June 2020

Category review: Chips

Retail Analytics

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Classification: Confidential

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

Privacy

- We have built our business based on privacy by design principles for the past 17 years
- Quantium 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.

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We all have a responsibility to use data for good

Quantium 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

Unit Price for **mainstream, young** and **mid-age singles** and **couples** ARE significantly higher than that of budget or **premium, young** and **mid-age singles** and **couples.**

Mainstream young singles and couples are **23%** more likely to purchase Tyrrells chips compared to the rest of the population.

High spending in chips for **mainstream young couples/singles** and **retirees** is due to there being more of them than other buyers.

02 Task 2

Control stores **233, 155, 178** for trial stores **77, 86** and **88** respectively.

Trial stores 77 and 86 during the trial period indicate a significant differences in at least 2 of the 3 trial months – with trial store 88 showing an increase in sales.

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01

Category

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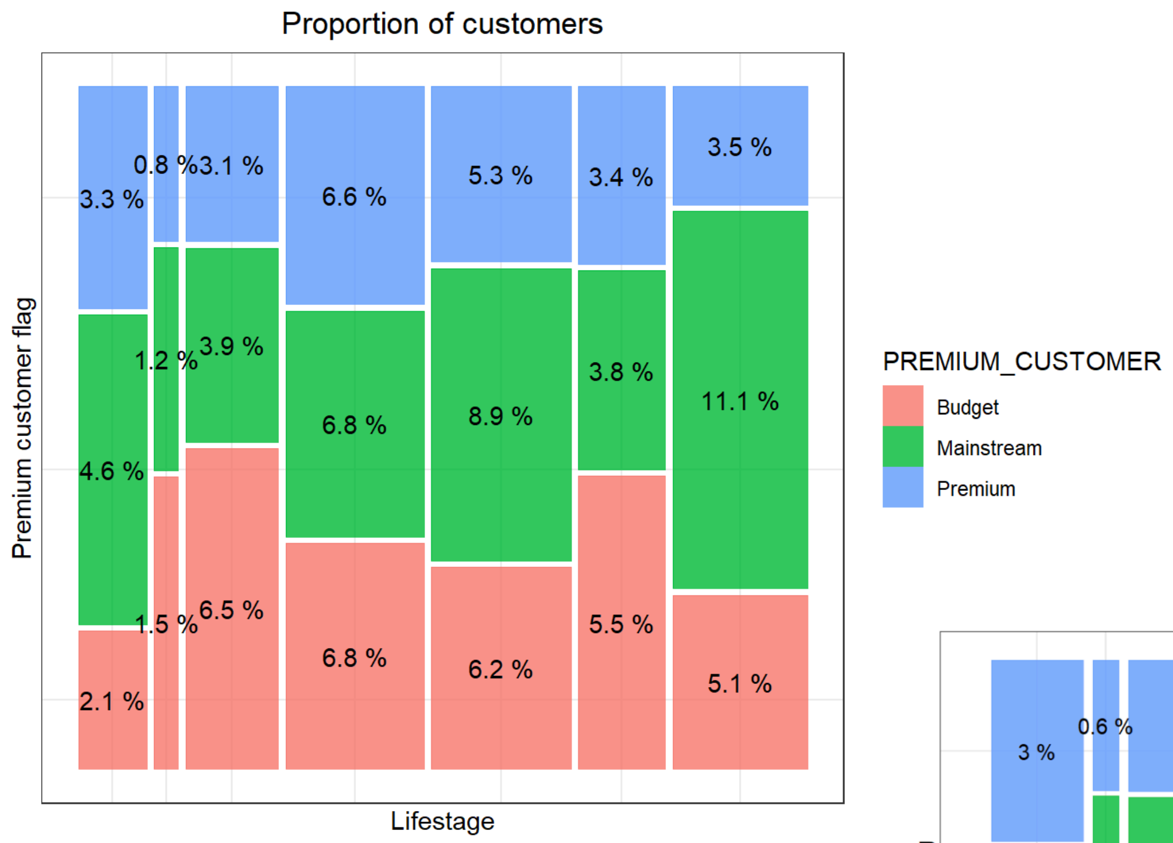
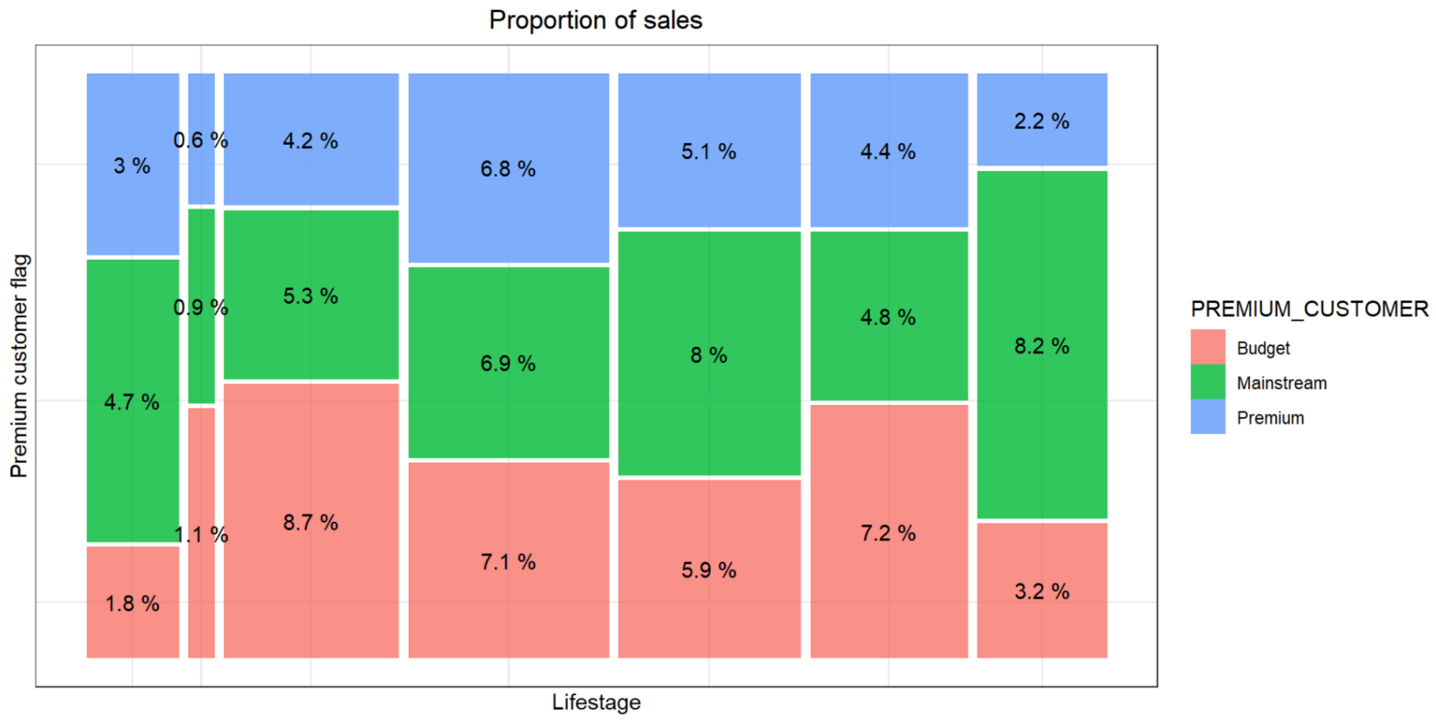
Sales have been mainly influenced **by Budget – Older families, Mainstream young singles/couples** and **Mainstream – retirees shoppers**. Results have found that the high spend in chips for Mainstream young singles/couples and retirees is due to there being **more of them than other buyers** – indicating an act of **impulse buying** from these segments.

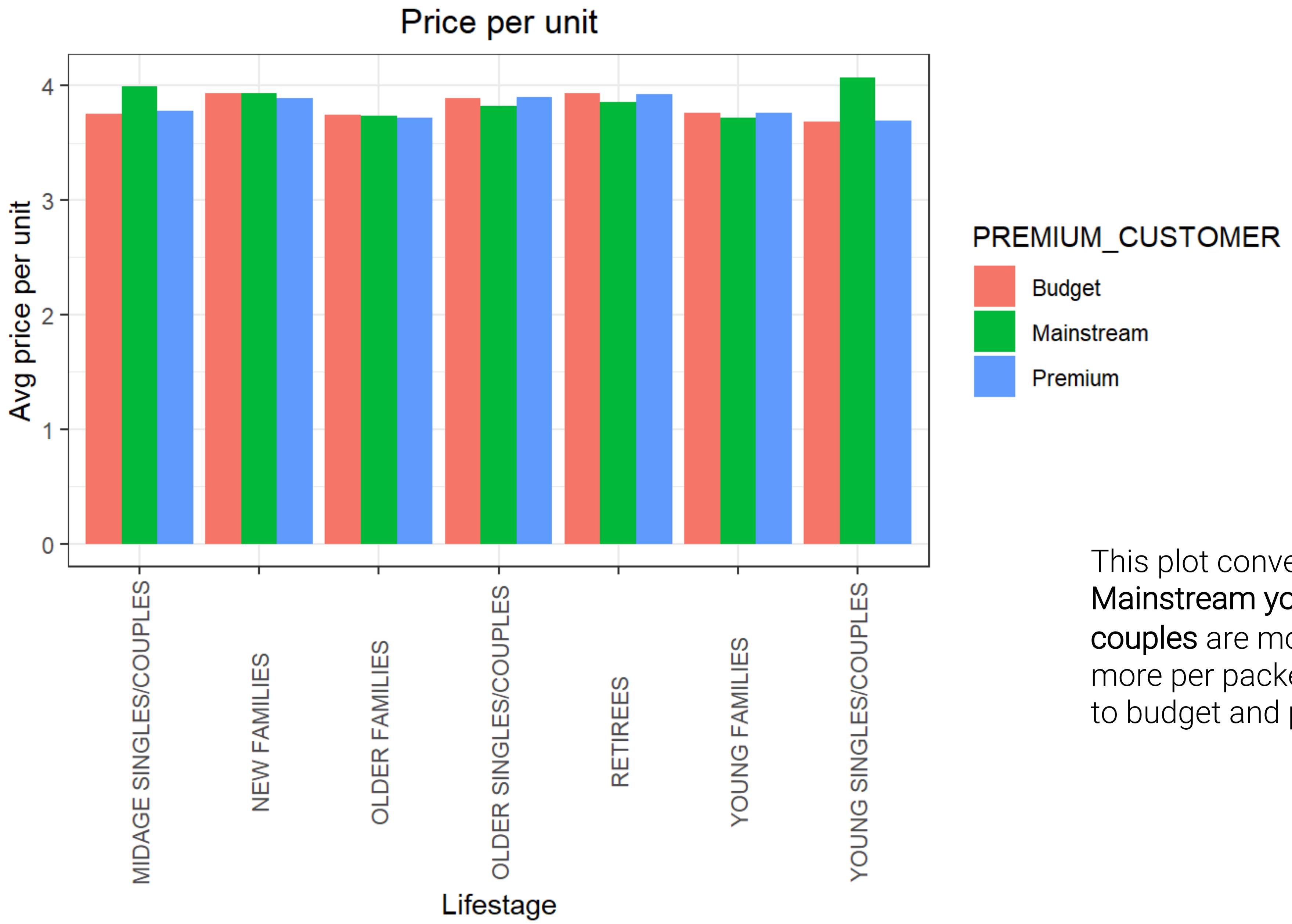
Mainstream young singles and couples are **23% more likely to purchase Tyrrells chips** compared to the rest of the population. By increasing the categories performance by **off-locating** some Tyrells and other small packs of chips in discretionary space near segments where young singles and couples frequent to more often will **increase attention and visibility.**



From this graph we can point out that sales are mostly due to the budget – older families, mainstream young singles/couples and mainstream – retirees.

By looking at the proportion of sales we can see that mainstream – young/single couples and mainstream retirees contribute to most of the sale of chips yet are still not a major driver for budget – older families segment.





This plot conveys the fact that **Mainstream young singles** and **couples** are more willing to pay more per packet of chips compared to budget and premium customers.

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02

Trial store performance

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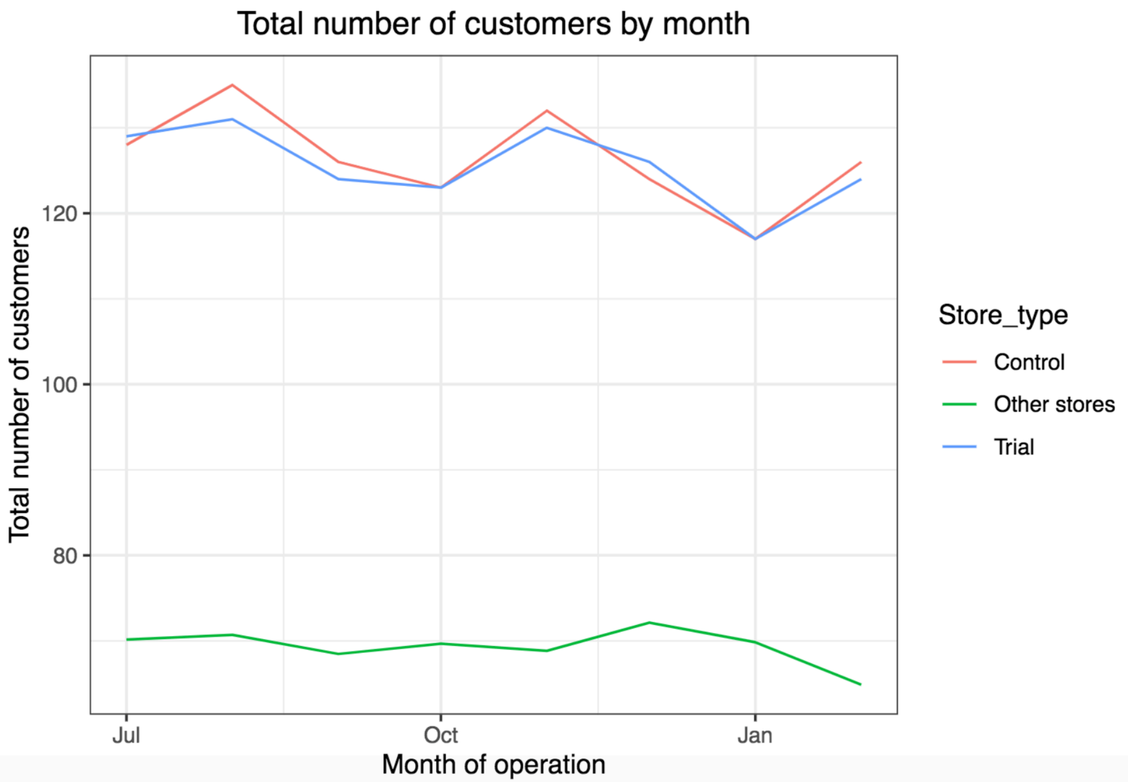
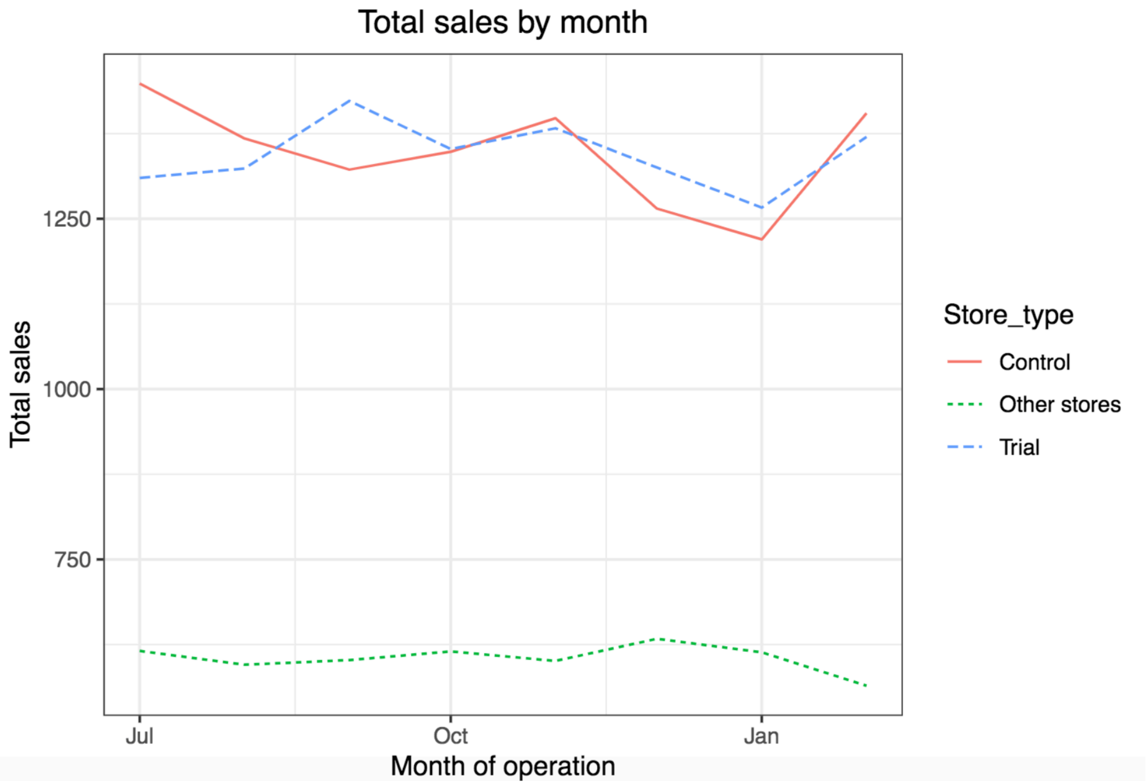
Control Store vs Other Stores



This plot indicates that the Total number of customer by month in Control and Trial stores are similar whilst Other Stores trials significantly behind.

Similar to Total number of customers per Month, from this plot we can derive that total sales for both Control and Trial stores are similar in comparison to other stores.



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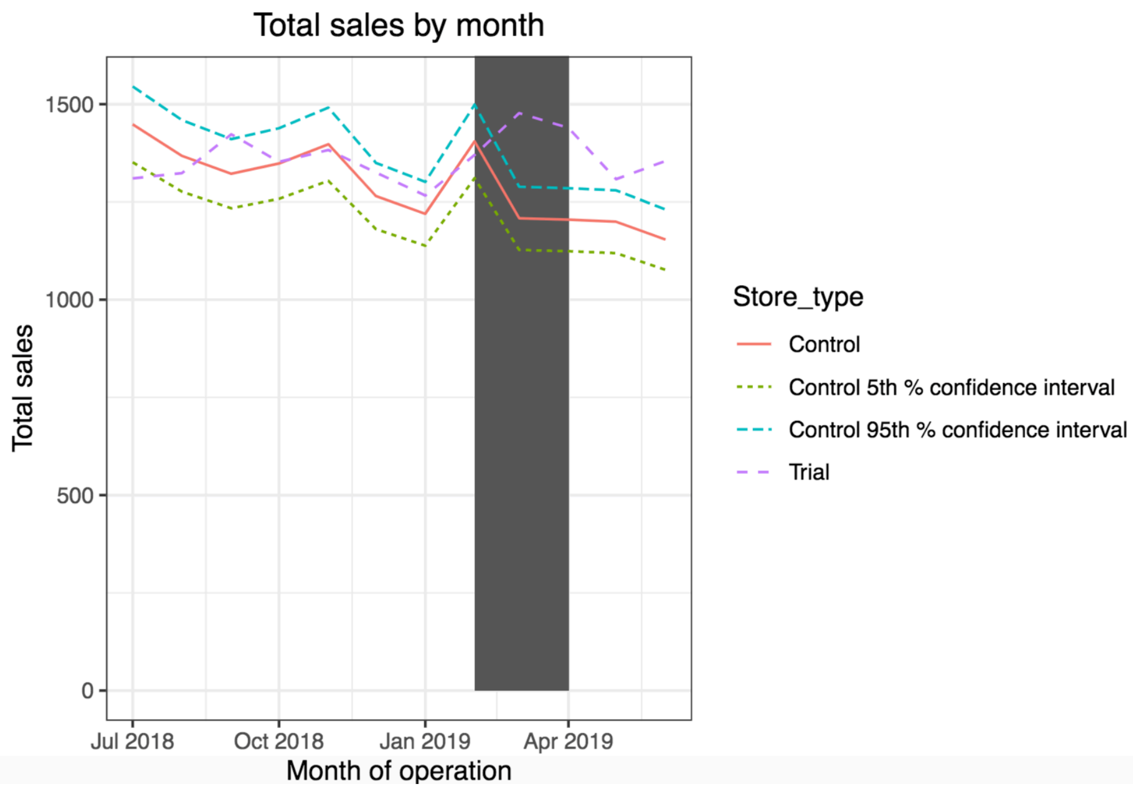

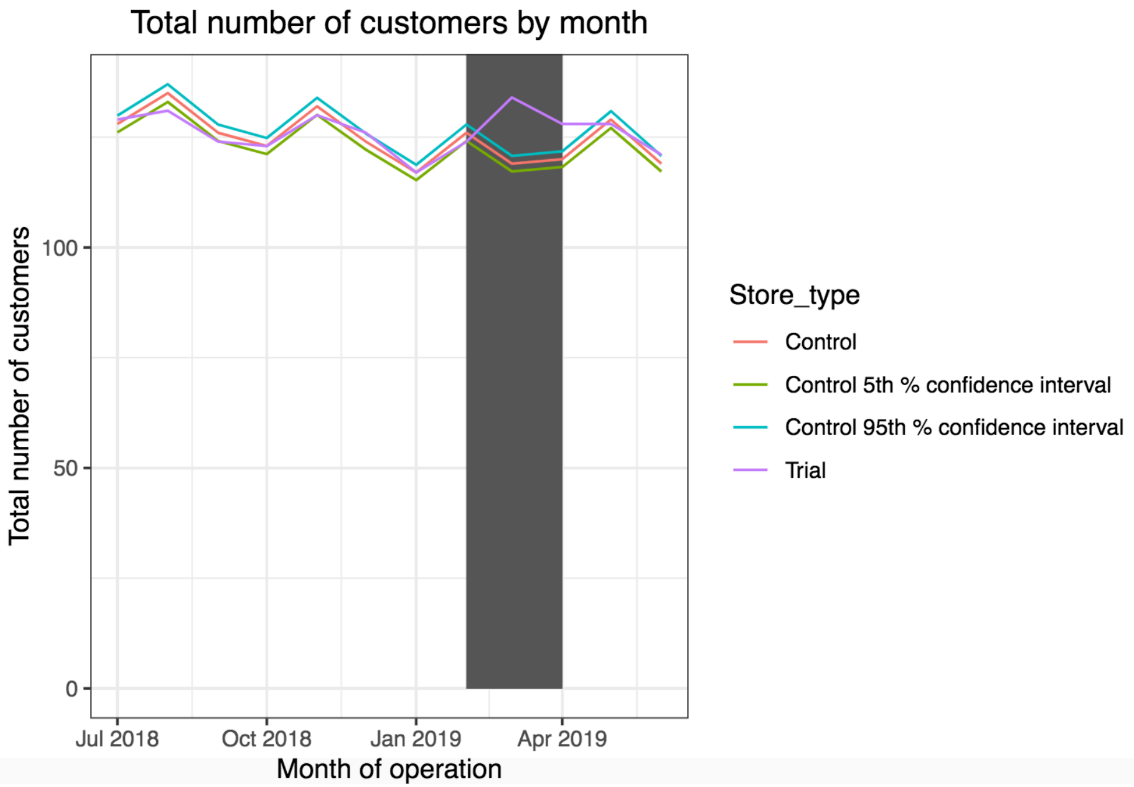

Results from these plots show that the trial in **store 88** is **significantly different** to its control store in the trial period as the trial store performance **lies outside of the 5% to 95% confidence interval** of the control store in **two of the three trial months**.

The total number of customers in the trial period for the trial store is **significantly higher** than the control store for **two out of the three months** showing a positive trial effect.

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