

June 2020

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

Task 1

- Highest Proportion of Customers Contributing to Total Sales are Older Families Belonging to the Budget group at 8.69%
- Highest Proportion of Customers by Demographic and Type are Young Singles / Couples at 11.11%

02

Task 2

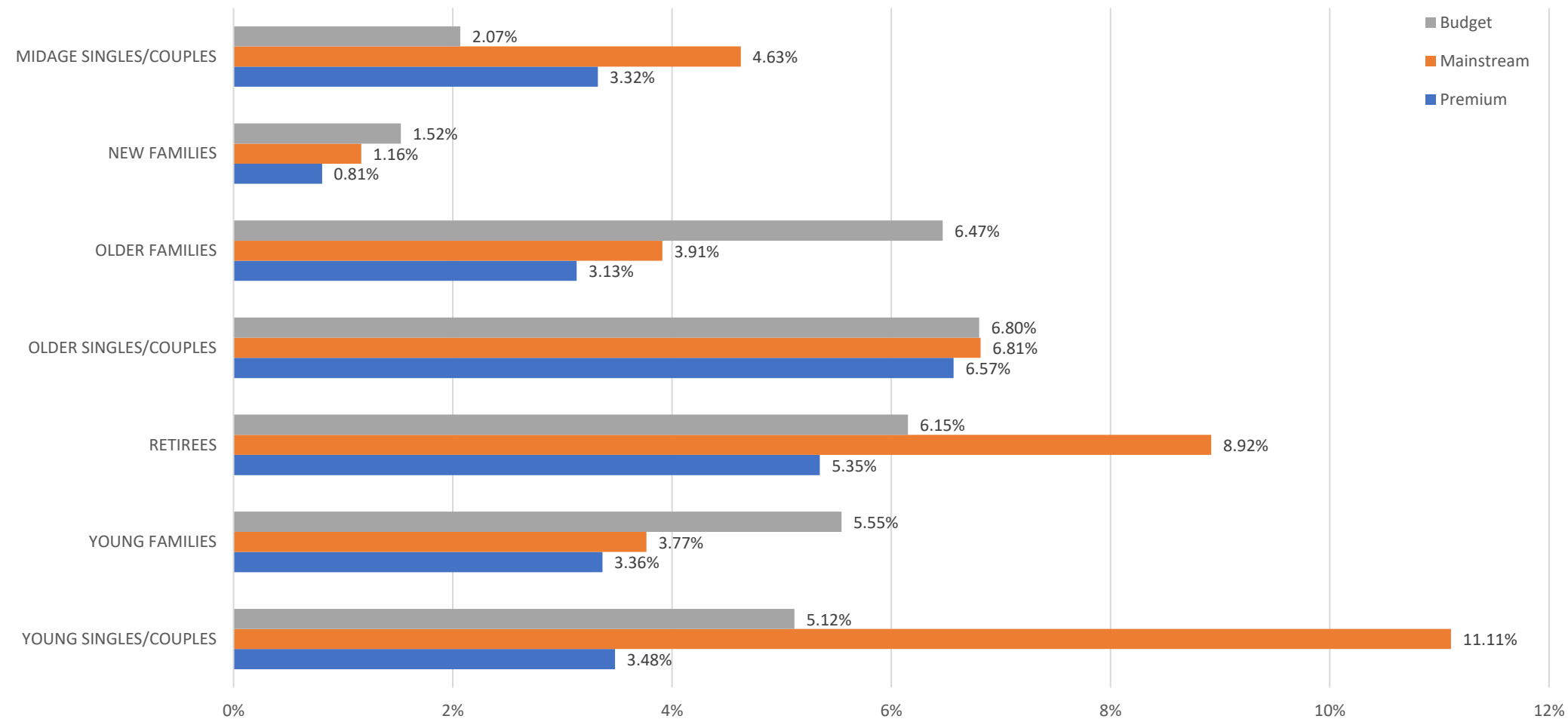
Here you will include your high-level findings and any key callouts for task 2

01

Category

Overview: Customer Demographic Distribution

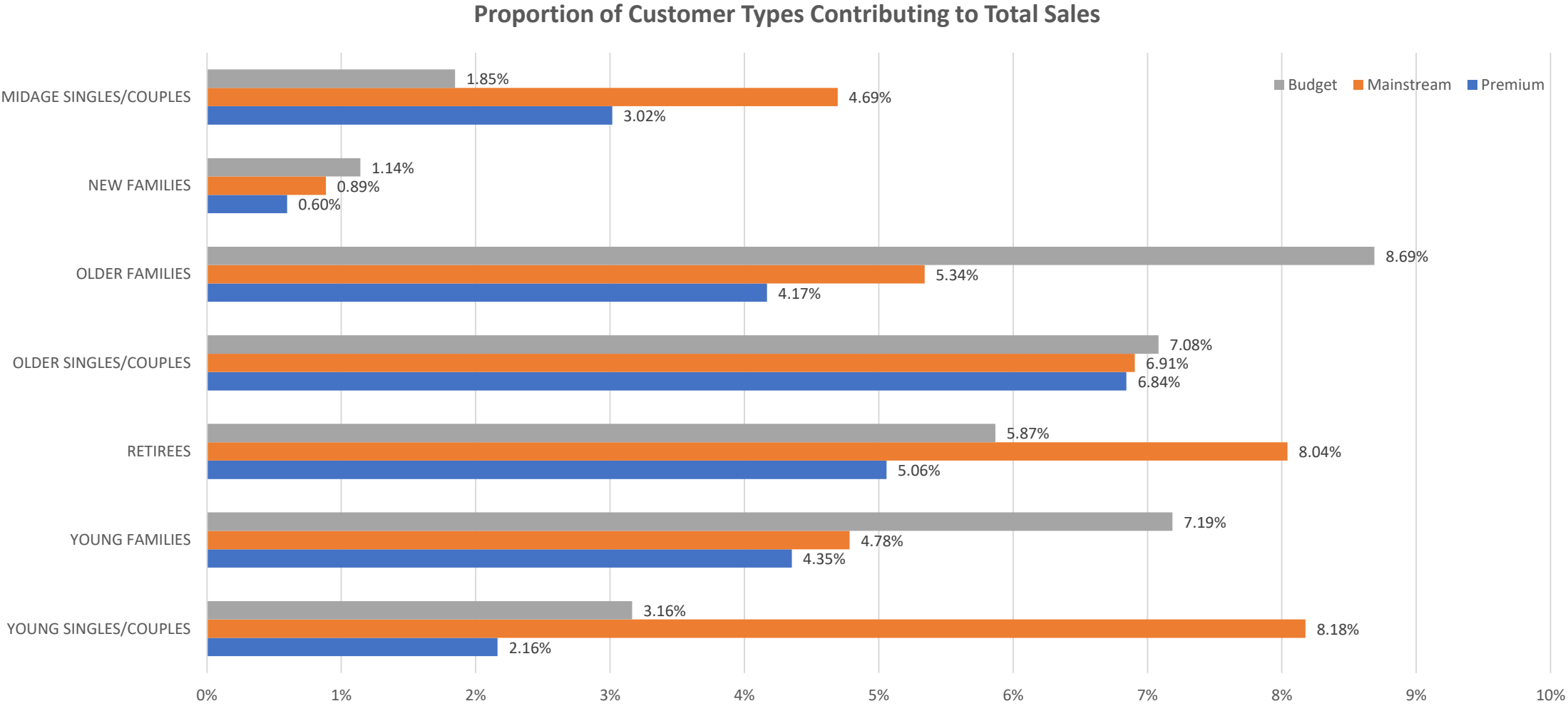
Proportion of Customers Categorized by Demographic and Type



Overview of Demographics and Affluence

- Mainstream Young Singles and Couples are the Highest Proportion of Customers at 11.11%
- Yet Sales for this Group is 8.18%
- Older Singles / Couples have Relatively the Same Proportion Across Affluence Groups
- The Highest Proportion of Customers are Retirees at 20.42%

Overview: Customer Demographic Distribution by Total Sales



02

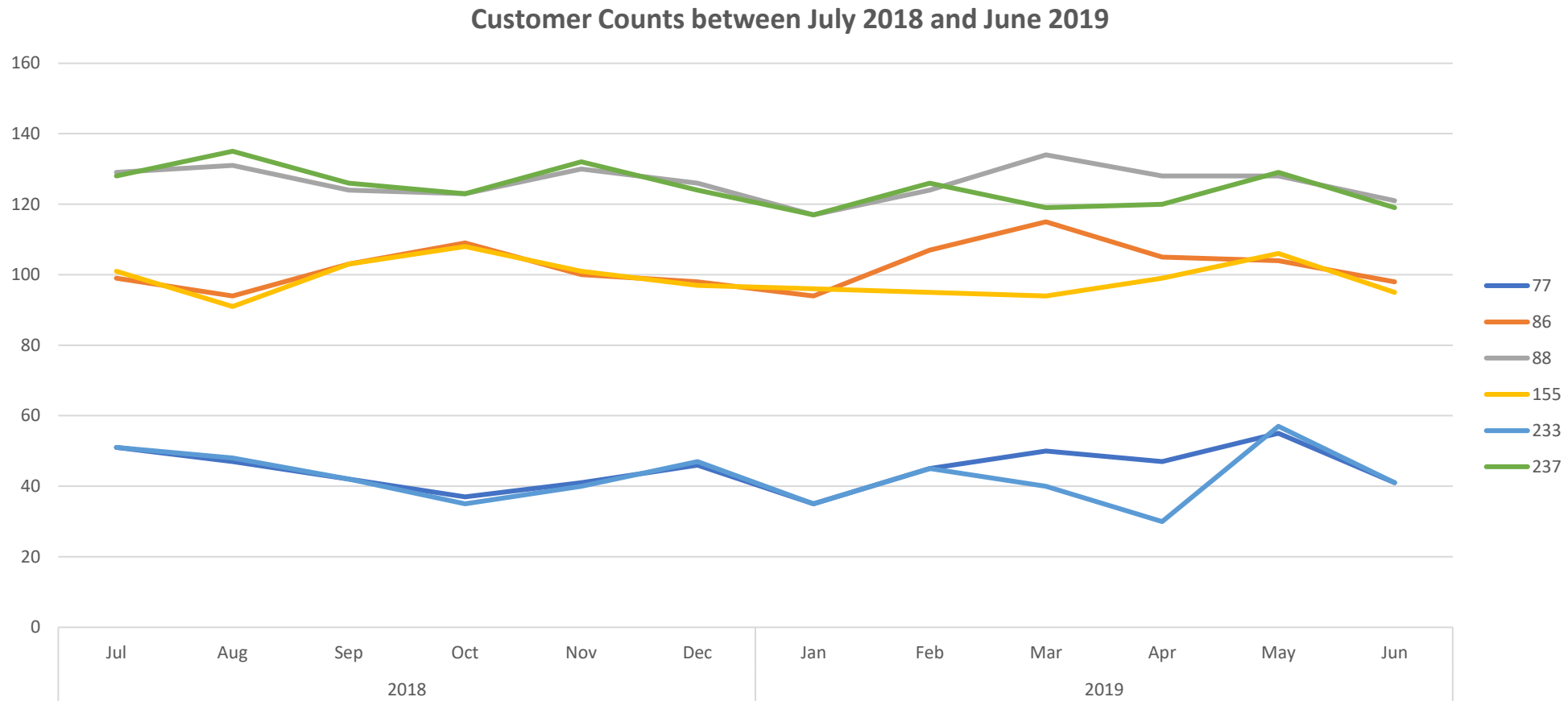
Trial store performance

Explanation of the control store vs other stores

- Looked at similar customer counts and sales for each store
- Examined Pearson Correlations for sales and customer counts
- Calculated a composite score
 - $\frac{1}{2}$ Difference between customer counts and sales
 - $\frac{1}{2}$ Looking at Correlations between customer counts and sales

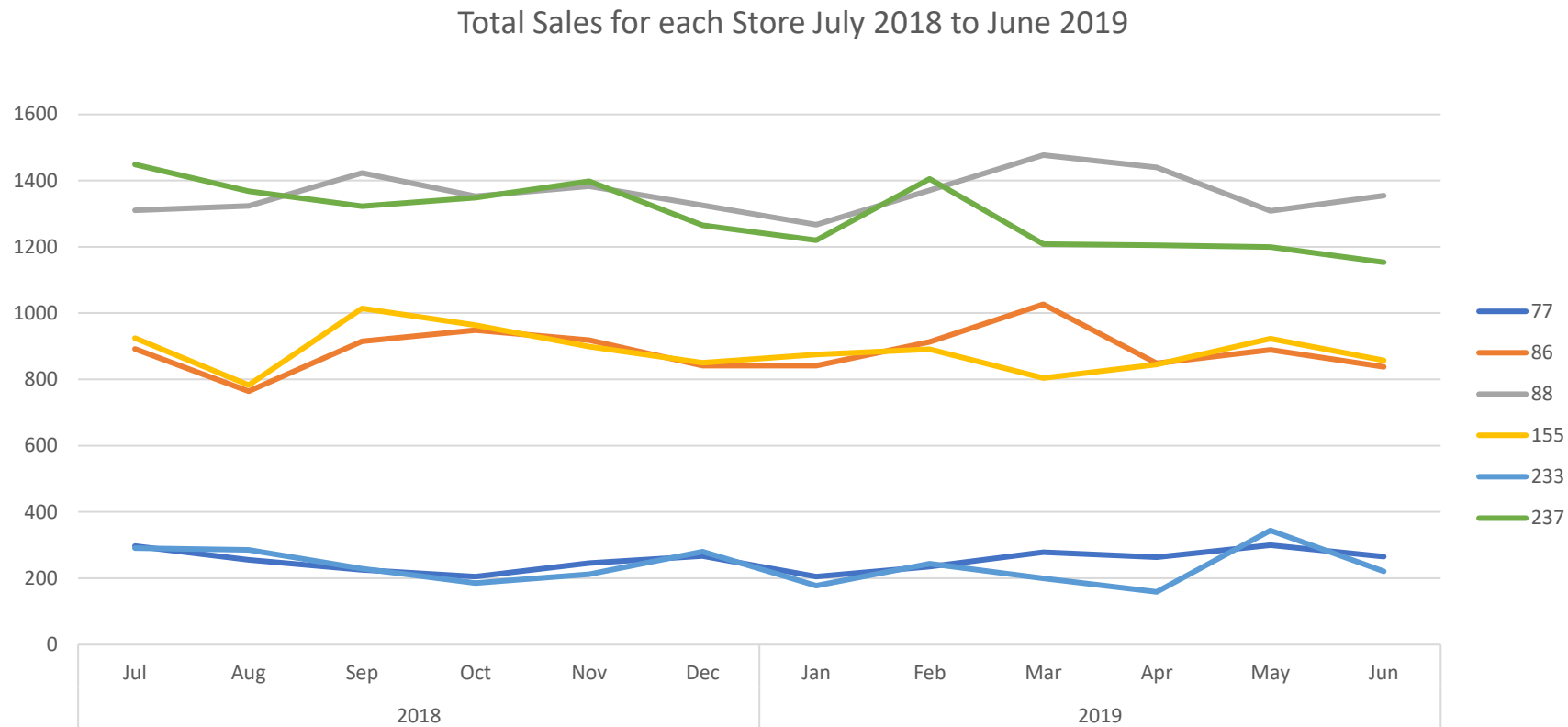
Customer Counts Comparing Pre-Trial Period and Trial Period

- All Stores Had an Increase of Customer Activity Between February and April
- All Were Statistically Significant (p-value < 0.05 using T-Test)



Sales Performance Pre-Trial vs. Trial Period

- Sales Changed a little during the Trial Period for all Stores
- Sales During the Trial Period were Statistically Significant for Stores 77 and 88, but not for 86 (p-value < 0.05 using T-test)





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