

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 – Data preparation and customer analytics

The number of chips transactions dramatically increases prior to Christmas. Thus, added visibility to customers via a promotional display or Gondola end would increase purchases driving sales growth over this holiday period. Mainstream Young Singles & Couples are the primary shopper of chips. Young and Older Families make up 26% of Chips shoppers and on average purchase larger baskets. There is more opportunity for sales with these shoppers.

02

## Task 2 – Experimentation and uplift testing

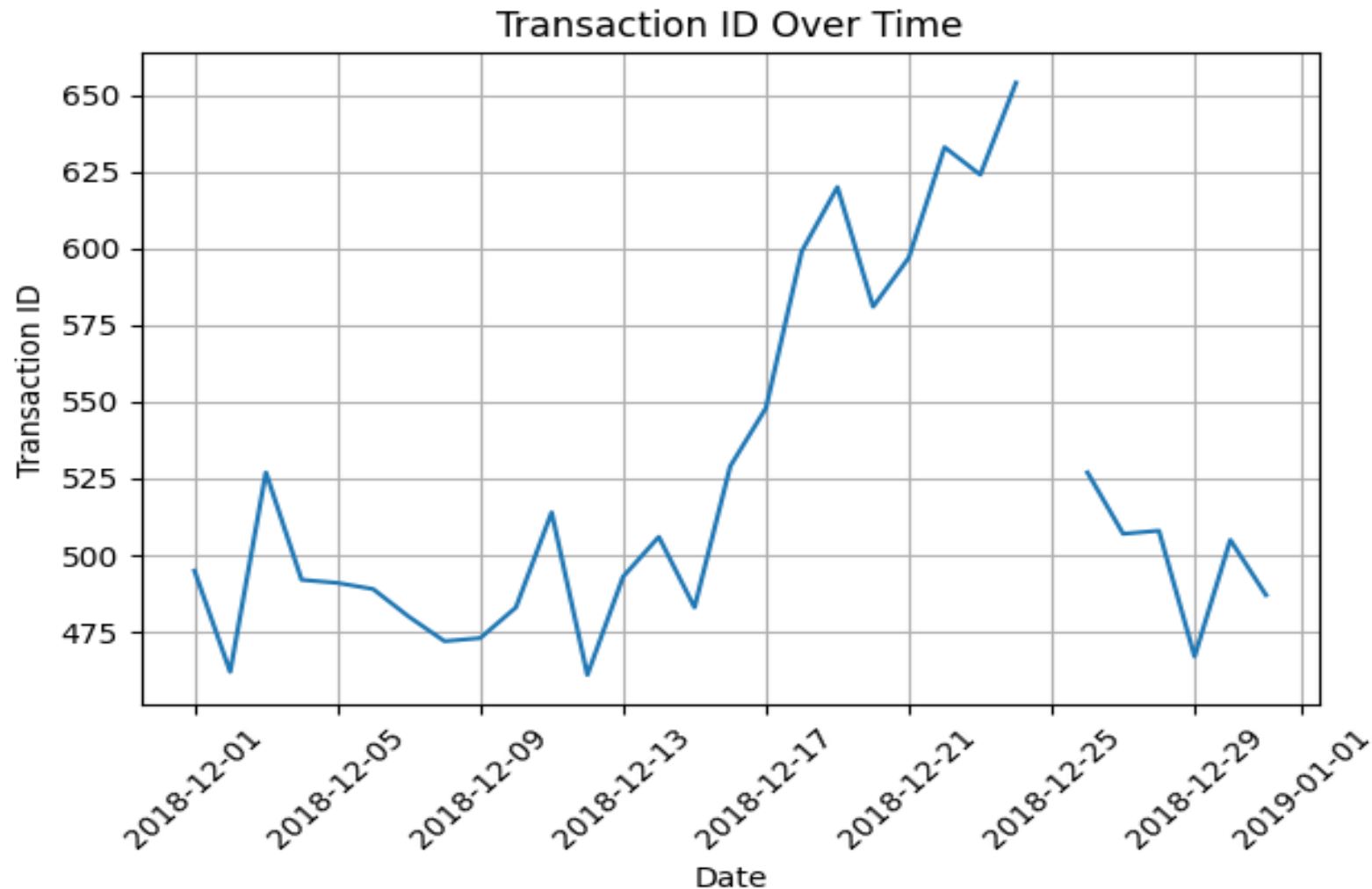
A control store was constructed to reflect the prior performance of the selected trial store. After implementing the new store layout the performance of the trial store and the control store were compared. The trial store saw significant uplift from the new store layout.

# 01

## Category

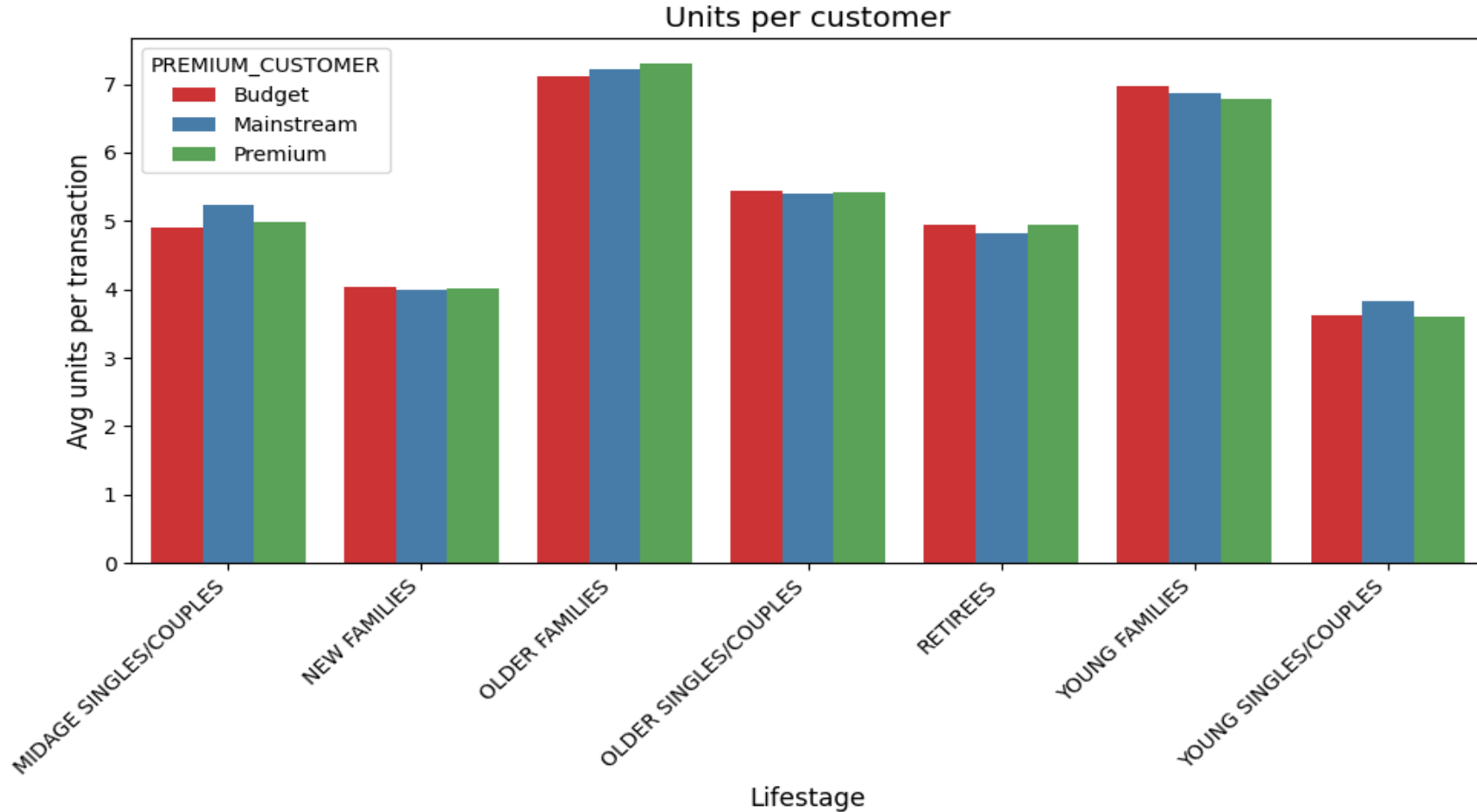
The number of Chips transactions has remained relatively consistent over the last 52wks; a notable increase occurred in the week leading up to Christmas

Snack Food – Chips – Weekly transactions over time



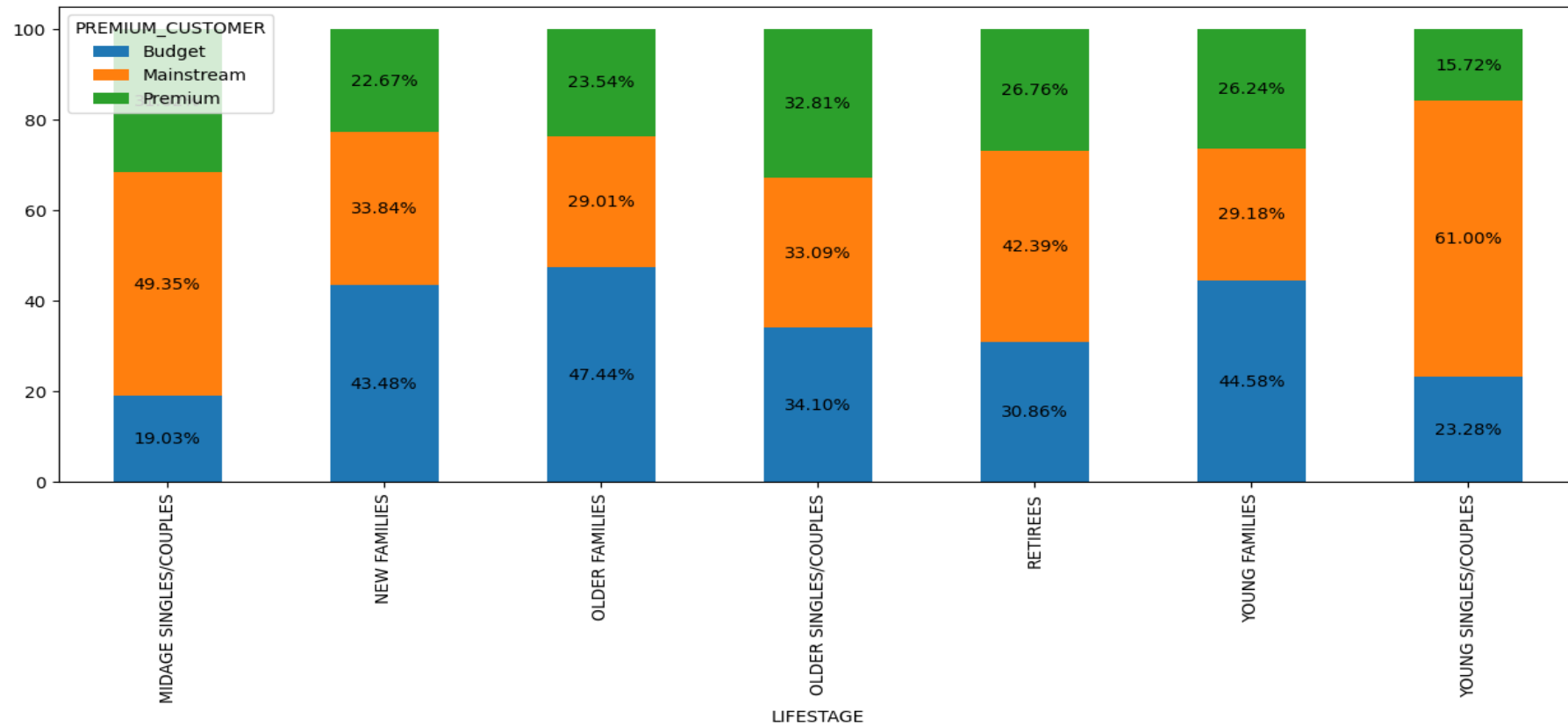
# Affluence appears consistent across each individual life stage profile; Older and Young Family shoppers purchase the highest avg units per transaction

Snack Food – Chips – Average units per transaction by affluence and life stage profile



# Mainstream Young Singles & Couples make up the largest proportion of Snacking Chips shoppers; Mainstream Retirees also have a significant share

Snack Food – Chips – Average units per transaction by affluence and life stage profile



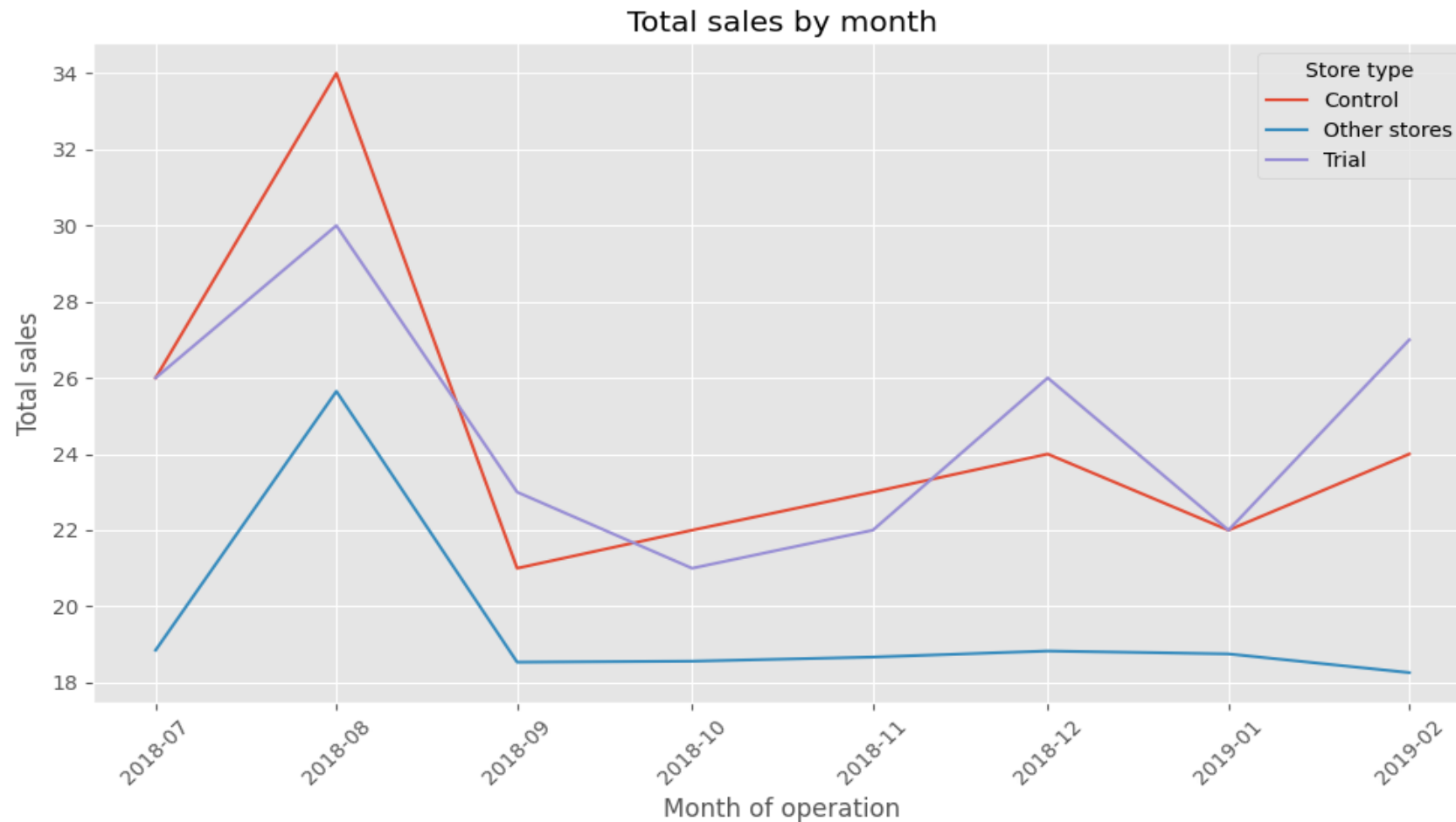
# 02

## Trial store performance



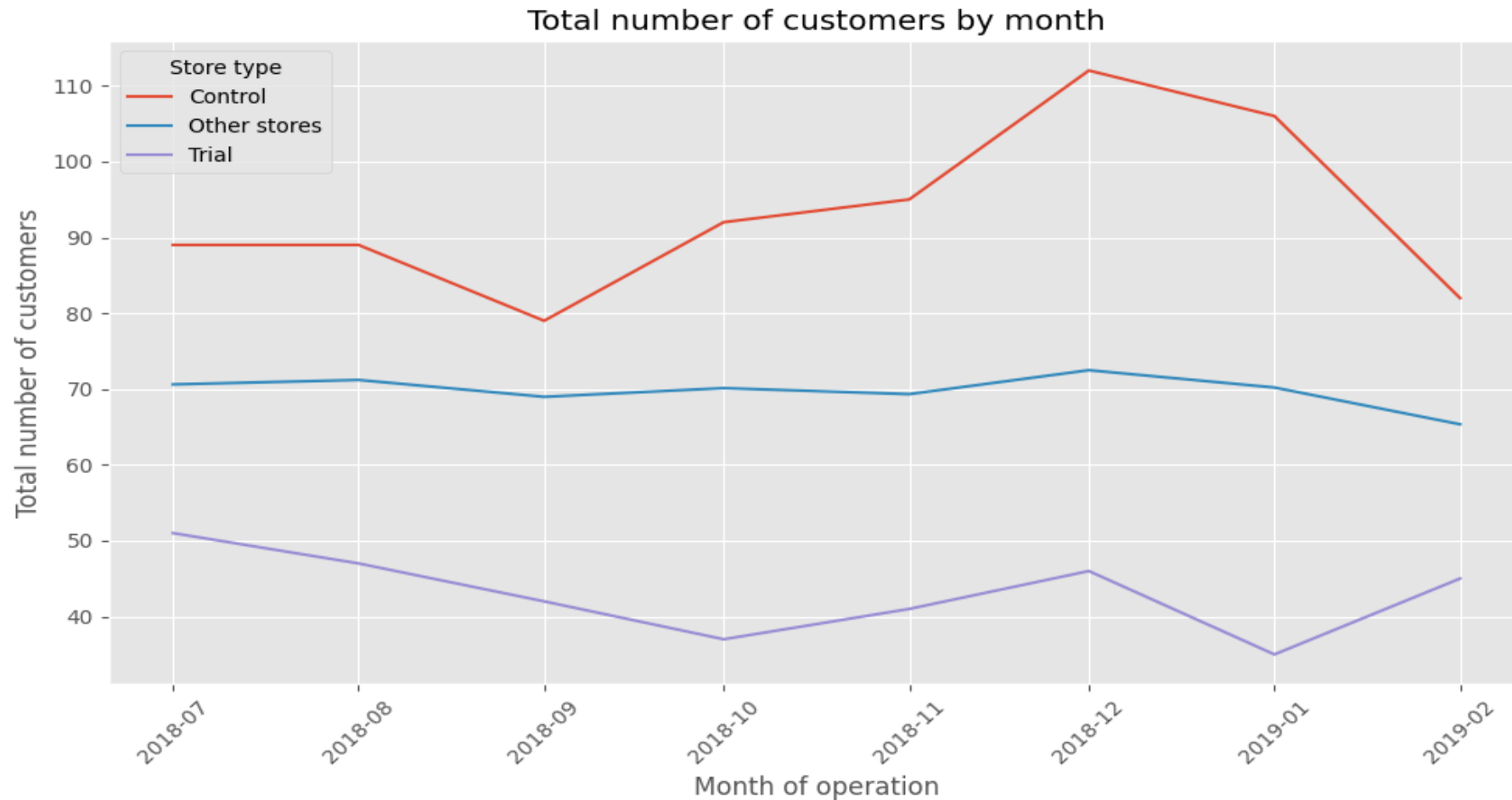
# The control store is constructed to reflect performance of the trial store rather than the average of the other stores

Snack Food – Chips – Avg monthly store sales over time



# From Feb to May the trial store outperformed the control store highlighting the success of the new store layout

Snack Food – Chips – Number of customers over time





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