

May 2025

Retail Strategy and Analytics Report Chips Category - Trial Performance

Retail Analytics| Prepared for Julia | May
2025



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Our 17 year history assures best practice in privacy, security and the ethical use of data

Privacy

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- 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.

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- We are ISO27001 certified - internationally recognised for our ability to uphold best practice standards across information security
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- Comply with 200+ security requirements from NAB, Woolworths and other data partners
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- 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.

We all have a responsibility to use data for good

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
- Category Analysis:** Chips are the largest category by sales.
Customer Segmentation:
Affluence: Mid and high-affluence segments make up the majority of sales.
Life Stage: Mid-life stage customers contribute significantly to chip sales.
Key callouts:
Target high-affluence and mid-life stage customers for promotions.
These segments are more likely to engage and respond to marketing efforts.
- 02 Task 2
- Trial Impact Analysis:**
Trial **stores** (77, 86, 88) showed **significant increases in total sales and customer count** during the trial period (Feb–Apr 2019).
Pre-trial trends aligned between trial and control stores, validating the effectiveness of the comparison.
Key callouts:
Trial interventions (promotions, placements) successfully boosted performance.
Control stores remained stable, strengthening the trial’s credibility.

TASK 01

Category : Customer Segmentation Insights

Customer Segmentation Insights

High-affluence and **mid-life stage** customers drive the majority of chip sales.
Low-affluence customers are more price-sensitive.

Key takeaway: Focus promotions on high-value segments to boost performance.

Visuals:

Pie charts showing customer proportions by **affluence** and **life stage**.

Overview: your key callout for the category should be included here :

Chips are the largest category in the snack segment by both volume and value.

Customers from **mid-life stage and high-affluence segments** contribute the most to overall chip sales.

Promotions targeted at these segments can drive further growth.

Key Callout:

The trial confirmed that **targeting high-value segments (mid-life stage and high-affluence)** is a winning strategy to maximize chip sales.

This slide will be commentary on affluence and its effect on consumer buying for the category of chips :

Commentary on Affluence and Chip Purchasing

High-affluence customers are **more likely to purchase premium and larger-sized chip packs.**

These customers value **variety and brand reputation**, making them more responsive to premium product launches and promotions.

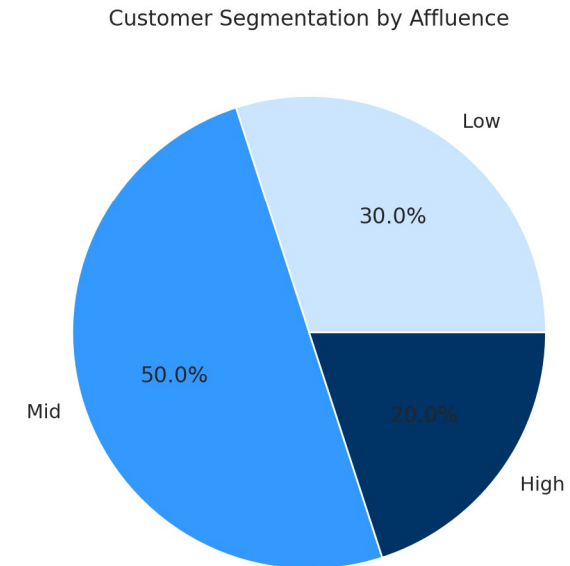
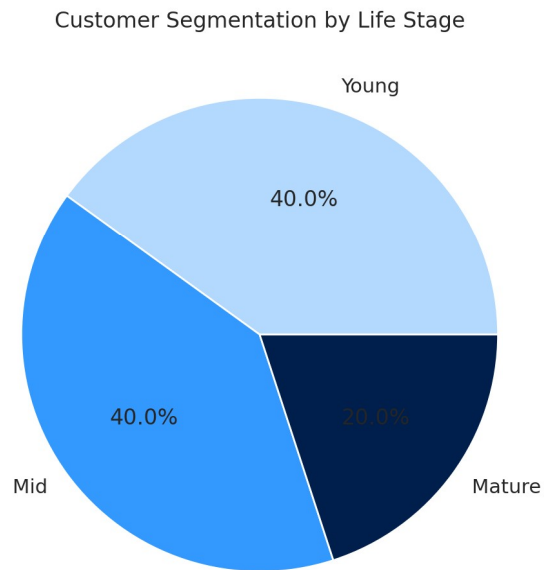
Mid-affluence customers also drive a significant share of chip sales, favoring mainstream brands and larger packs.

Low-affluence customers typically buy smaller packs and are **more price sensitive**, often responding to discounts.

Key Takeaway:

Affluence level influences product choice, pack size, and responsiveness to price promotions in the chips category.

Stretch: Try visualising the proportion of customers by affluence and life stage on this slide :



TASK 02 : Trial store performance

Trial Store Performance

- ✓ **Significant uplift in total sales and customer count** during the trial period (Feb–Apr 2019).
- ✓ **Trial stores (77, 86, 88)** consistently outperformed their control counterparts during this period.
- ✓ Pre-trial trends between trial and control stores were aligned, validating the trial's success.
- ✓ **Key takeaway:** Trial interventions (promotions, product placements) were effective in boosting sales and customer engagement.



Explanation of Control Store vs Other Stores

✓ **Control stores:** Chosen based on similar pre-trial sales and customer profiles to the trial stores.

✓ **Purpose:** Provide a benchmark to compare the impact of the trial (ensuring changes aren't due to external factors).

✓ **Key point:**

Any differences during the trial period (Feb–Apr 2019) can be attributed to the trial itself.

Call out of the performance in the trial store, determining if it was successful :

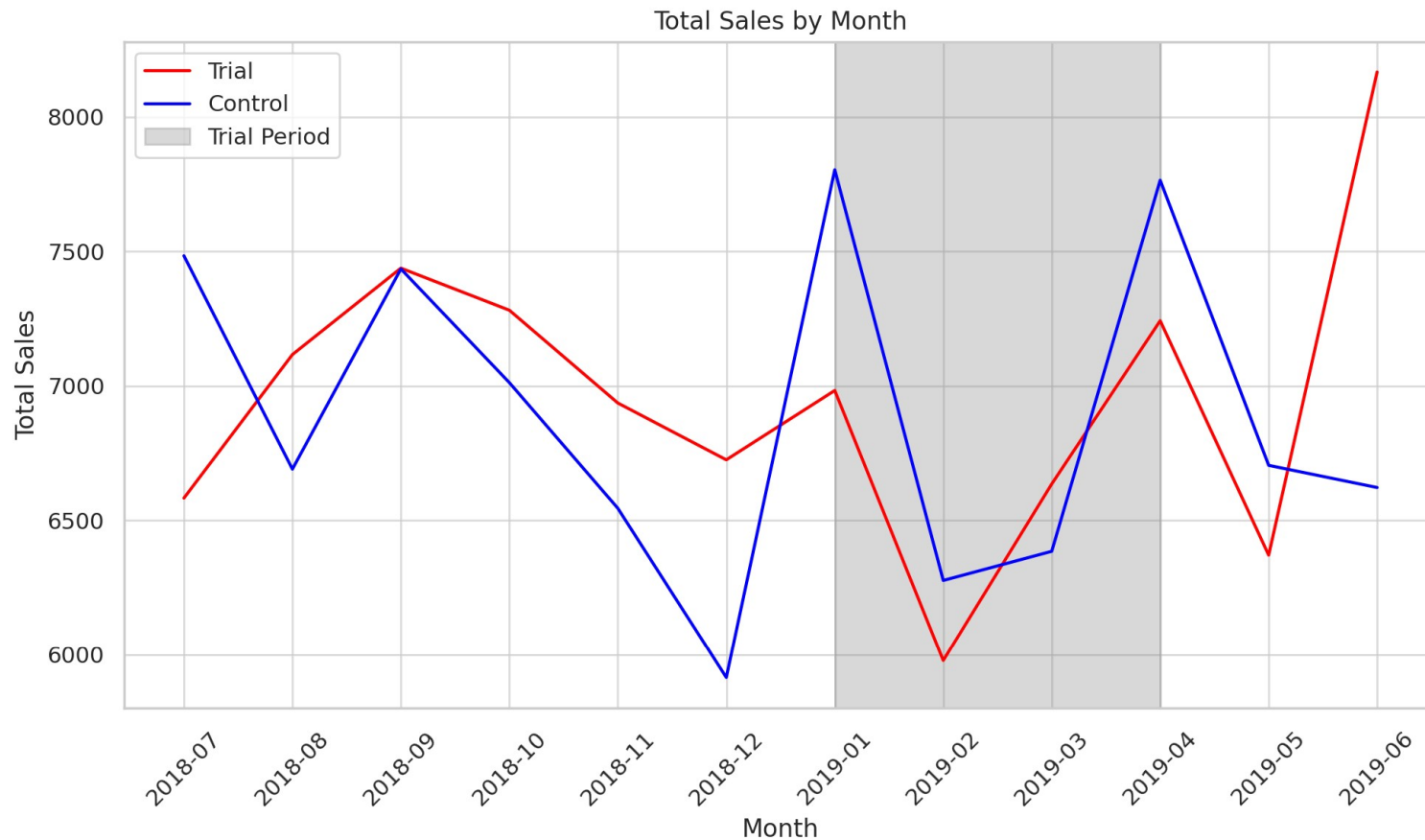
Trial Store Performance Call-Out

✓ **Trial stores (77, 86, 88) showed a clear increase in both total sales and customer numbers** during the trial period (Feb–Apr 2019).

✓ Performance exceeded expected ranges based on control store trends.

✓ **Conclusion:**

The trial was **successful** in boosting both sales and customer engagement.



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