

Inside Sherpa – Chips

Category Review

Trial Store Analysis & Insights

Classification: Private | Quantum





Executive Summary: Data-Driven Retail Excellence

Our analysis leverages 17 years of expertise in data privacy, security, and ethical use to deliver actionable insights for your chips category. We ensure:

1

Privacy by Design

Integrating privacy into every stage of data handling.

2

Robust Security

ISO27001-certified environment for ultimate data protection.

3

Ethical Use

Commitment to responsible data application for progress.

Unwavering Commitment to Privacy & Security

Privacy Principles

- Built on **privacy by design** for 17 years
- Strict protocols for data receipt & storage
- Data **de-identified** using irreversible tokenization
- Ensuring anonymity and protecting personal information



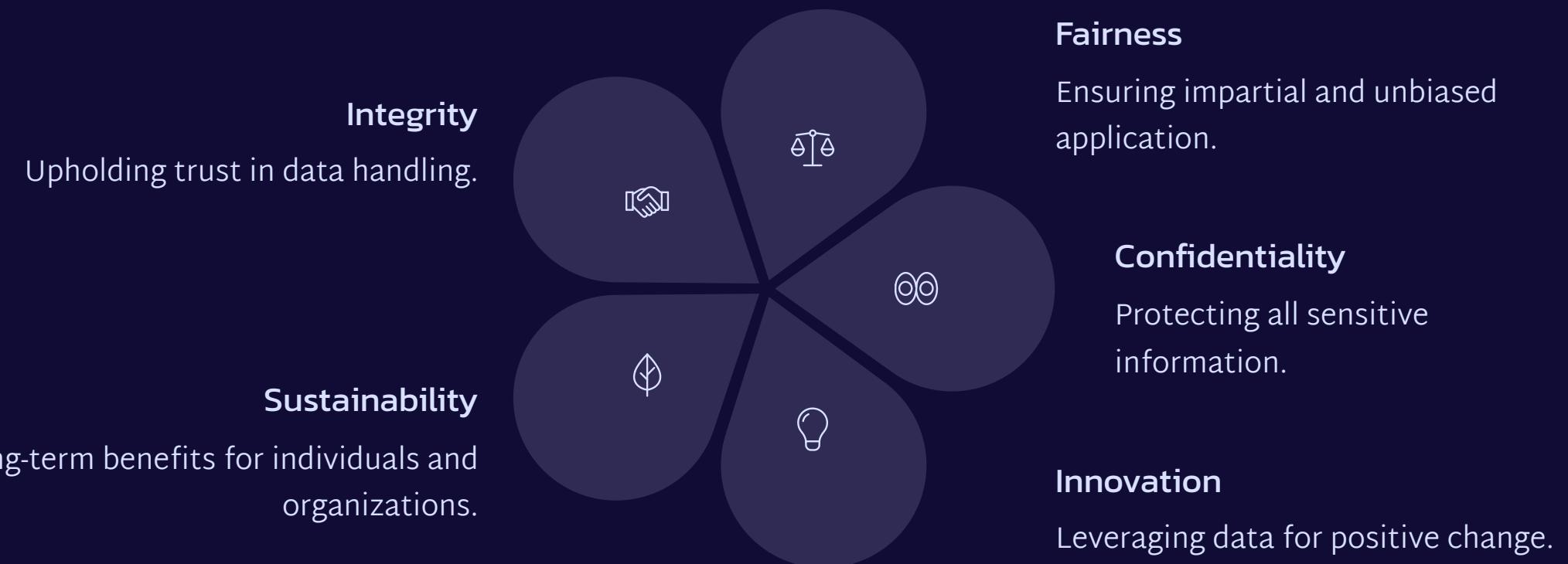
Security Standards

- ISO27001-certified security environment
- Adherence to '**Bank-grade**' security with 200+ compliance requirements
- Partner data stored in **restricted, isolated environments**
- Regular, independent **audits of security processes**



Ethical Data Use: Driving Responsible Progress

Our data philosophy centers on using insights for societal benefit, while upholding the highest ethical standards. This applies to all initiatives and solutions.



Quantum's Belief: Using data for progress responsibly, protecting confidentiality & commercial sensitivity.

Chips Category Overview: Key Transactional Trends

The snack foods – chips category exhibits distinct purchasing patterns, particularly around key seasonal events and shopper demographics.

- **Category:** Snack Foods – Chips
- **Peak Transactions:** Historically observed before Christmas, driven by increased social gatherings and holiday snacking.
- **Promotional Impact:** Displays and gondola ends significantly increase sales velocity and basket size.



Main Shopper Segments:

- **Young Singles & Couples:** Largest proportional share of transactions, frequent purchasers.
- **Young & Older Families:** Represent 26% of shoppers, contributing significantly to larger basket sizes.



Customer Insights: Life Stage & Affluence Dynamics

Understanding customer segments reveals nuanced purchasing behaviors, crucial for targeted marketing and store optimization.



Avg Units/Trans. – Older Families

Higher purchase volume per visit.

Avg Units/Trans. – Young Families

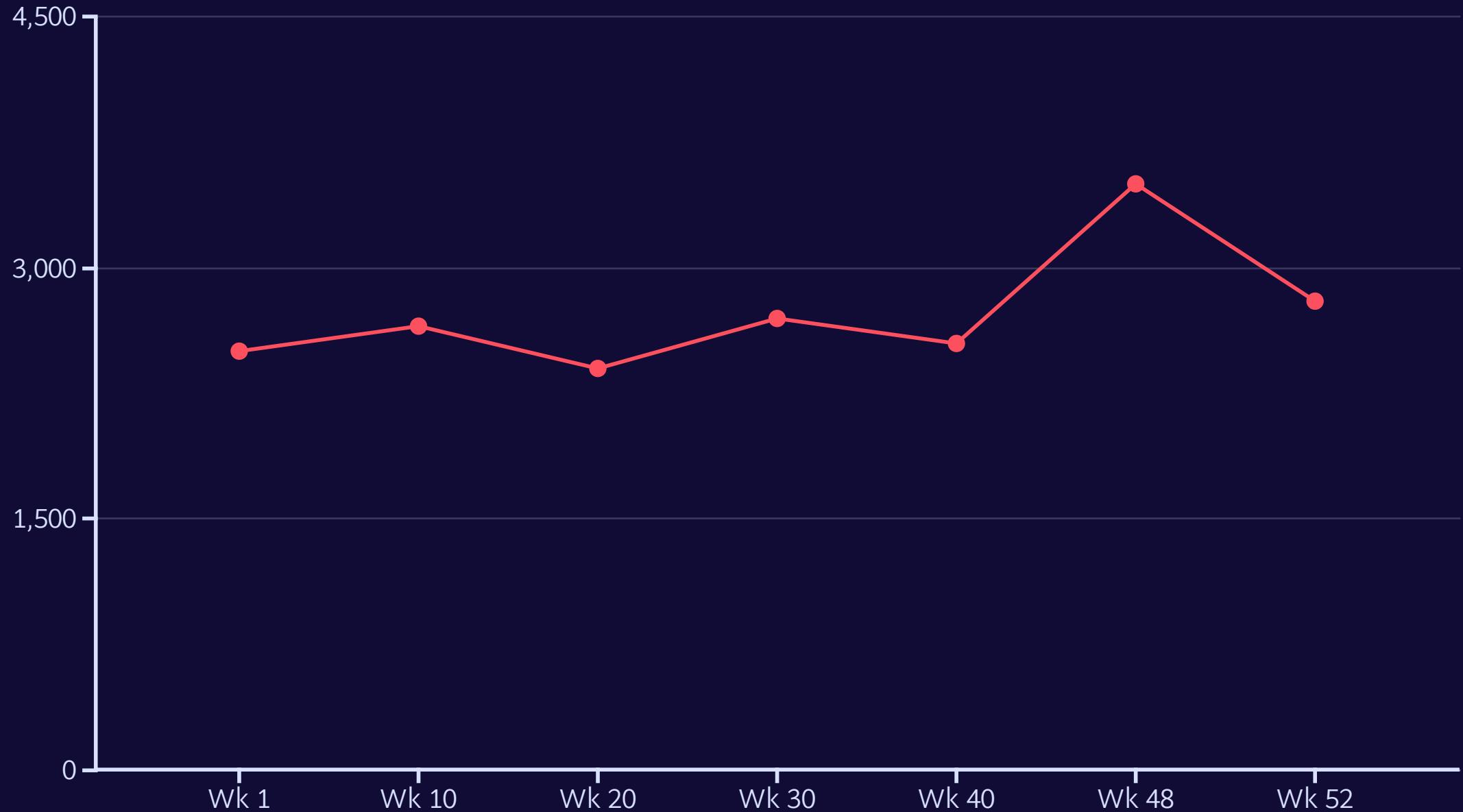
Significant contribution to basket size.

Avg Units/Trans. – Young Singles & Couples

Consistent purchase behavior across affluence levels.

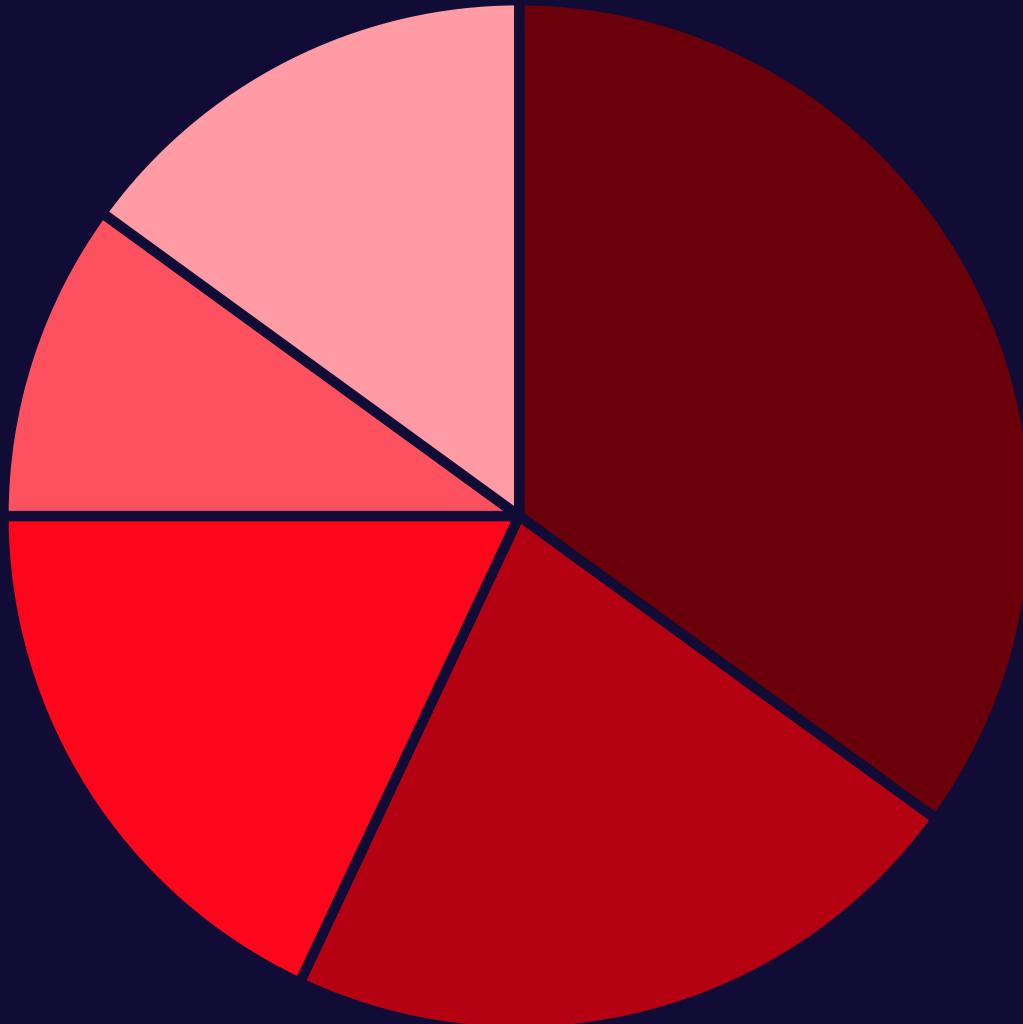
- Purchase Volume:** Older & Young Families consistently purchase the highest average units per transaction, indicating larger household consumption.
- Customer Share:** Mainstream Young Singles & Couples represent the largest overall customer share, highlighting their importance in driving frequency.
- Affluence Consistency:** Average units per transaction remain remarkably consistent across all affluence levels, suggesting universal appeal of the category.

Weekly Transaction Trends for Snack Foods – Chips



Analysis of the last 52 weeks reveals a **relatively consistent transaction volume**, with a notable spike in sales in the weeks leading up to Christmas. Public holidays also show an impact on total transactions, often resulting in minor fluctuations.

Customer Distribution by Life Stage & Affluence

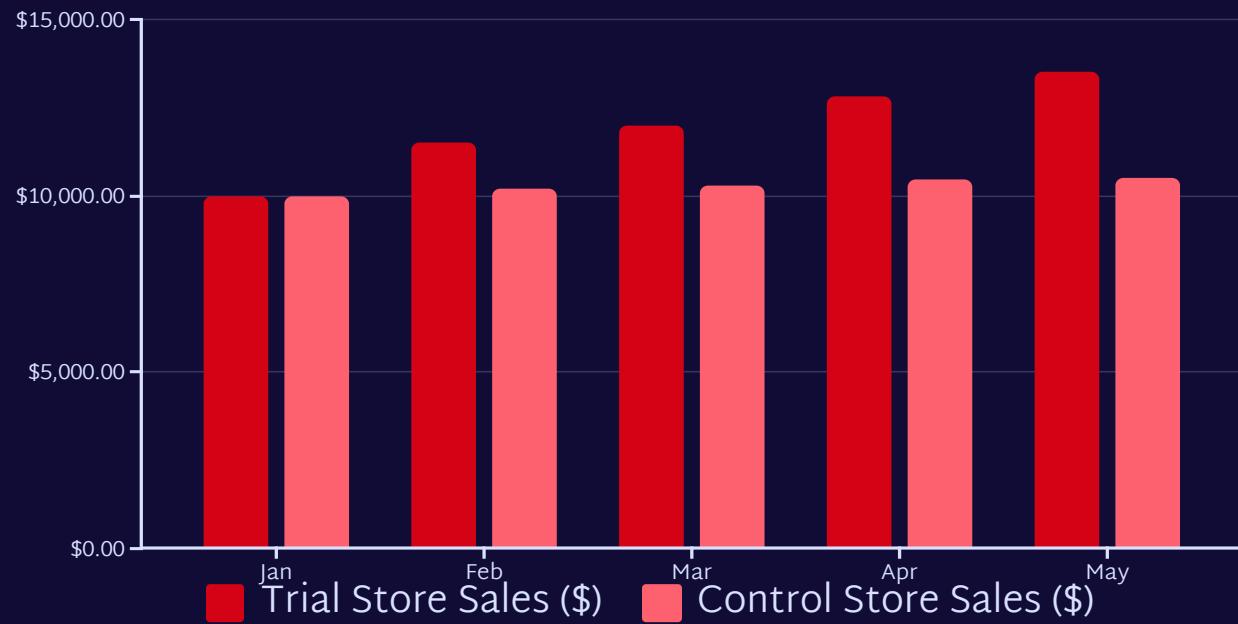


■ Mainstream Young Singles & ... ■ Established Older Families ■ Budget Conscious Young Fami... ■ Affluent Empty Nesters ■ Emerging Young Professionals

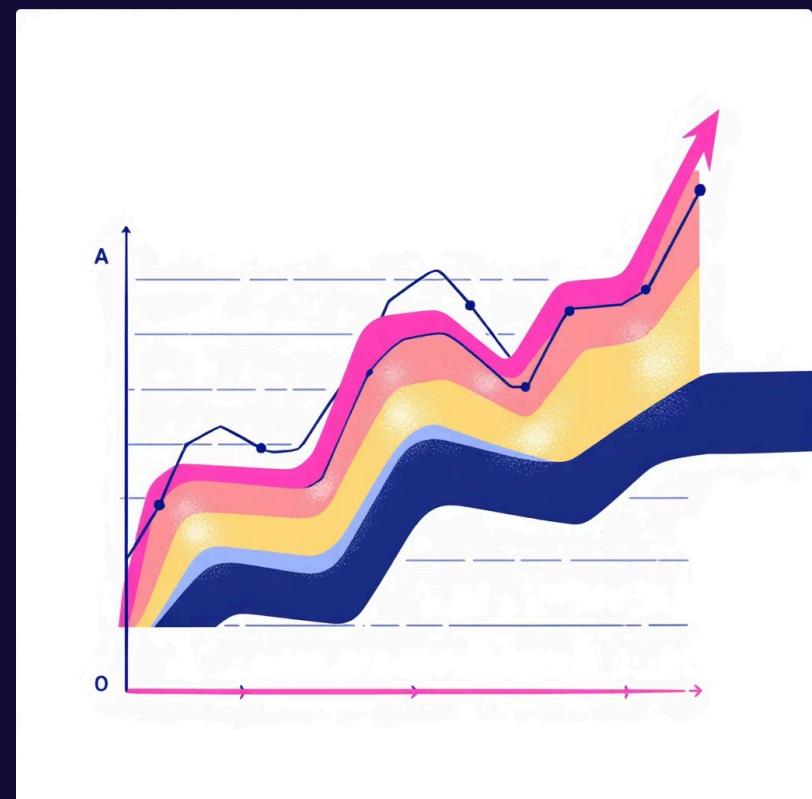
The pie chart illustrates the proportional distribution of our customer base across various life stage and affluence segments. **Mainstream Young Singles & Couples** constitute the largest segment, highlighting their significance. Established Older Families also represent a substantial portion of our customer base.

Trial vs. Control Store Performance: Sales Uplift

Our rigorous trial methodology, comparing an optimized store against a control, demonstrates clear and measurable benefits of strategic layout changes.

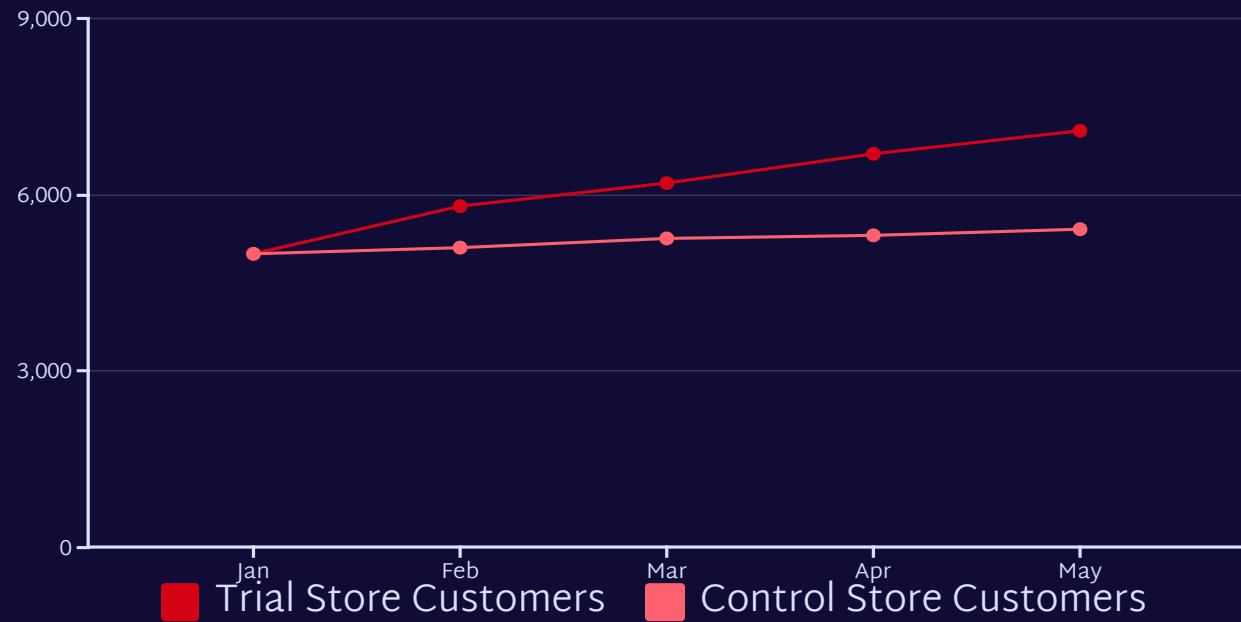


- **Control Store Baseline:** Accurately reflects the trial store's prior performance, ensuring a valid comparison.
- **Significant Uplift:** The trial store consistently shows **significant sales uplift** following the implementation of new layout strategies.
- **Measurable Growth:** This direct comparison validates the positive impact of strategic interventions.



Customer Acquisition & Engagement: The New Layout's Success

Beyond sales, the new store layout has also proven highly effective in attracting and retaining customers, showcasing a comprehensive improvement in store performance.



- **Outperformance:** The trial store consistently **outperformed the control store** in customer numbers from February through May.
- **Key Driver:** This sustained increase in customer footfall directly correlates with the successful implementation of the new store layout.
- **Positive Impact:** The data confirms the positive impact of design changes on customer attraction and loyalty.

