

AUGUST 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.

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

Data preparation and Customer Analytics

Aim of this task are :

1. Examine transaction data - check for missing data, anomalies, outliers and clean them
2. Examine customer data - similar to above transaction data
3. Data analysis and customer segments - create charts and graphs, note trends and insights
4. Deep dive into customer segments - determine which segments should be targeted

02

- Experimentation and Uplift Testing

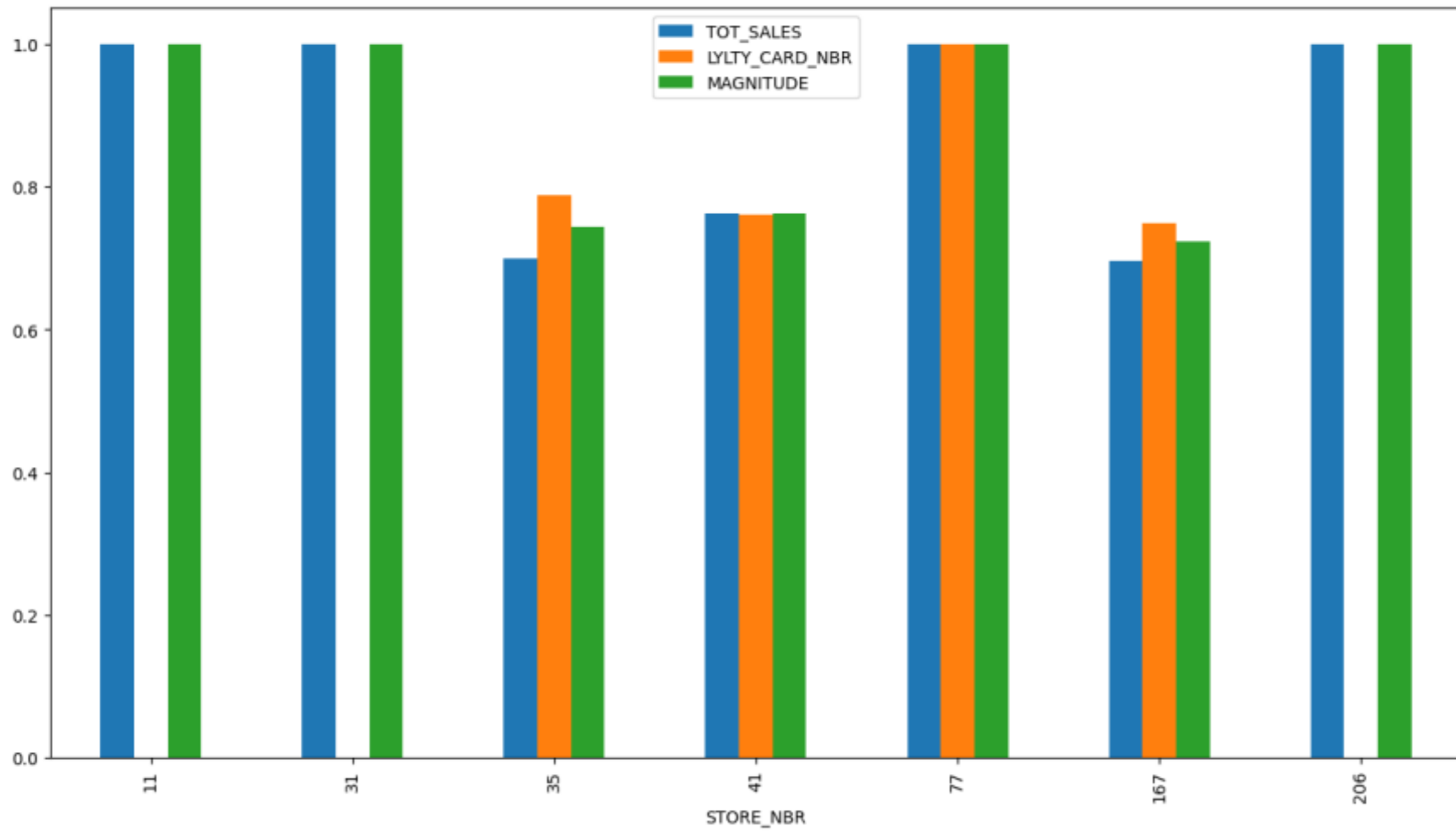
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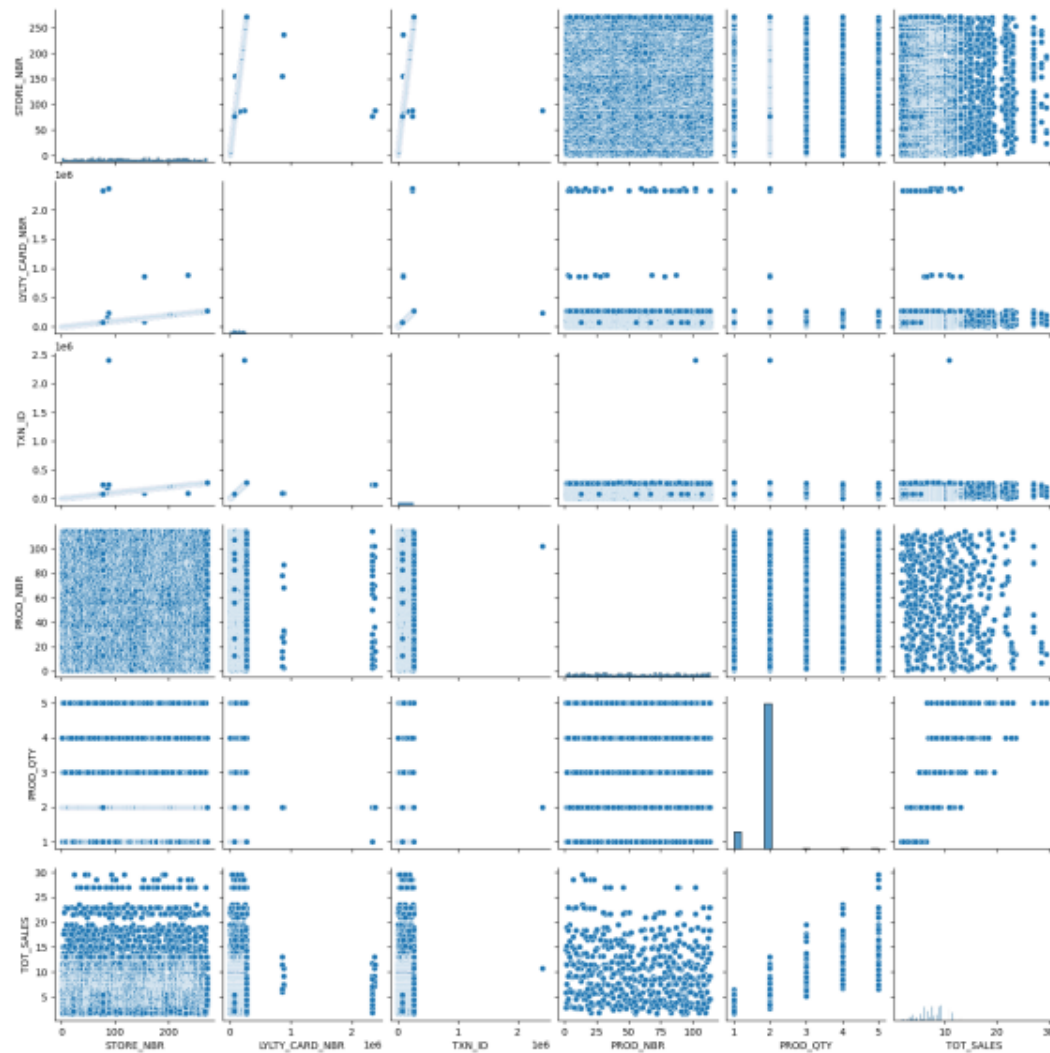
1. Select control stores – Explore data, define metrics, visualize graphs
2. 2. Assessment of the trial – insights/trends by comparing trial stores with control stores
3. 3. Collate findings – summarize and provide recommendations.

01

Category

Older Families: Focus on the Budget segment. Strength: Frequent purchase. We can give promotions that encourages more frequency of purchase. Strength: High quantity of chips purchased per visit. We can give promotions that encourage them to buy more quantity of chips per purchase.- Young Singles/Couples: Focus on the Mainstream segment. This segment is the only segment that had Doritos as their 2nd most purchased brand (after Kettle). To specifically target this segment it might be a good idea to collaborate with Doritos merchant to do some branding promotion catered to "Young Singles/Couples - Mainstream" segment. Strength: Population quantity. We can spend more effort on making sure our promotions reach them, and it reaches them frequently.- Retirees: Focus on the Mainstream segment. Strength: Population quantity. Again, since their population quantity is the contributor to the high total sales, we should spend more effort on making sure our promotions reaches as many of them as possible and frequent.- General: All segments has Kettle as the most frequently purchased brand, and 175gr (regardless of brand) followed by 150gr as the preferred chip size. When promoting chips in general to all segments it is good to take advantage of these two points.



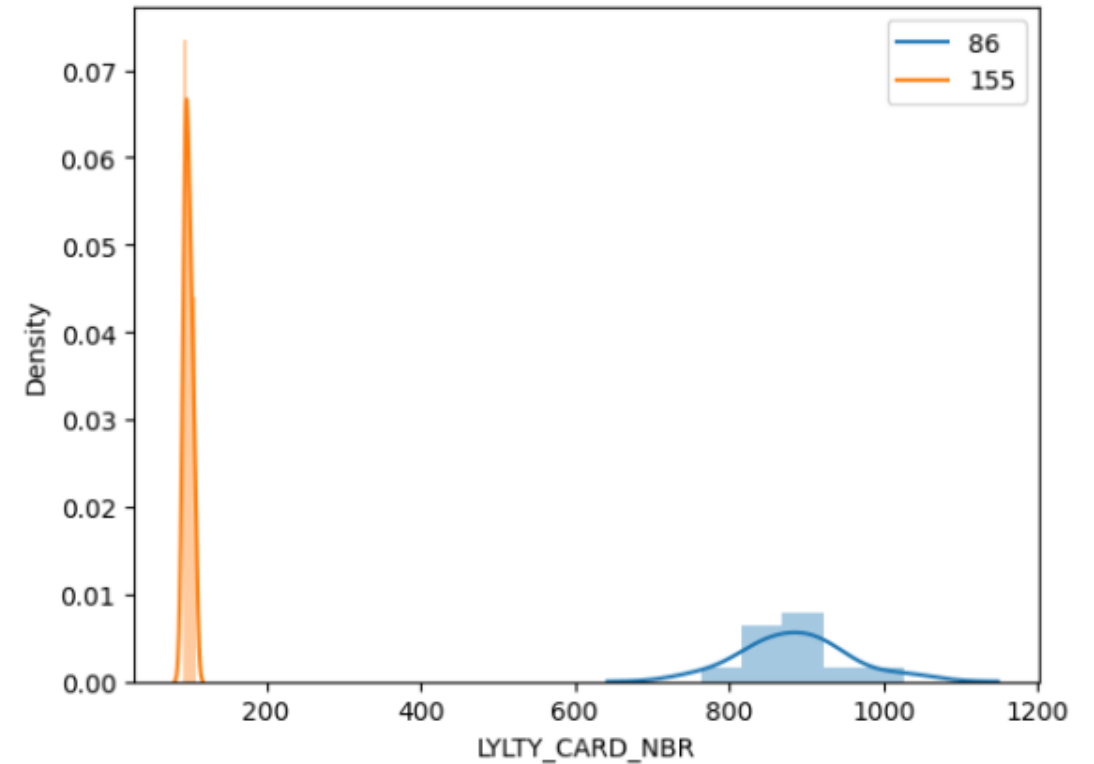
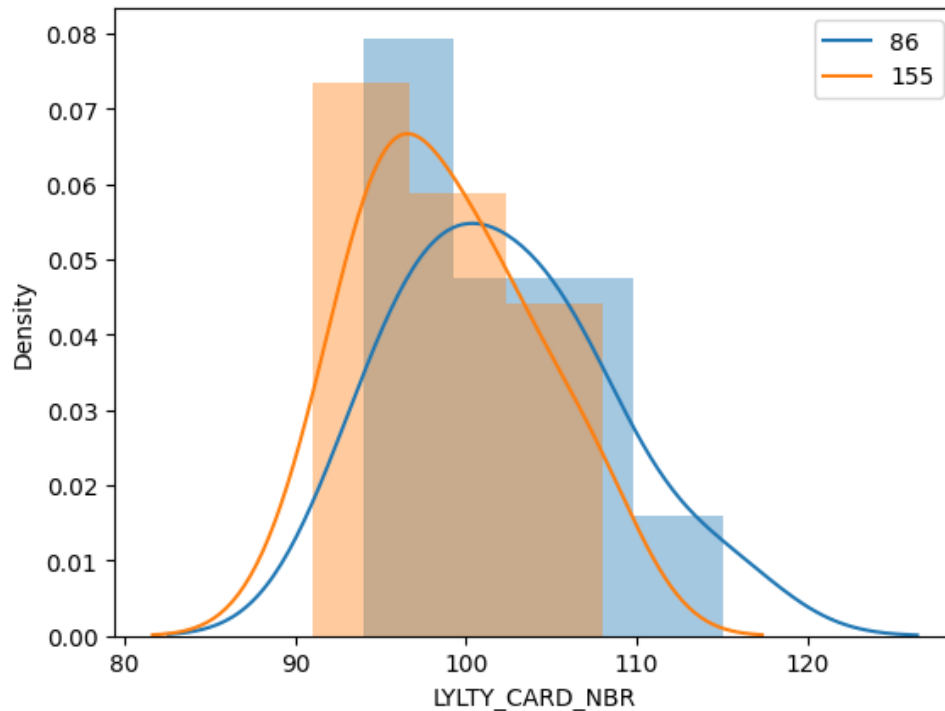


02

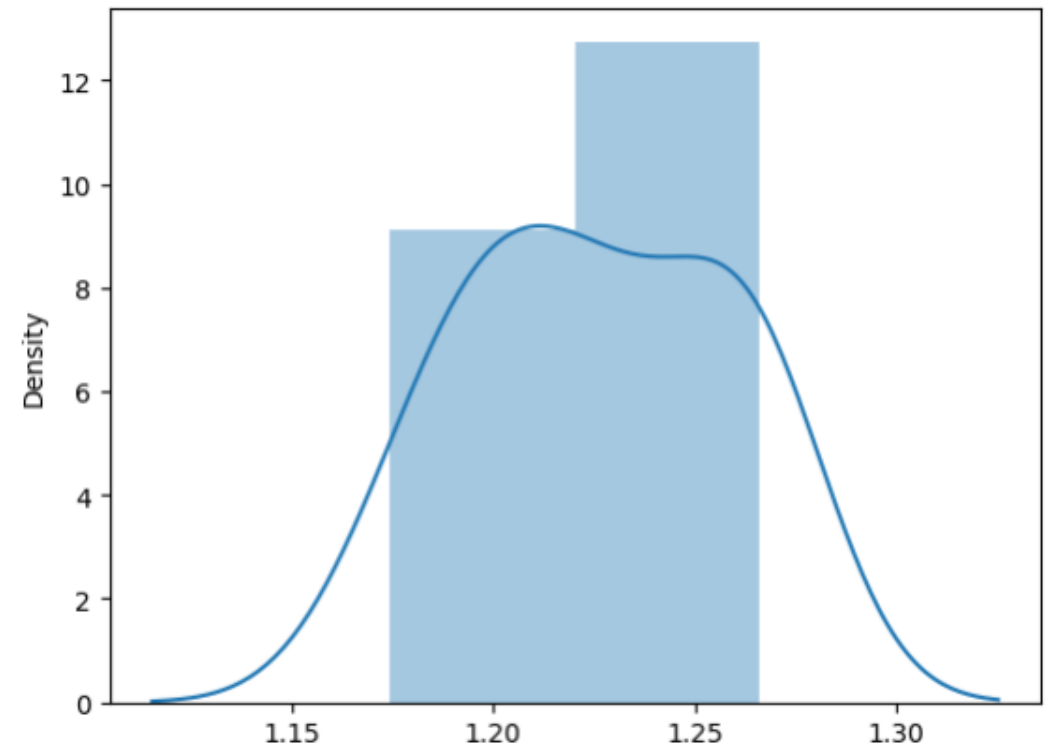
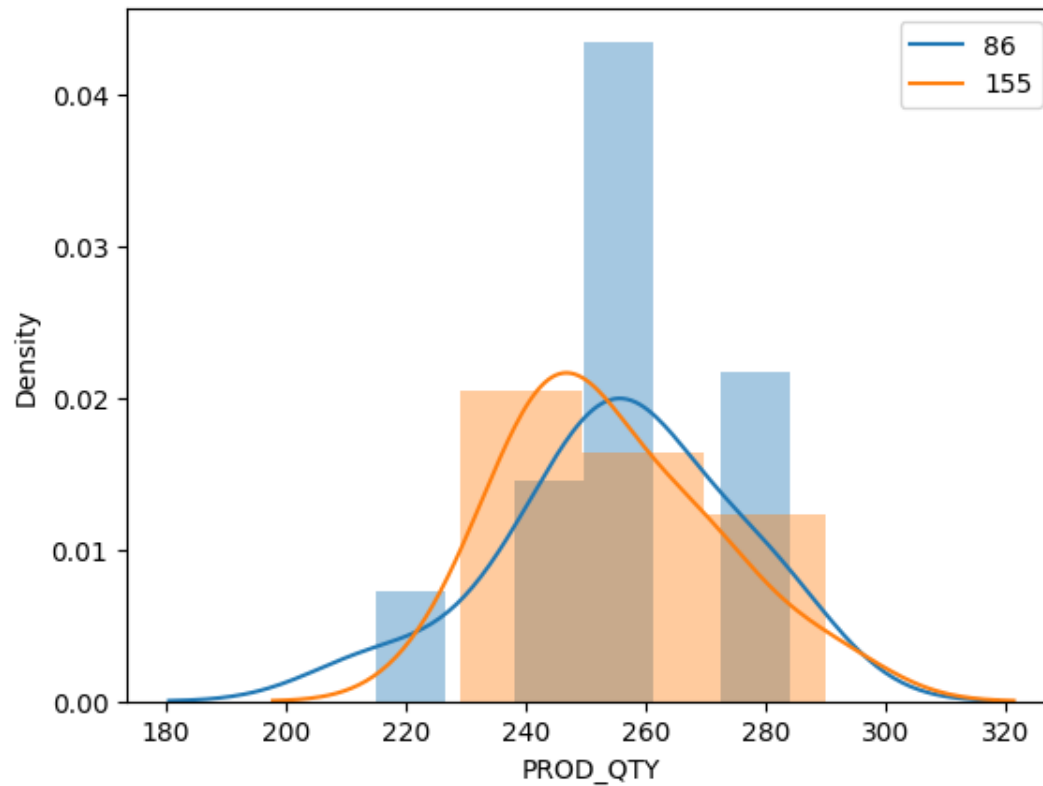
Trial store performance

Insights and Trends-

We can see that Trial store 77 sales for Feb, March, and April exceeds 95% threshold of control store. Same goes to store 86 sales for all 3 trial months.



1. Trial store 77: Control store 2332.
2. Trial store 86: Control store 1553.
3. Trial store 88: Control store 404.
4. Both trial store 77 and 86 showed significant increase in Total Sales and Number of Customers during trial period. But not for trial store 88. Perhaps the client knows if there's anything about trial 88 that differs it from the other two trial.5. Overall the trial showed positive significant result.



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