

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

## Chip Category Review

- The number of chips dramatically increases prior to Christmas.
- Mainstream Young Singles & Couples are the primary shopper of chips.
- Doritos Corn Chip is the most popular product for all customers.
- The most popular brand is Doritos followed by Smiths, Kettle.
- Budget older families have the maximum contribution to sales.

02

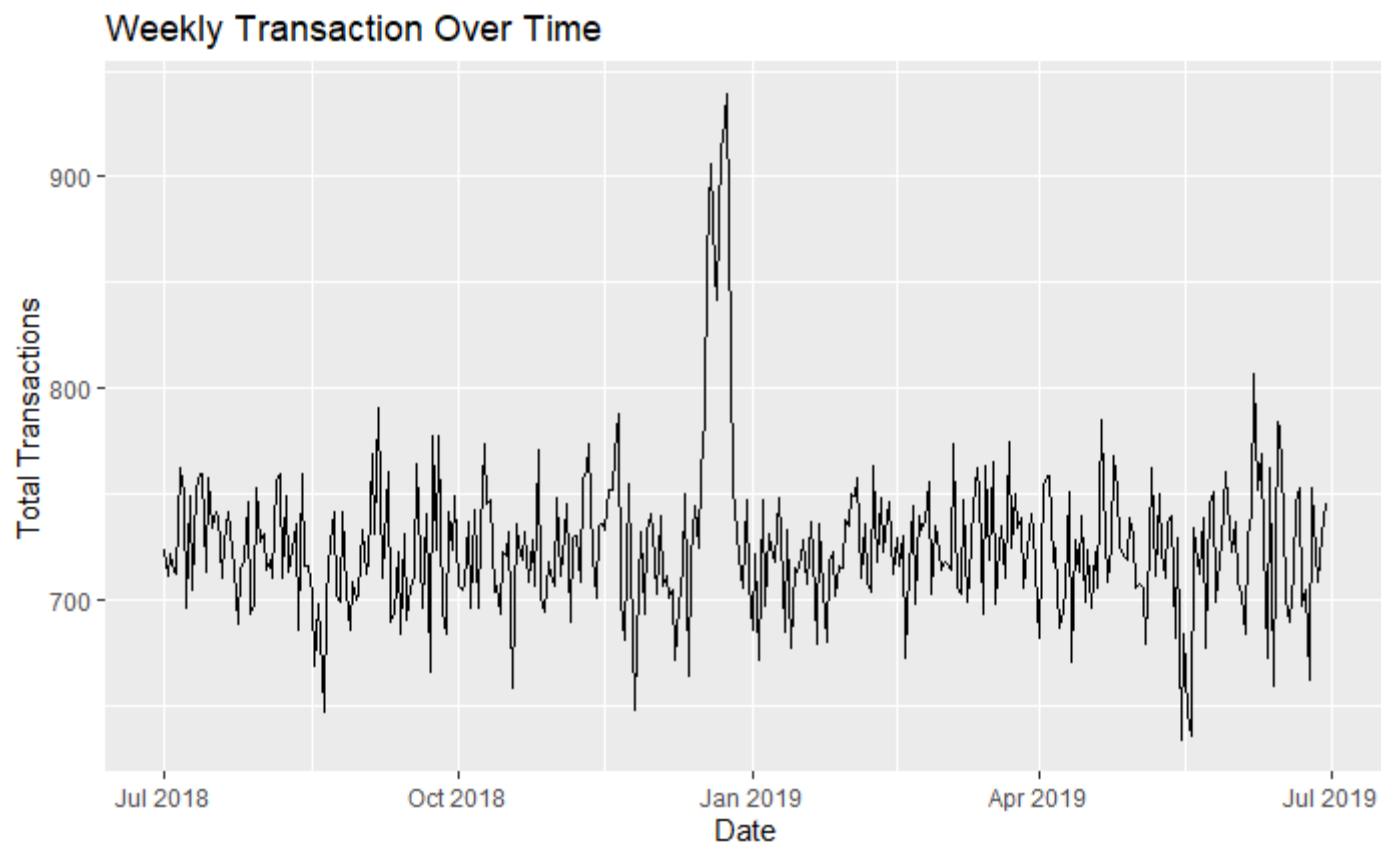
## Trial Store Analysis

- One control store was selected for each trial store and the values of metrics were compared in trial and pre-trial period.
- The results for trial stores 77 and 88 during the trial period show a significance difference in at least two the three trial months but this is not the case for trial store 86.

# 01

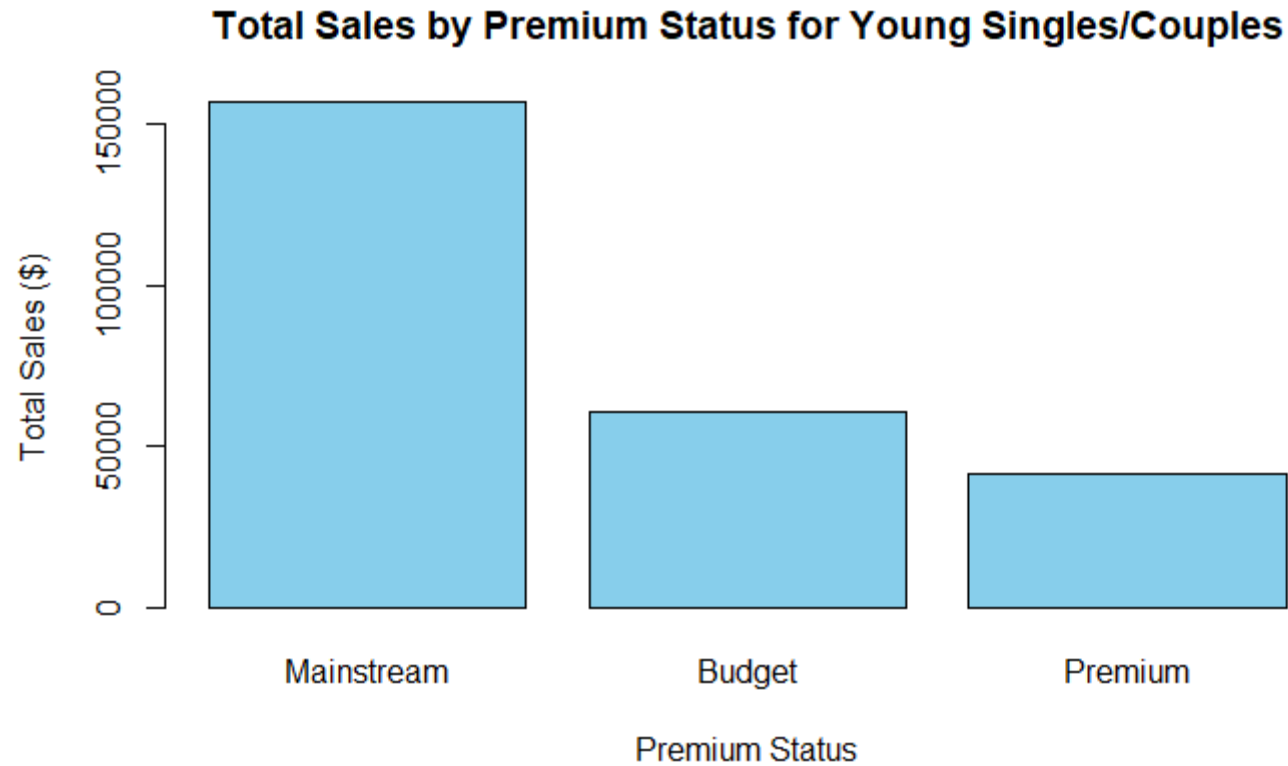
## Category

# Weekly Transaction Over Time



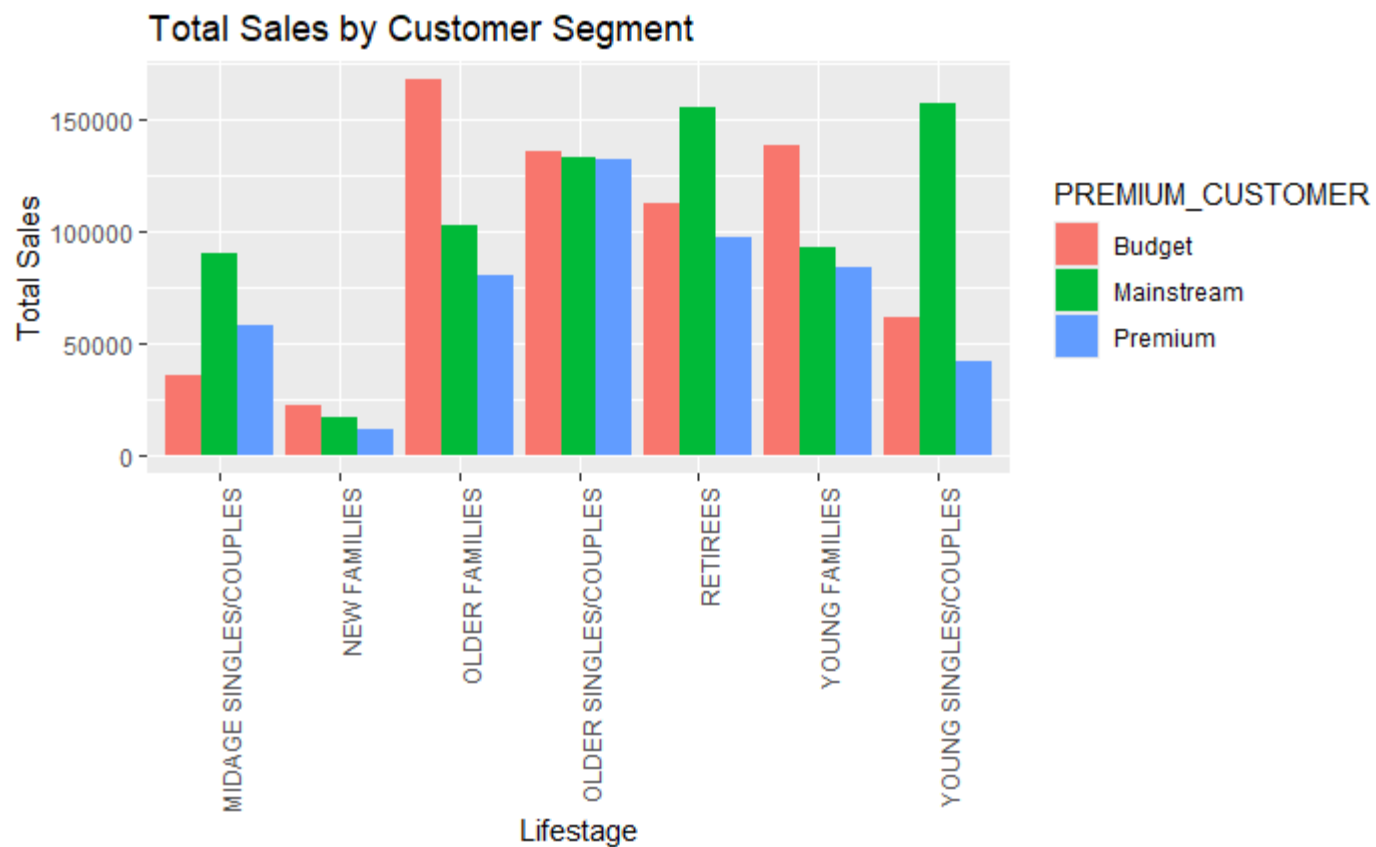
The graph shows the weekly transaction over time. The number of transactions is higher during Christmas, before New Year.

# Total Sales by Premium Status for Young Singles/Couples



The graph shows the total sales by premium status for young singles/couples. The mainstream category has the highest total sales.

# Total Sales by Customer Segment



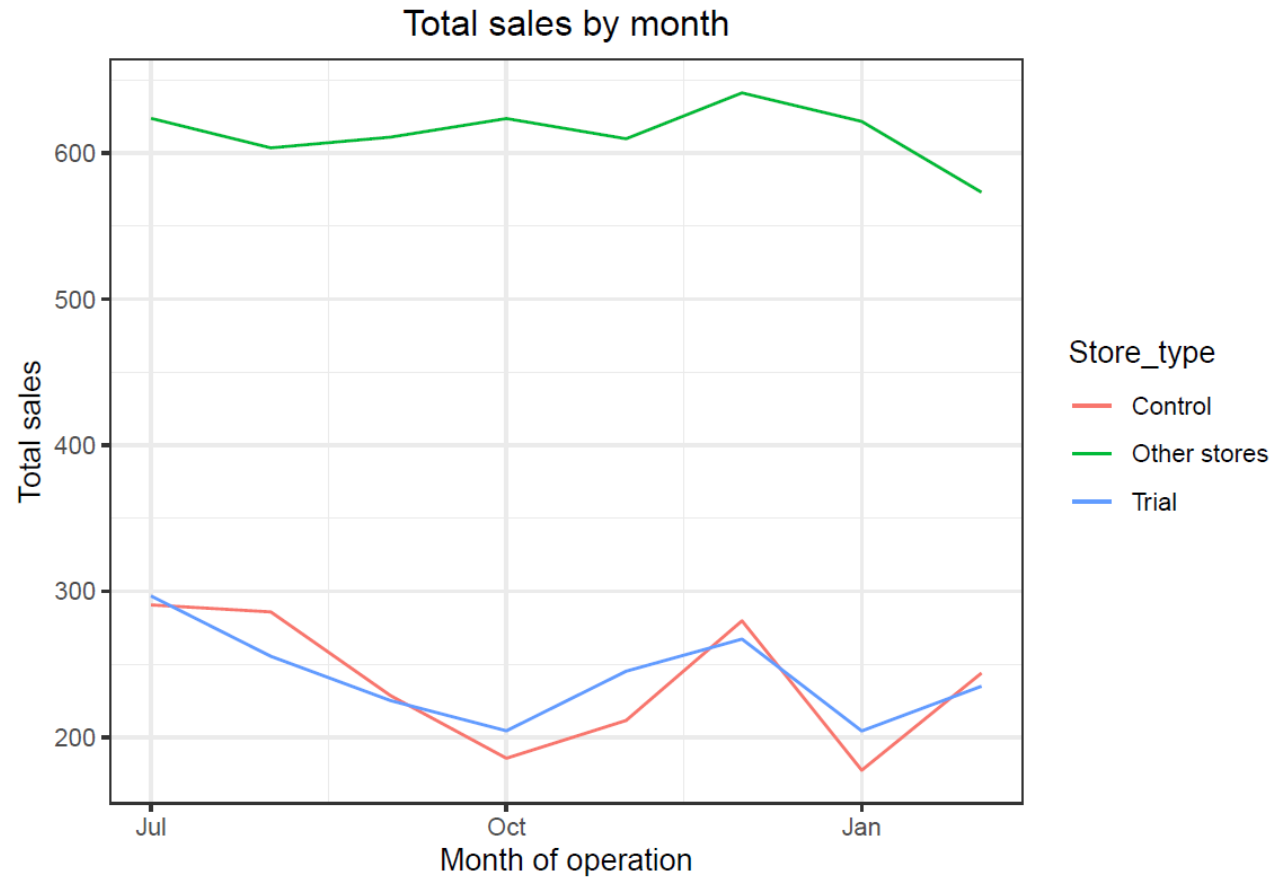
The graph shows the total sales by customer segment. The highest total sales are made by the older families and young families in the mainstream category.

# 02

## Trial store performance

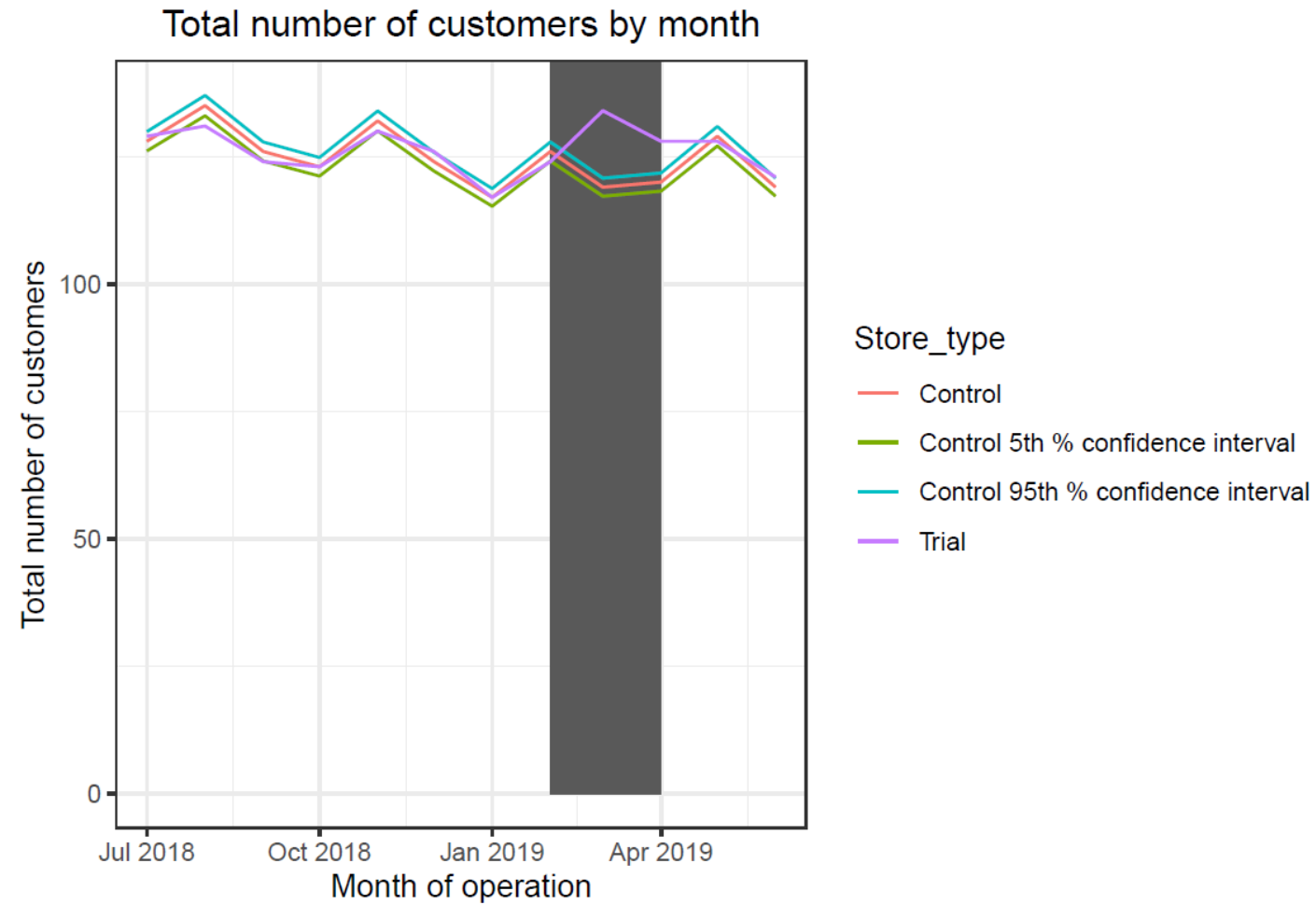


# Total Sales By Month



Total sales across different store types (Control, Other, and Trial) are tracked over several months. The 'Other stores' category consistently shows the highest sales, while the 'Trial' store type shows fluctuating performance, initially close to 'Control' but later declining.

# Total number of customer by month



Total number of customer in the trial period of for the trial store is significantly higher than the other store for two out of three months, which indicates a positive trial effect.



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