July 2019

Category review: Chips

Retail Analytics

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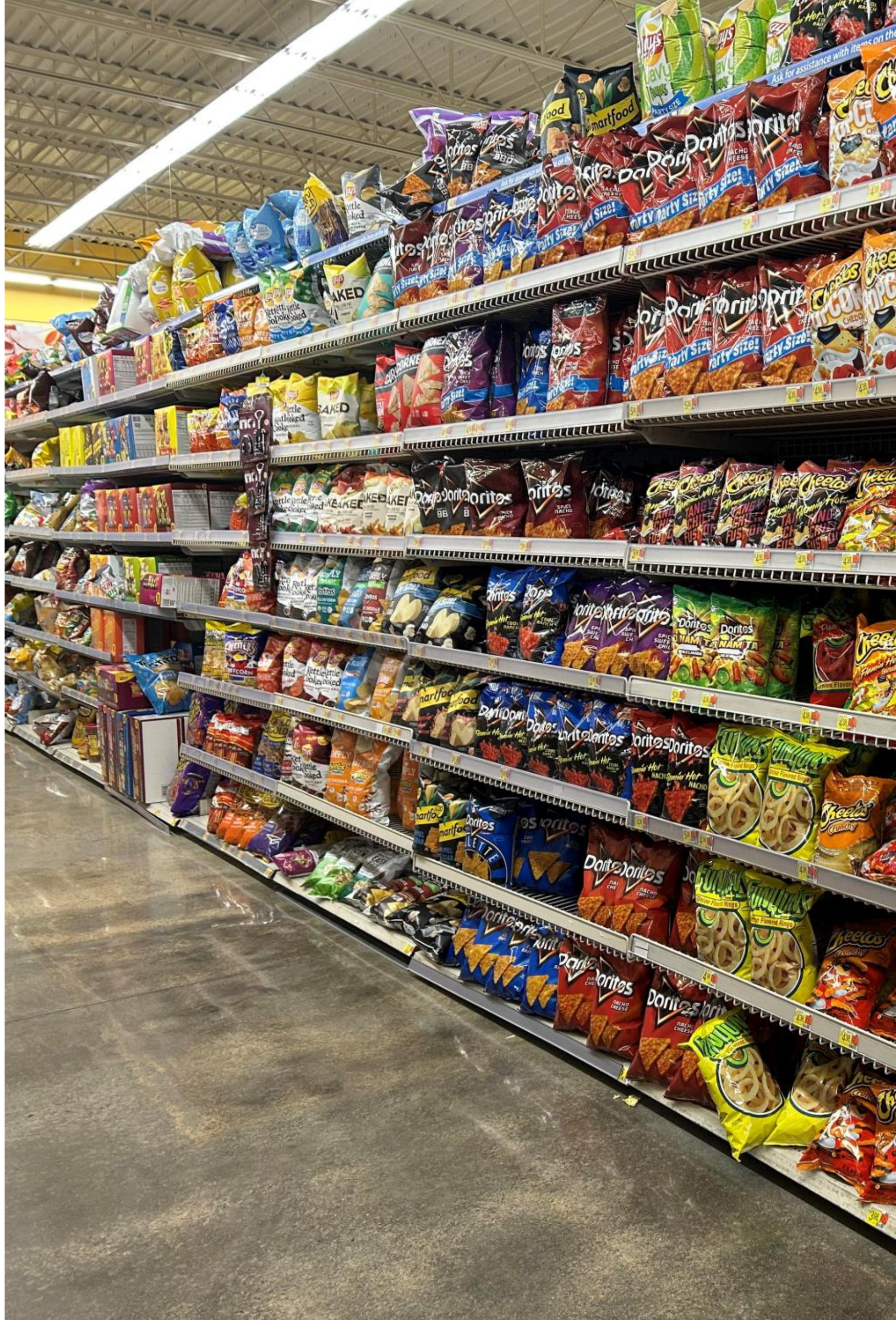

Our 17 year history assures best practice in privacy, security and the ethical use of data

Privacy

- We have built our business based on privacy by design principles for the past 17 years
- Quantium 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.

We all have a responsibility to use data for good

Quantium believes in using data for progress, with great care and responsibility. As such please respect the commercial in confidence nature of this document.

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Executive summary

01 Customer purchasing trends and behaviours

- ❖ Sales spike mid December. Promotions should be run before or during this time.
- ❖ Affluence does not seem to affect the spend of the customer, premiums contribute less to total sales.
- ❖ Mainstream Young Singles/Couples are the most valuable customers.
- ❖ Kettles is the most popular brand overall, however Mainstream Young Singles/Couples especially like Doritos and Pringles above other segments. All customer segments like 175g and 150g pack sizes.

02 Trial store performance

- ❖ The new layout trial was successful, most trial stores significantly increased total sales and number of customers.
- ❖ The trial may not be suitable/successful for stores which already have many total sales and customers.

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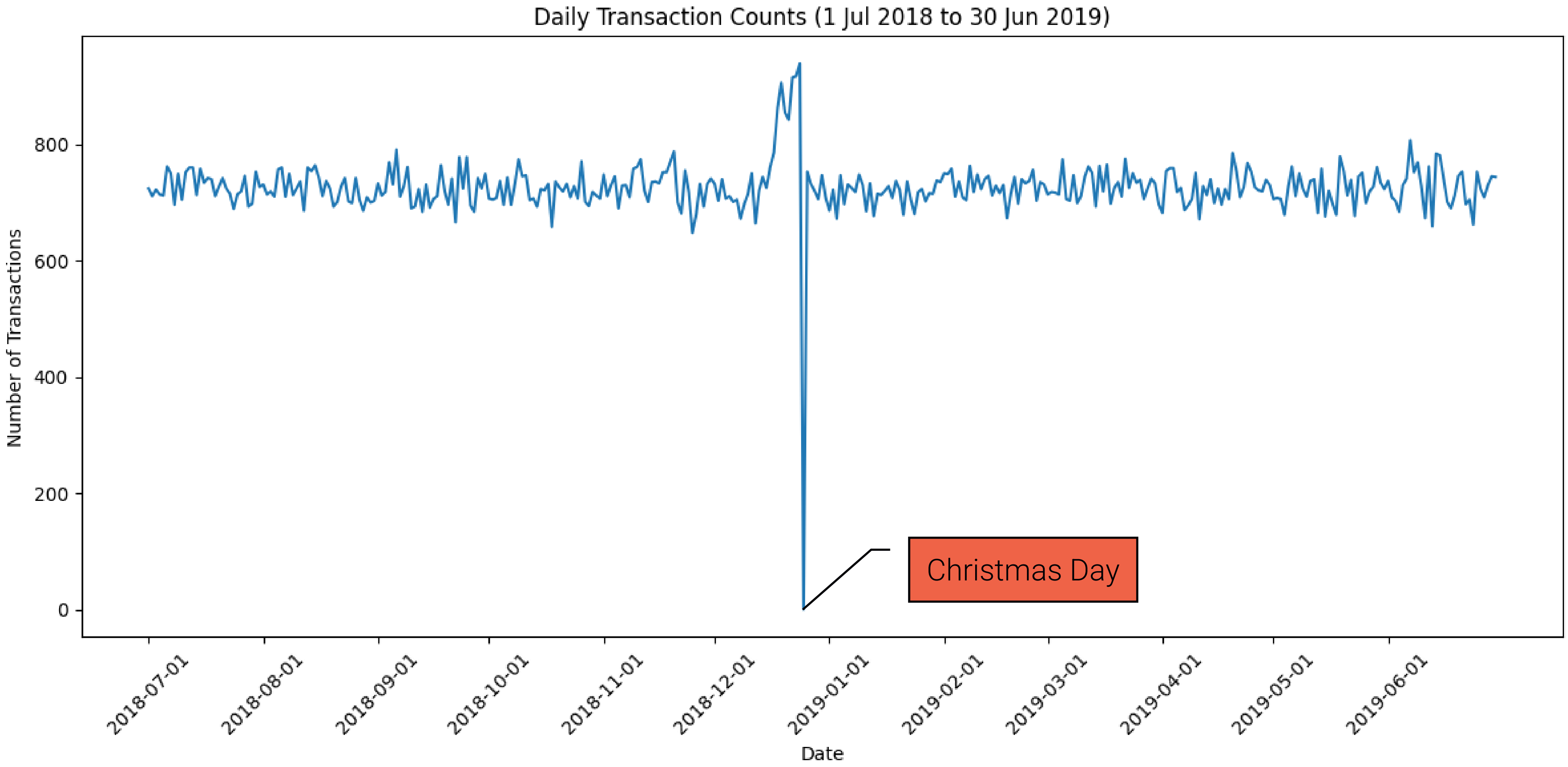
01

Customer purchasing trends and behaviours

Extreme spike in transactions midway through December followed by a dip on Christmas Day, returning to usual the day after.



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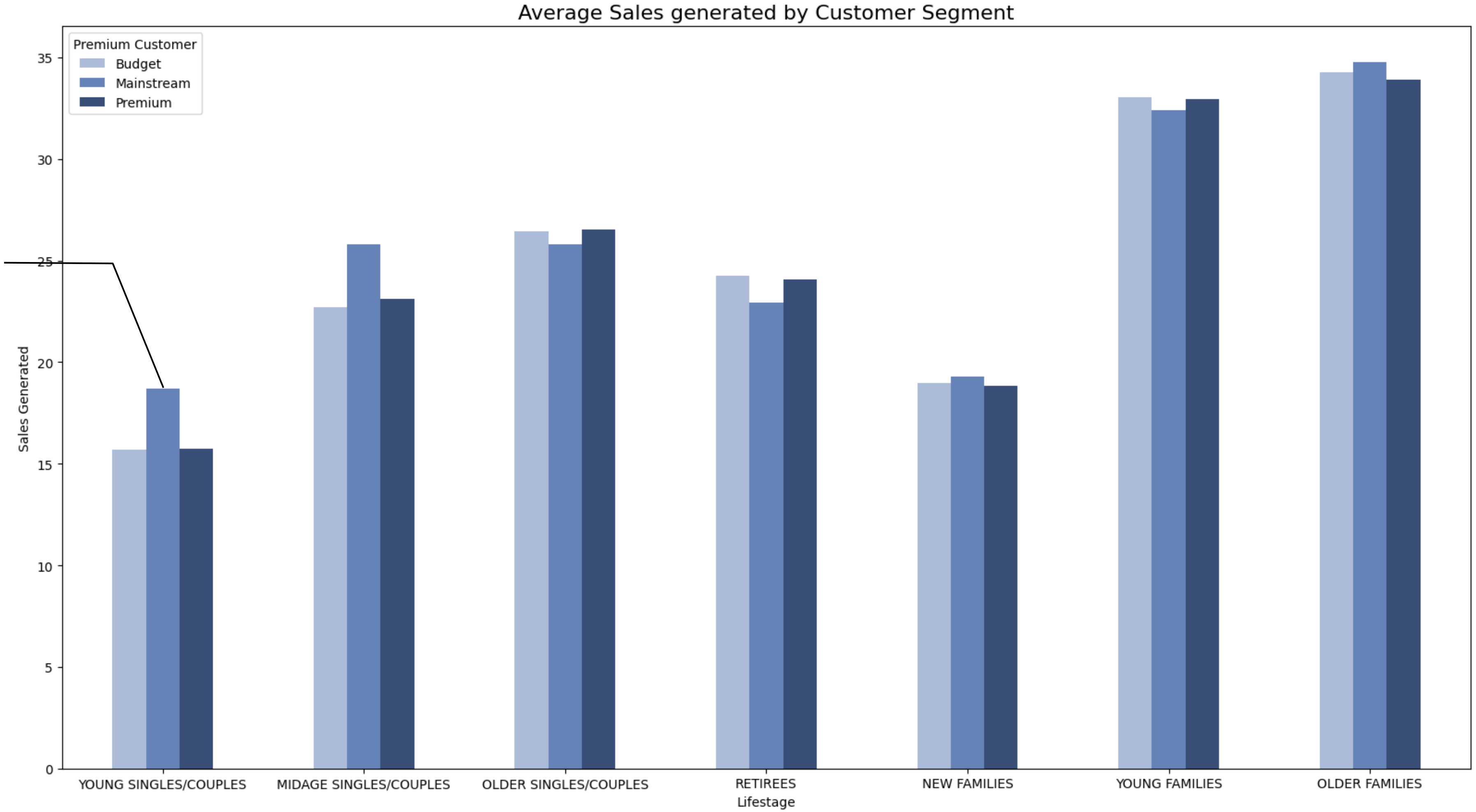
Affluence doesn’t seem to affect the spend of a customer, when it comes to the Chips category.

On the contrary, Mainstream customers seem to generate more chip sales relative to their life stage.



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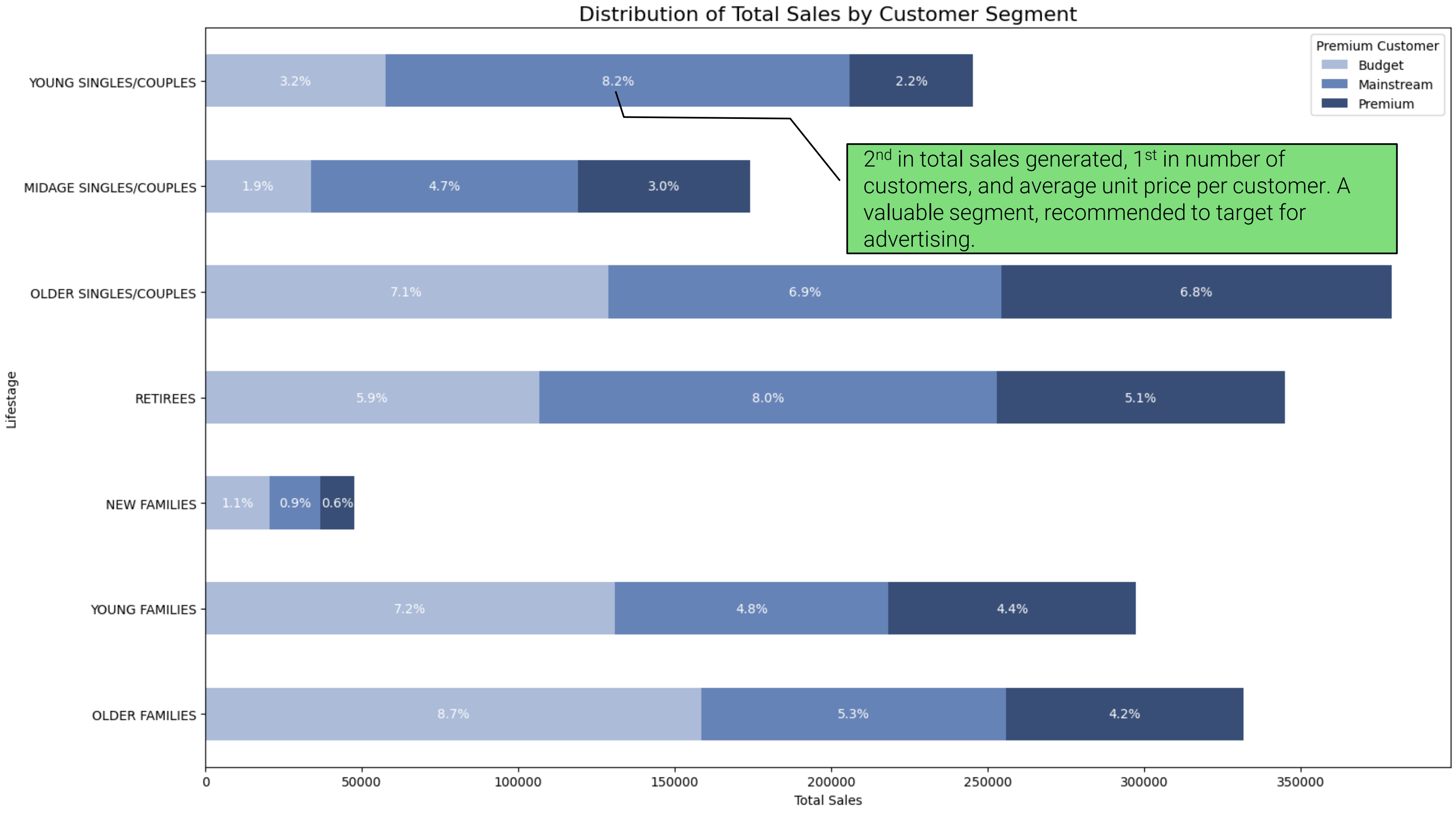
Older singles/couples and families contribute a large amount of the sales, however the largest contributor as a segment are Mainstream Young Singles/Couples. Premium customers contribute less than non-premium.



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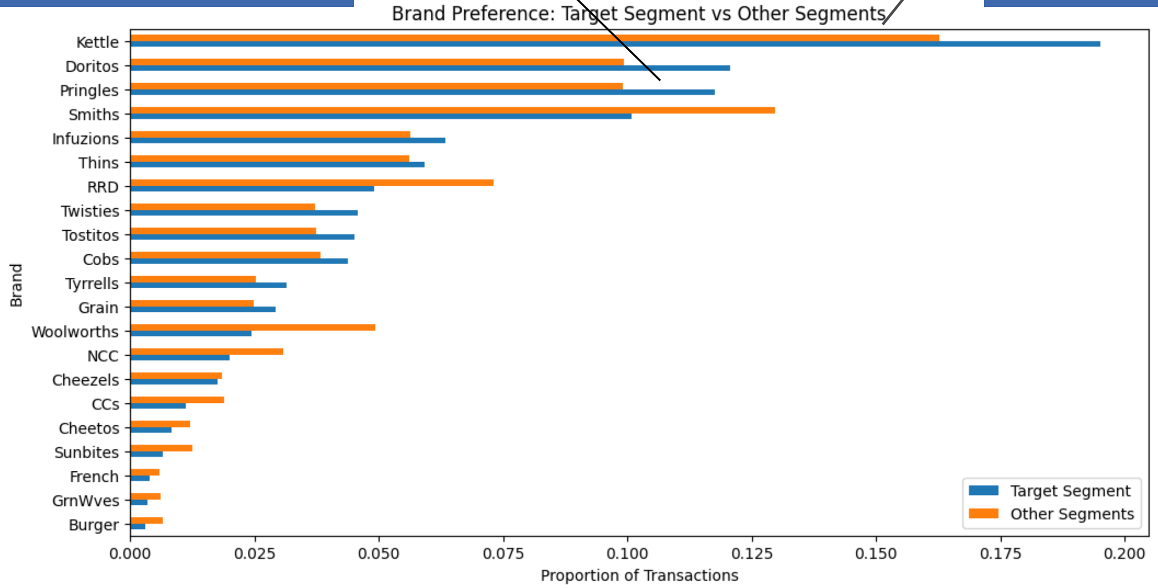
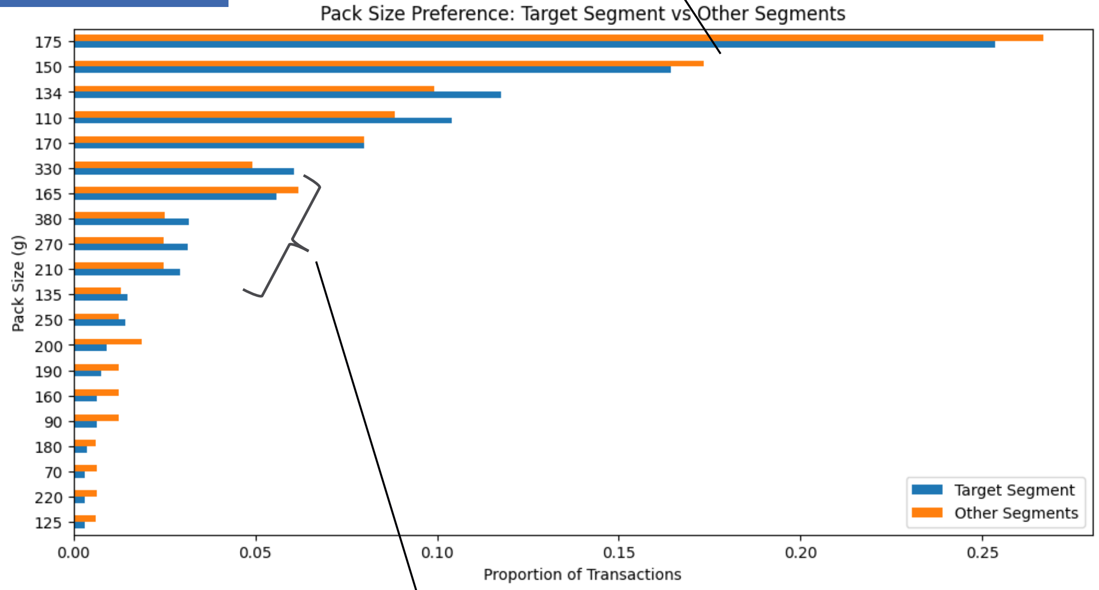
Irrespective of customer segment, customers favour the brand Kettles, and 175g and 150g pack sizes. Mainstream Young Singles/Couples particularly favour Doritos and Pringles, and larger pack sizes compared to others.

Mainstream Young Singles/Couples favour Doritos and Pringles more than other segments. Potential advertising target.

All segments like Kettles and 175g and 150g pack sizes. Place these items in reachable areas in stores.





Mainstream Young Singles/Couples proportionately buy more of the larger packets than the other segments.

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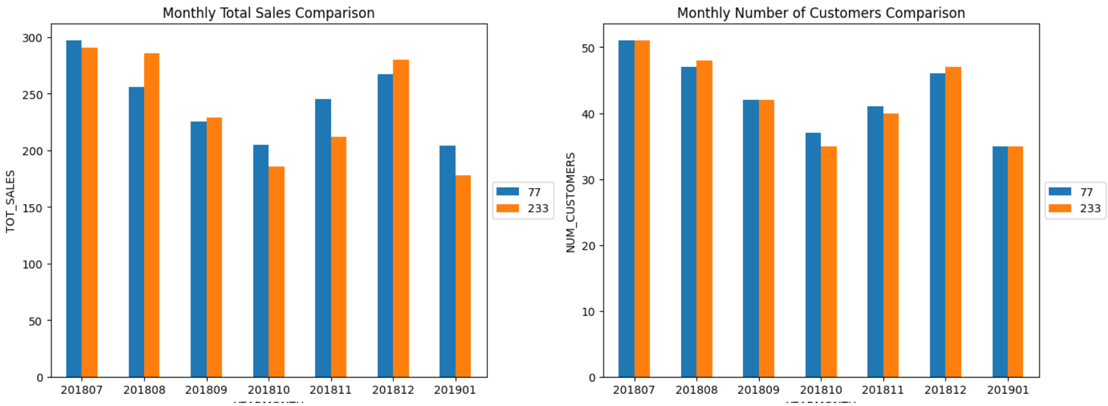
Trial store performance

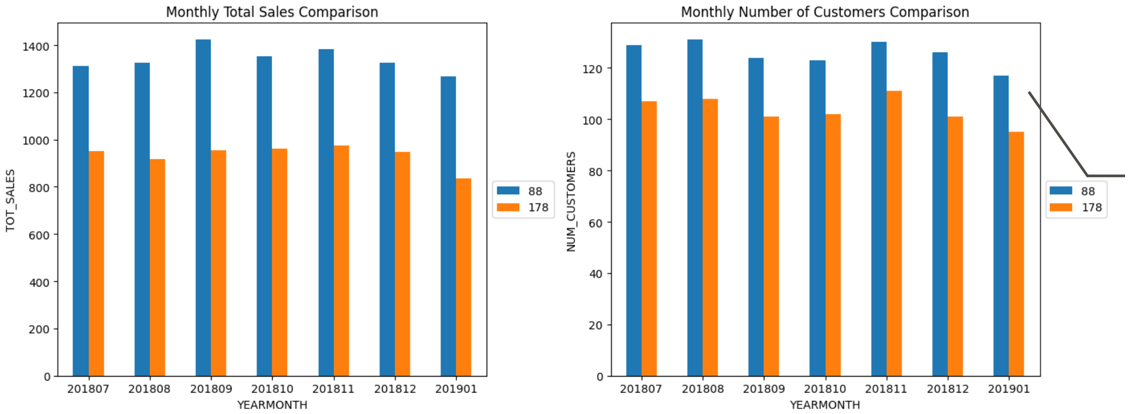
Control stores were selected that are most like their respective trial store. Trial store 88 was a unique store and harder to assess.

Trial Store 77 and Control Store 233



Trial Store 86 and Control Store 155

Trial Store 88 and Control Store 178



Trial store 88 has a much larger difference in sales and customers to its control store. This being the best control store implies trial store 88 is unique. <u>The results of the trial on this store may not be representative of the trials effectiveness.</u>

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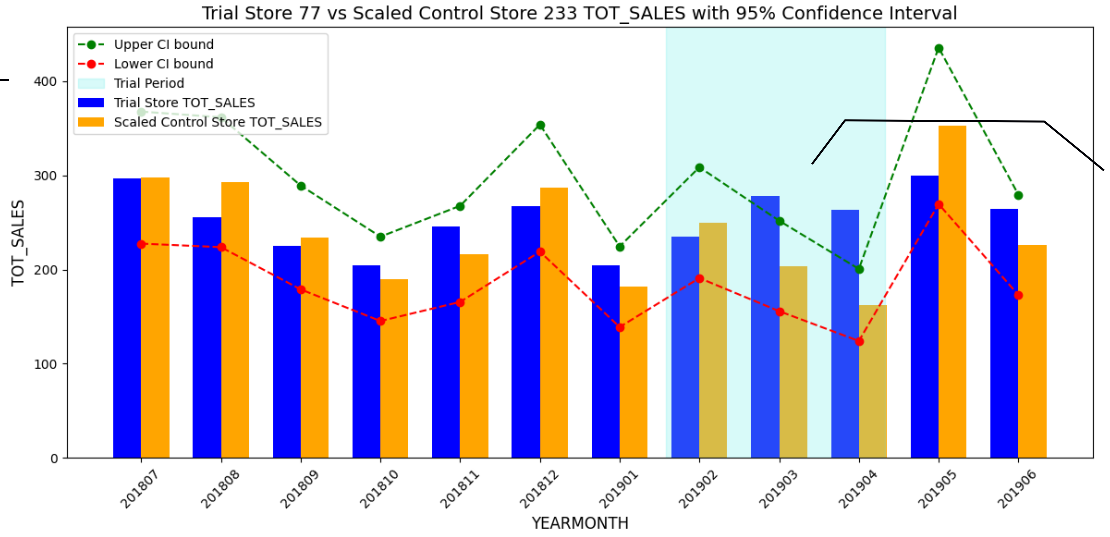
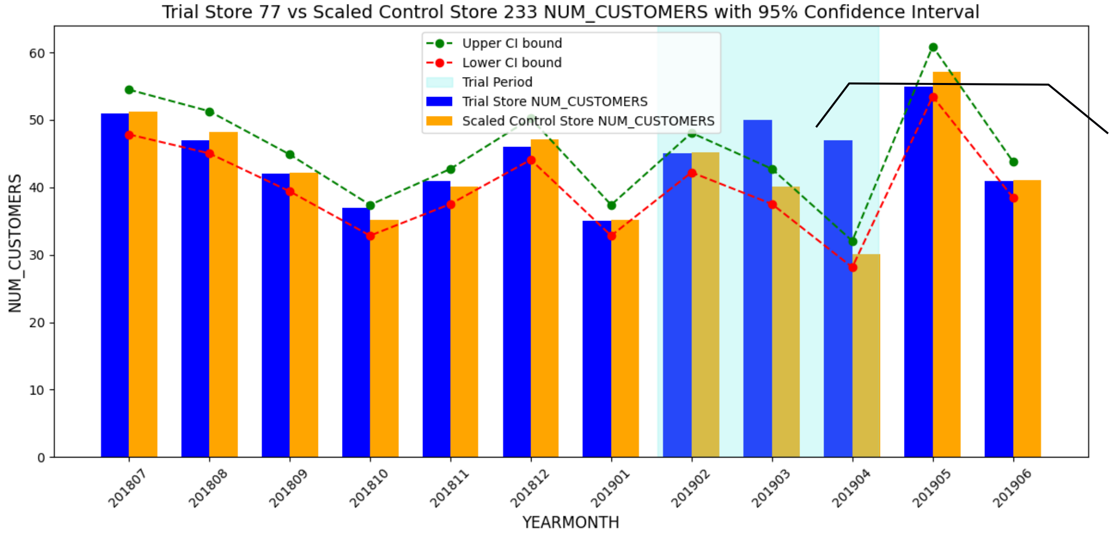
Trial store 77 had a significant increase in total sales and number of customers in two of three months within the trial period.

The sales generated and number of monthly customers by store 77 is the lowest of the trial stores. It is also the most volatile.



Trial period months - March and April 2019 exceeded the trajected total sales generated.



Similarly, the number of customers greatly increased during March and April.

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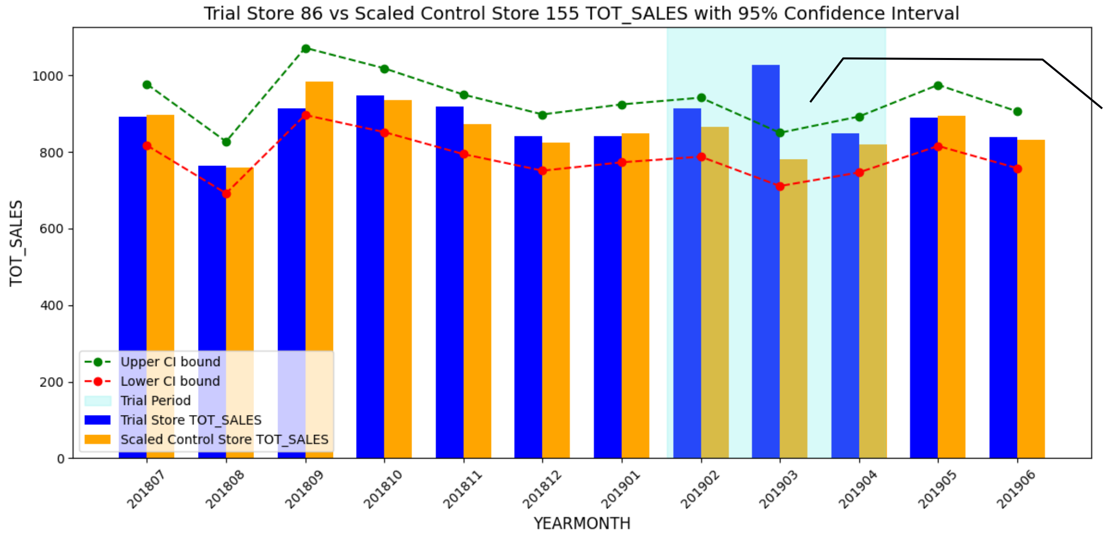
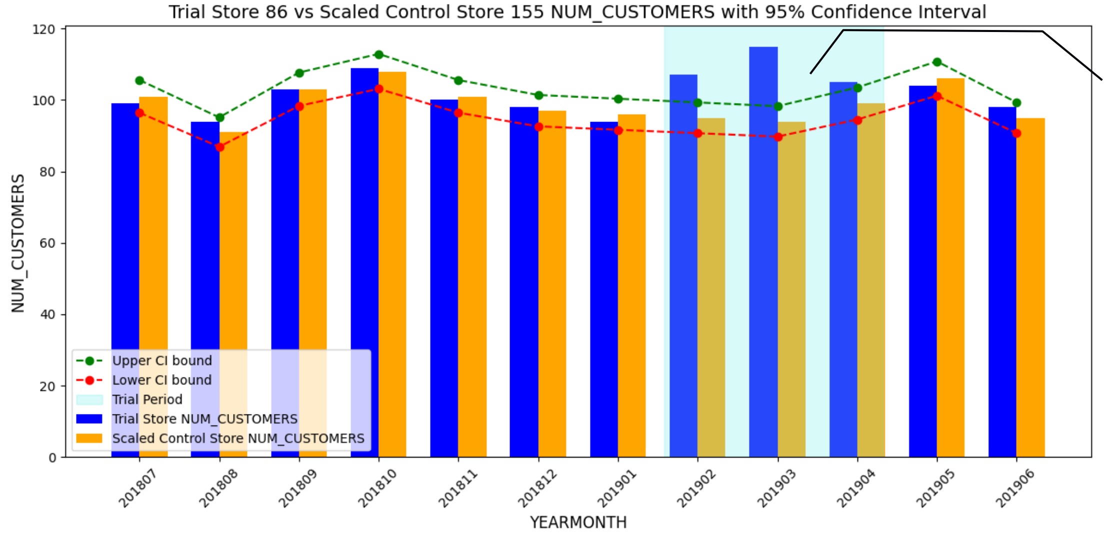
Trial store 86 substantially increased the monthly number of customers throughout the trial period.



Sales only exceeded expectations in February.



Throughout all trial months, number of customers was higher than trajected.

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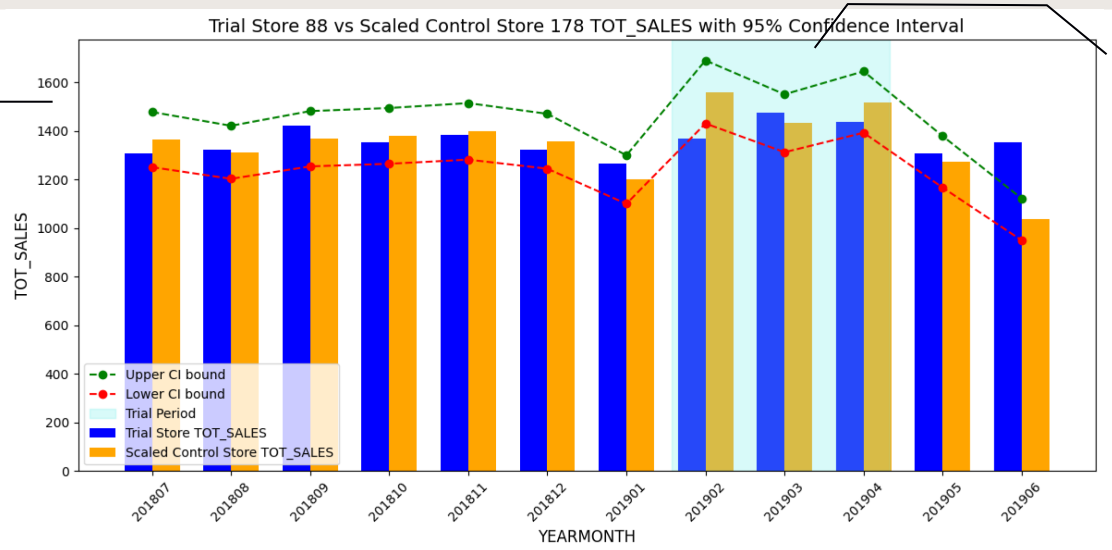
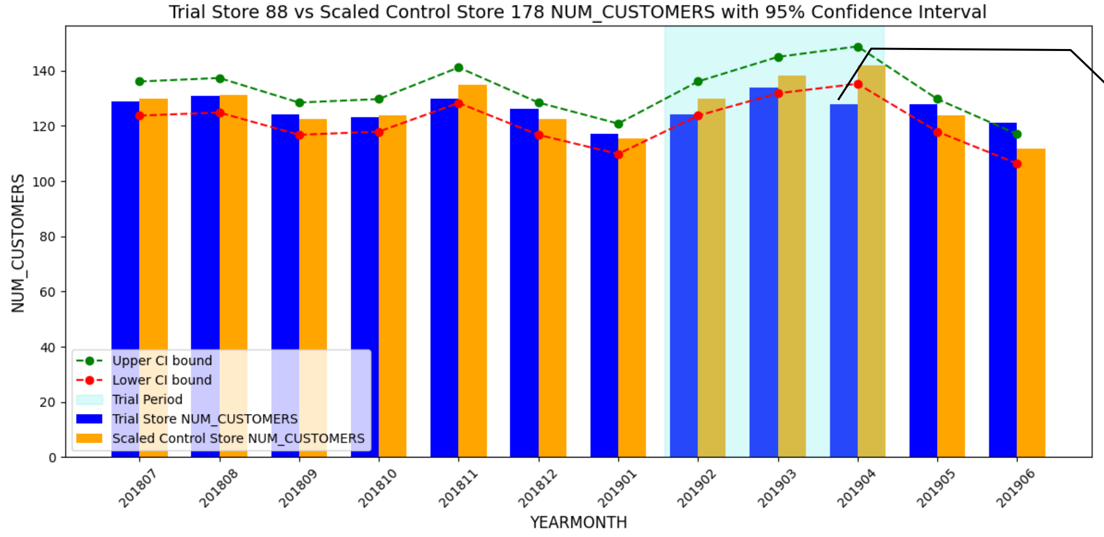
Trial Store 88 did not seem to be affected by the trial and experienced months with worse performance than projected.

The sales generated and number of monthly customers by store 88 is the highest among the trial stores. This may indicate the ineffectiveness of the trial on established stores.



In February, the trial store made less sales than expected.



Throughout the trial, the store experienced less customers than expected, April especially was a month of significantly less customers.

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