

December 2024

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

The analysis identifies the top three customer segments contributing to total sales as follows:

- ❖ Budget Older Families
- ❖ Mainstream Young Singles/Couples
- ❖ Mainstream Retirees

Key sales drivers for these segments include:

- ❖ Budget Older Families: This segment exhibits the highest average number of packets purchased per customer, contributing significantly to overall sales volume.
- ❖ Mainstream Young Singles/Couples: Representing the largest customer base, this segment is a critical driver of total sales through its sheer population size.

02 Task 2

The trial of the new store layout was conducted in **three selected stores**, with control stores carefully **identified to reflect the pre-trial performance** of the trial stores:

Control Stores Identified:

- ❖ Trial store 77 was matched with control store 233.
- ❖ Trial store 86 was matched with control store 155.
- ❖ Trial store 88 was matched with control store 237.

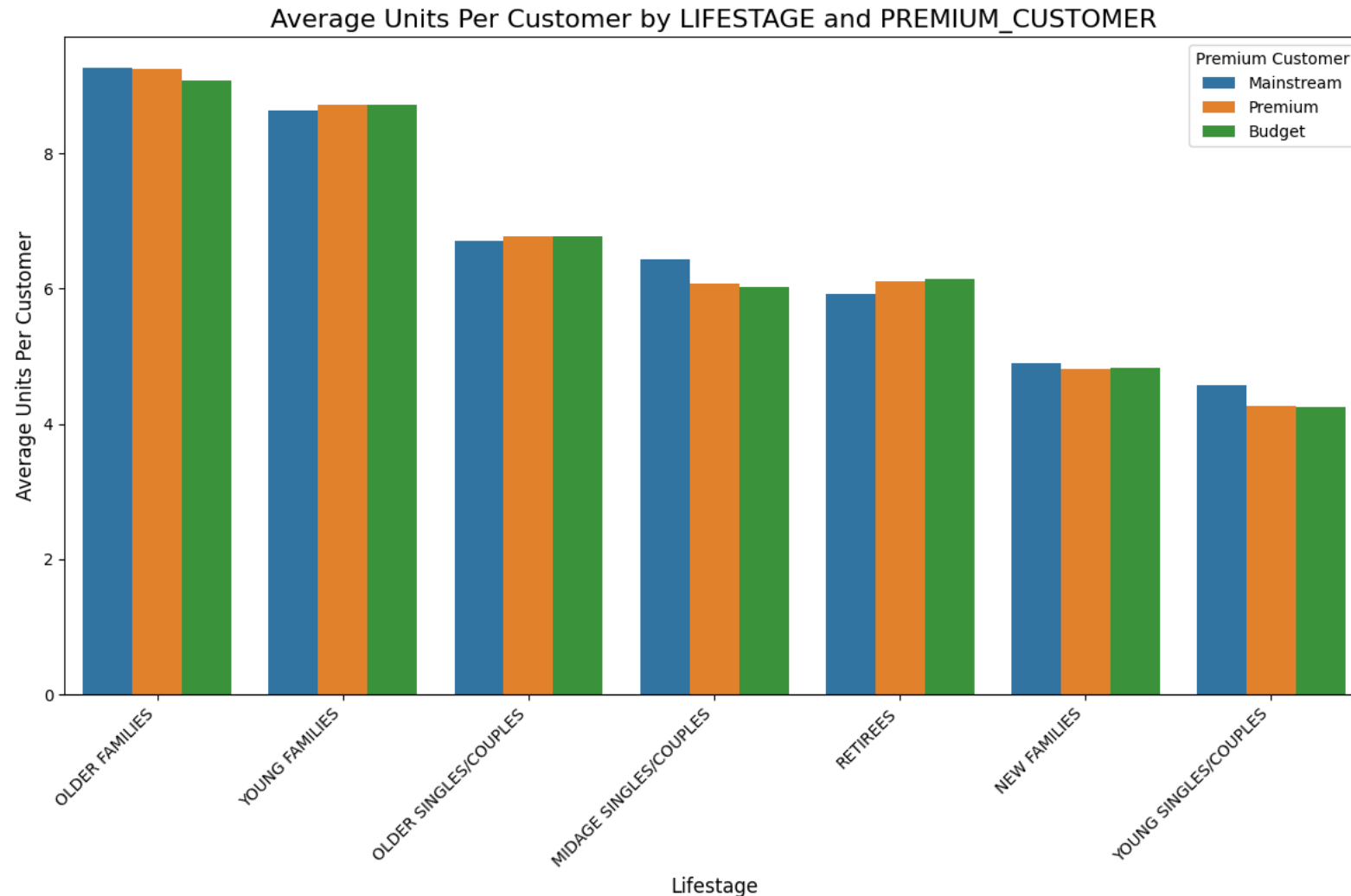
Key Results:

- ❖ Trial stores 77 and 88 demonstrated a significant difference in performance during at least two of the three trial months, showing notable increases in both total sales and customer numbers.
- ❖ However, trial store 86 did not exhibit a significant difference compared to its control store during the trial period.

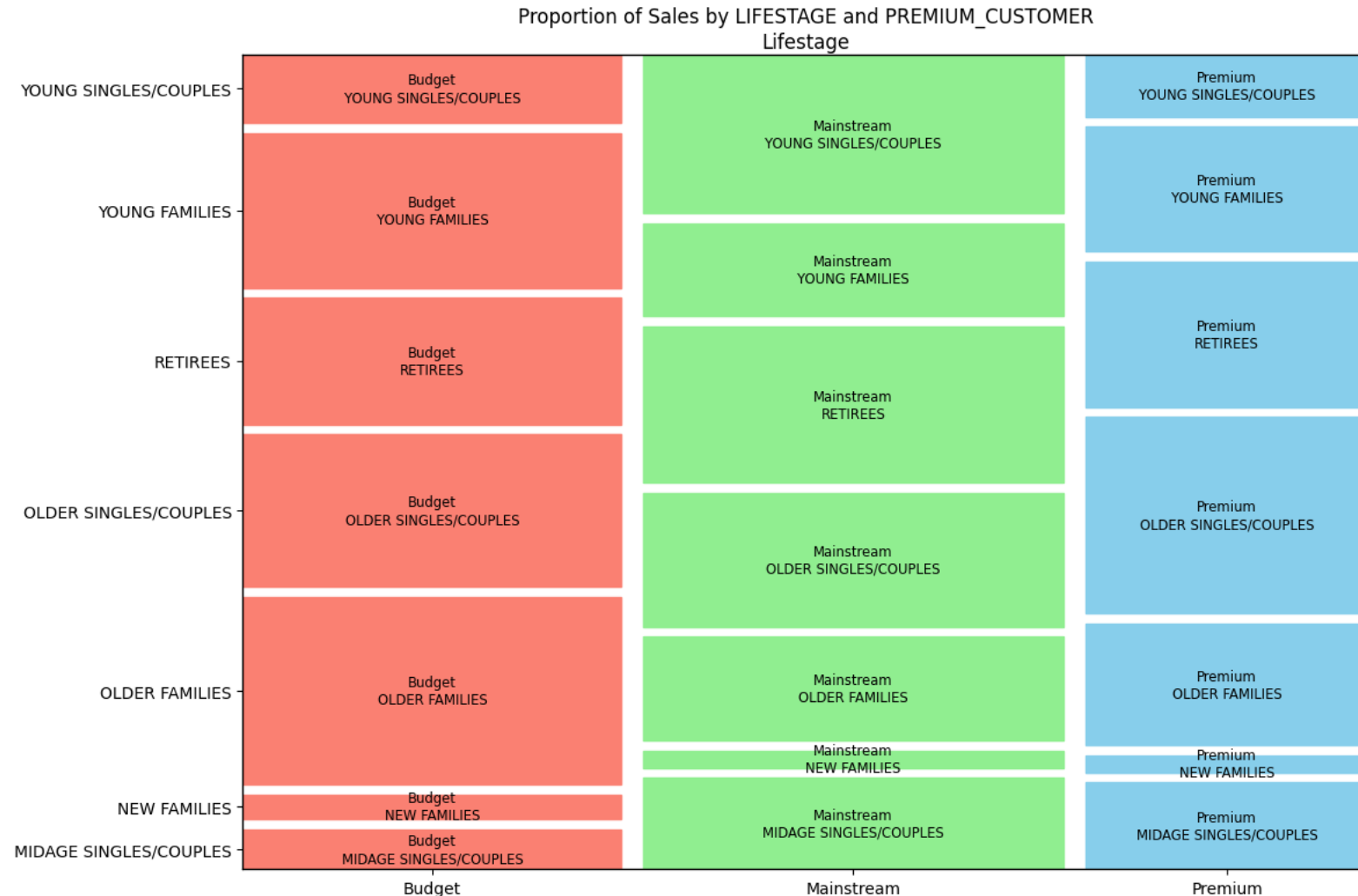
01

Customer Analytics

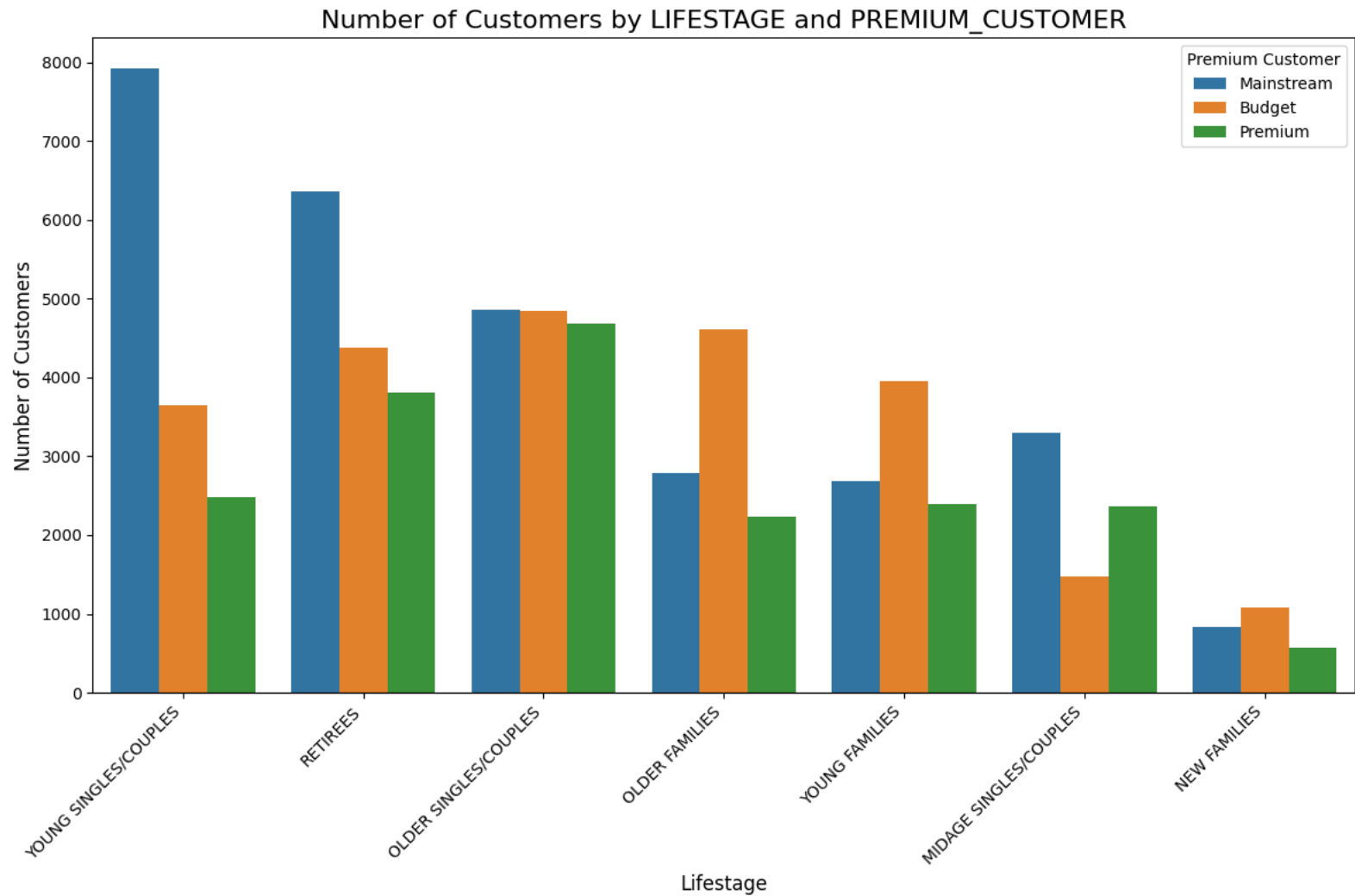
Older and young families purchase more chips on average than the other groups with affluence not affecting quantities of chips purchased.



Instead, sales are coming mostly from budget older families, followed by mainstream young singles/couples.



Mainstream young singles/couples have the largest population, driving their sales.



Mainstream Young Singles/Couples: Key Insights

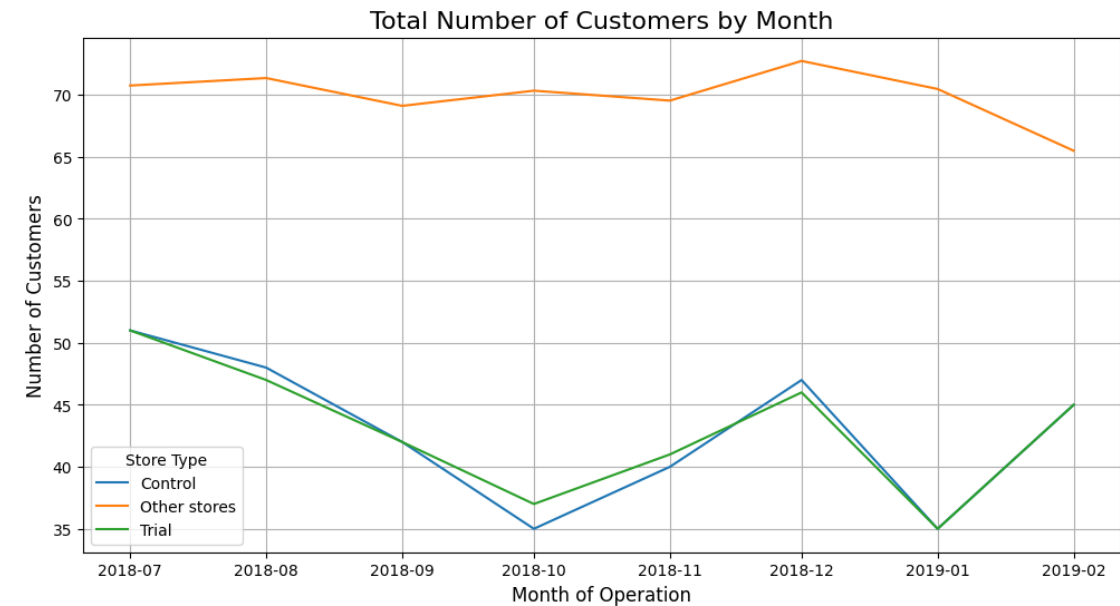
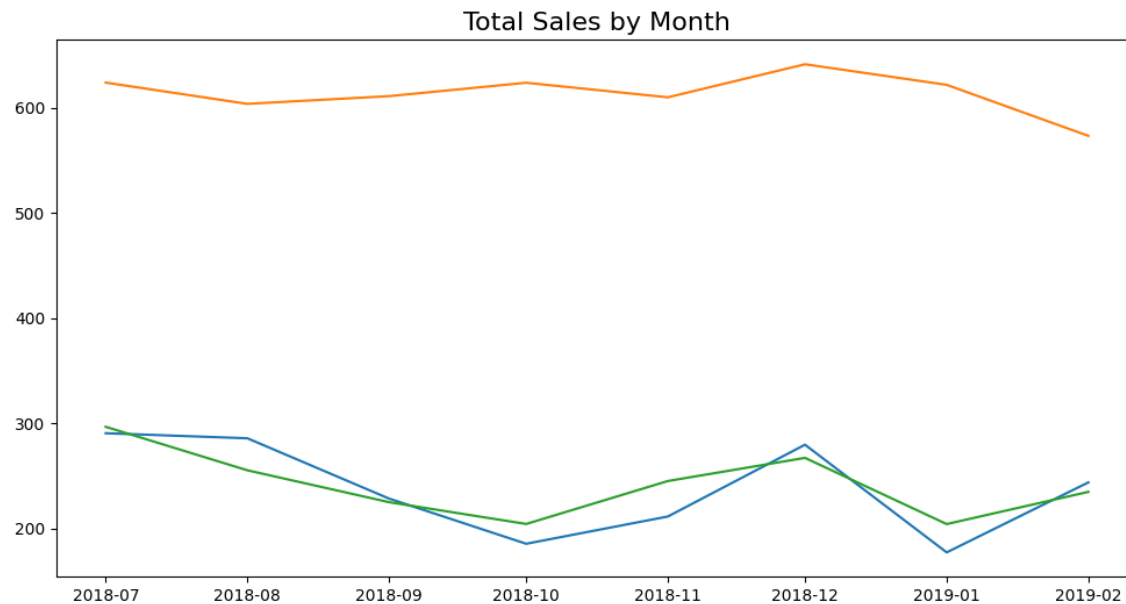
Key Insights

- ❖ **Tyrells chips:** This segment is **28% more likely** to purchase Tyrells compared to other segments.
- ❖ **175g packets (e.g., Twisties):** They are **32% more likely** to buy products in this size.
- ❖ **Kettles chips:** The most purchased brand across all segments, including this one.

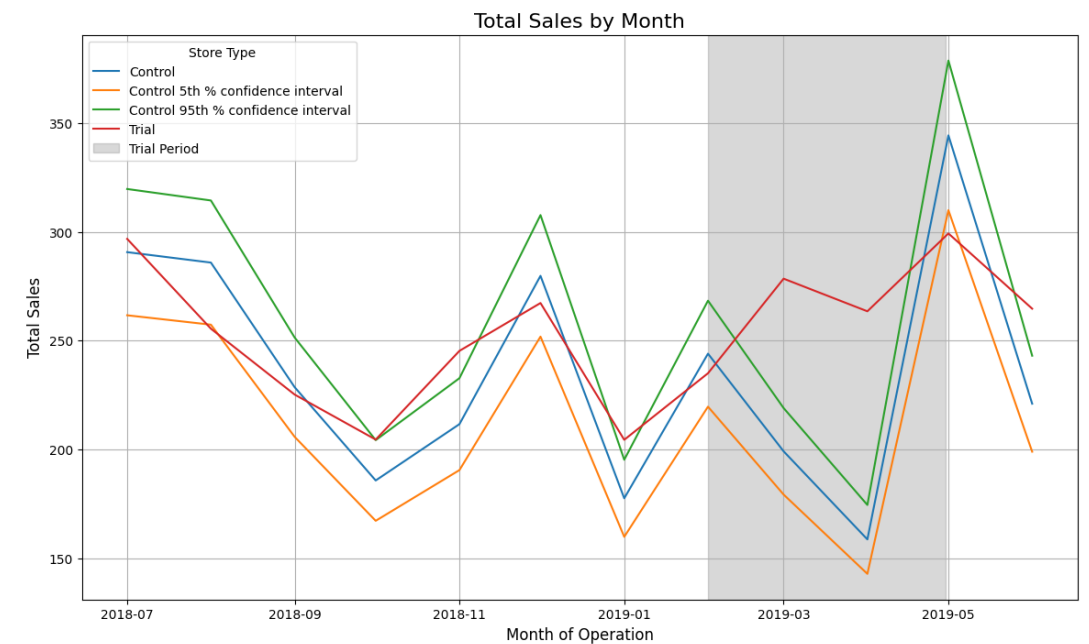
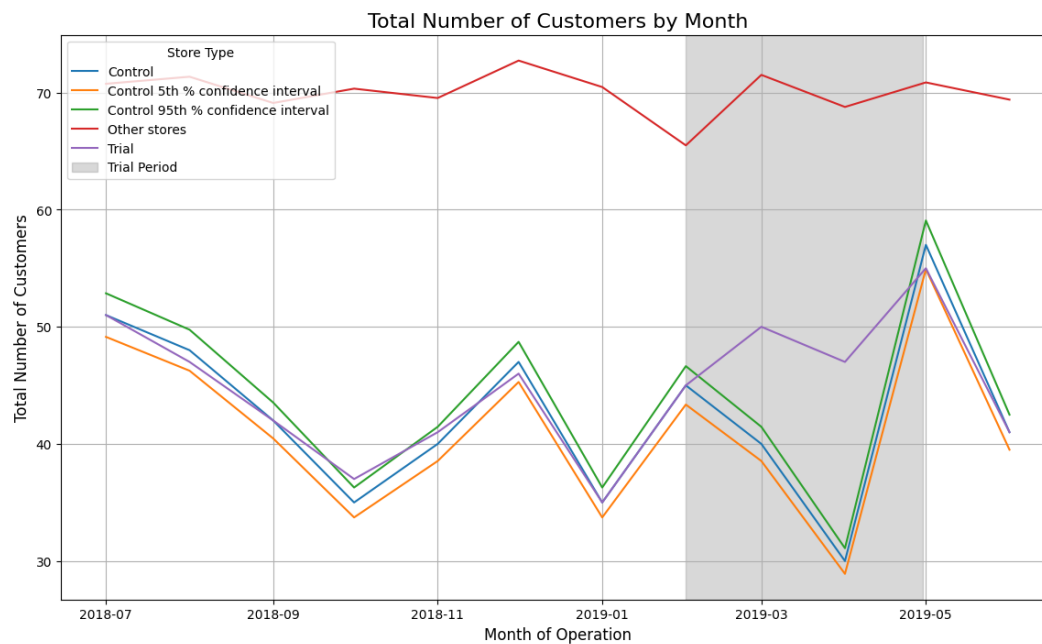
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Trial store performance

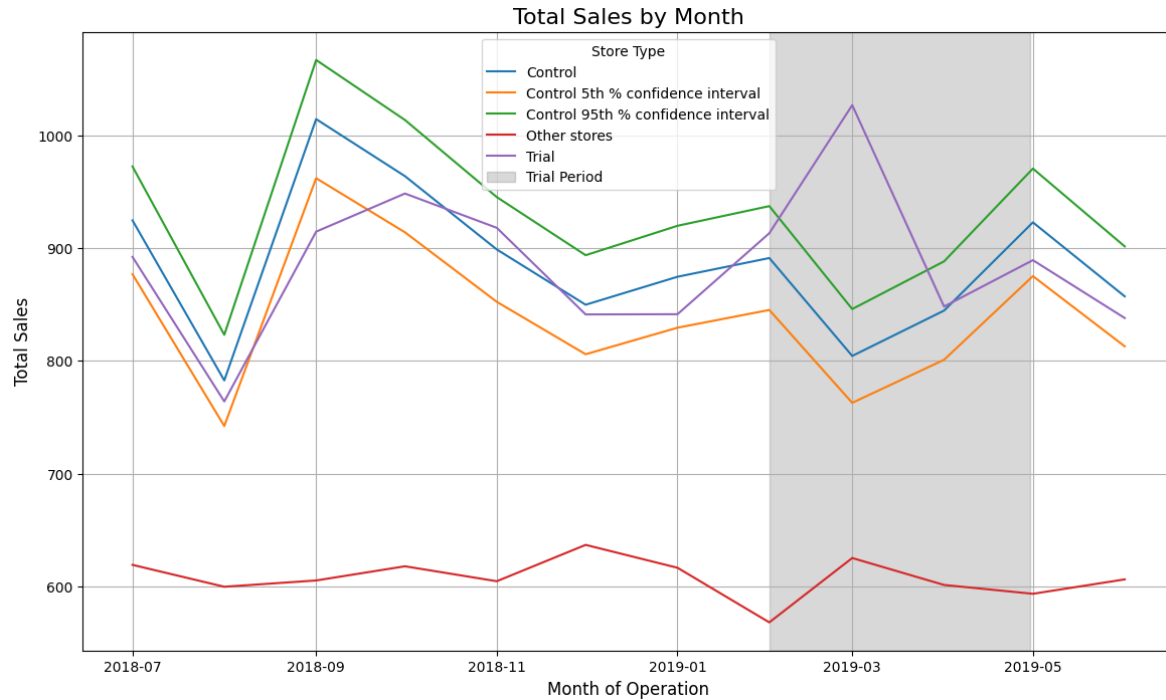
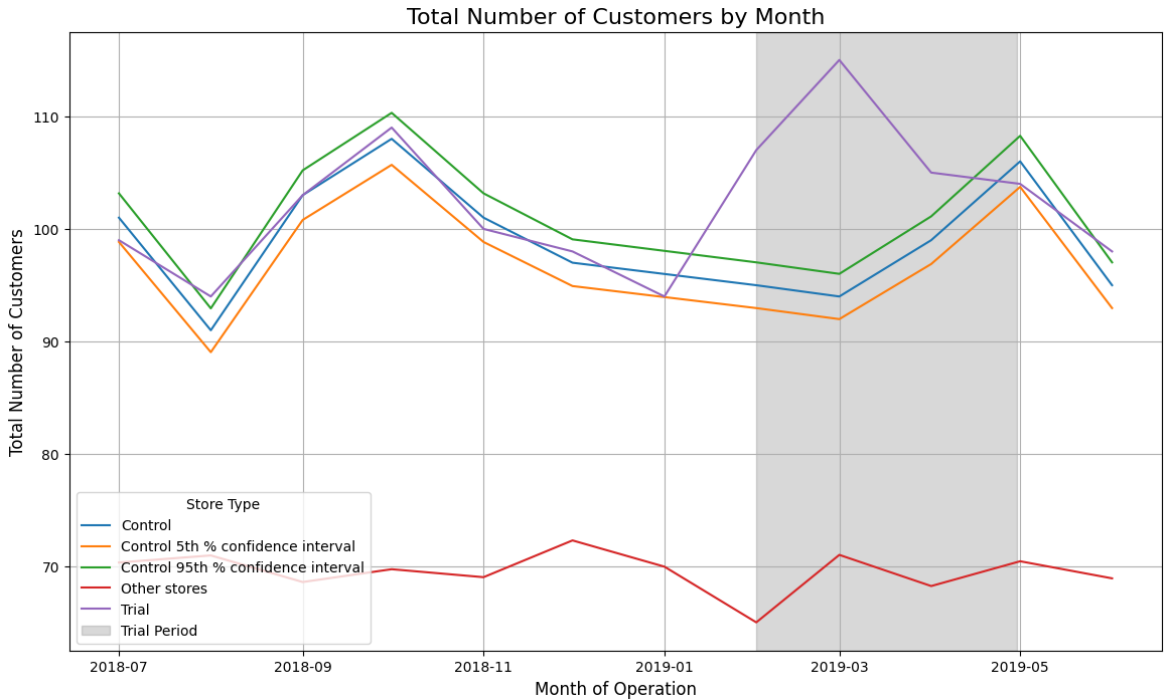
The control store is constructed to reflect performance of the trial store rather than the average of other stores. See e.g. stores 77 and 233:



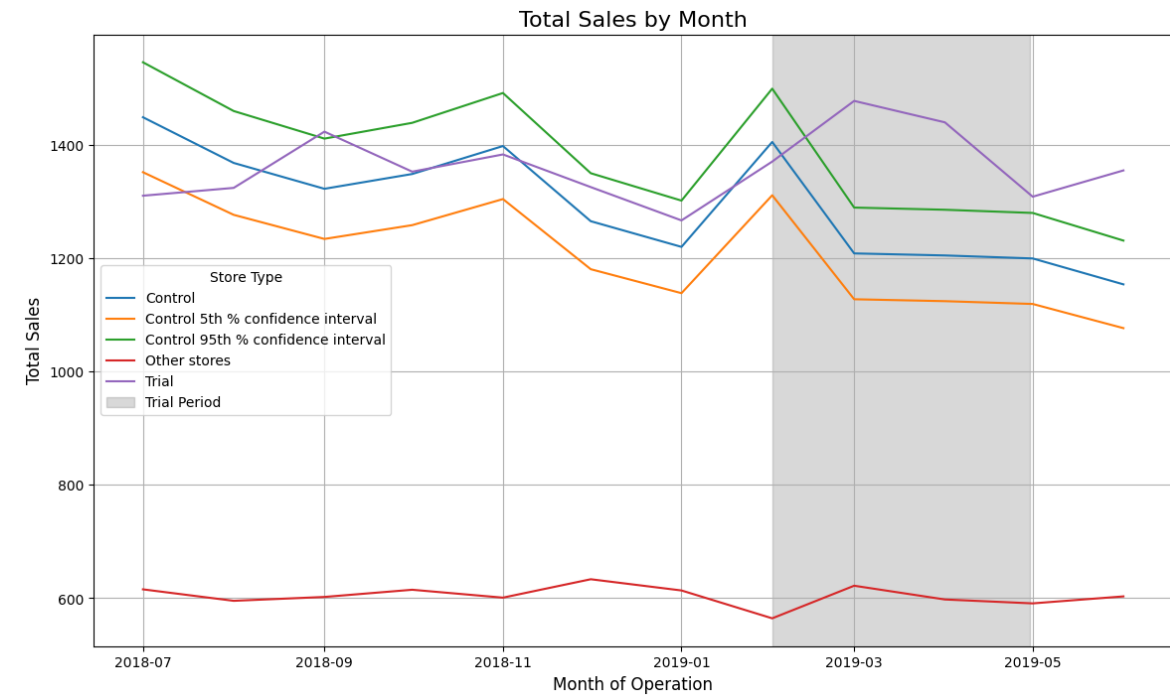
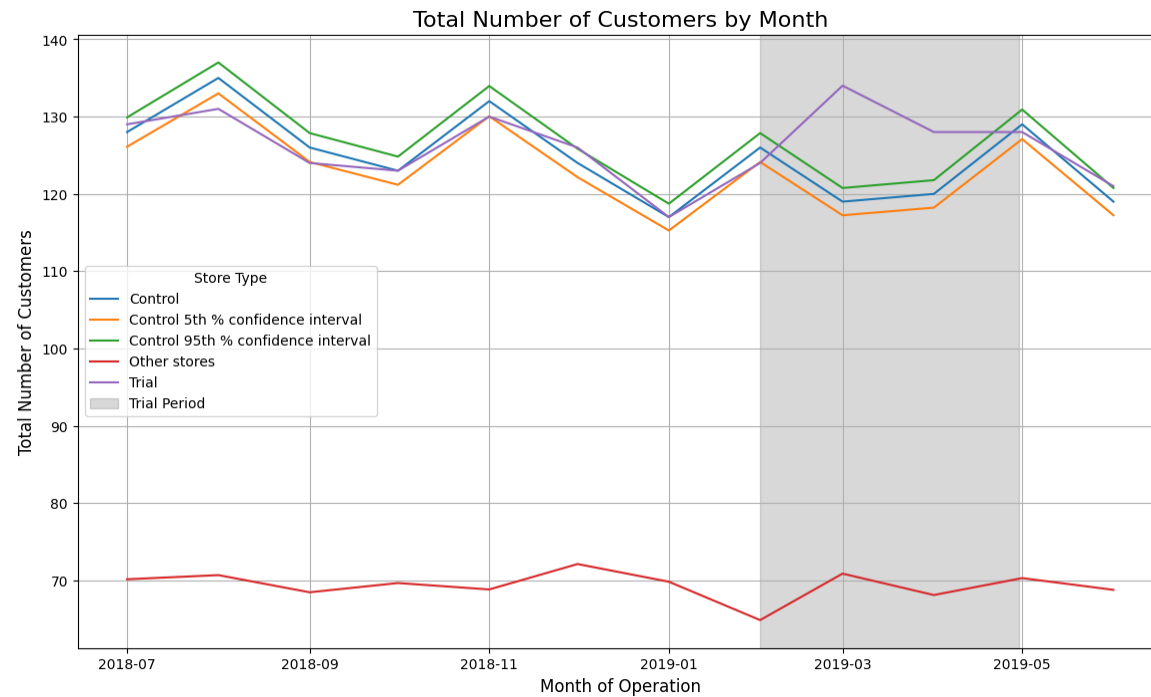
Trial store 77 and control store 233: trial success, with increases in sales and customer numbers



Trial store 86 and control store 155: trial success, greater increase in customer numbers than sales.



Trial store 88 and control store 40: no significant difference in performance.





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