

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 confidence nature of this document.

Executive summary

01

Task 1

- Budget - older families, Mainstream - young singles/couples, and Mainstream - Retirees made the most contribution to sales.
- 175g pack sizes are the most purchased.
- There is an unusual increase in sales in the days leading to Christmas.

02

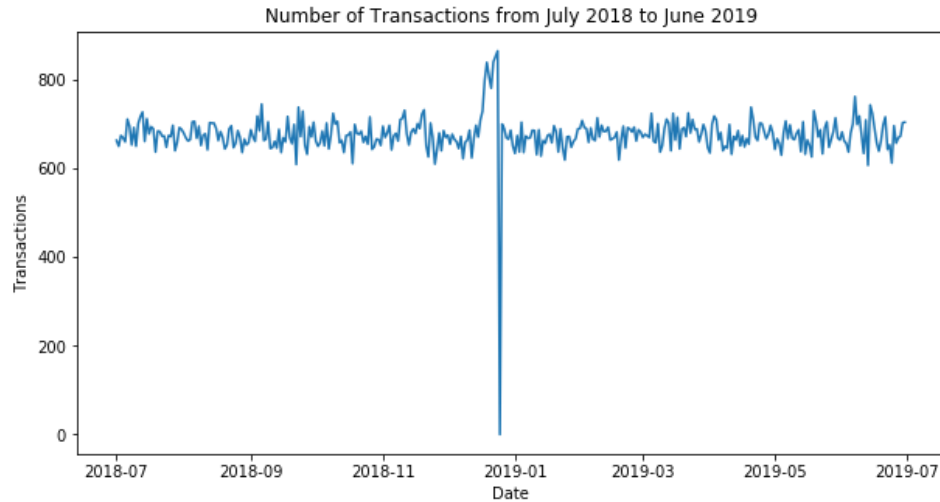
Task 2

- The Trial stores had increase in Sales and Customers relative to their control stores during the trial period.
- Trial store 77 and 86 had a more significant increase than Trial store 88

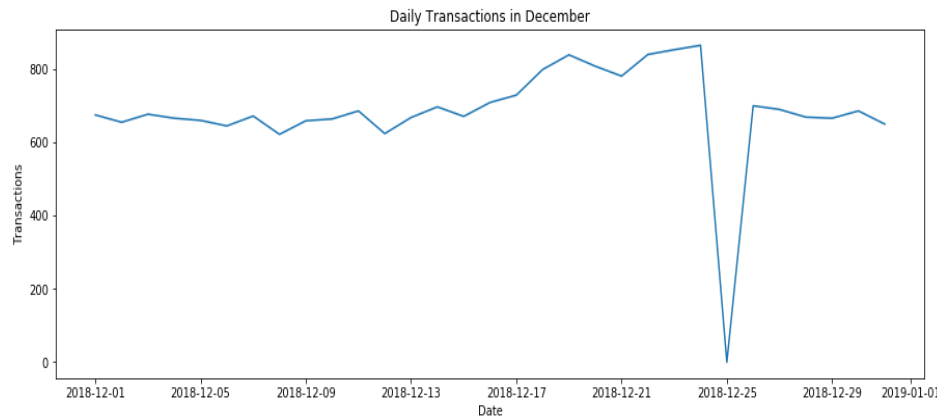
01

Category

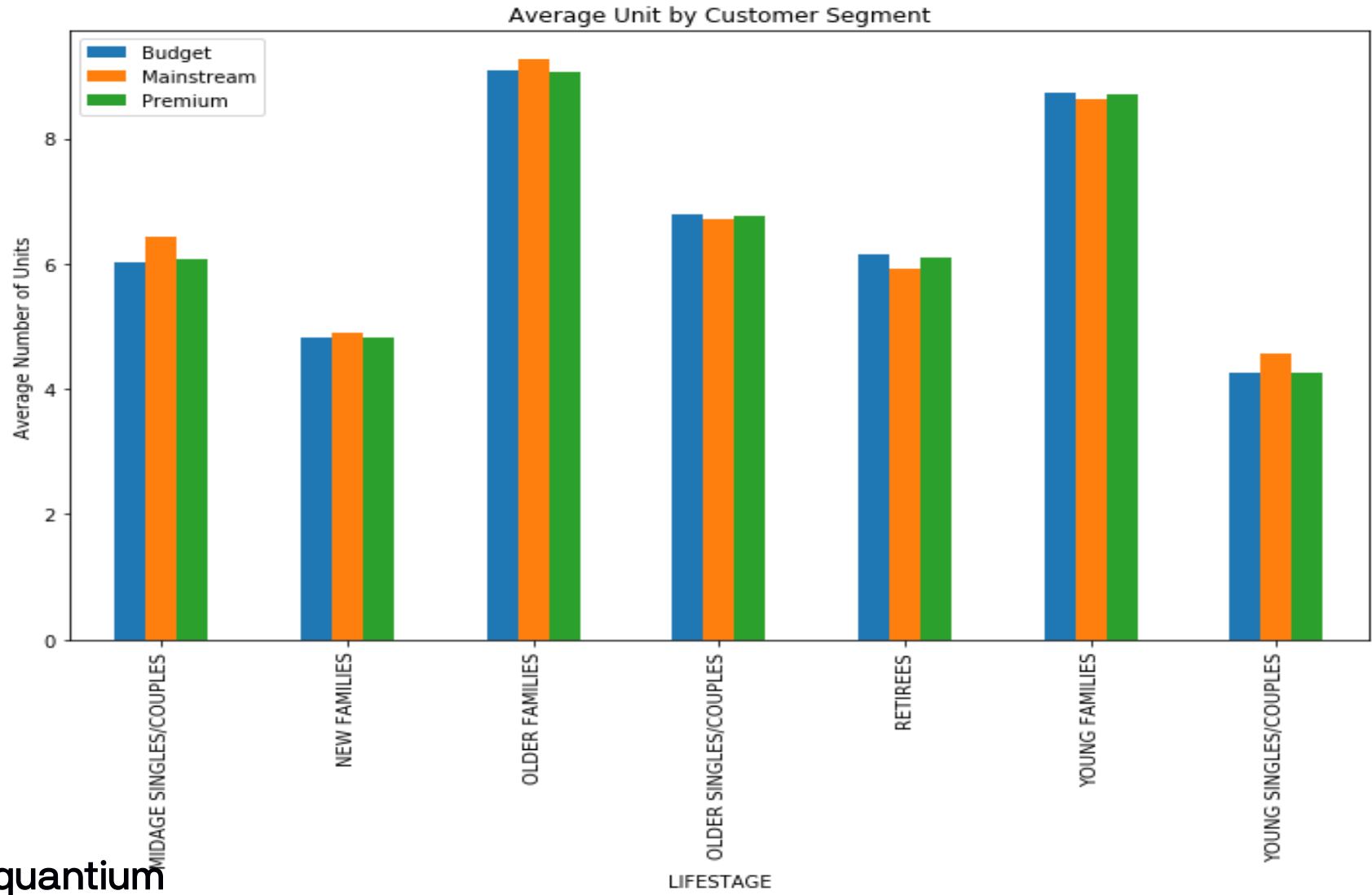
Overview: your key callout for the category should be included here



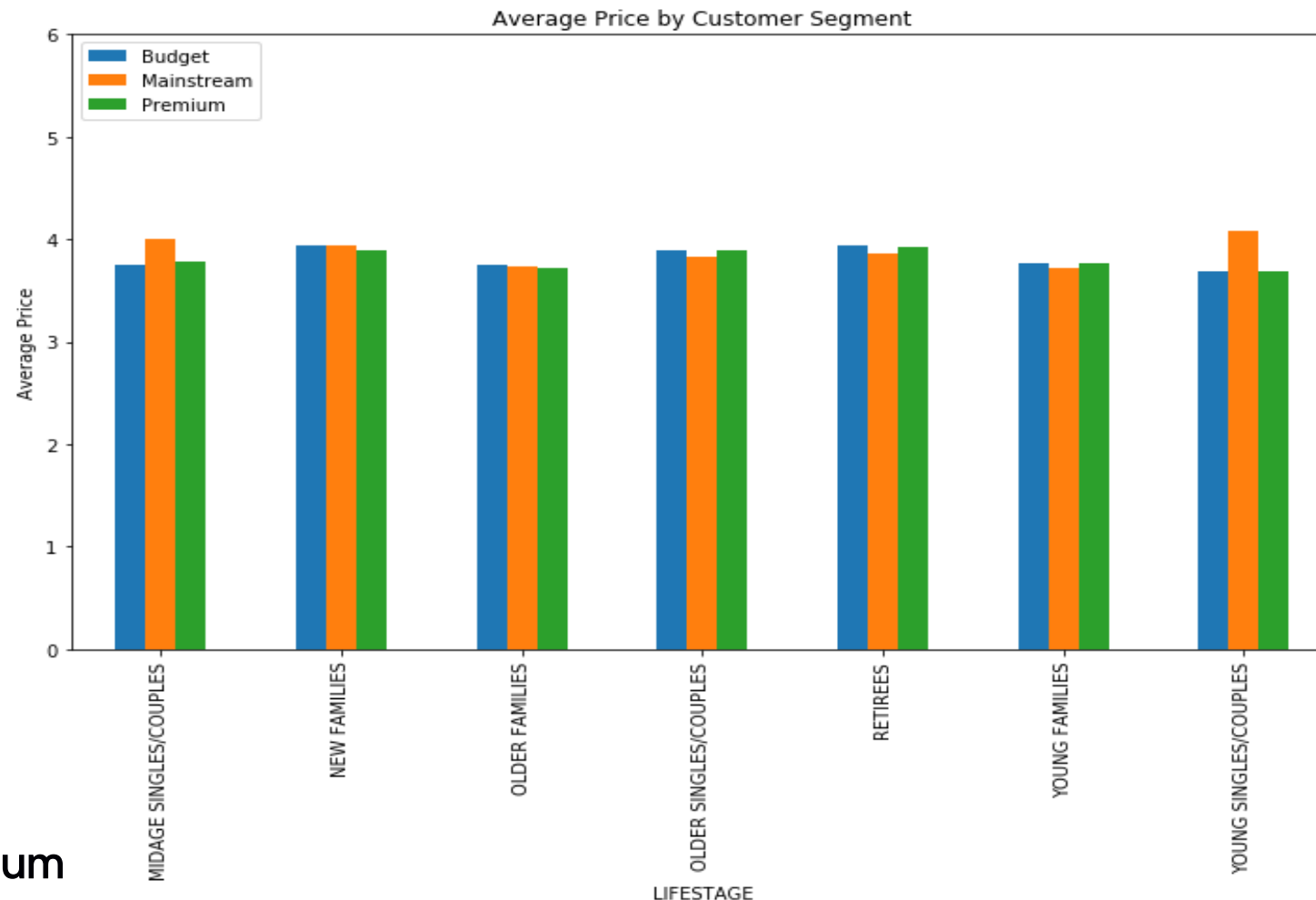
There was an increase in sales in the days leading to Christmas, Followed by a sharp drop in sales to 0 on Christmas day.



There doesn't seem to be much difference in the quantity of chips purchased based on affluence, and even in cases where there is a difference, there are more purchases by the budget or mainstream customers.



Mainstream Mid-age and Young Singles/Couples are willing to pay more per packet of chips compared to their budget and premium counterparts. Average price is however uniform across other life stages.



02

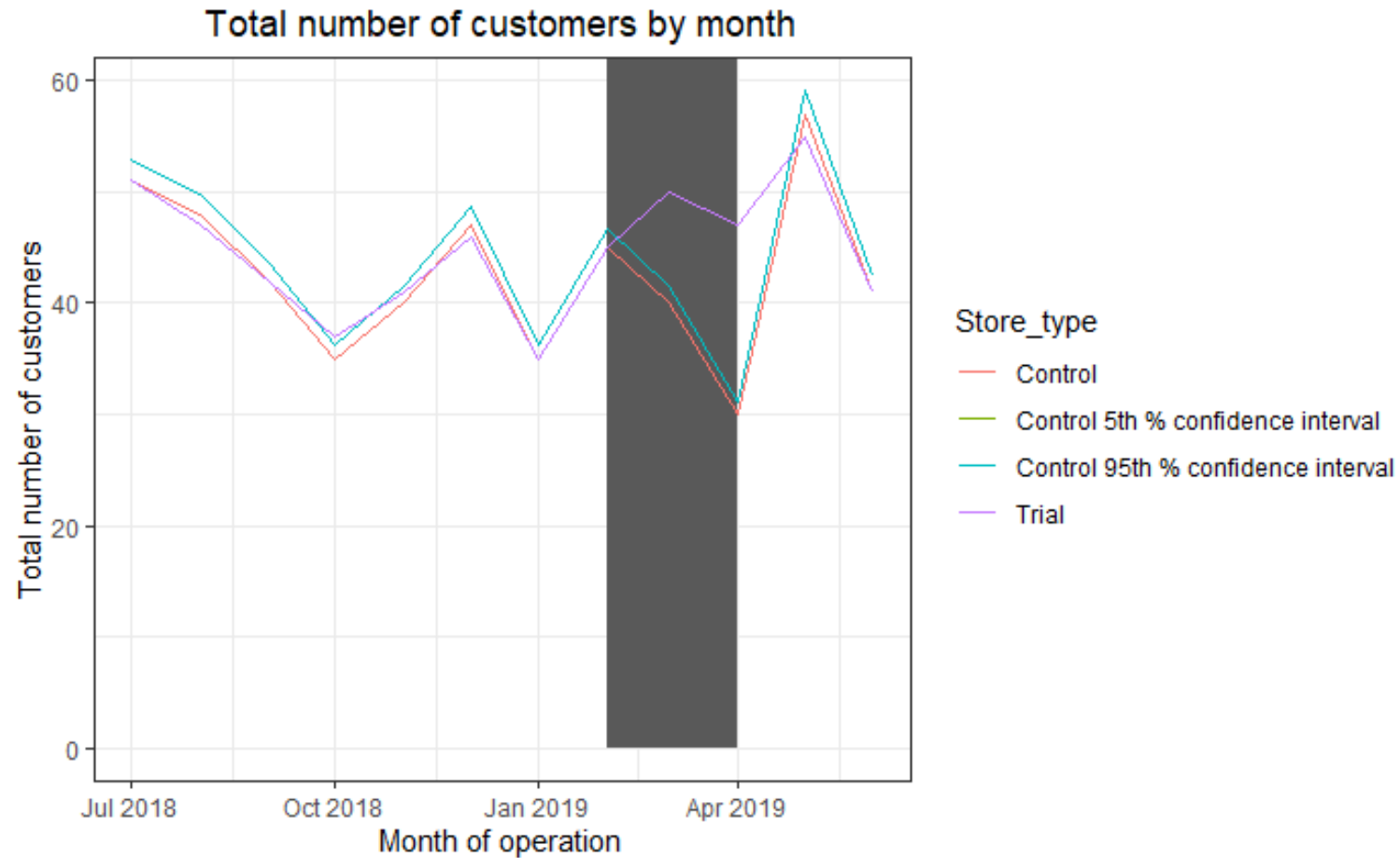
Trial store performance

Stores 77, 86 and 88 have been used to trial the new layout for chips Category from the start of February 2019 to April 2019.

Control stores similar in performance to the trial stores were selected using Total sales, number of customers and number of transactions per customer.

The Impact of the trial on sales was assessed to see if the trials have significantly different results from their respective control stores.

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





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