

April 2023

# 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

## Transaction & Customer Analysis

- There is a steady increase in sales leading up to Christmas, which is a perfect time to take advantage of momentum with **key promotions**
- Ideal segments to target are Older families & Young families, because they have the **highest average quantity** of chips bought per transaction
- **25% of total sales** revenue comes from Mainstream young singles/couples & young families, as well as older families in the Budget category. **Major** focus for target customers.

02

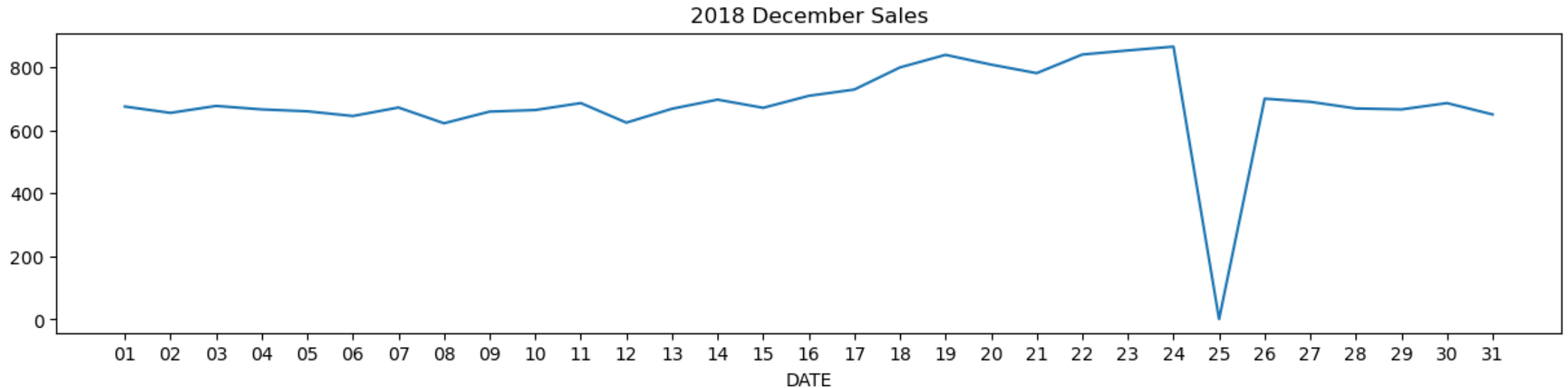
## Uplift Modelling & Trial Store Analysis

- Trial stores 77 and 86 showed **significant increase** in total sales and number of customers during the trial period
- Trial store 88 experienced an increase as well but the **increase was insignificant** compared to its control store

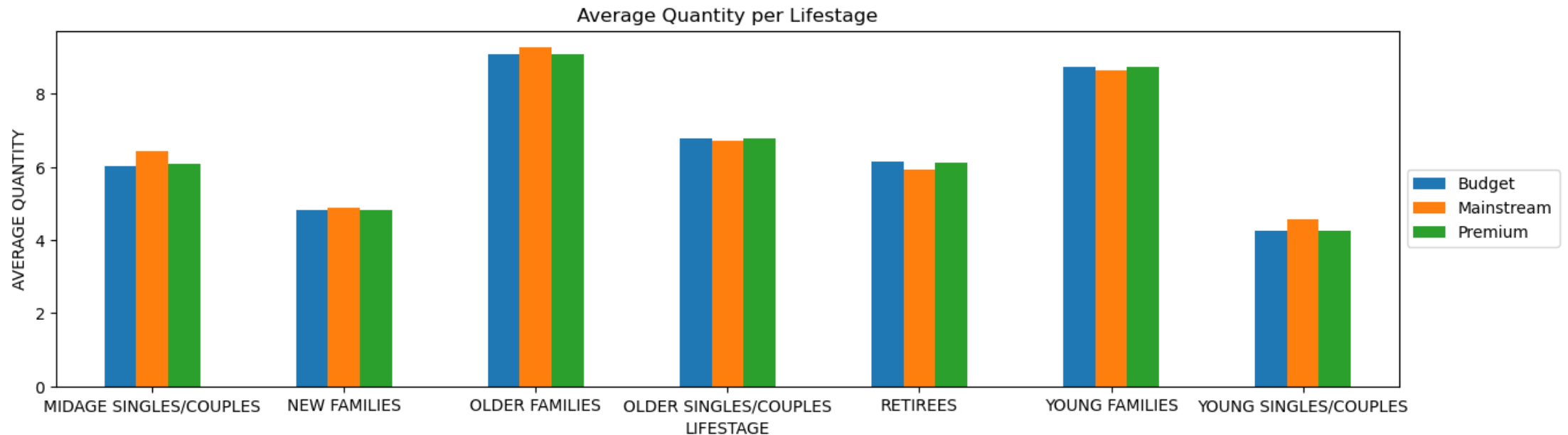
# 01

## Category

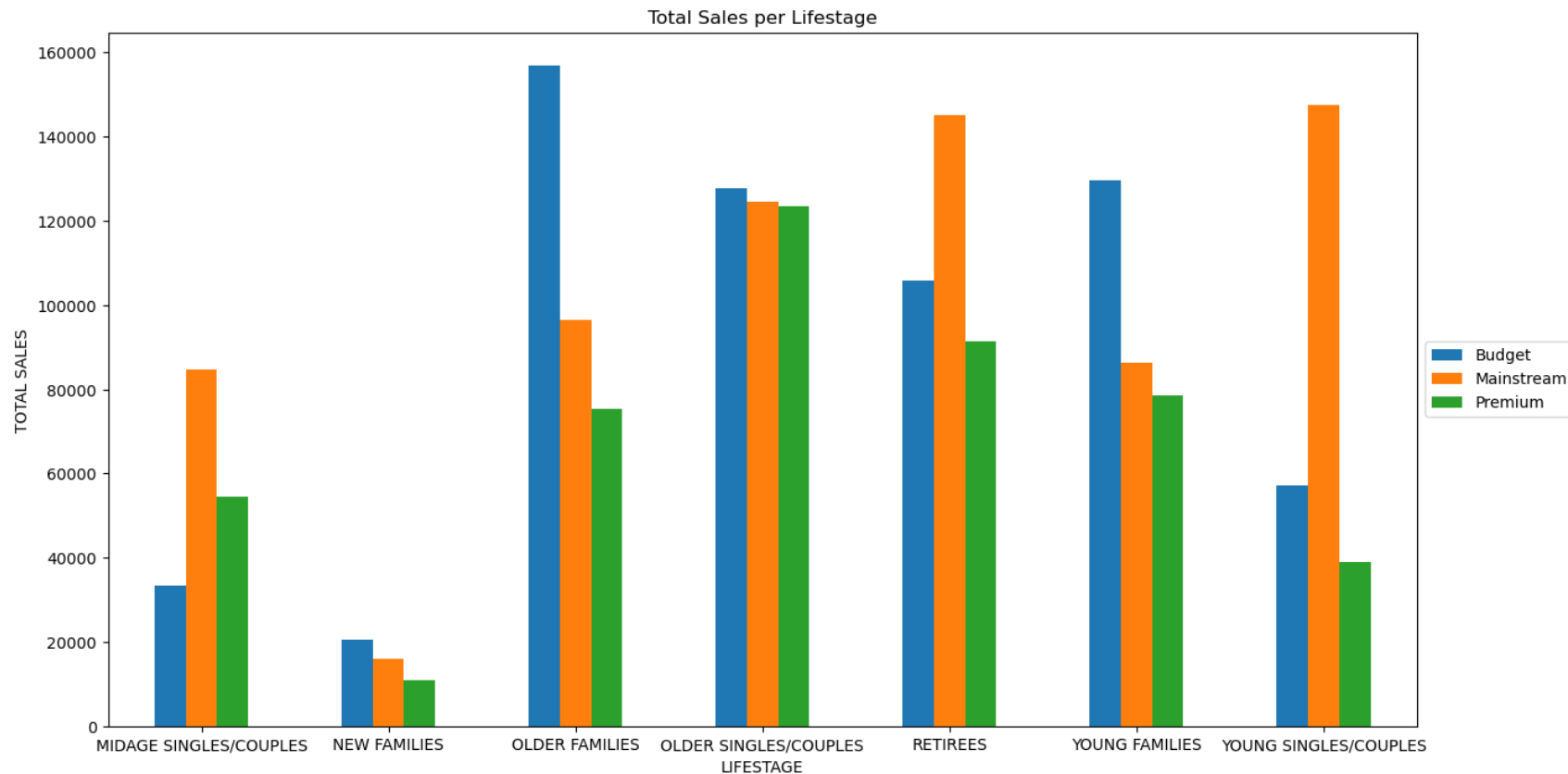
We can see the steady increase in sales approaching Christmas Day. Sales halt due to stores being closed on the 25th, but regain momentum from pre-Christmas levels afterwards.



Affluence doesn't have much of an affect on the quantity of chips that the consumer tends to buy. Older and Young families have the highest average quantity of units per purchase.



Sales mainly come from Budget – Older Families, Mainstream – Young Singles/Couples, and Mainstream – Retirees. This is due to a higher number of unique customers in those same life stages. Non-premium customers buy more than premium customers.

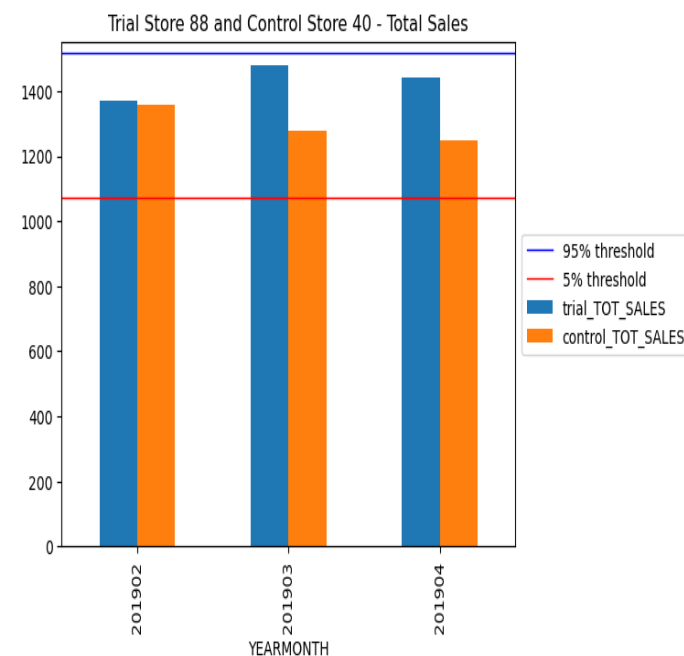
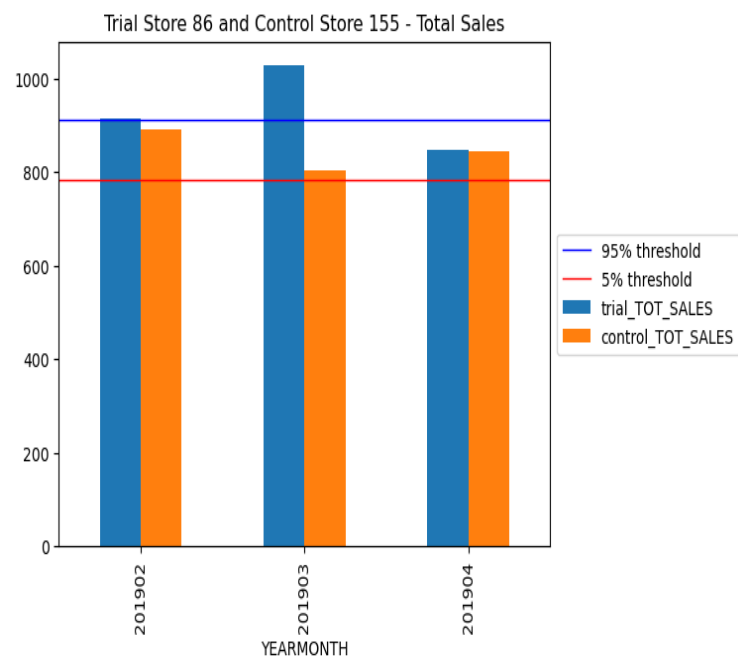
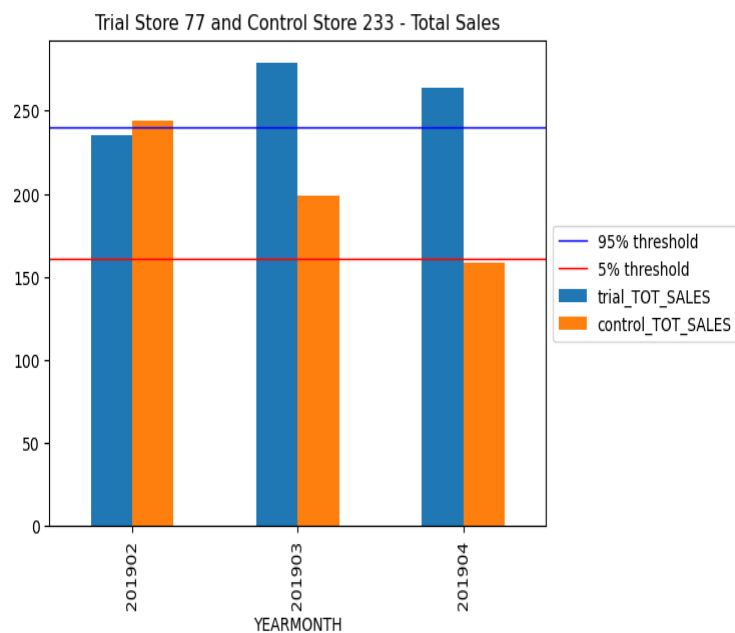


# 02

## Trial store performance

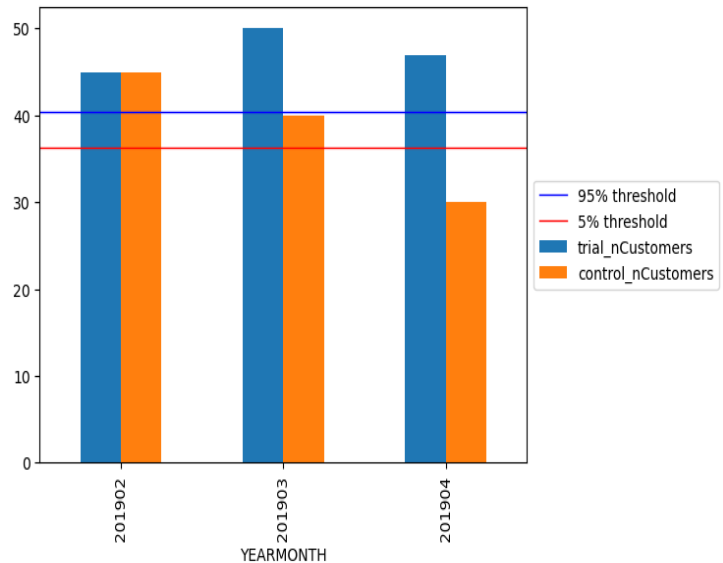


Total sales had a significant increase in both March and April for trial store 77 and only March for trial store 86. Sales increase was insignificant for trial store 88.

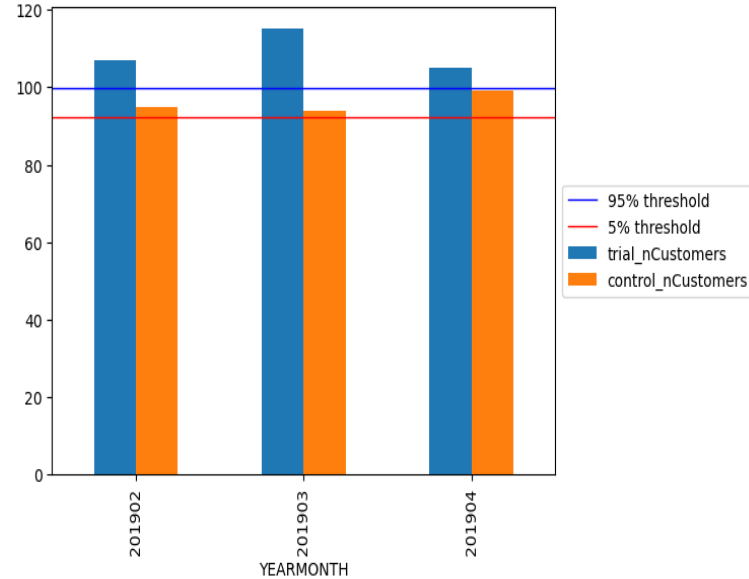


Number of customers increased significantly for trial stores 77 and 86, just like sales, proving the trial run was an effective experiment. Trial store 88 still did not show signs of a significant increase in customers or sales.

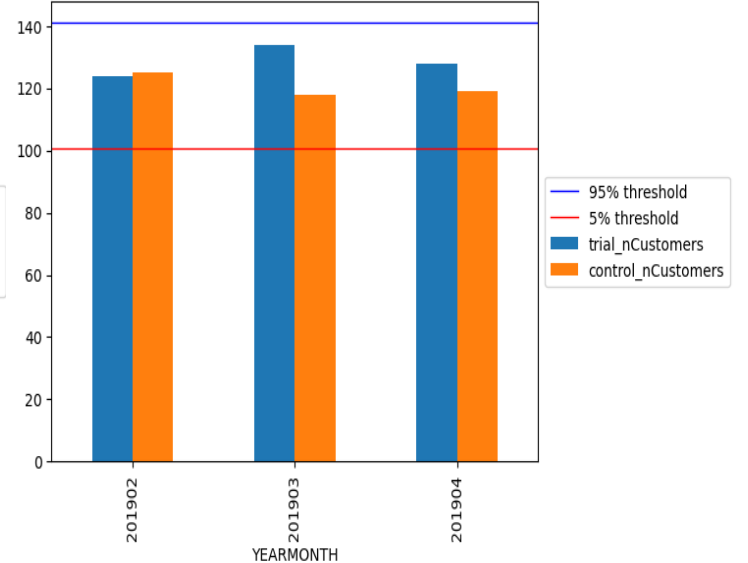
Trial Store 77 and Control Store 233 - Number of Customers



Trial Store 86 and Control Store 155 - Number of Customers



Trial Store 88 and Control Store 40 - Number of Customers





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