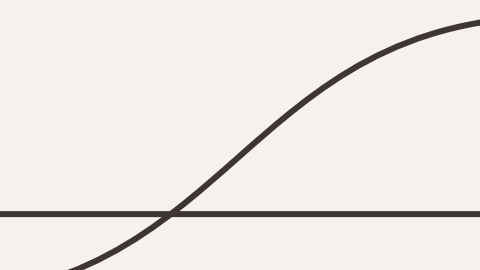


Forage: Quantum Virtual Internship

# Category Review: Chips

Retail Analytics



# 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.
- Quantum has strict protocols around the receipt and storage of personal information,
- All information is de-identified using an irreversible tokenization process with no ability to re-identify individuals.

## Security

- We are ISO27001 certified—internationally recognized 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 facets of our work, from the initiatives we take on, the information we use, and how our solutions impact individuals, organisations, and society.

We all have a responsibility to use data for good.

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 Chips Category Review

- The number of chips transactions dramatically increases prior to Christmas. T
  - Added visibility to customers via a promotional display would increase purchases driving sales growth over this holiday period.
- Mainstream Young Singles & Couples are the primary buyers of chips.
- Young and Older Families make up 26% of chip shoppers and purchase more on average.
  - There is more opportunity for sales with these shoppers.

## 02 Trial Store Analysis

- 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.

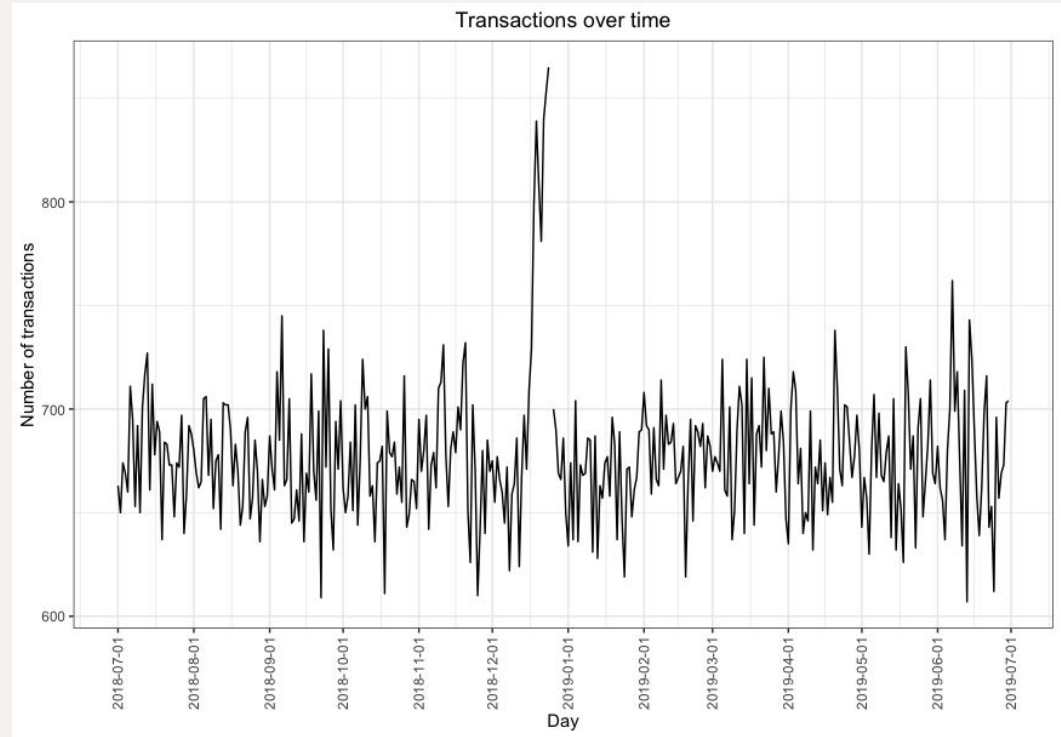


# 01

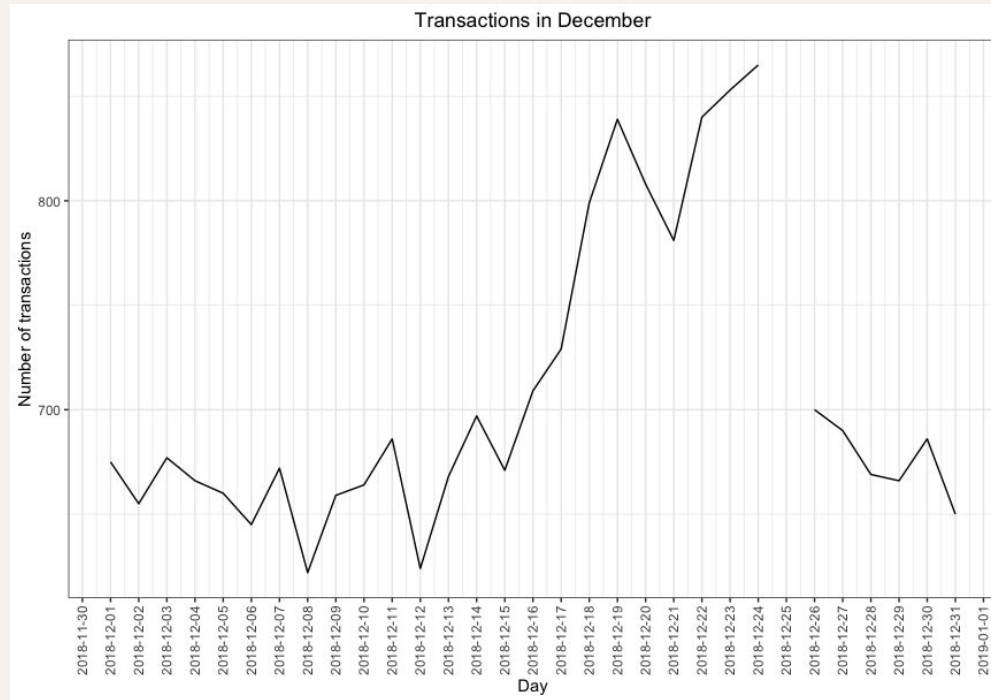
## Category

# Chip transactions have remained relatively consistent over the last 52 weeks.

- There is a notable increase and gap that occurs in December.

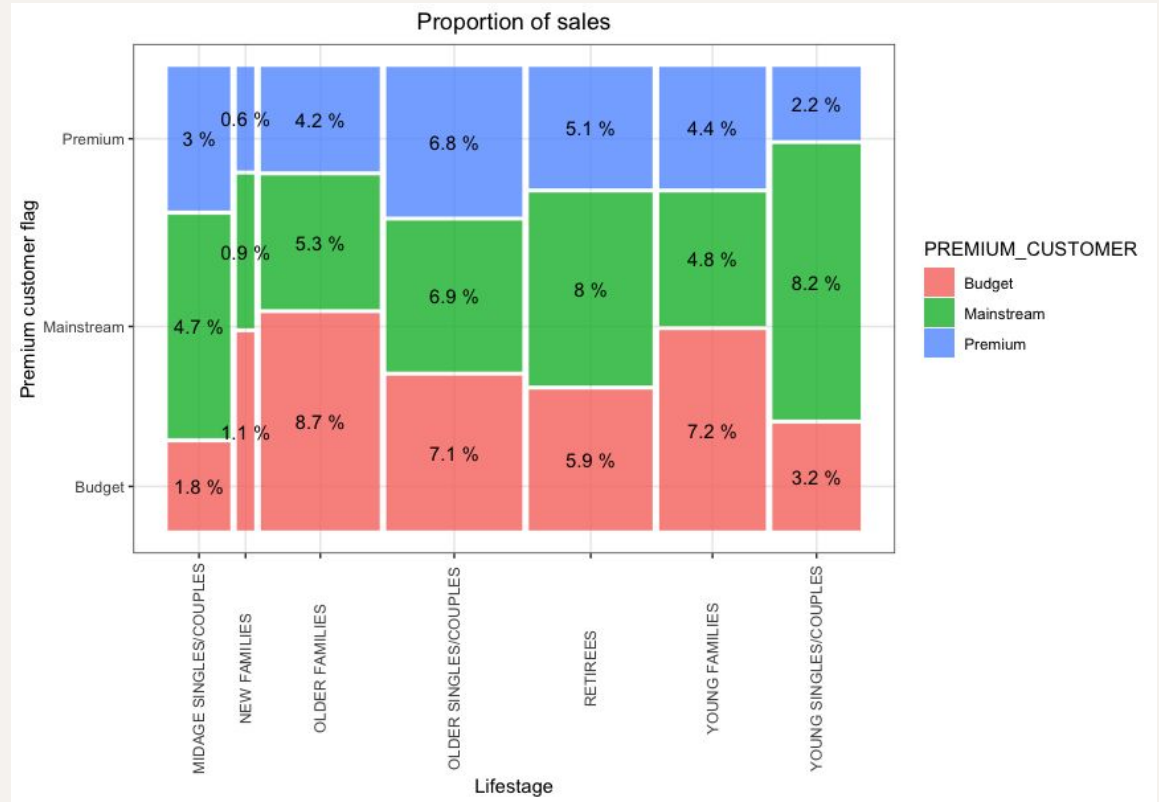


Zooming in, we see that transactions in the week including Christmas was negatively affected by store closures for the holiday.



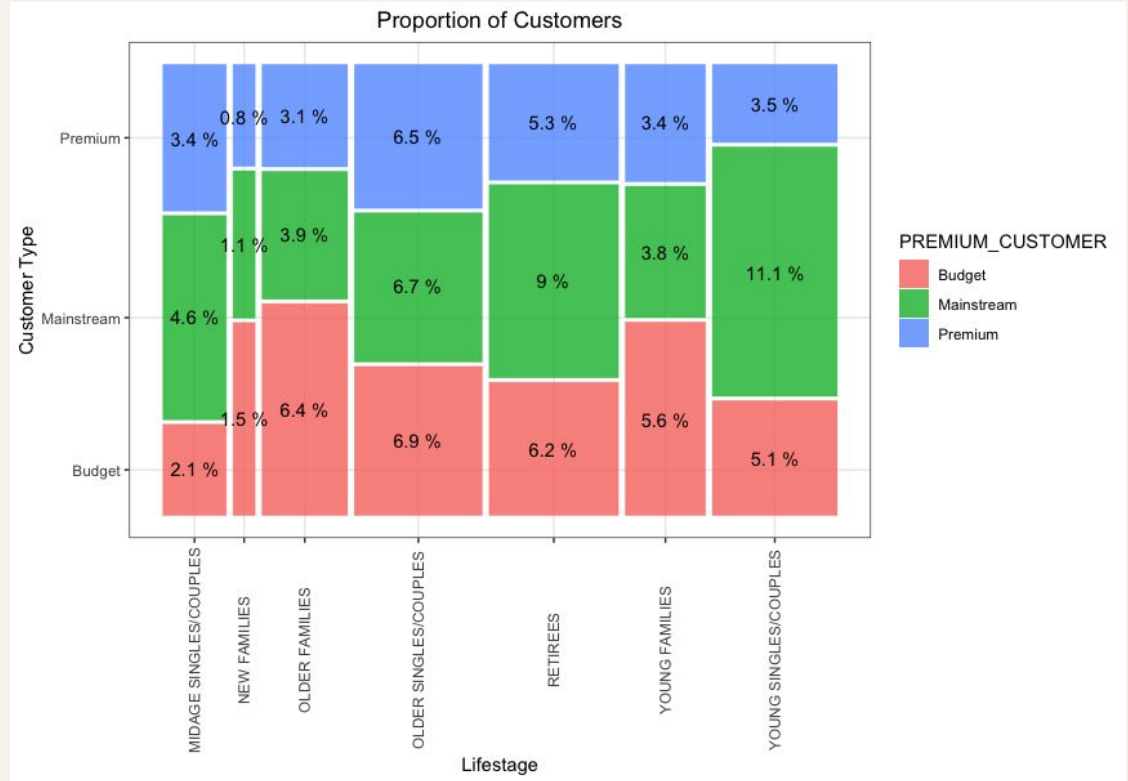
# Customer Overview

- Sales mainly to:
  - Budget - older families
  - Mainstream - young singles/couples
  - Mainstream - retirees



# Customer Overview

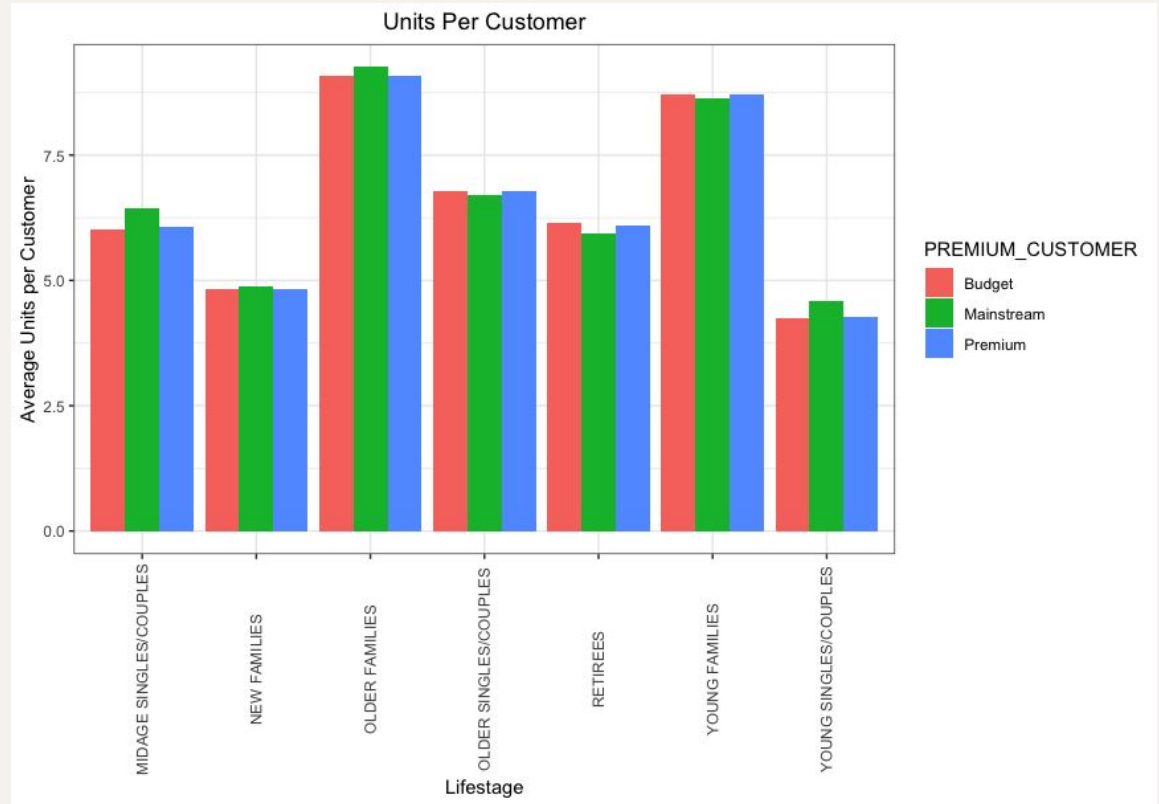
- There are more mainstream young singles/couples and retirees in total.





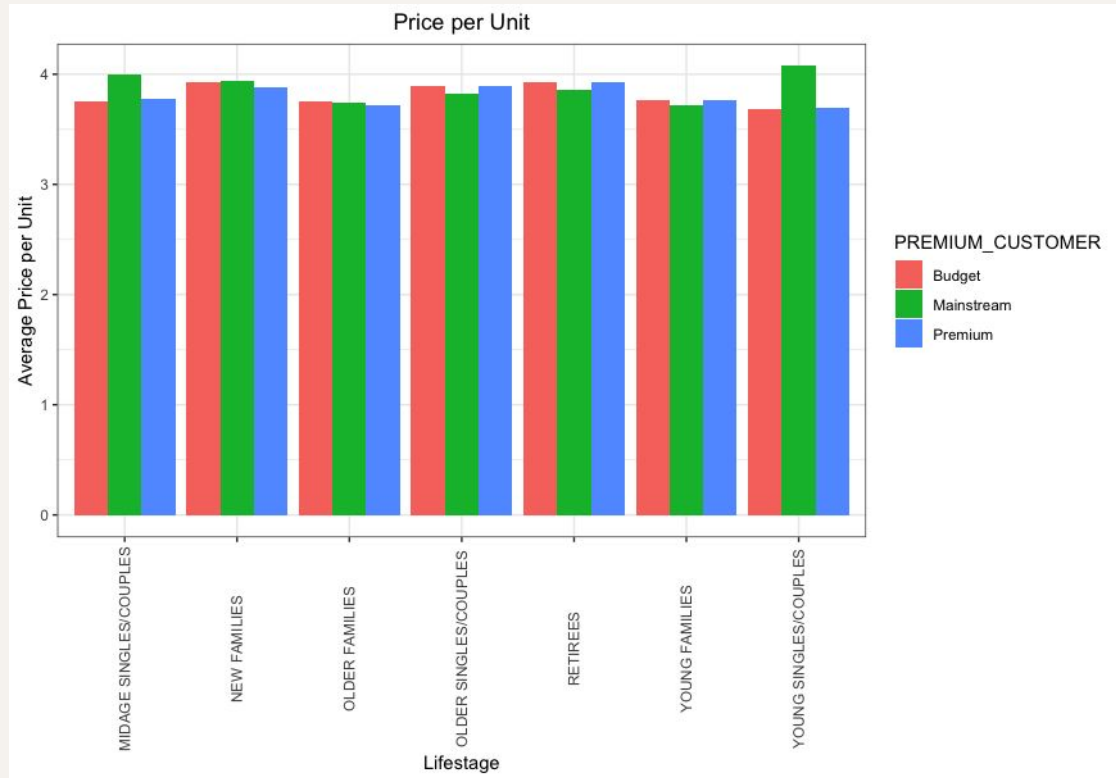
Affluence appears consistent across each individual life stage profile.

- Older families and young families generally buy more chips per customer.



## Affluence appears consistent across each individual life stage profile.

- Mainstream, mid-age, and young singles/couples more likely to pay more per packet.
- Indicative of impulse buying behavior.





02

# Trial Store Performance

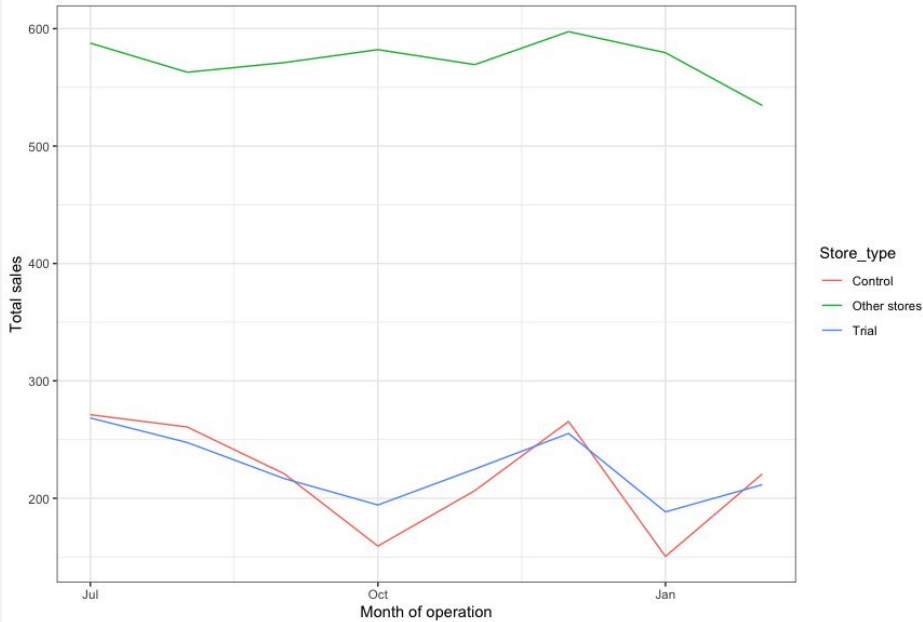
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# Control Store vs. Trial Store

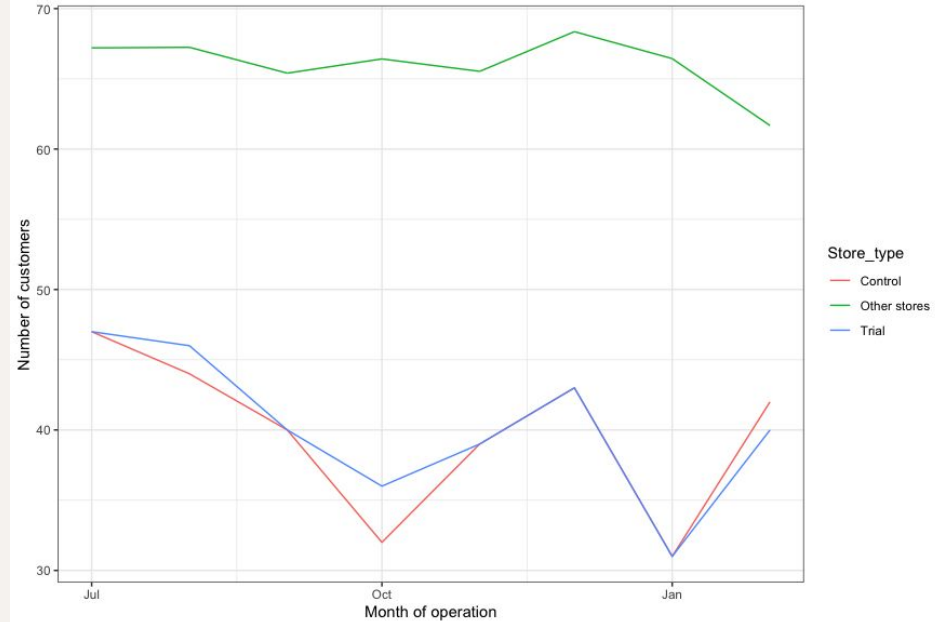
- Trial Stores: 77, 86, 88
- The trial period goes from the start of March 2019 to June 2019.
- Control stores selection based on similarity in:
  - Monthly overall sales revenue
  - Monthly number of customers
  - Monthly number of transactions per customer

The control store (233) is constructed to reflect performance of the trial store (77) rather than the average of other stores.

Total sales by month

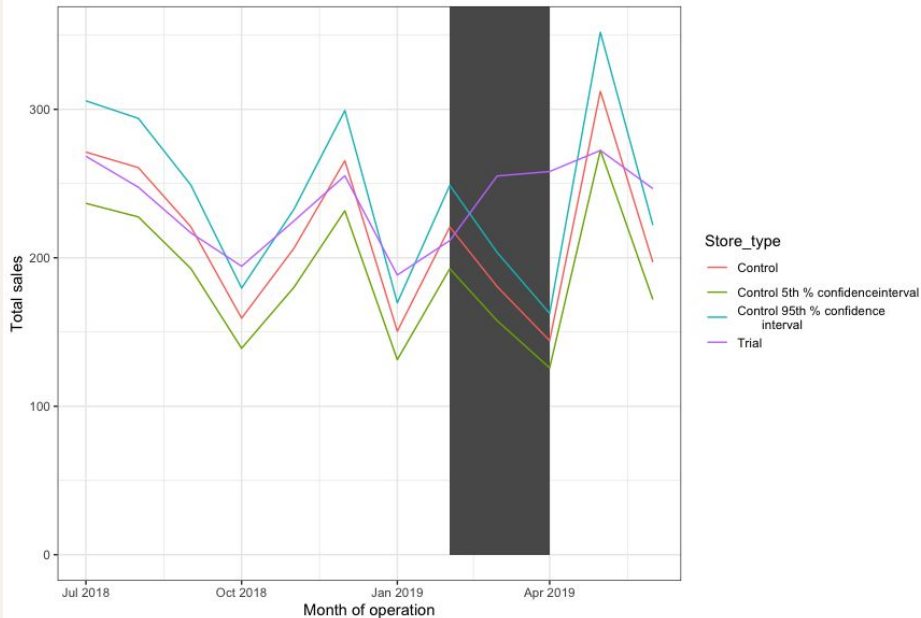


Number of customers by month

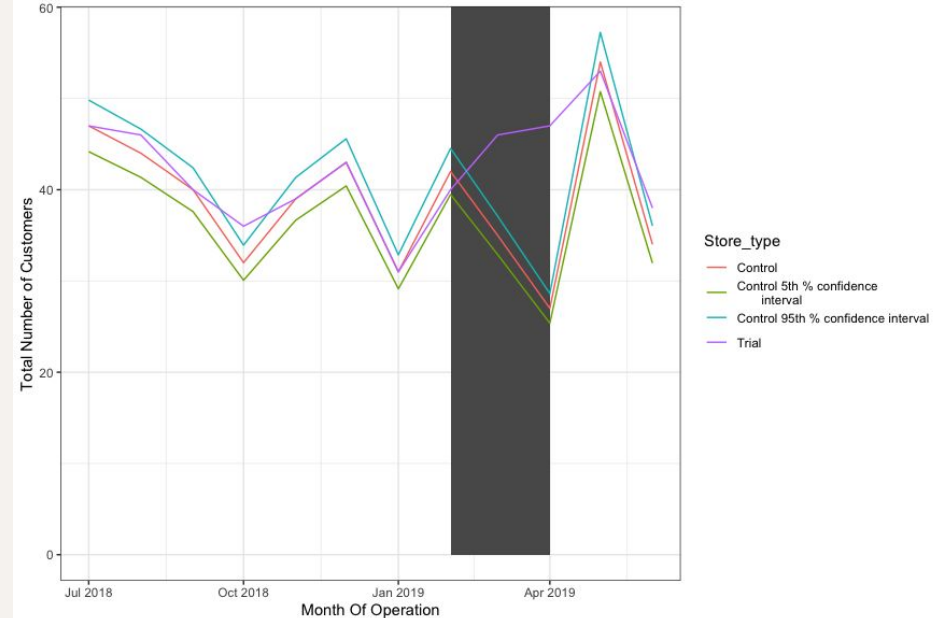


From February to May, the trial store (77) outperformed the control store highlighting the success of the new store layout.

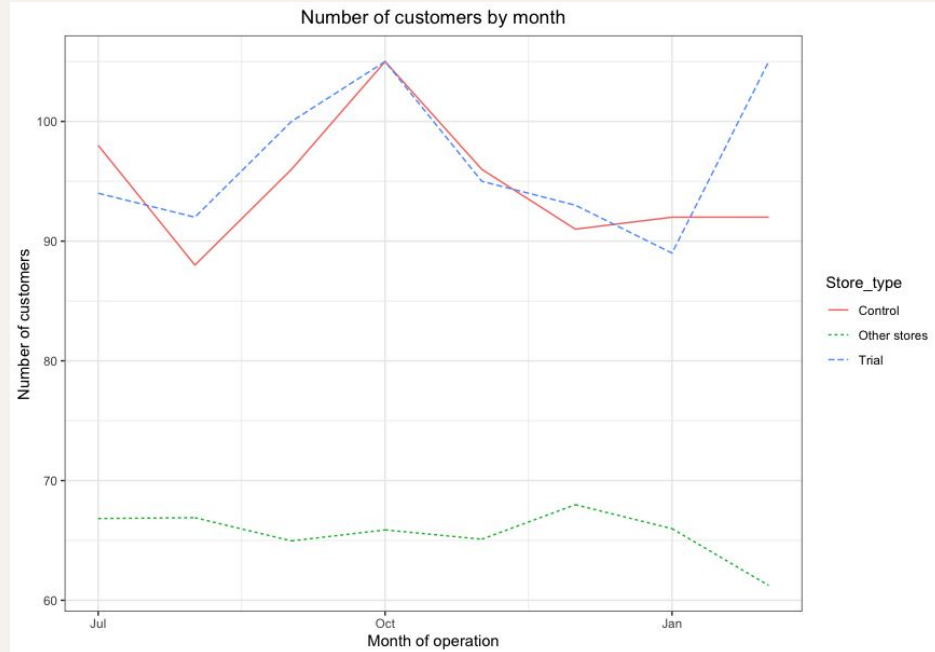
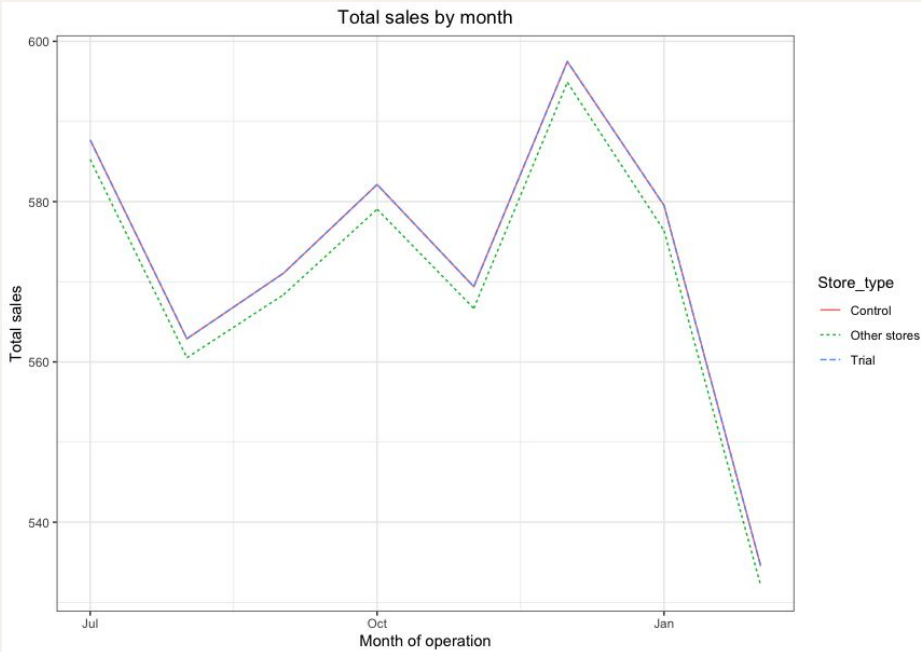
Total sales by month



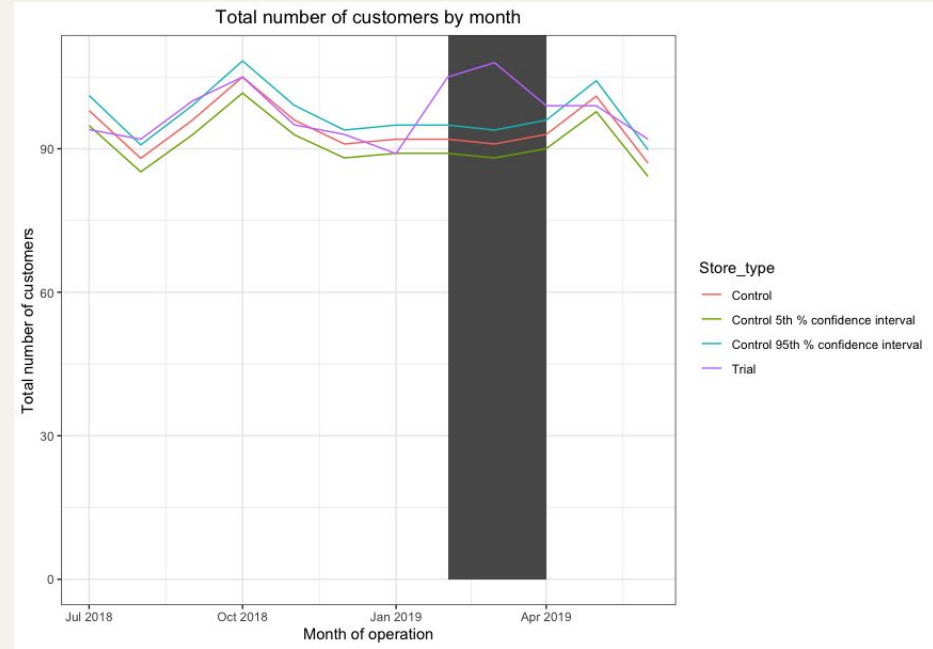
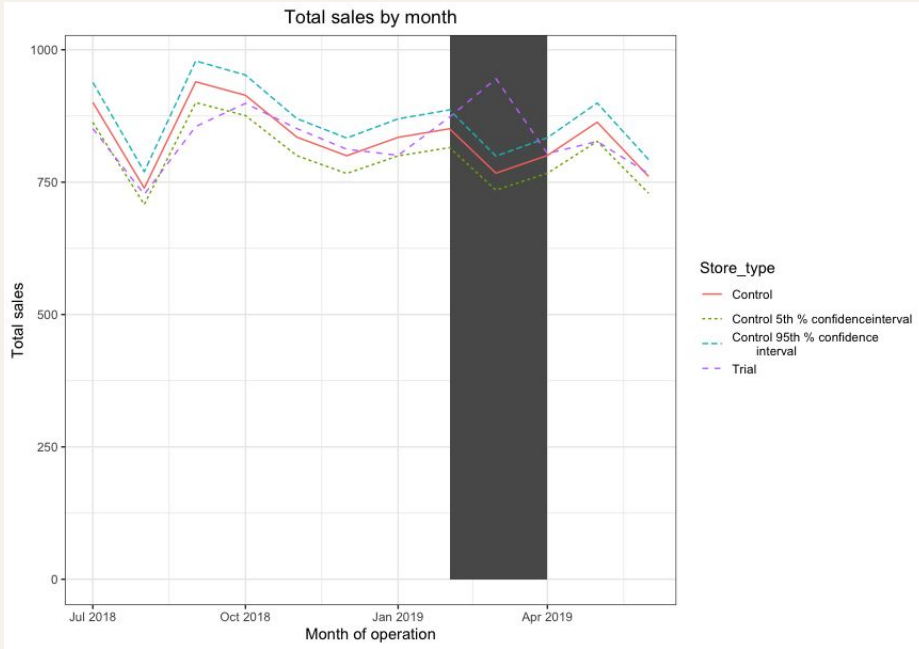
Total Number of Customers by Month



The control store (155) is constructed to reflect performance of the trial store (86) rather than the average of other stores.

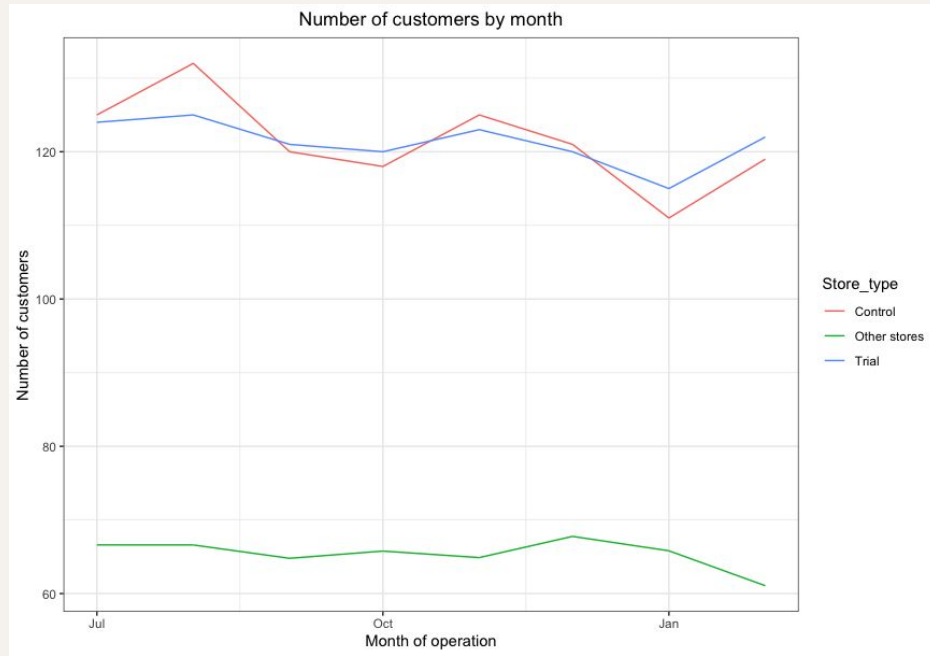
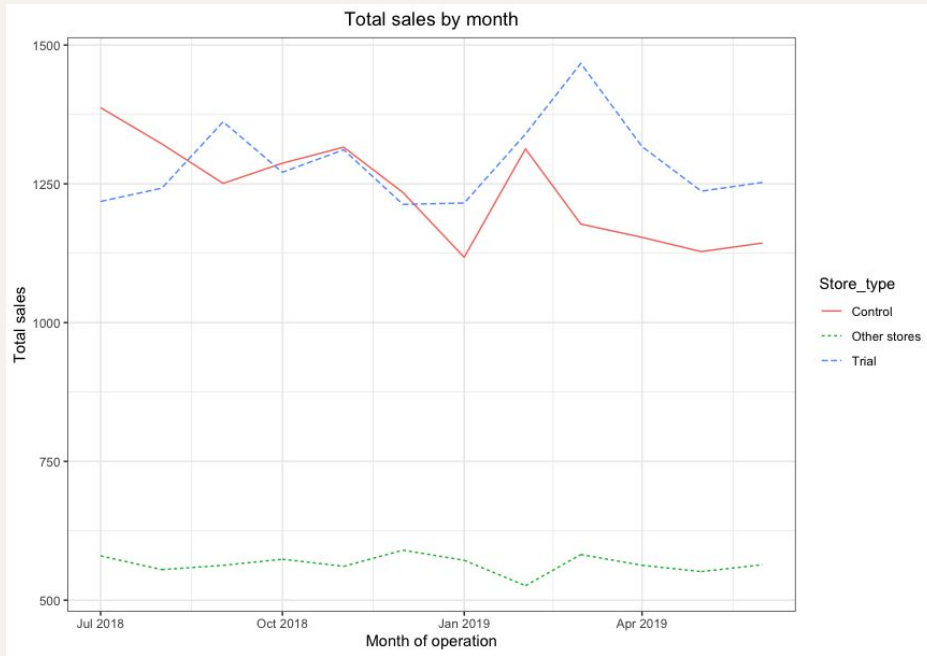


From February to May, the trial store (86) outperformed the control store with customers but not sales.

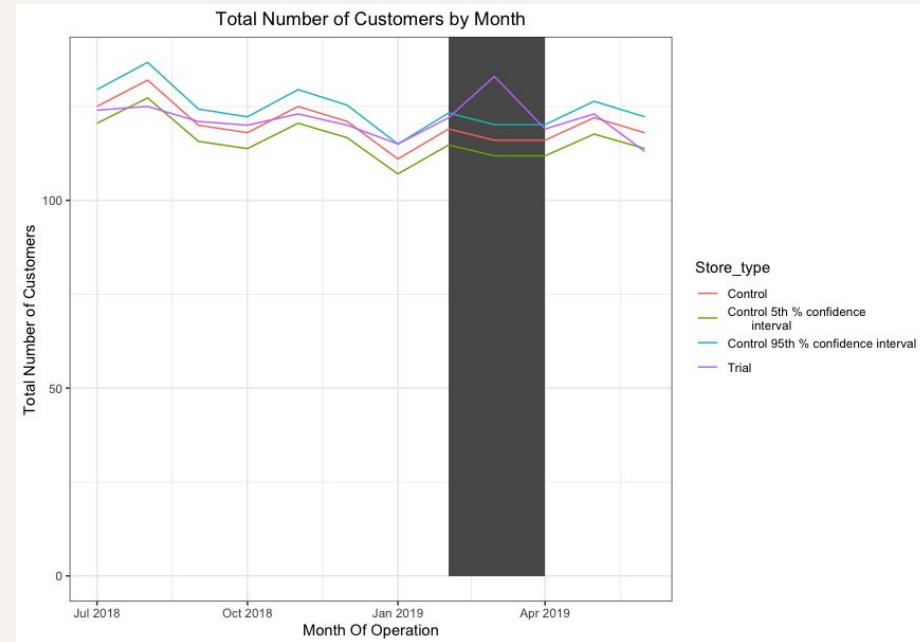
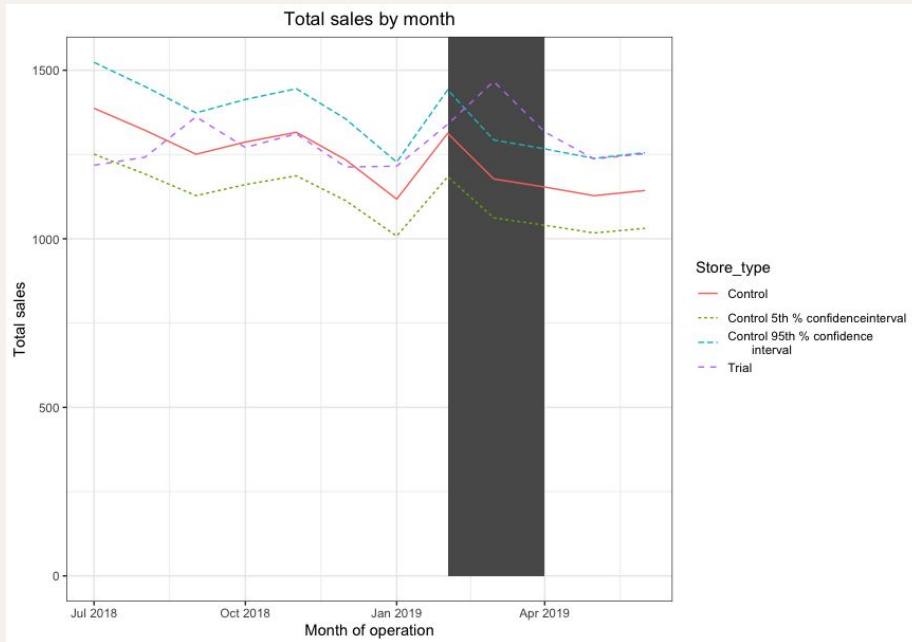




The control store (237) is constructed to reflect performance of the trial store (88) rather than the average of other stores.



From February to May, the trial store (88) outperformed the control store highlighting the success of the new store layout.



# Thanks!

**CREDITS:** This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**