August 2022

Category review: Chips

Retail Analytics

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Classification: Confidential

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.

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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.

Executive summary

01 Task 1

- Most of the brands from the datasets are from The Smith's Snackfood Company Pty Ltd.
- We could notice that the chips with sour cream or sea salt, as well as the corn chip are quite popular among the customers.
- Mainstream mid-age and young singles and couples are more willing to pay more per packet of chips compared to their budget and premium counterparts.
- Sales are coming mainly from Budget - older families, Mainstream - young singles/couples, and Mainstream – retirees.
- There are more Mainstream - young singles/couples and Mainstream - retirees who buy chips. This contributes to there being more sales to these customer segments but this is not a major driver for the Budget - Older families segment. Higher sales may also be driven by more units of chips being bought per customer.

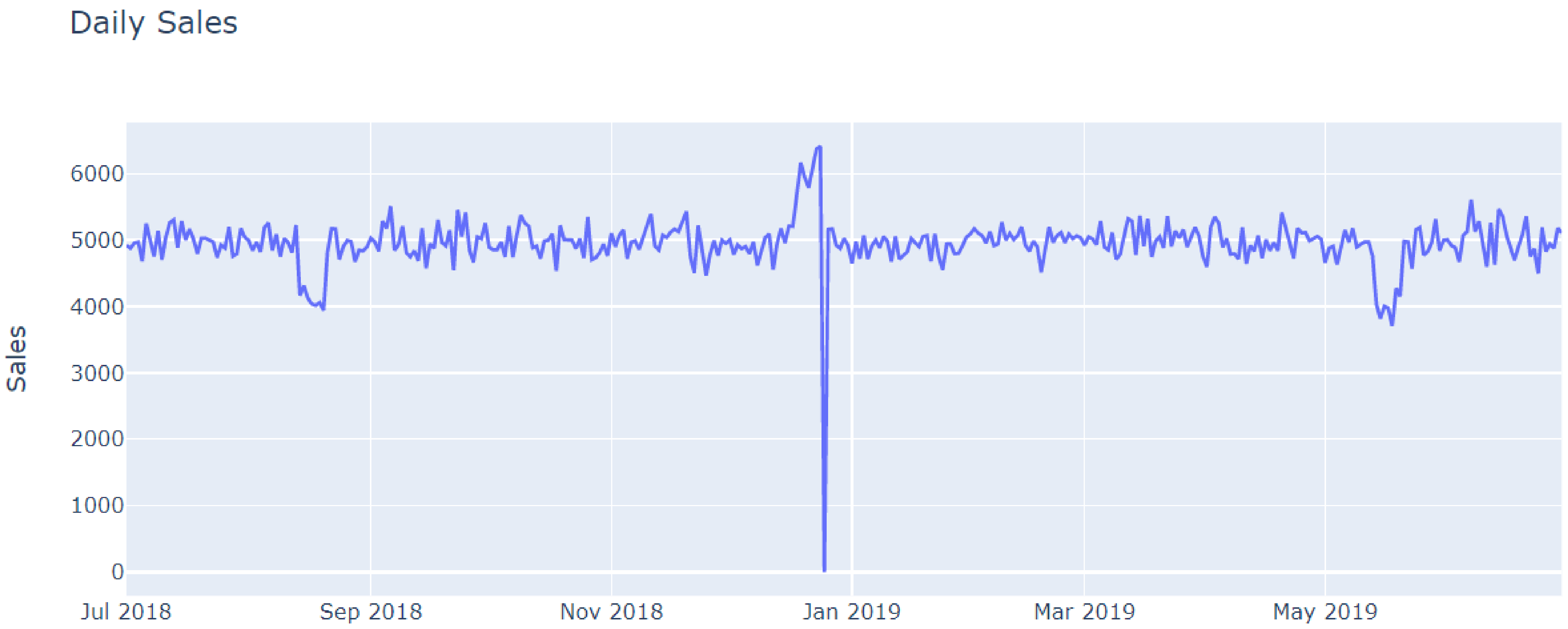
02 Task 2

The results for trial stores 77 and 88 during the trial period show a significant difference in at least two of the three trial months but this is not the case for trial store 86. We can check with the client if the implementation of the trial was different in trial store 86 but overall, the trial shows a significant increase in sales.

01

Category

An increase in sales occurs in the lead-up to Christmas and that there are zero sales on Christmas day itself. This is due to shops being closed on Christmas day.



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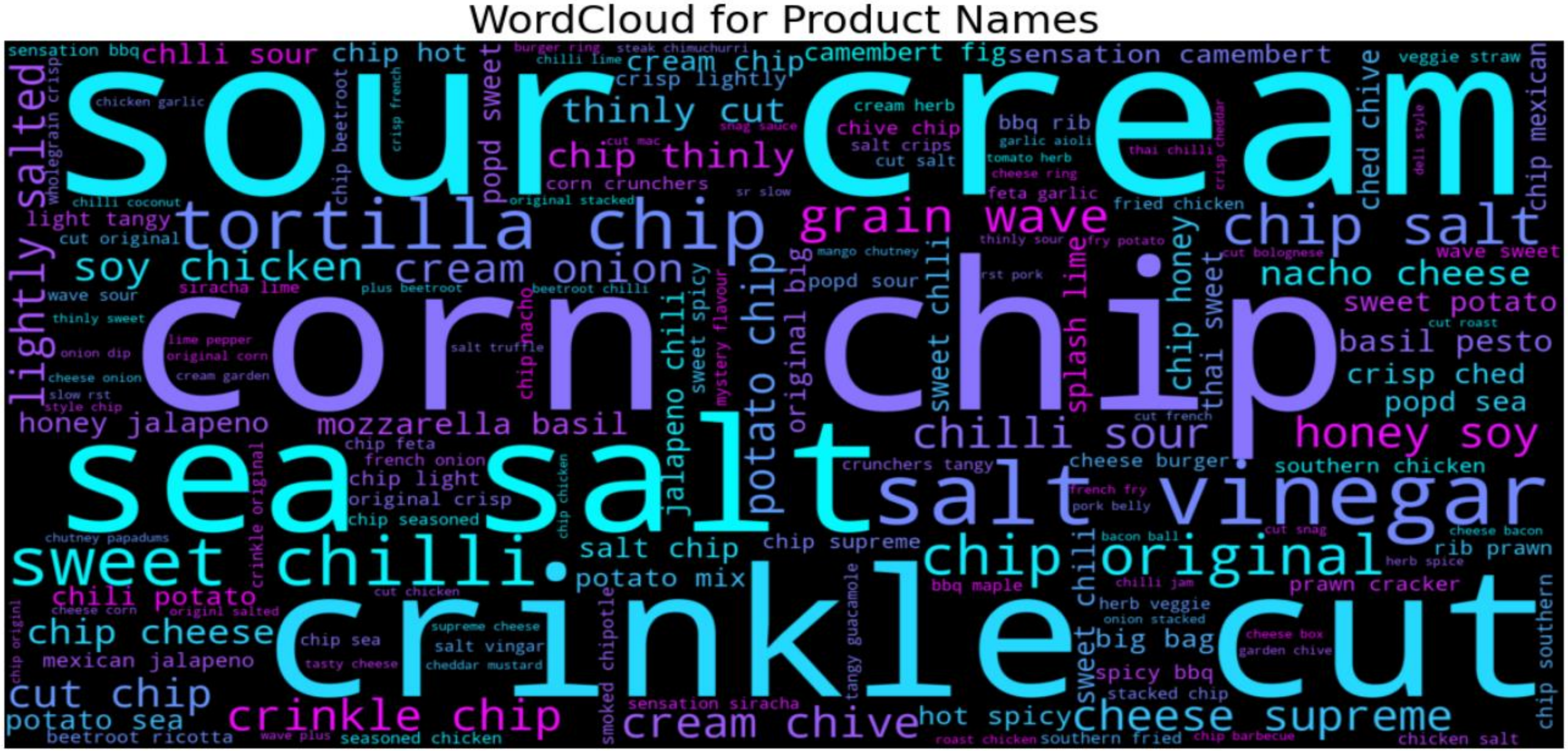
Chips with sour cream or sea salt, as well as the corn chip are quite popular among the customers.



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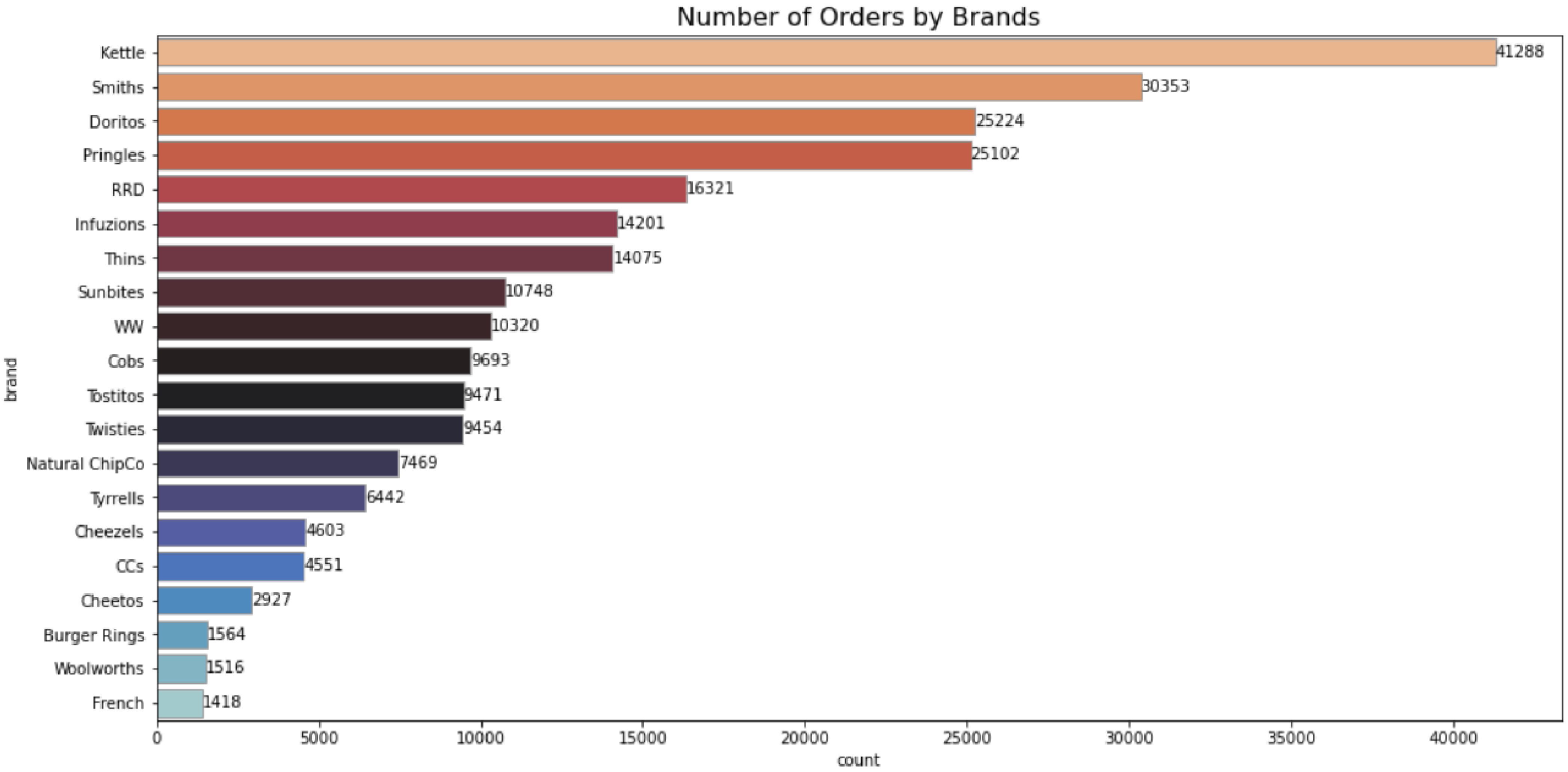
Overall, brand Kettle is the most purchased brand.



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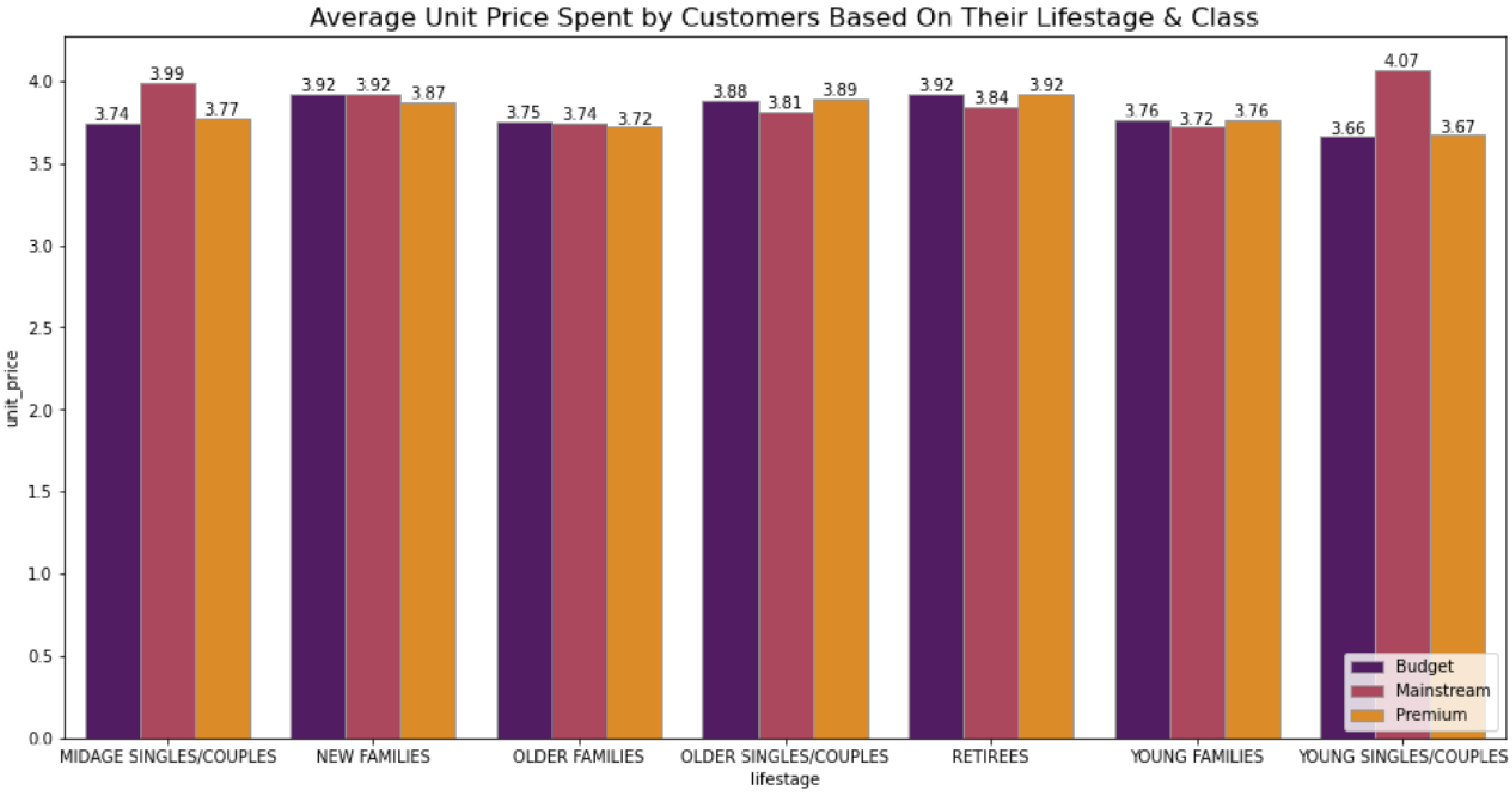
Mainstream mid-age and young singles and couples are more willing to pay more per packet of chips compared to their budget and premium counterparts.



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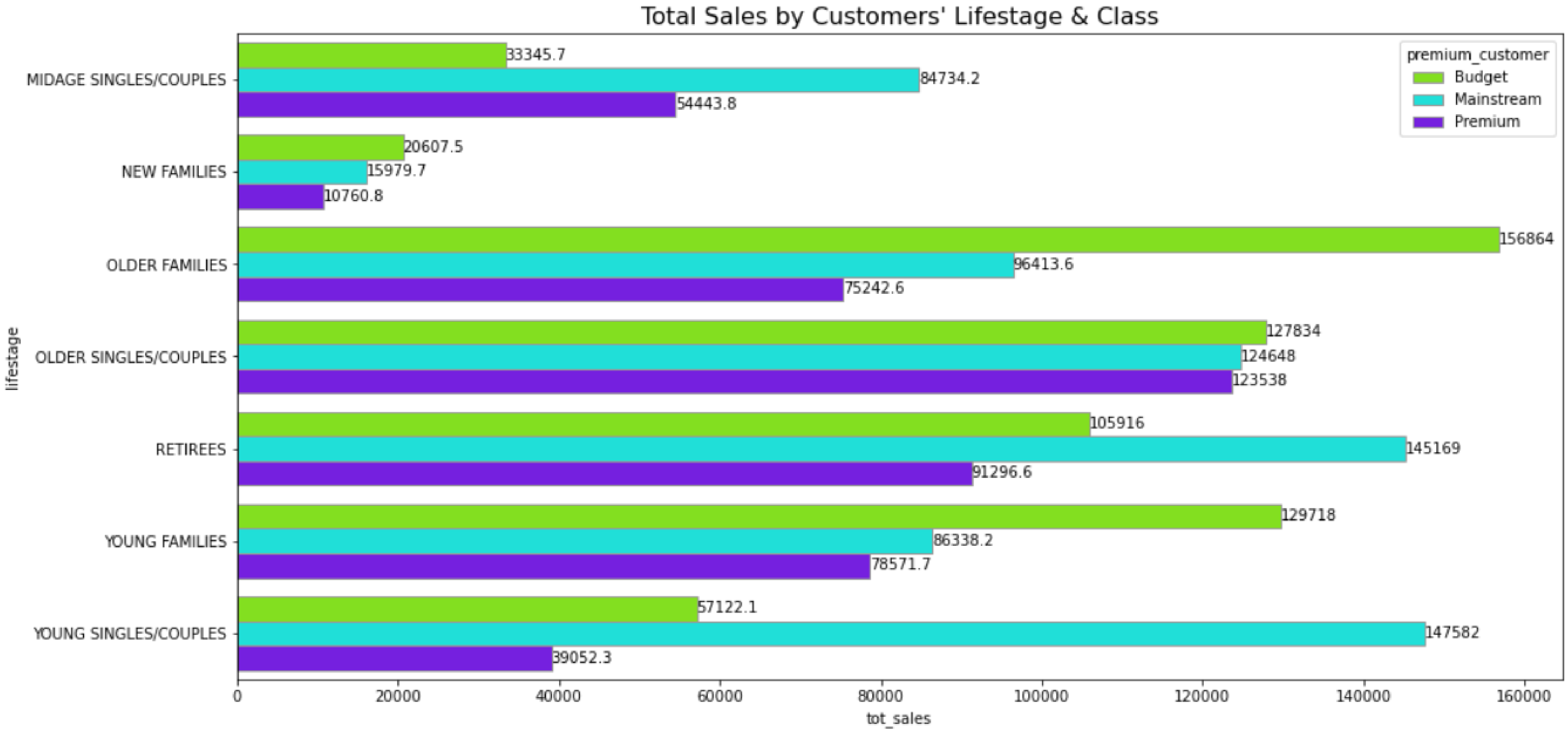
Sales are coming mainly from Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees.



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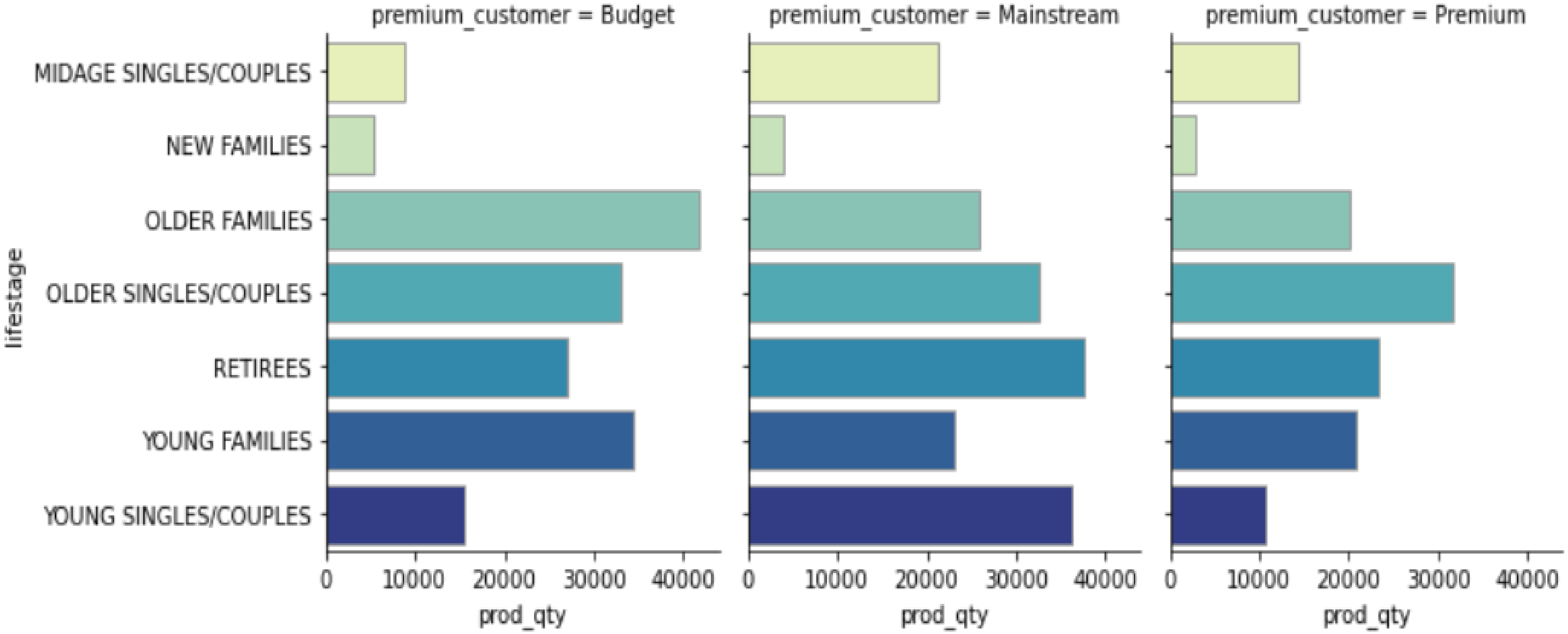
There are more Mainstream - young singles/couples and Mainstream - retirees who buy chips. This contributes to there being more sales to these customer segments but this is not a major driver for the Budget - Older families segment. Higher sales may also be driven by more units of chips being bought per customer.



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02

Trial store performance

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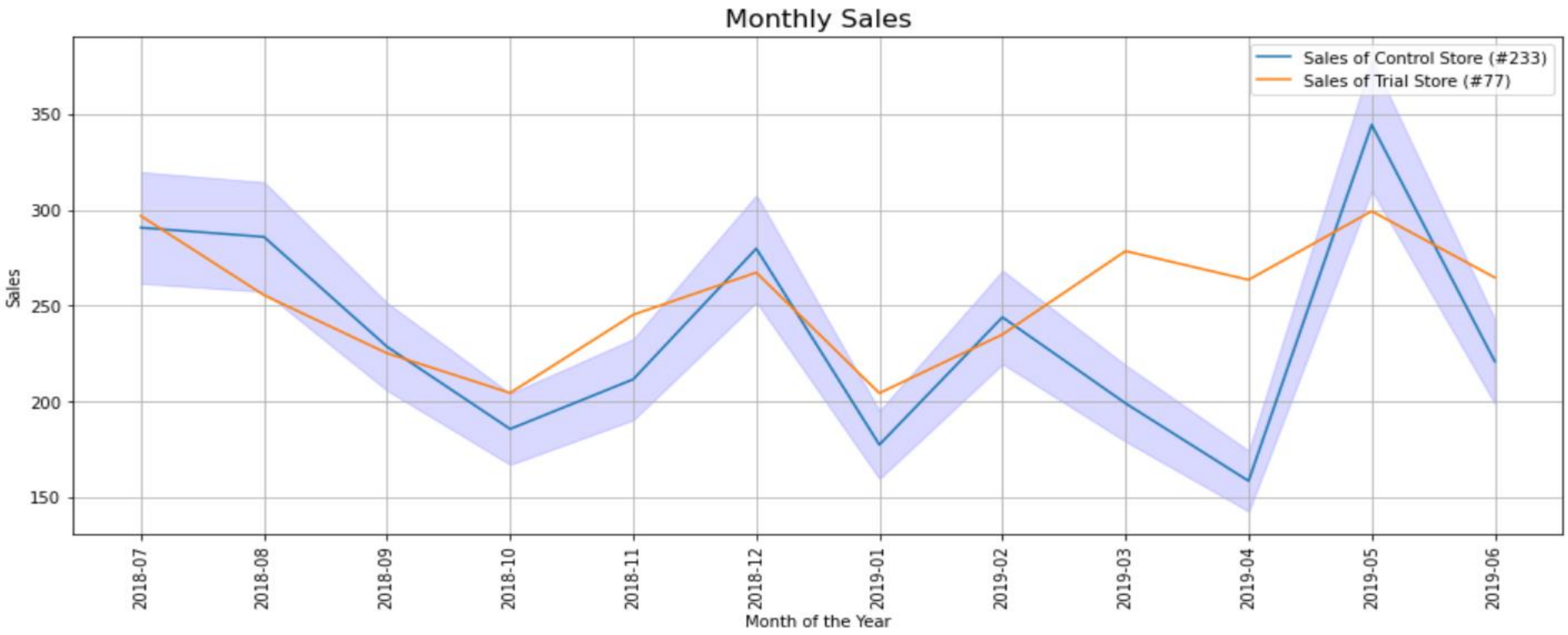
The results show that the trial in store 77 is significantly different from its control store in the trial period as the trial store performance lies outside the 5% to 95% confidence interval of the control store in two of the three trial months.



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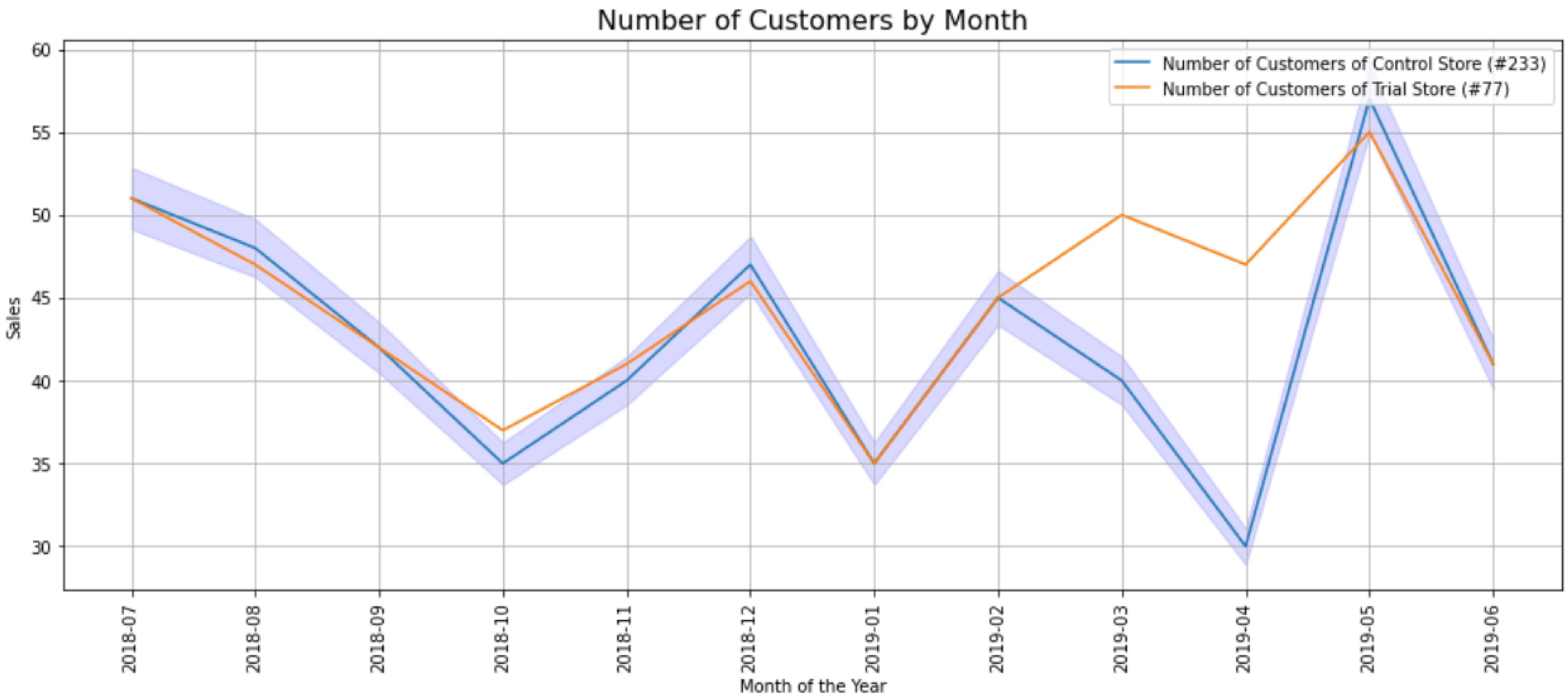
Number of Customers by Month
Number of Customers of Control Store (#233)
Number of Customers of Trial Store (#77)
Sales
60
55
50
45
40
35
30
2018-07
2018-08
2018-09
2018-10
2018-11
2018-12
2019-01
2019-02
2019-03
2019-04
2019-05
2019-06
Month of the Year

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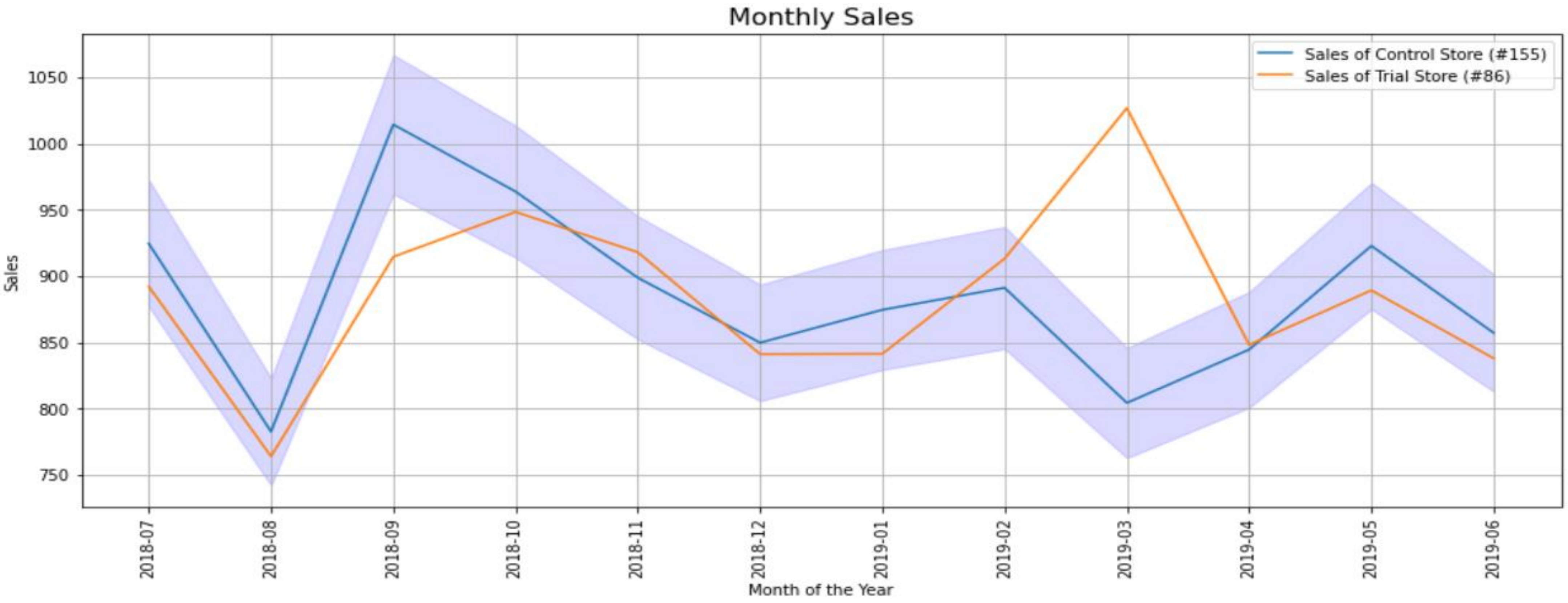
The results show that the trial in store 86 is not significantly different from its control store in the trial period as the trial store performance lies inside the 5% to 95% confidence interval of the control store in two of the three trial months.



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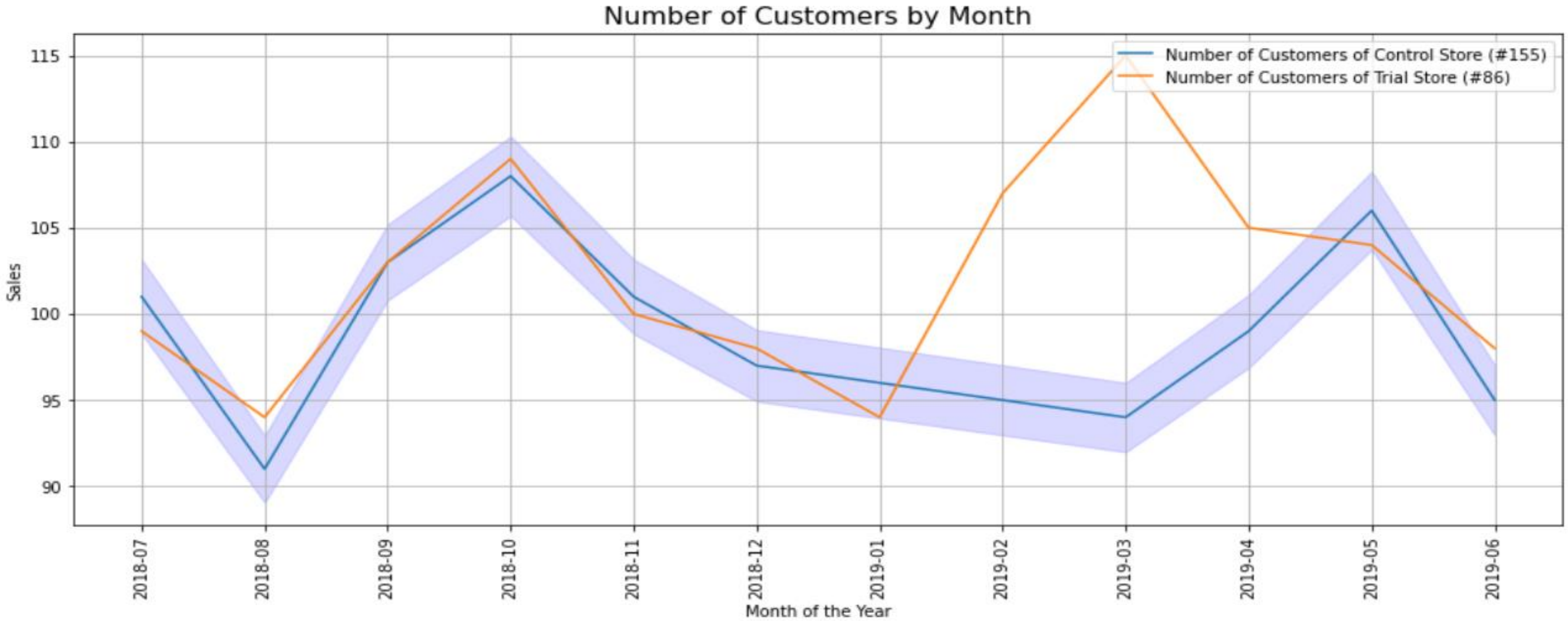
The number of customers is significantly higher in all of the three months in trial store 86. However, sales were not significantly higher. There might be special deals in the trial store that may have resulted in lower prices.



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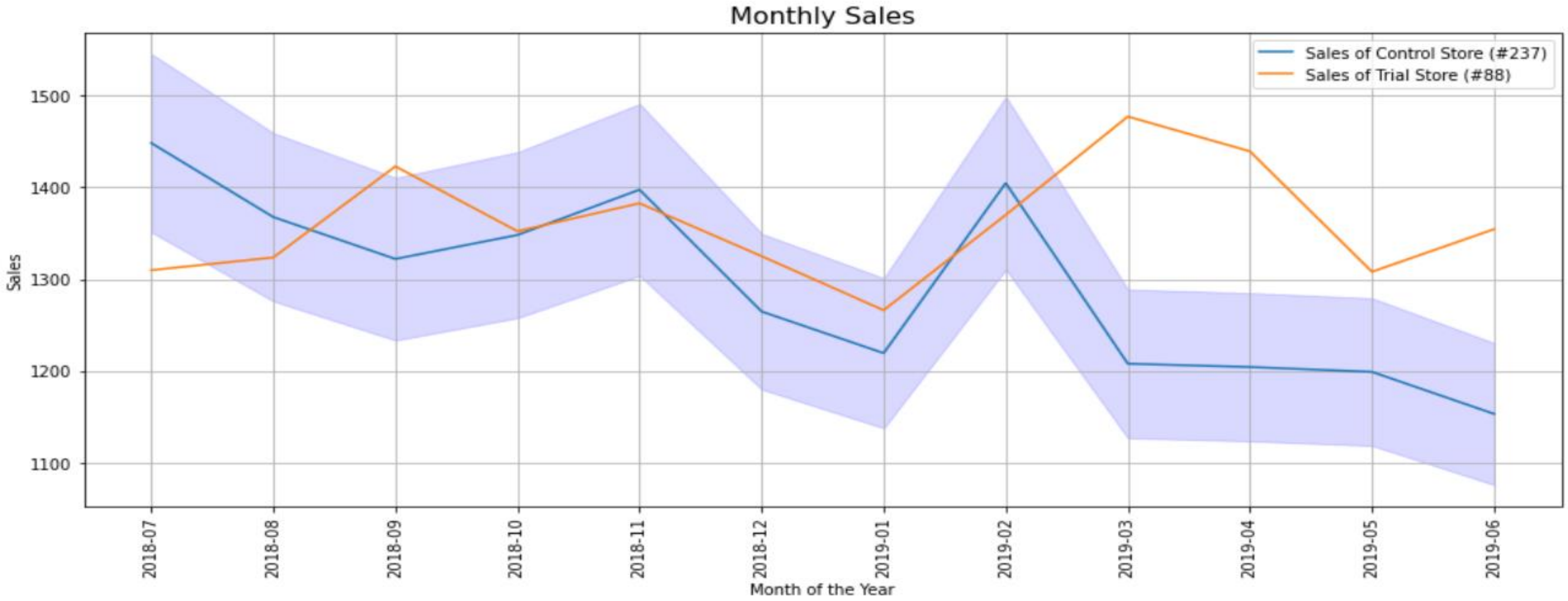
The results show that the trial in store 88 is significantly different from its control store in the trial period as the trial store performance lies outside of the 5% to 95% confidence interval of the control store in two of the three trial months.



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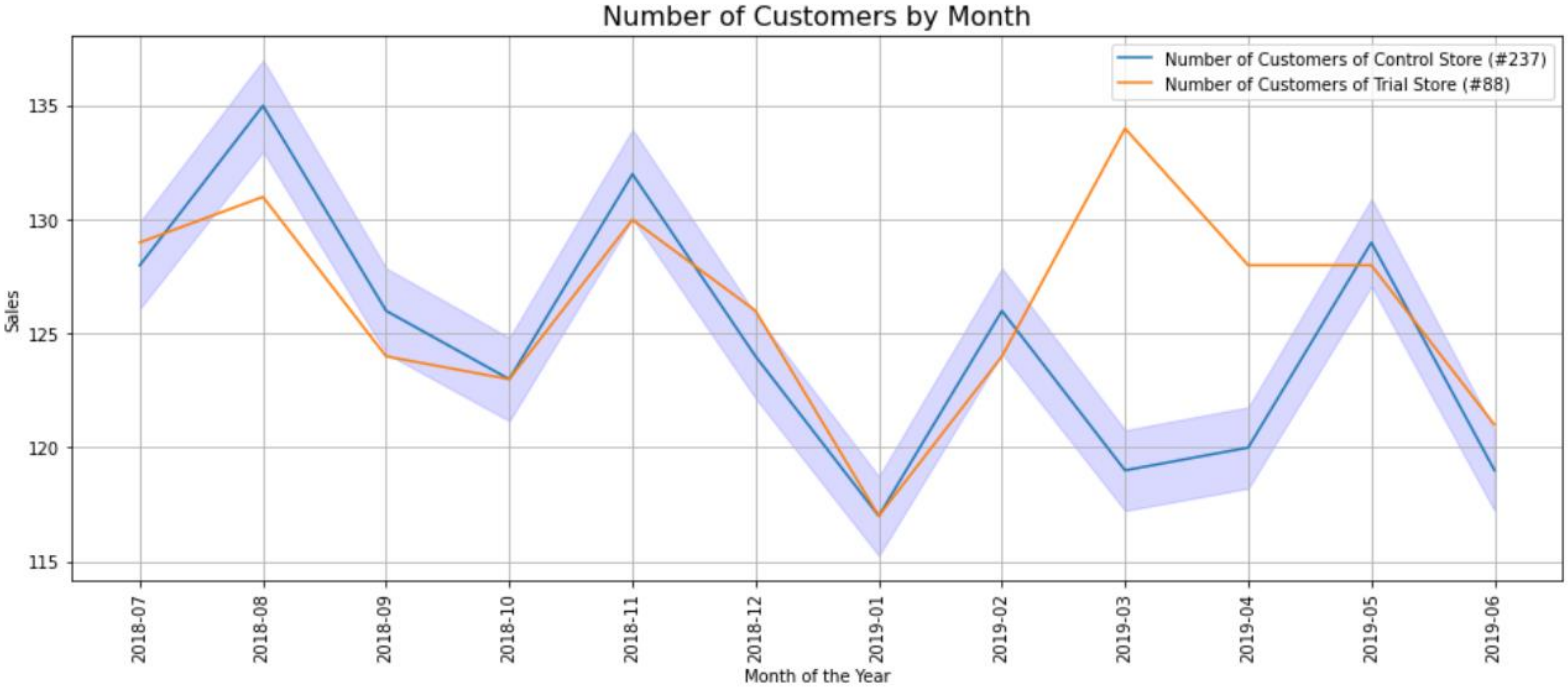
Total number of customers in the trial period for the trial store 88 is significantly higher than the control store for two out of three months, which indicates a positive trial effect.



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