

July 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

Chips Category Review

The sales increase around Christmas except the Christmas day itself. More chips category can be sold during that time by promotions.

Kettle brand chips are sold the most throughout the data. Next comes Smiths and Doritos respectively.

Mainstream Young Singles, Couples and Retirees purchase the most chips, making up to 25 percent of total sales.

02

Trial Store Assessment

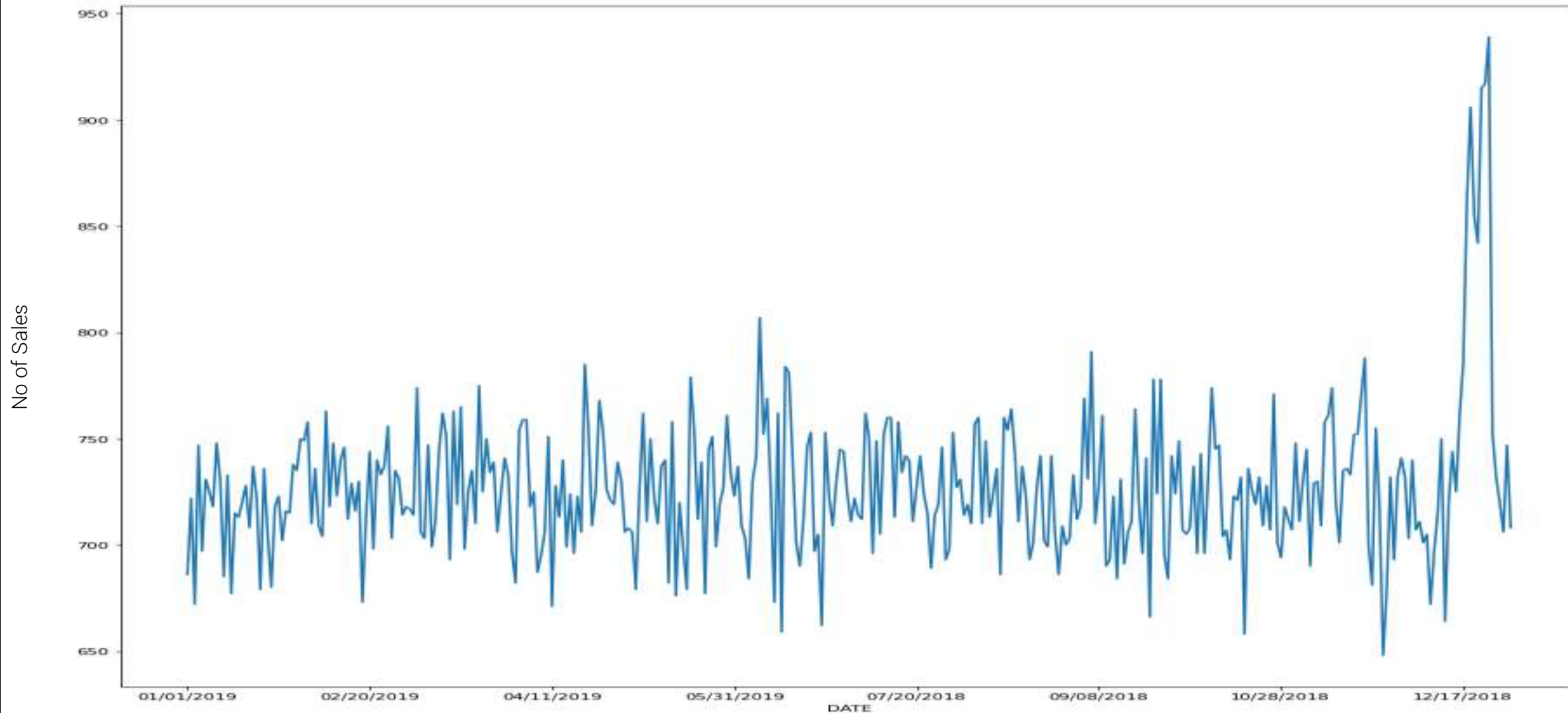
One control store was selected for each trial store except the last trial store 88. We compared 2 control store for this one.

New store layout gave at least better performance in sales as compared to pre-trial period.

01

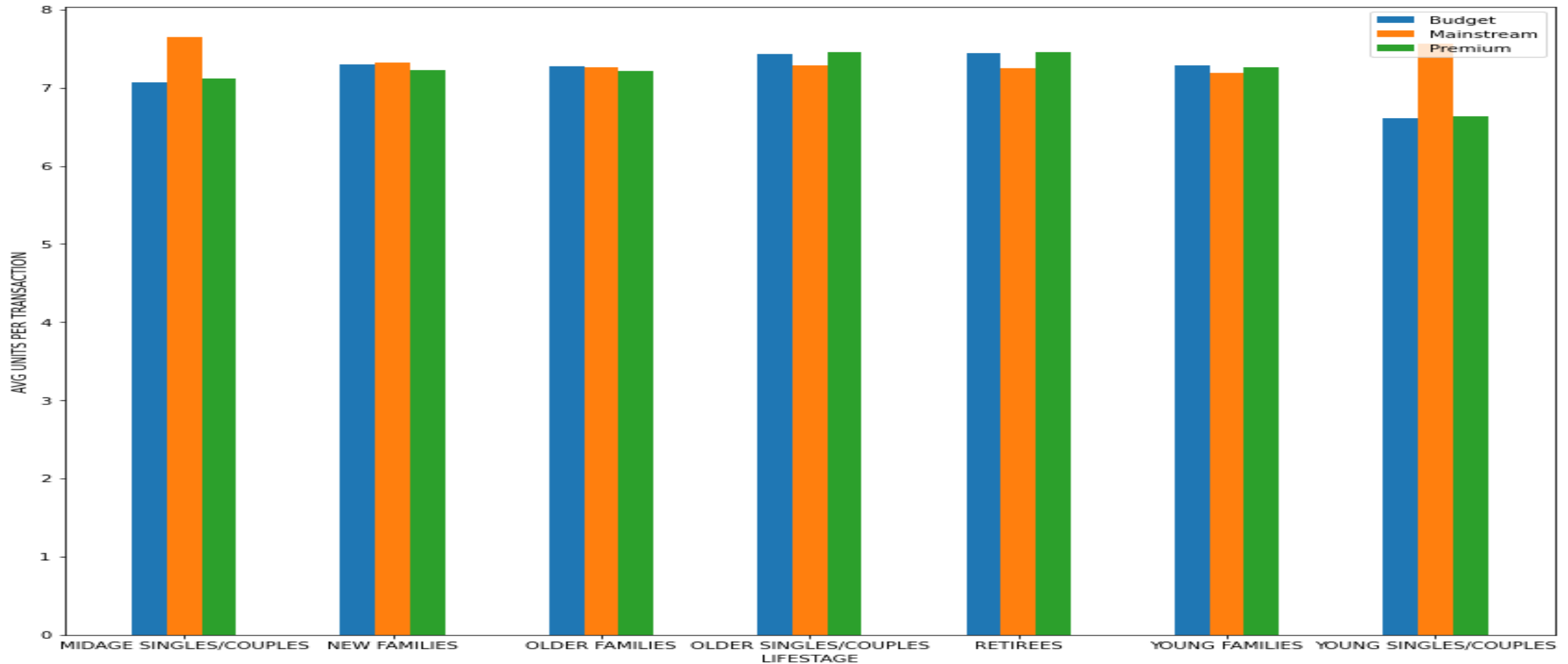
Category

The chips transactions remain consistent throughout over the timeline but a sudden increase is seen near Christmas.



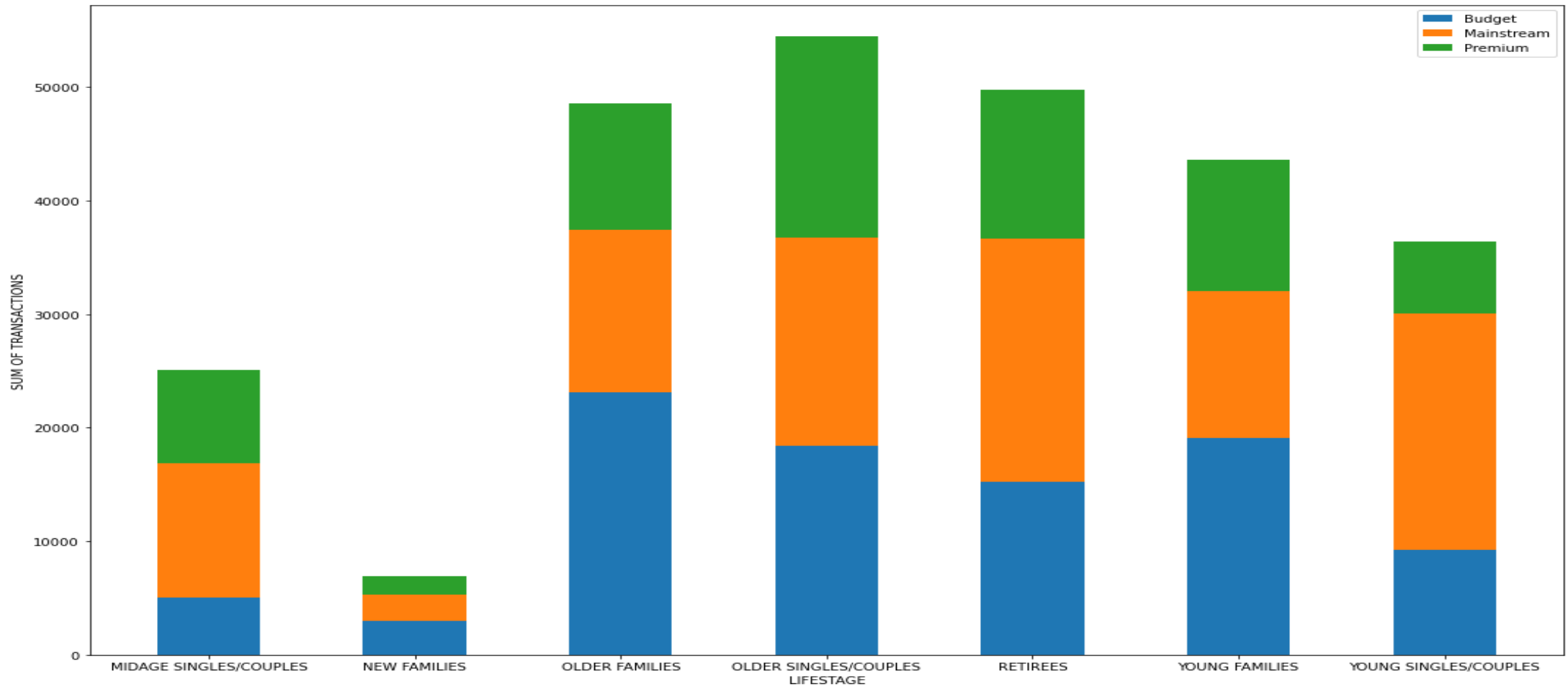
Consistent affluence across each Life stage profile. Mainstream Older Singles/Couples and Retirees purchase the highest average units per transaction.

Snack Food – Chips – Average Units per transaction by affluence and life stage profile



Mainstream Customers are the biggest purchasers. Out of them most chips are purchased by Older Singles/Couples and Retirees.

Snack Food – Chips – Sum of transactions by affluence and life stage profile

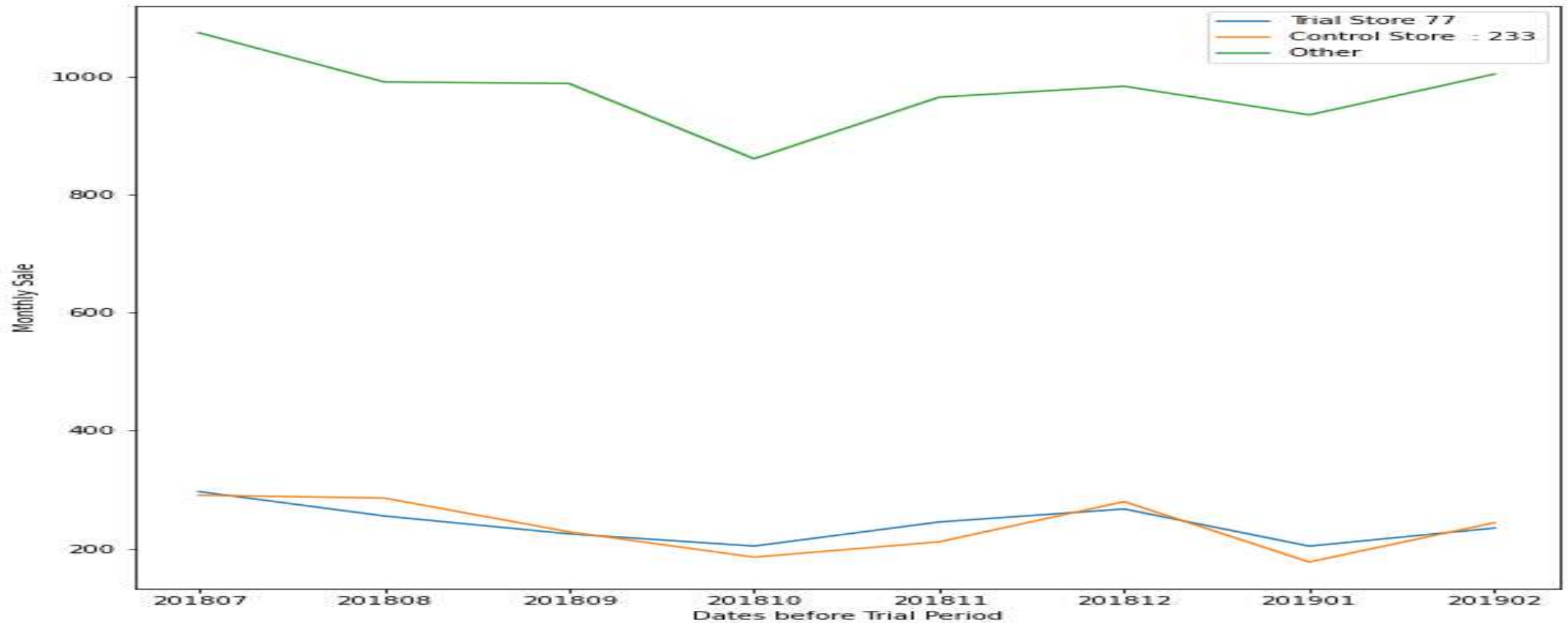


02

Trial store performance

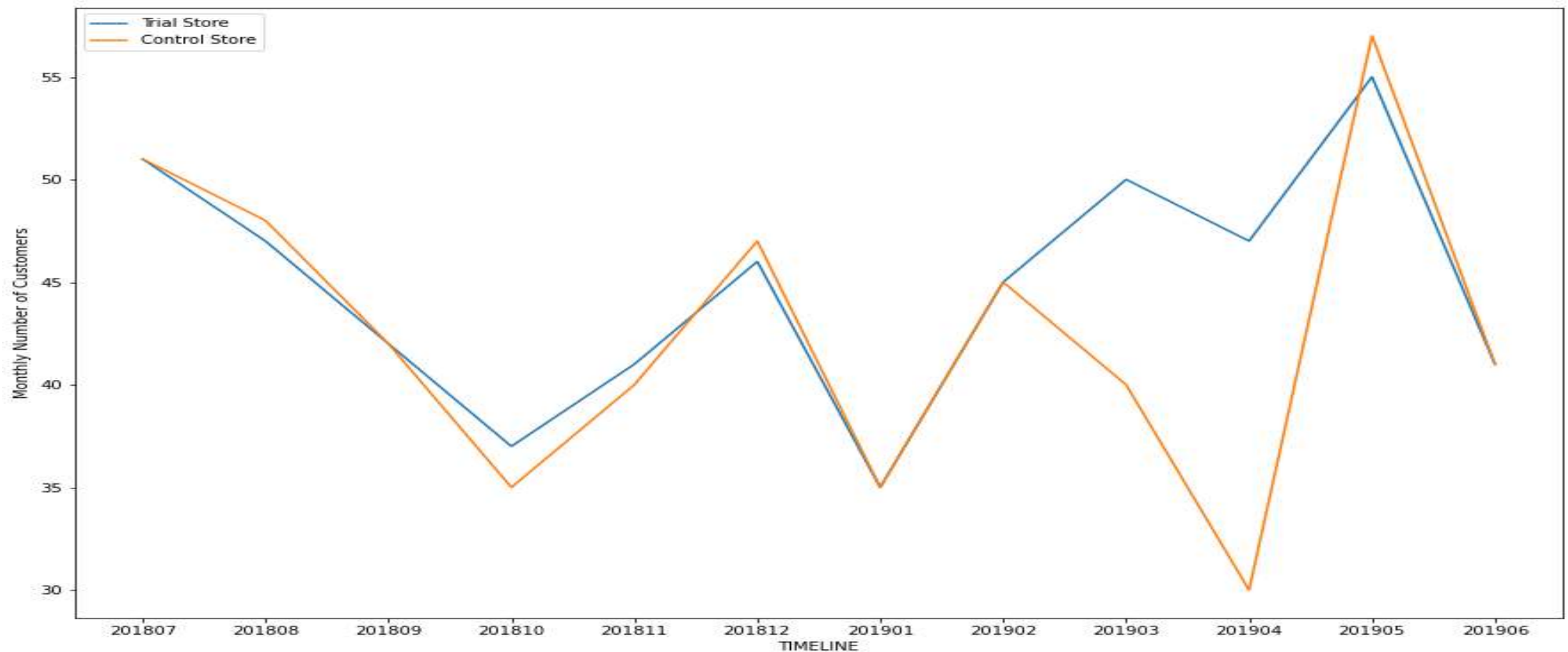
The control store were set up to measure whether trial store are doing better during the trial period or not.

Snack Food – Chips – Monthly sale over the Timeline for Trial Store and Control Store



Trial Store performing well in comparison to Control Store during trial period.
Hence, trial assessment was successful.

Snack Food – Chips – Monthly number of customers over the Trial Period for Trial Store and Control Store





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