

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 confidence nature of this document.

# Executive summary

01

## Task 1

### Insights

#### •Popular Products:

- Items like "CCs Nacho Cheese 175g," "Kettle Sweet Chilli And Sour Cream 175g," and "Doritos Mexicana 170g" had high sales volume.

#### •Purchase Patterns:

- Customers frequently purchased in quantities of 2 or more.
- Some transactions had abnormally high quantities, requiring validation.

02

## Task 2

### Insights

- Identifying repeat customers
- Comparing average transactions per customer in trial and control stores
- Statistical comparisons between different stores

# 01

## Categorical

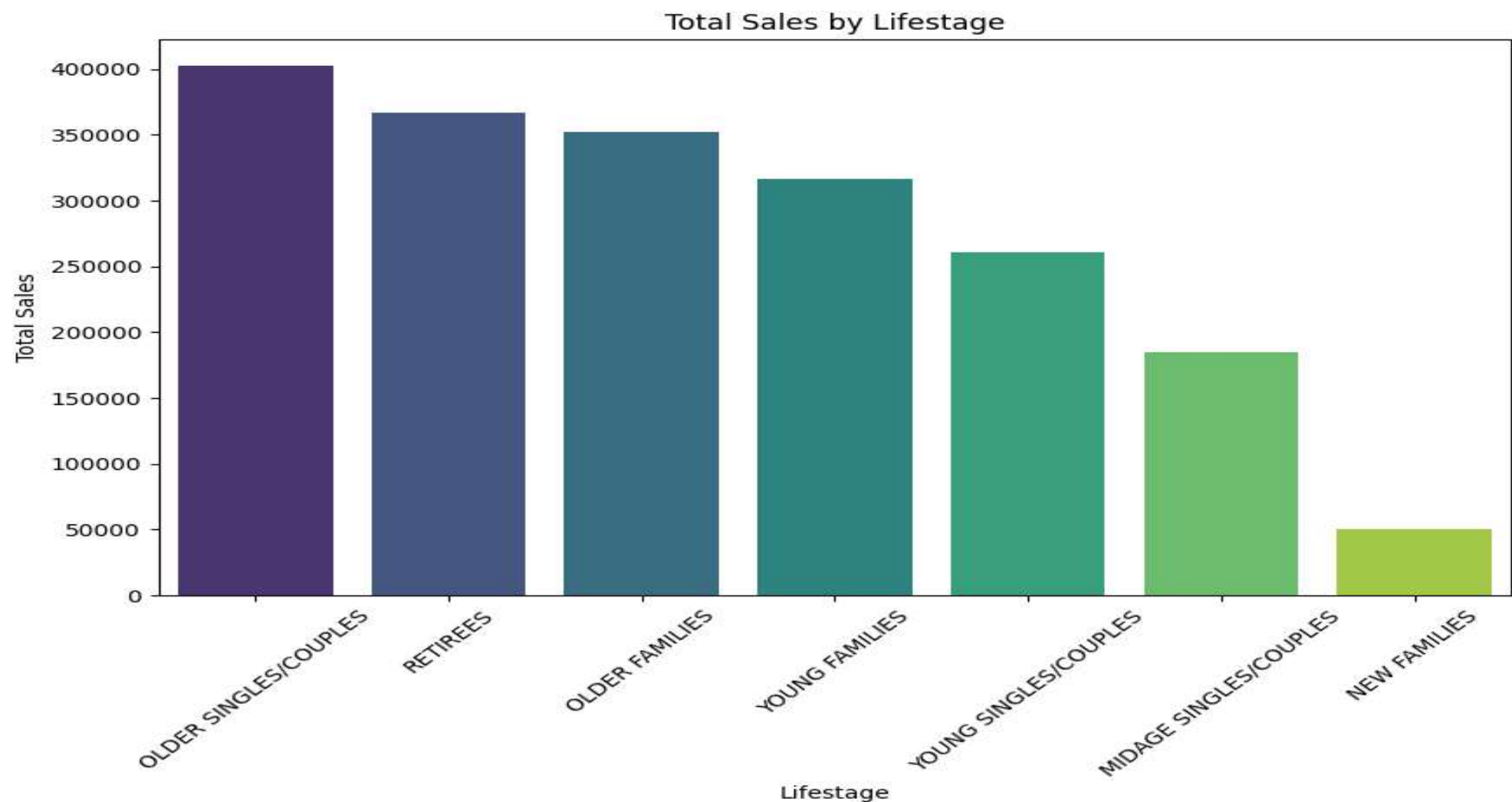
Overview: your key callout for the category should be included here

TOP 10 BRAND	TOTAL SALES			
KETTLE	390239.8	Pack Sizes	QTY Sold	Total Sales
DORITOS	240590.9	175 g	126467	485437.40
SMITHS	224660.2	150 g	82174	304288.50
PRINGLES	177655.5	134 g	48019	177655.50
INFUZIONI	99047.6	110 g	42835	162765.40
RRD	95046.0	170 g	38088	146673.00
OLD	90785.1			
THINS	88852.5			
TWISTIES	81522.1			
TOSTITOS	79789.6			

## Categorical Insights :-

- ❑ The table of Top 10 Brands are should be included always maintain their quantity also.
- ❑ Pack Size :- 175g; 150 g; 134g; 110g; 170 g are the pack sized that customers are mostly bought and also contributing high sales too.
- ❑ On Life-Stage “Older Single/ Couples are giving More Sales and Purchased high quantity too.
- ❑ New Families & Mid-Age Singles / Couples giving lowest sales.
- ❑ Older Singles / Couples and Retires are purchasing ‘Kettle’ brand most.

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

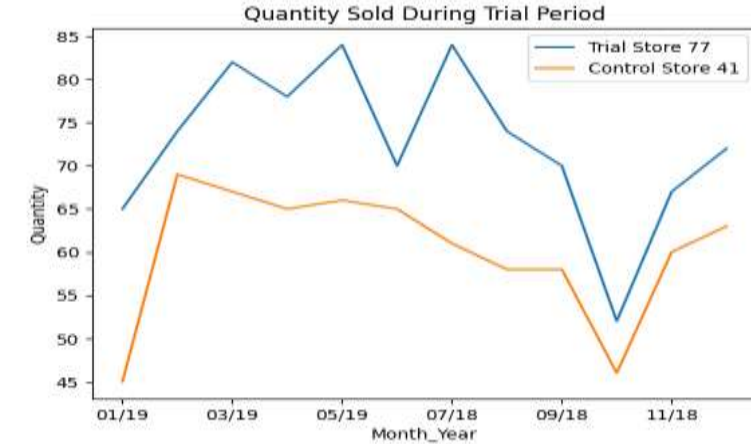
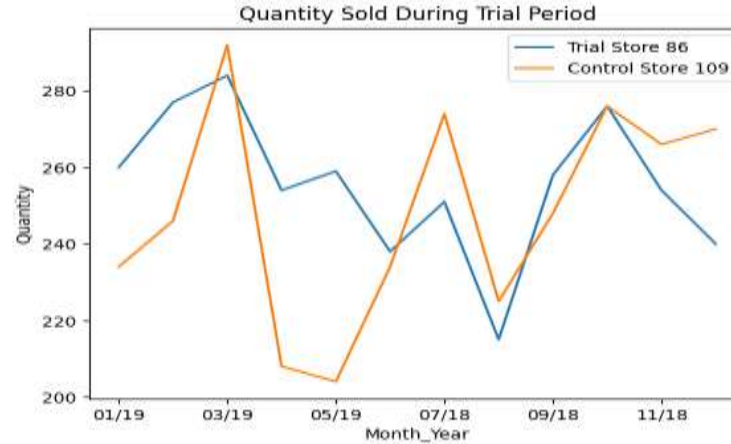
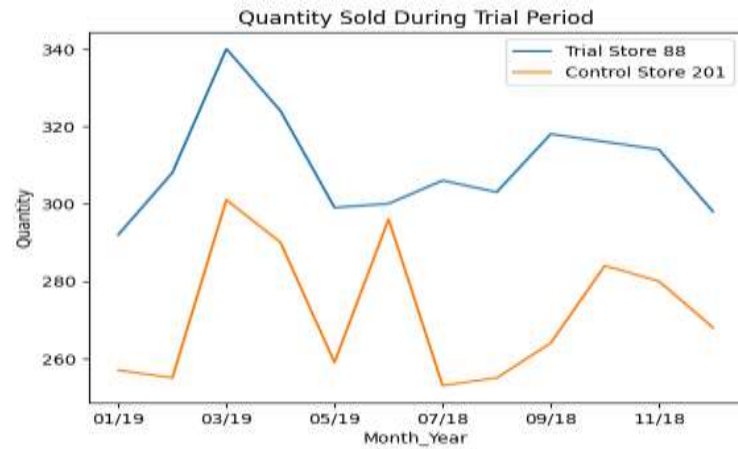


# 02

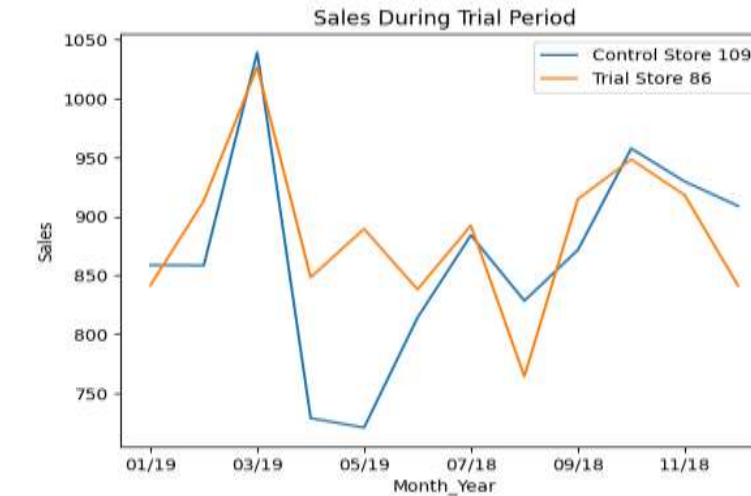
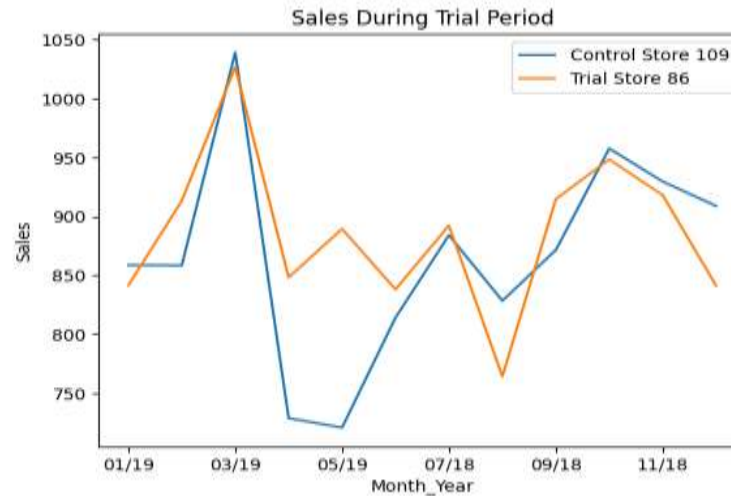
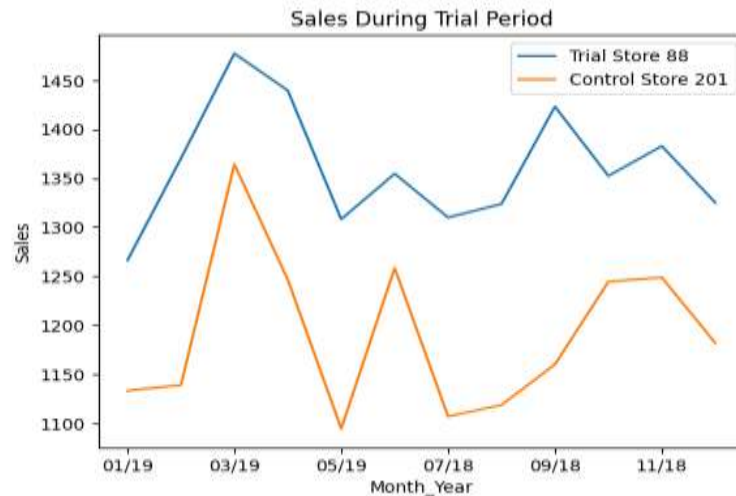
## Trial store performance



## Explanation of the control store vs other stores as per Quantity Sold



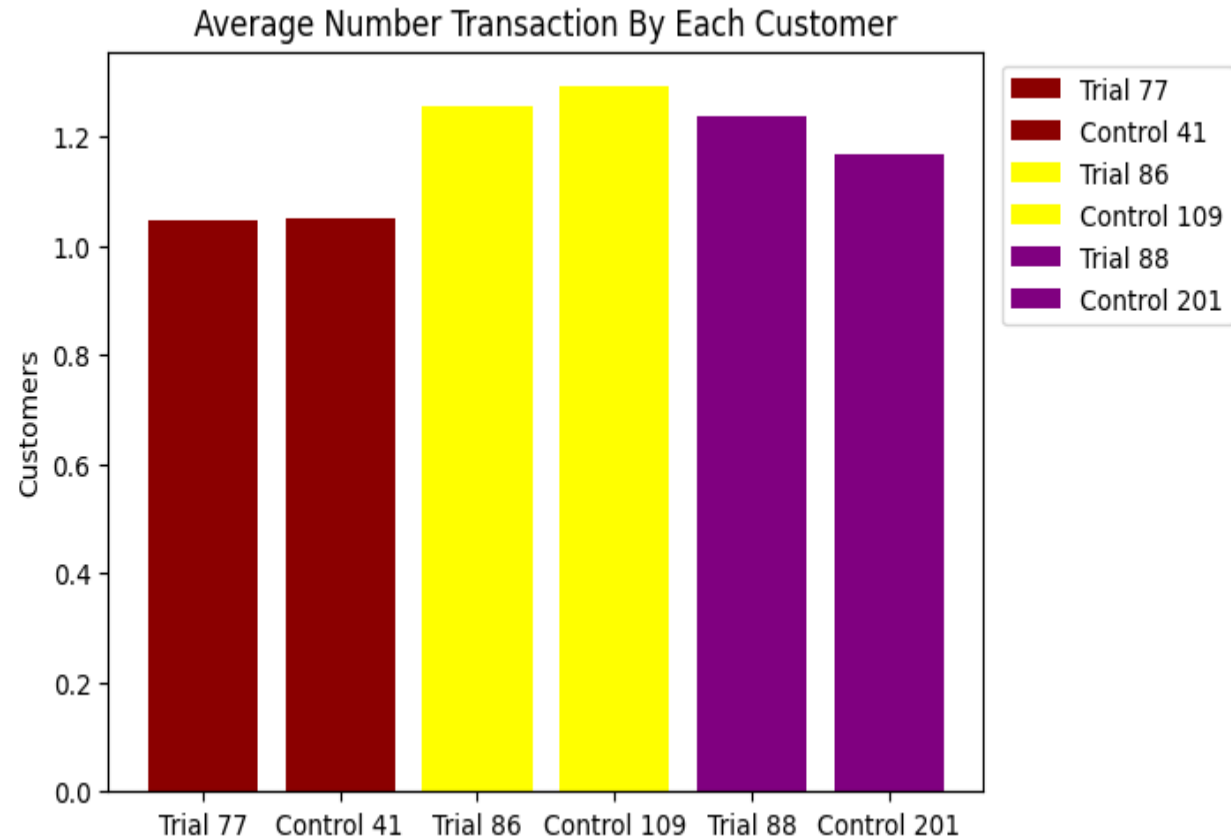
## Explanation of the control store vs other stores as per Sales



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

## As Per This Graph

1. Control Stores 41 & 109 Are Outperforming The Trial Store In Average Customers transaction.
2. Trial Store 88 is giving More Average Customer transactions Than Control Store 201.
3. I Believe That Control Stores Are slightly Better Performing Than Trail Stores In Sales, Quantity Selling And Even In Customer's Avg transactions. Need To Be More Focused For Trial So That Trial Stores Can Also Make Profit As Control Stores.



# Thank You

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