

Category review: Chips

Retail Analytics

May 2025



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

Data Cleaning and Exploration

We cleaned and validated data from transaction and purchase behaviour by modifying the date format and removing the outliers. Also removed the product such as Salsa to analyse the sales of chips only. We then Merged the datasets of transaction and purchase behaviour to conduct analysis and provide meaning full recommendation.

02

Trial Impact Assessment (Feb – Apr 2019)

We evaluated trial impact by comparing trial stores to control stores using 95% confidence bands. We identified control stores using correlation and magnitude similarity on pre-trial sales and customer metrics.

Trial Stores – 77, 86 & 88

01

Category

Overview:

I. Which life stage people contributes to more sales?

Older Singles/Couples, Retirees & Older families

II. Based on sales, order the customers category

1. Mainstream – 39%,
2. Budget – 35%,
3. Premium – 26%

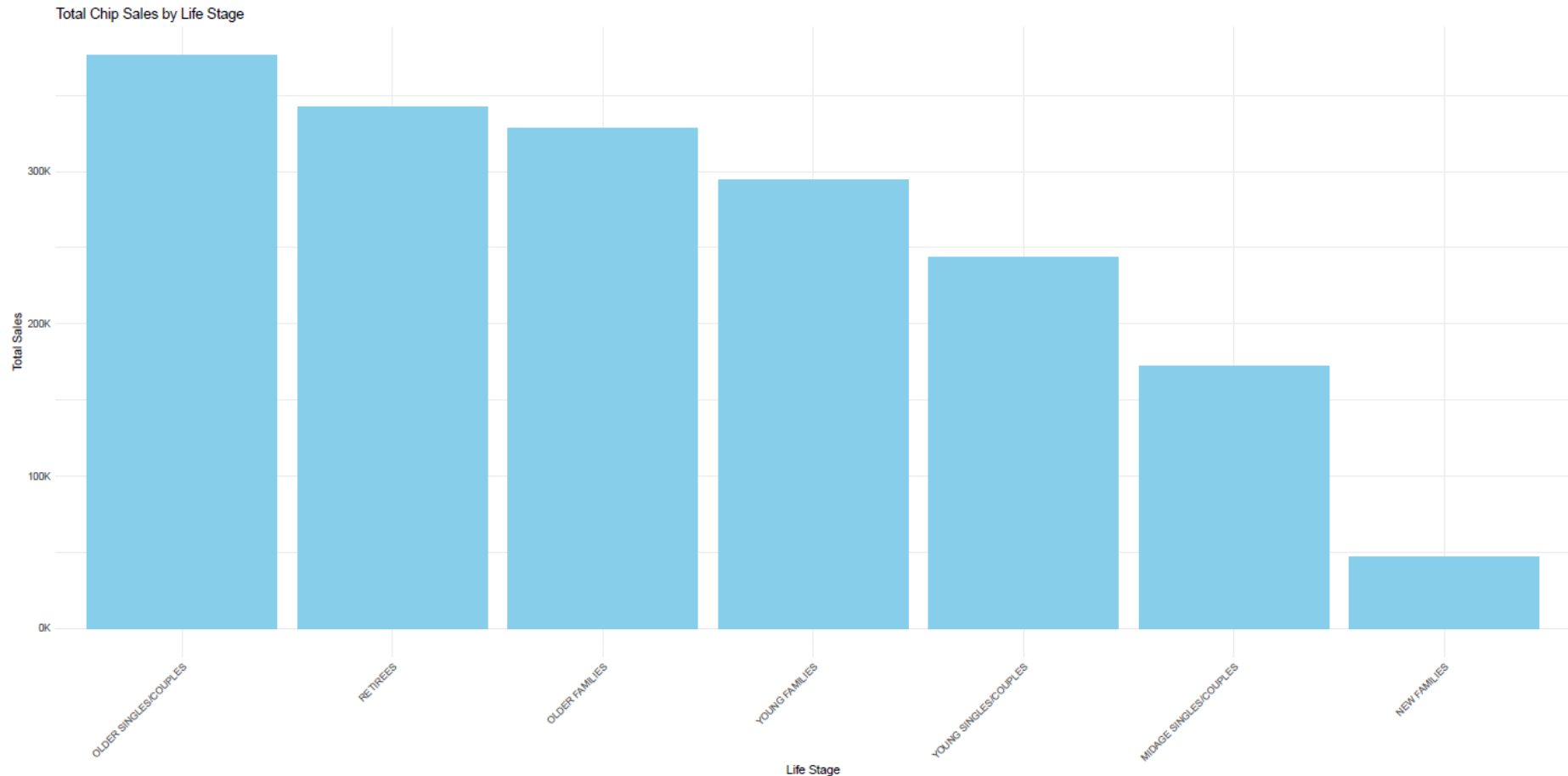
III. Top 5 Stores that outperformed and underperformed

| Outperformed Stores | Total Sales |
|---------------------|-------------|
| 226 | 16544 |
| 88 | 15445 |
| 165 | 15188 |
| 237 | 14830 |
| 40 | 14427 |

| Underperformed Stores | Total Sales |
|-----------------------|-------------|
| 76 | 6.0 |
| 11 | 6.7 |
| 252 | 7.4 |
| 206 | 7.6 |
| 92 | 9.2 |

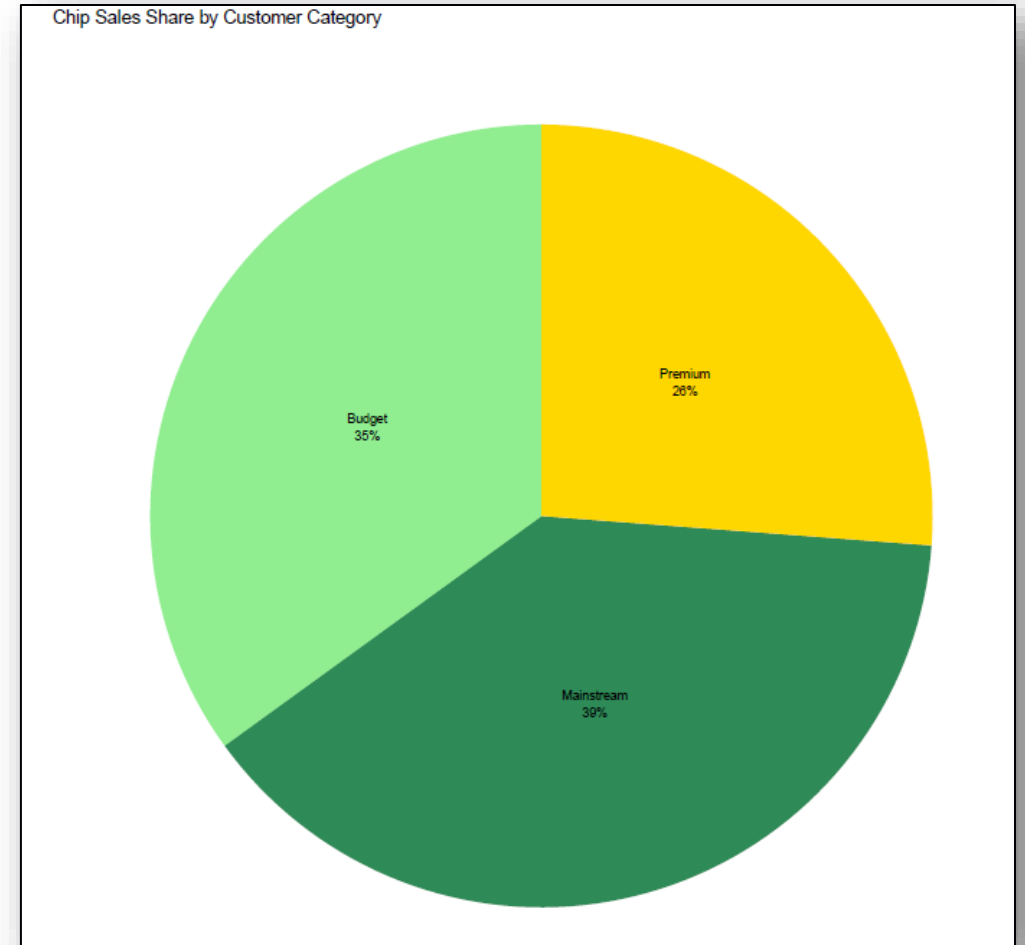
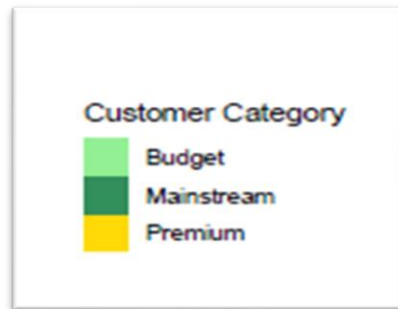
I. Life Stage:

Among all life stages, older singles/couples contributed most to the total chip sales followed by retirees, older families and so on. The most least sales were made by new families.

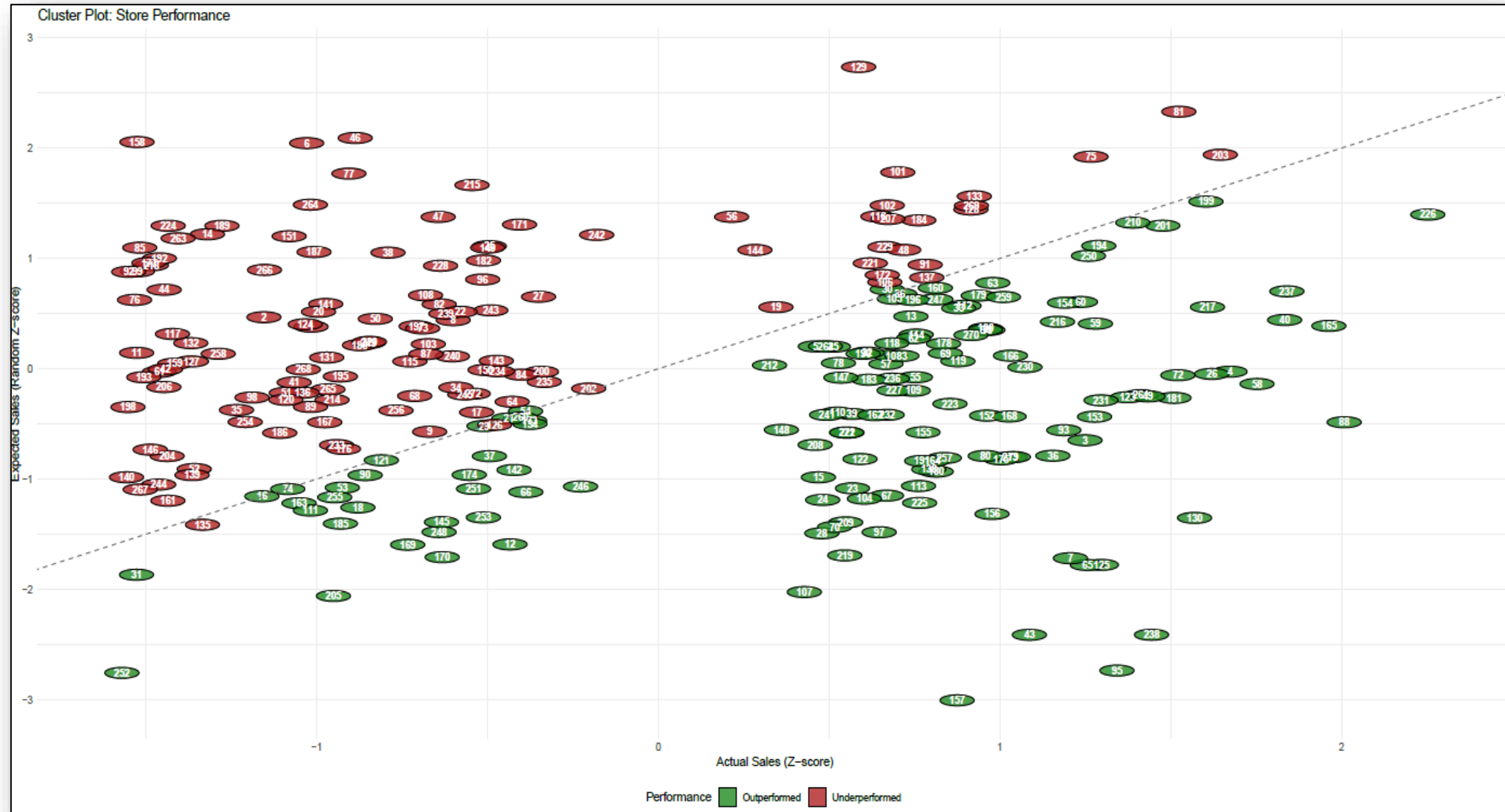


II. Customer Category Performance:

Mainstream customers contribute the most to total chip sales, accounting for 39% of the market share, followed by budget customers at 35%, and premium customers at 26%.



III. Overall Stores that outperformed and underperformed



02

Trial store performance

➤ Explanation of the control store vs other stores

A control store is not part of the trial but has similar historical performance to the trial store. By comparing a trial store's performance to its control store, we can isolate the effect of the trial.

➤ Why can't we compare with other stores?

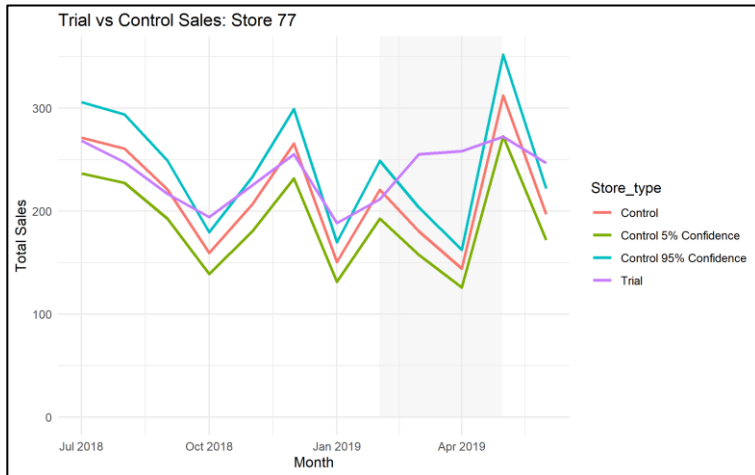
Other stores may vary in size, customer type, or behavior, so they aren't ideal for direct comparison. A matched control store ensures a fair and consistent benchmark.

Analysis Findings:

Trial Stores – 77, 86 & 88

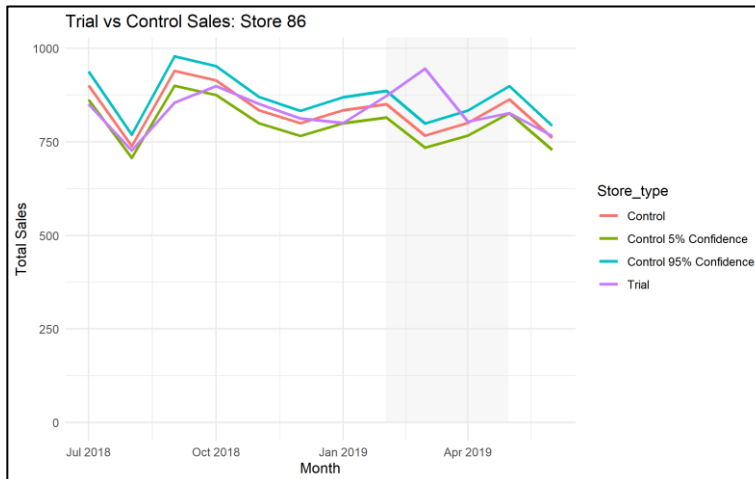
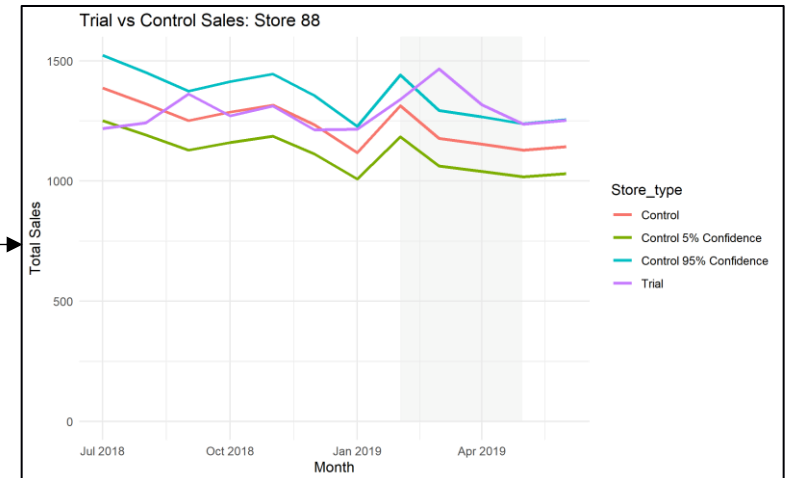
- Store 77 – Significant sales - Trial successful
- Store 86 – No significant sales despite customer growth – Trial inconclusive
- Store 88 – Sales consistently above expectations – Trial effective

Trial stores performance:



Successful

The trial was successful at these stores and had a positive impact on chip sales.



Inconclusive

FEEDBACK

- Worth investigating further (e.g. pricing or promotions).
- Store 86 had a noticeable increase, however, the total sales remained within the 5%–95% confidence interval of the control store.



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