

01

Category

Buying patterns significantly differ among customer segments, individual customers and segments show high affinity for certain brands and pack sizes over others.

Sales peak just before Christmas; Sales promotions will be highly effective during this time.

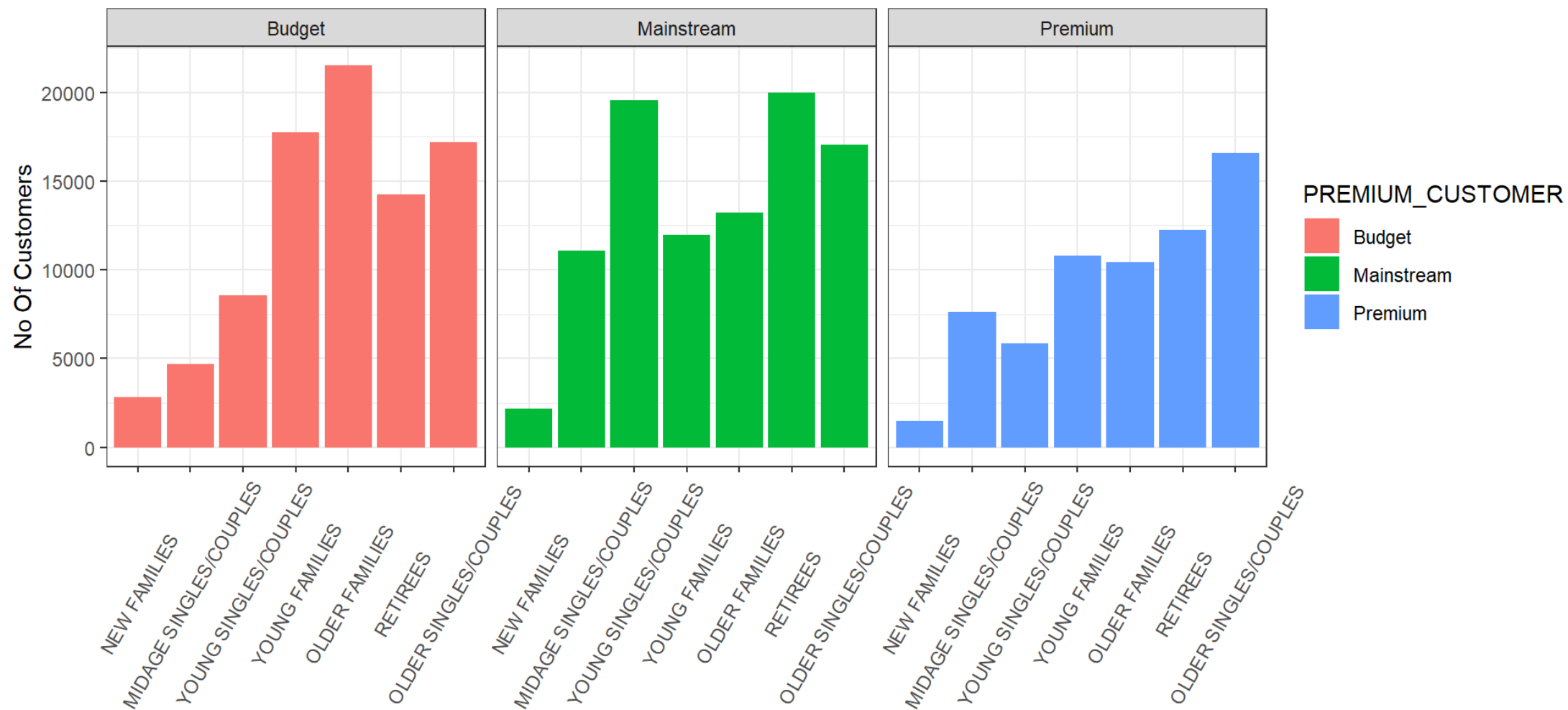


A high proportion of sales come from budget and mainstream customers. With premium customers buying much less than these other groups.

Among these groups, Young and Old couples make up for the highest proportion of sales.

Statistical techniques were used to show that buying patterns differed significantly among these groups.

Customers Per Segment

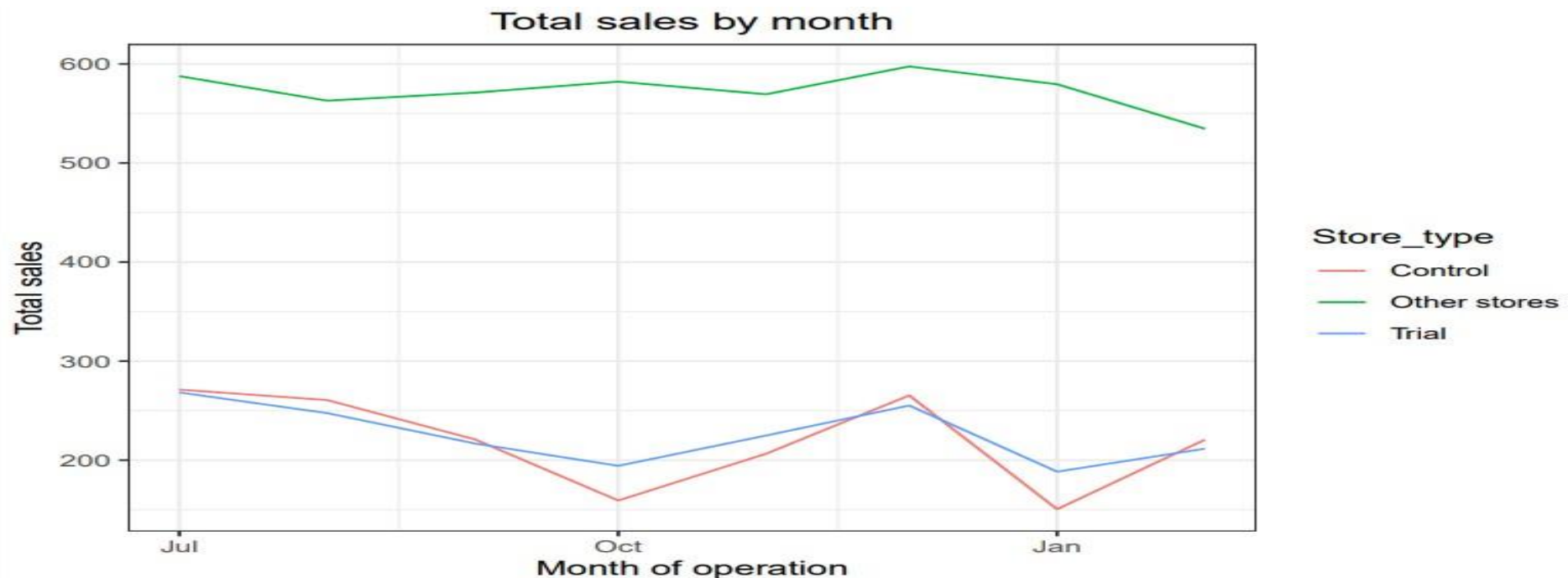


02

Trial store performance

To ensure the effects of the experiments were properly measured we selected three stores as a benchmark called "control stores". They were selected based on their similarities to the trial store.

- A control store was selected for each trial store, based on similarities among sales drivers such as average sales and total customers.
- The performance of each trial store was measured in terms of sales, the sales were then compared with each control store during the trial period.



Two of three trial stores showed significantly higher sales, proving the effectiveness of the trials.

However, trial store 86 had less significant outcomes, which may be due to a different implementation of the experiments.



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