

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

Here you will include your high-level findings and any key callouts for task 1

02

Task 2

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

01

Category

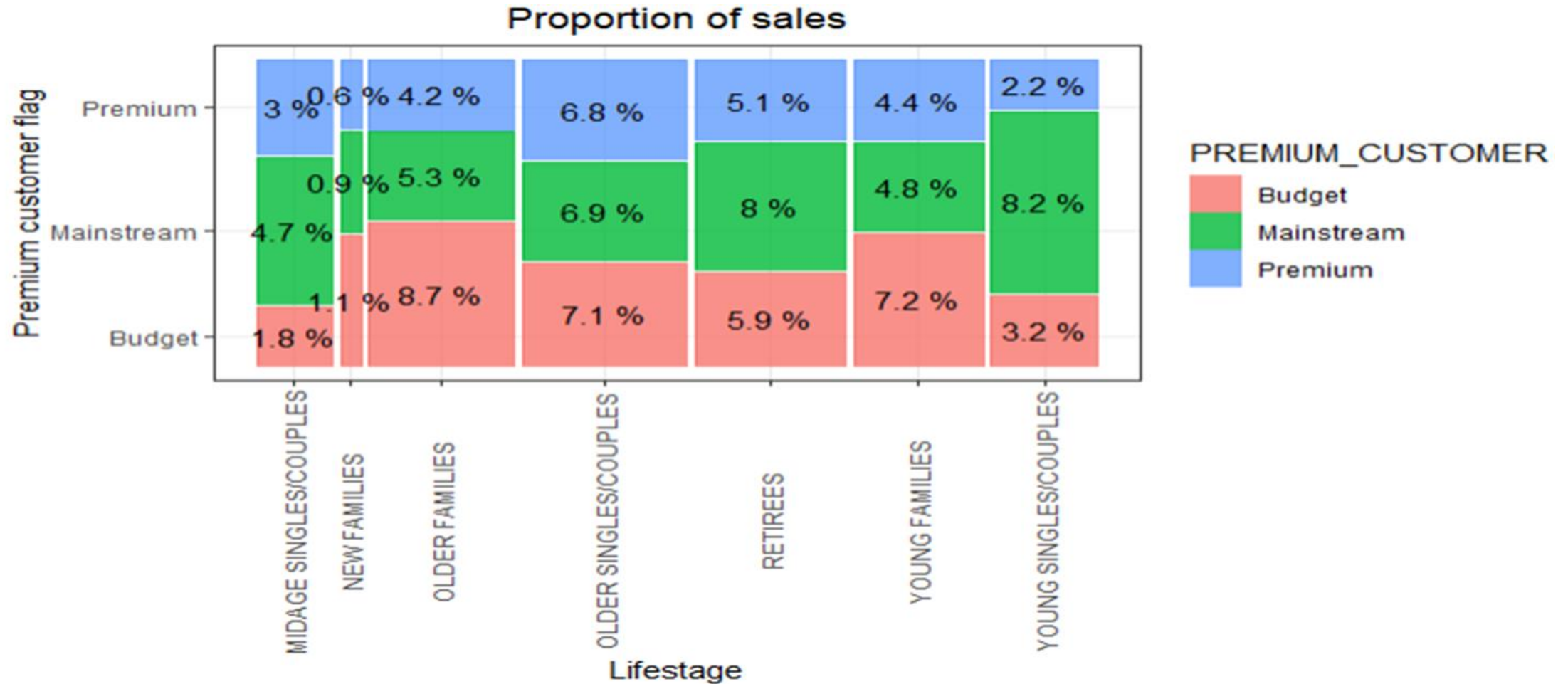
Overview:

Sales have mainly been due to **Budget - older families, Mainstream young singles/couples, and Mainstream - retirees shoppers**. We found that the **high spend in chips for mainstream young singles/couples and retirees** is due to there **being more of them than other buyers**. Mainstream, mid-age and young singles and couples are also more likely to **pay more per packet** of chips. This is indicative of impulse buying behavior.

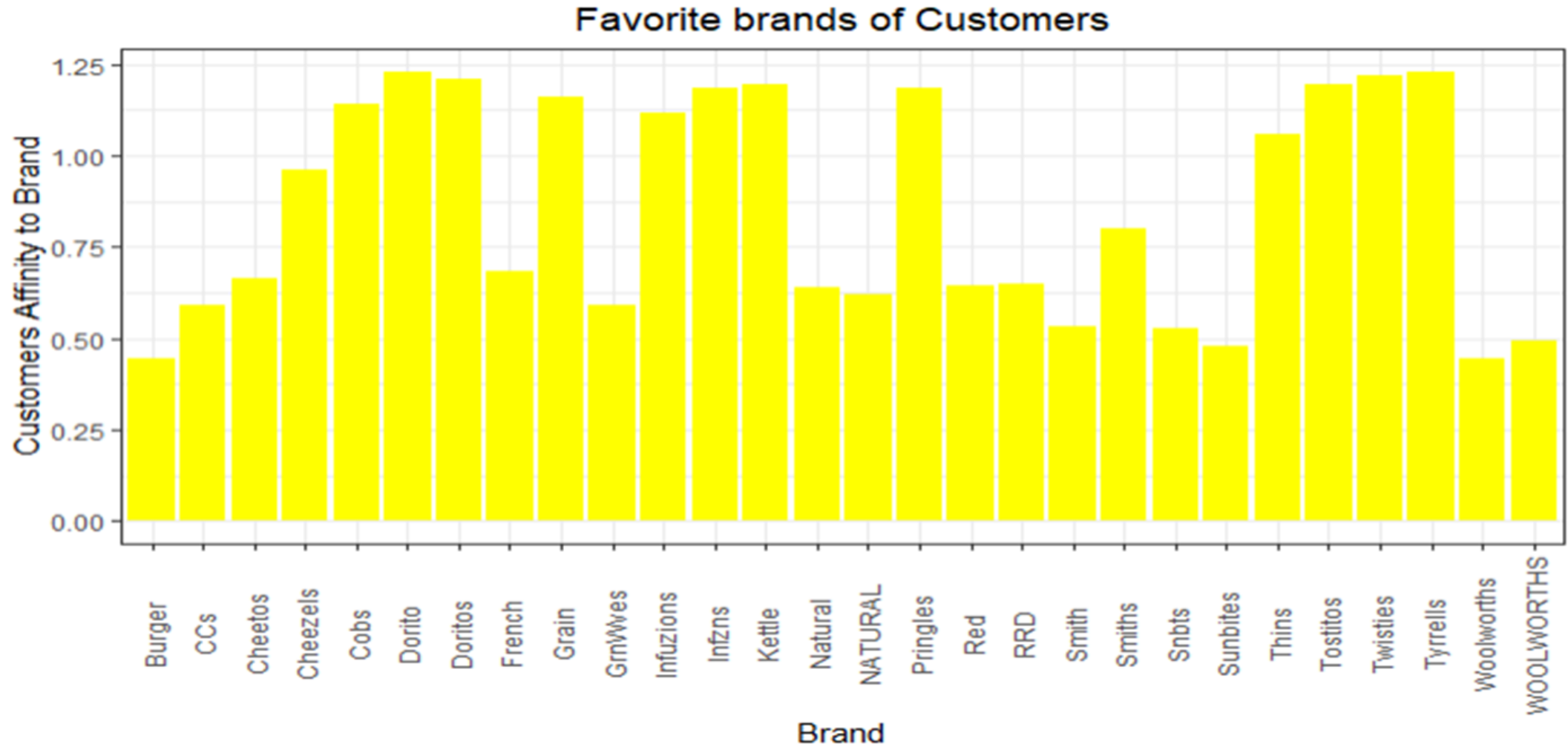
We've also found that **Mainstream young singles and couples** are **23% more** likely to purchase **Tyrrells chips** compared to the rest of the population. The Category Manager may want to **increase the category's performance** by **off-locating some Tyrrells** and smaller packs of chips in discretionary space near segments where young singles and couples frequent more often to increase visibility and impulse behavior.

Quantium can help the Category Manager with recommendations of where these segments are and further help them with measuring the impact of the changed placement.

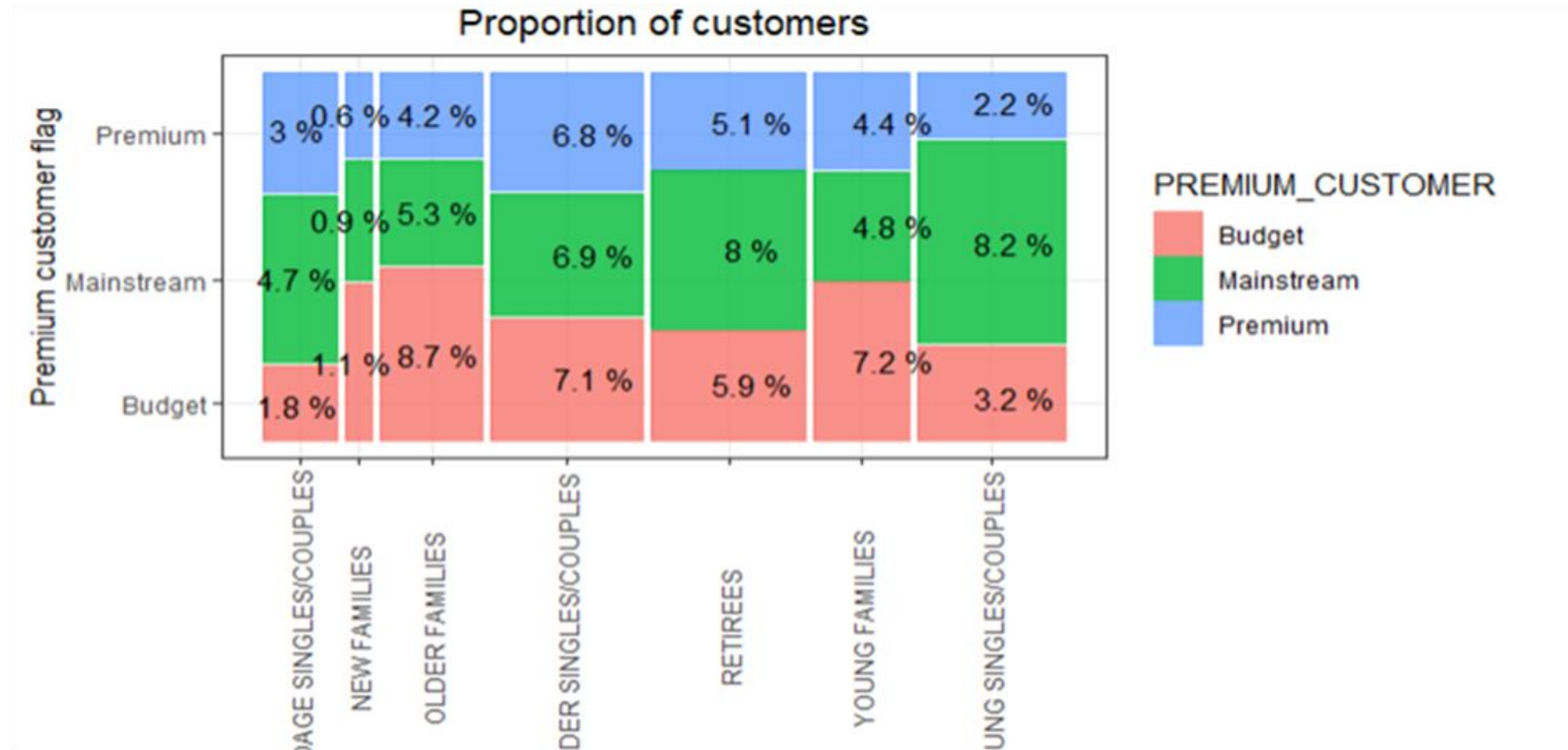
Affluence and its effect on consumer buying for the category of chips



Brand Insights



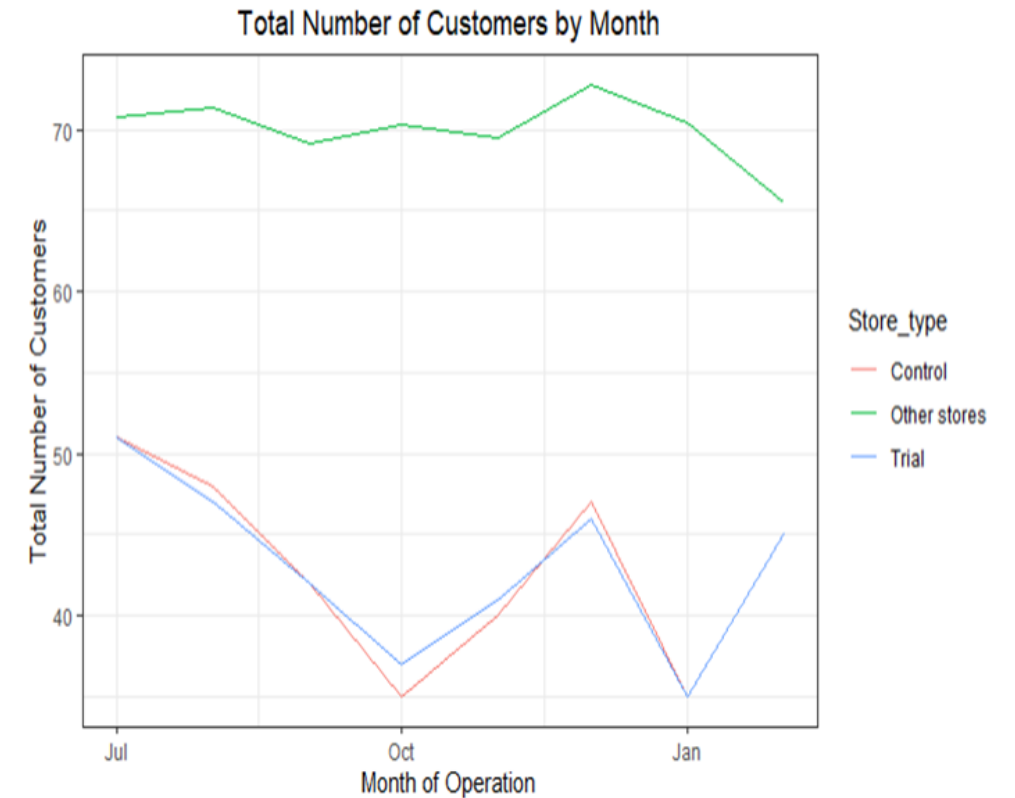
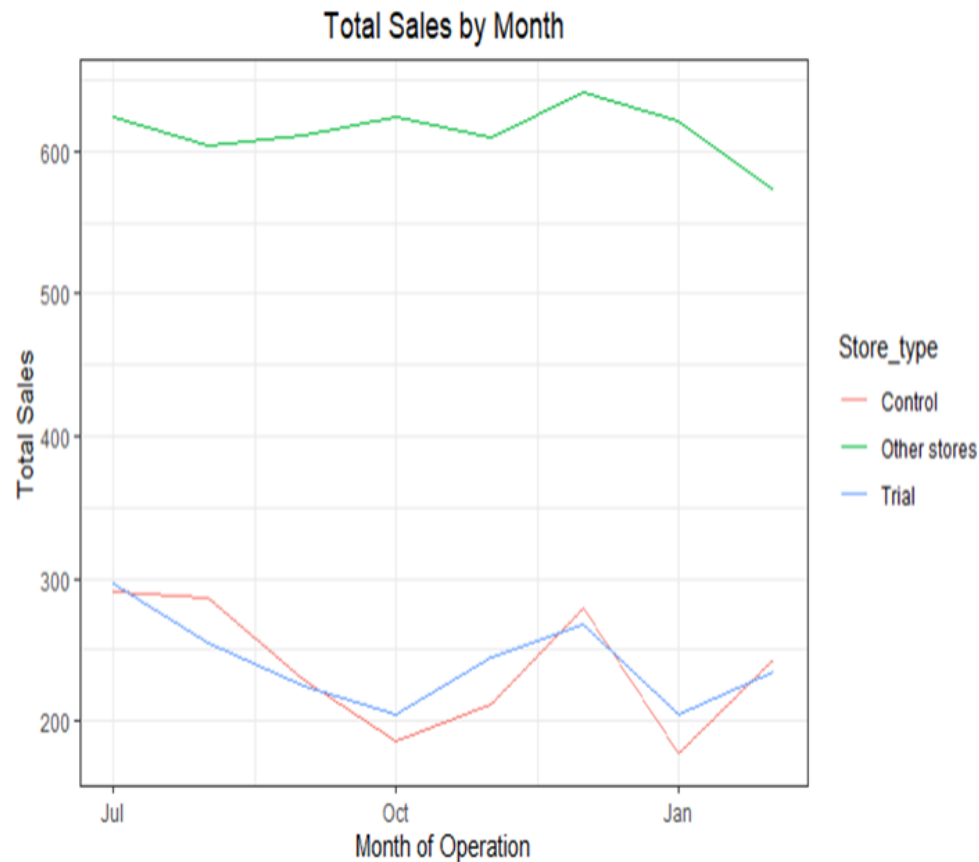
Proportion Of Customers By Affluence And Life Stage



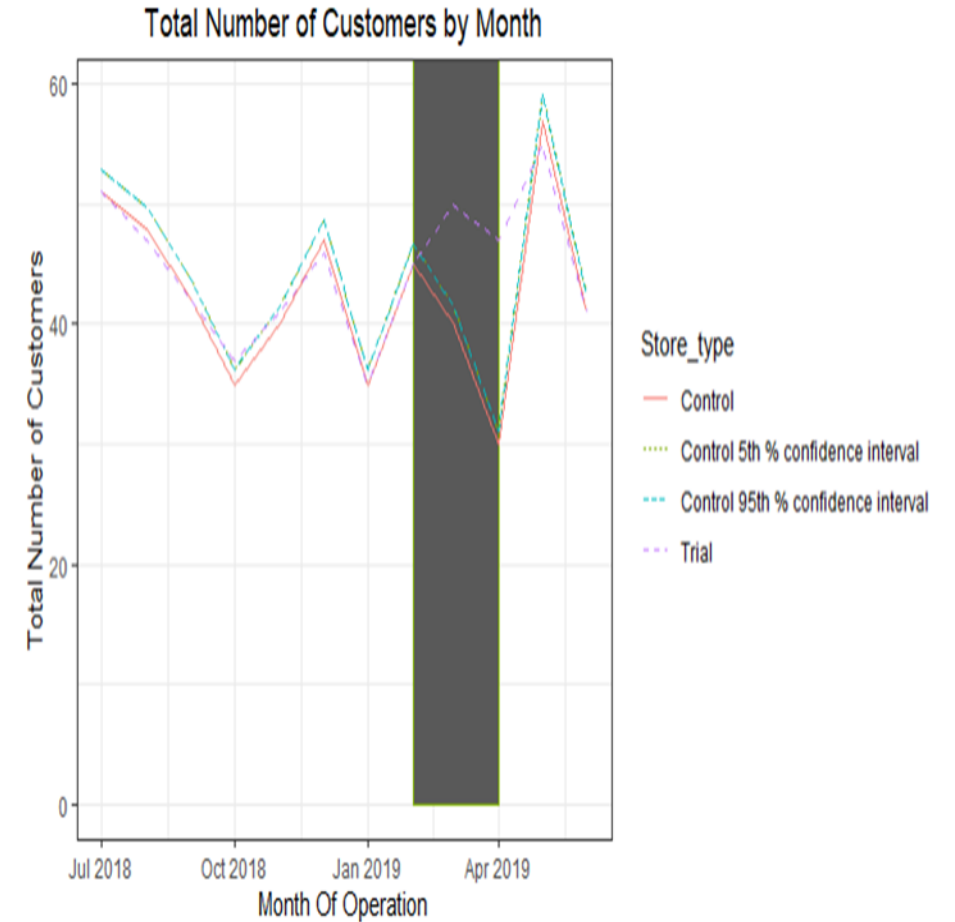
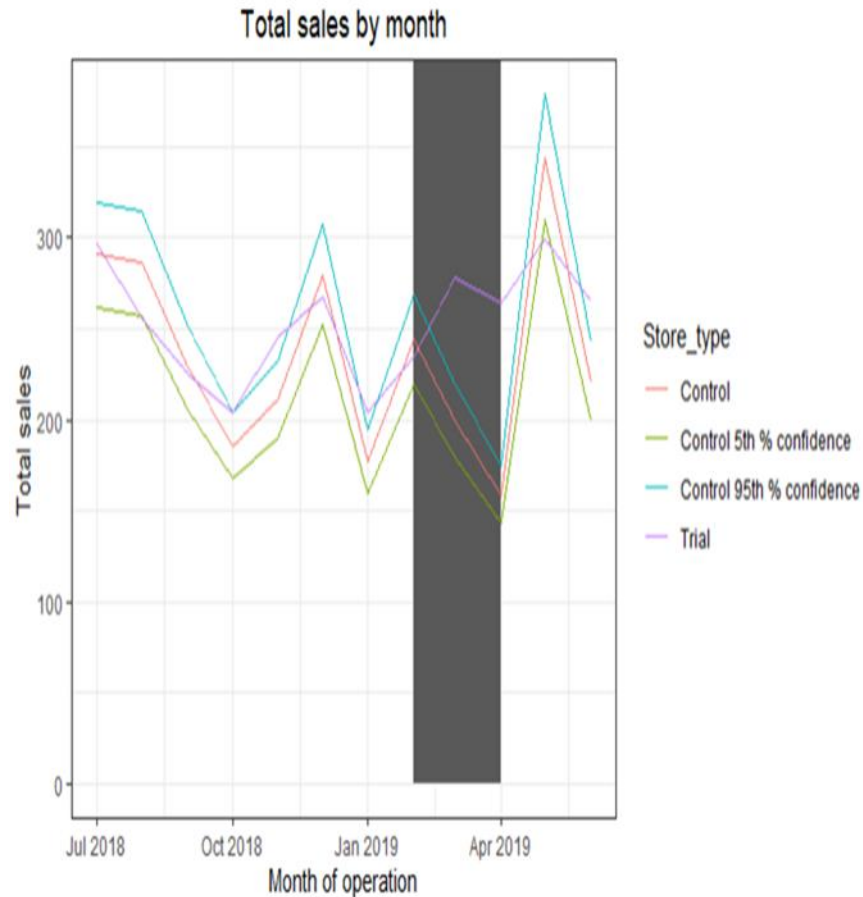
02

Trial store performance

Control Store Vs Other Stores



Performance In The Trial Store





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