

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 commercial in confidence nature of this document.

Executive summary

01

Task 1

- Mainstream Customers are mostly the one with maximum sales followed by Budget and Premium are the lowest.
- So maximum investment like providing attractive offers can be given to them.
- Older Singles and Older Families should be targeted as they are maximum spenders.

02

Task 2

- The stores with similar sales history and customer size for the trial store 77 is store 233, for trial store 86 is store 155 and for store 88 is store 237.
- For stores 77 and 88, during the trial period, we can see a evident increase in sales compared to their control stores but it is not the case for store 86.

01

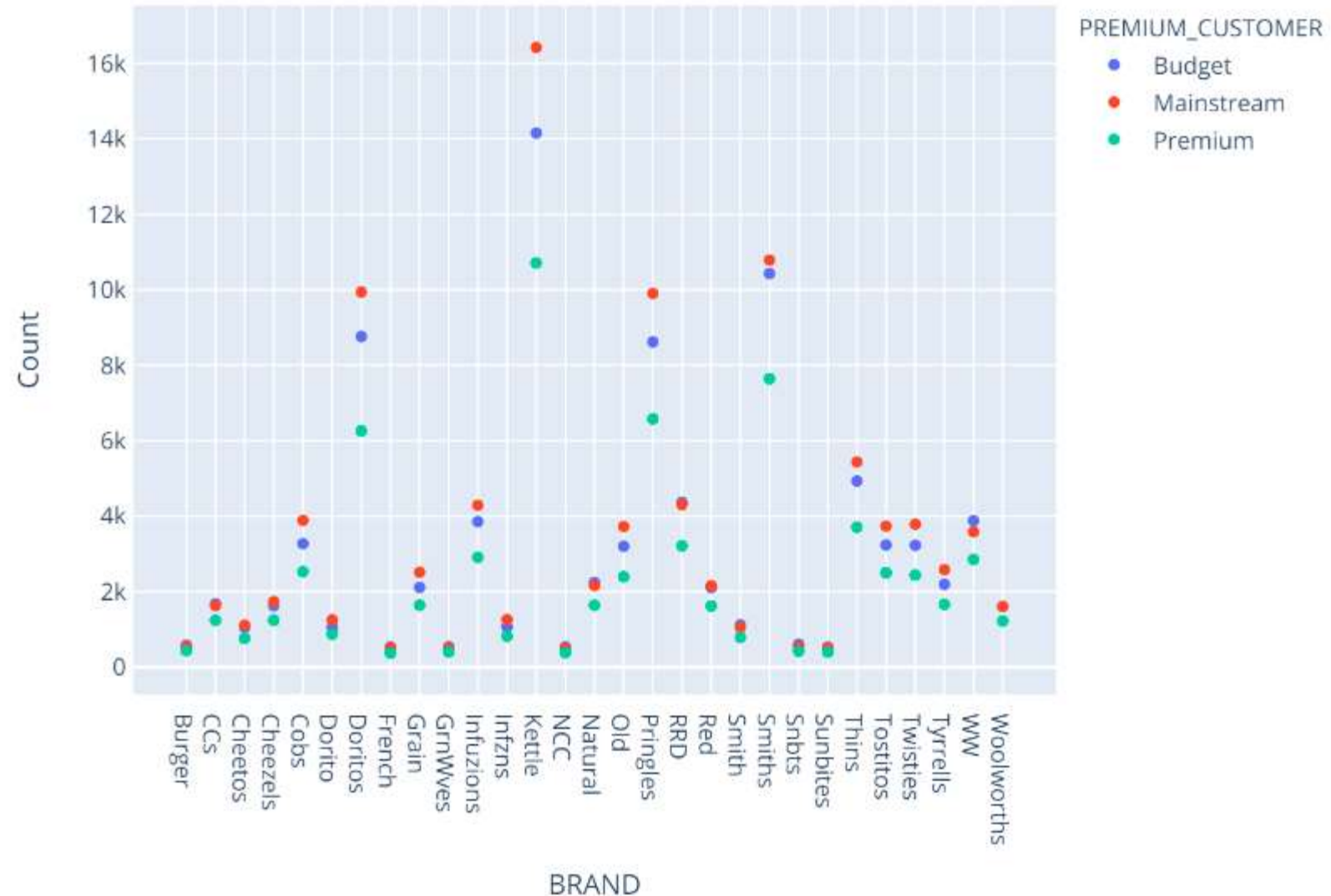
Category

Quantium Data preparation and customer analytics

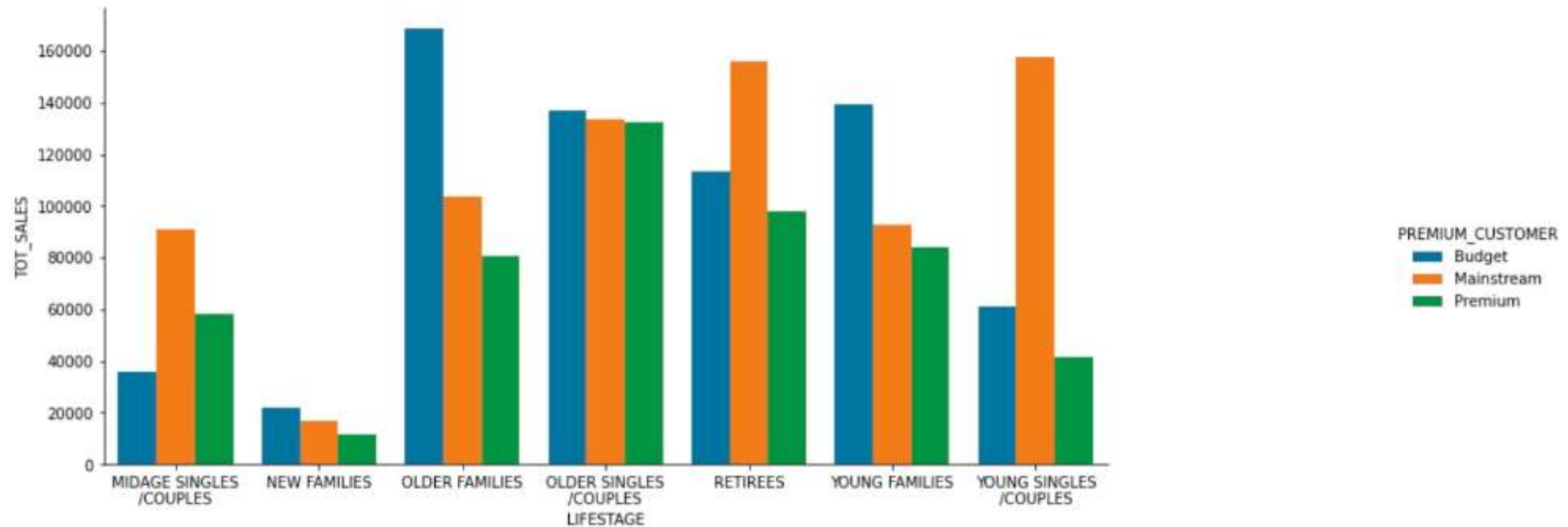
Overview: your key callout for the category should be included here

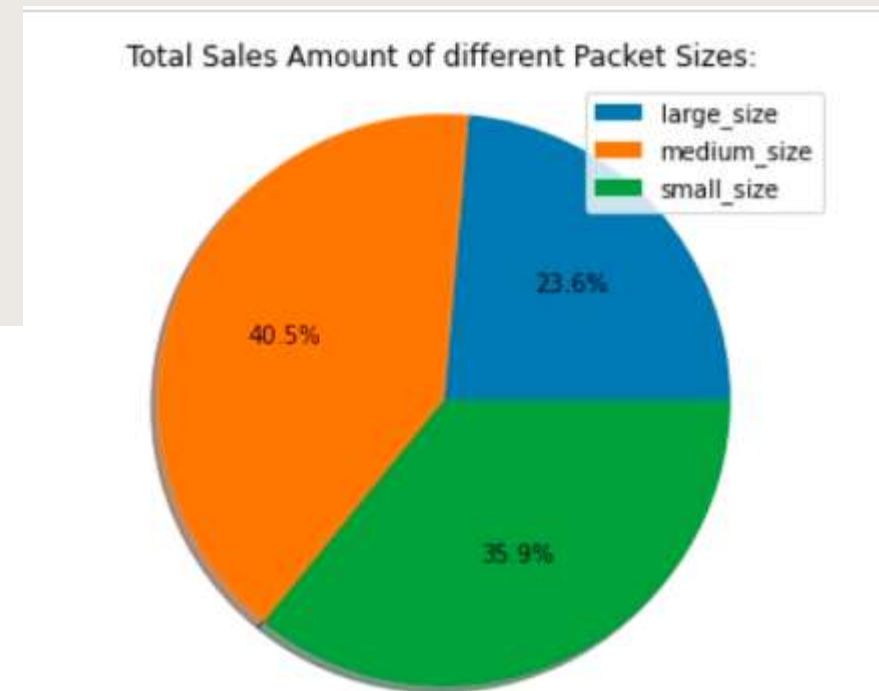
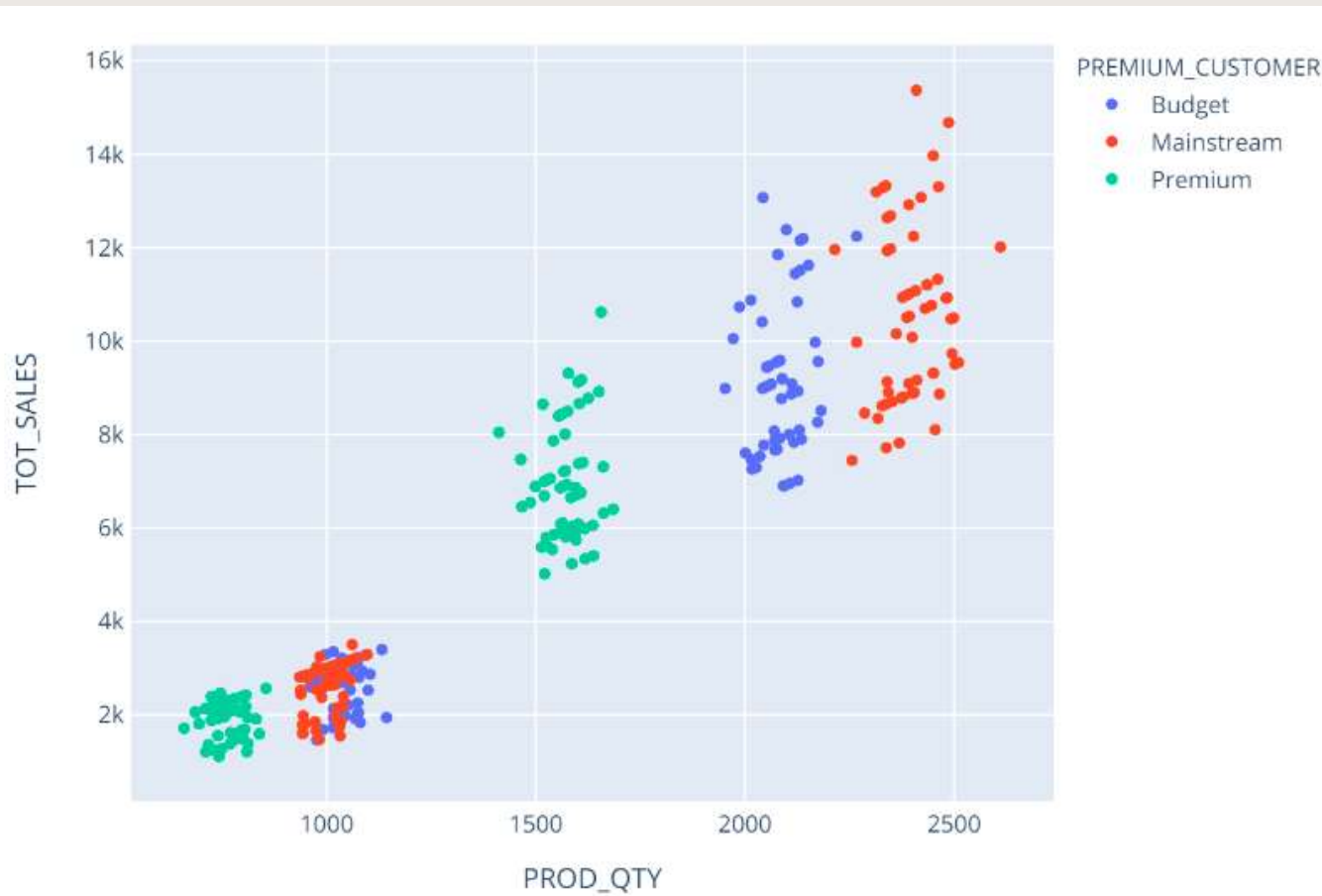
1. Across the different brand of chips, Mainstream Customers are mostly the one with maximum sales followed by Budget. Surprisingly Premium are the lowest.
2. New Families are lowest buyers across the Customer types and Older Singles are highest for Mainstream and Premium Customers. We also see that Budget Customers under Older Families are highest.
3. The most sold packet size is 175g followed by 150, we also see that higher packet sizes are sold lesser. Lets see compare smaller, average and larger packet sizes in terms of total amount of Sales.
4. We see that large size(>210 g) has least sales and small and medium have almost same sales.
5. The Sales have been constant over the years and will continue to do so.
6. Kettle, Doritos, Pringles, and Smiths are among the most popular brands and highest Sales.

This slide will be commentary on affluence and its effect on consumer buying for the category of chips



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

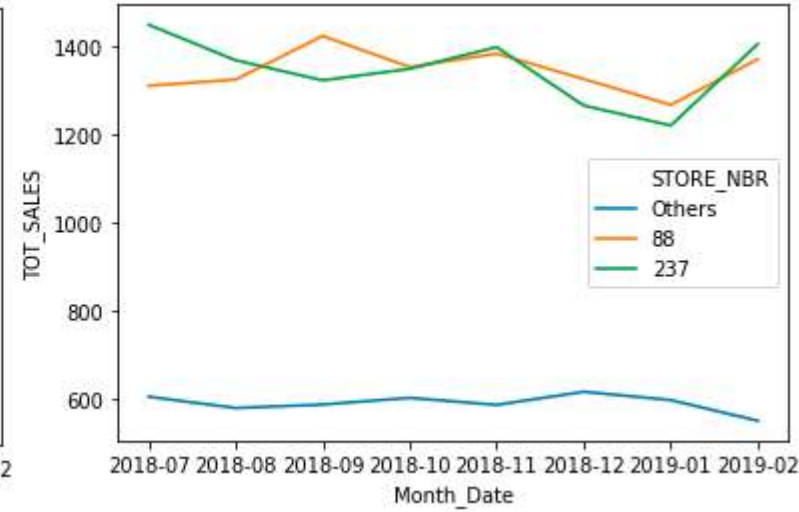
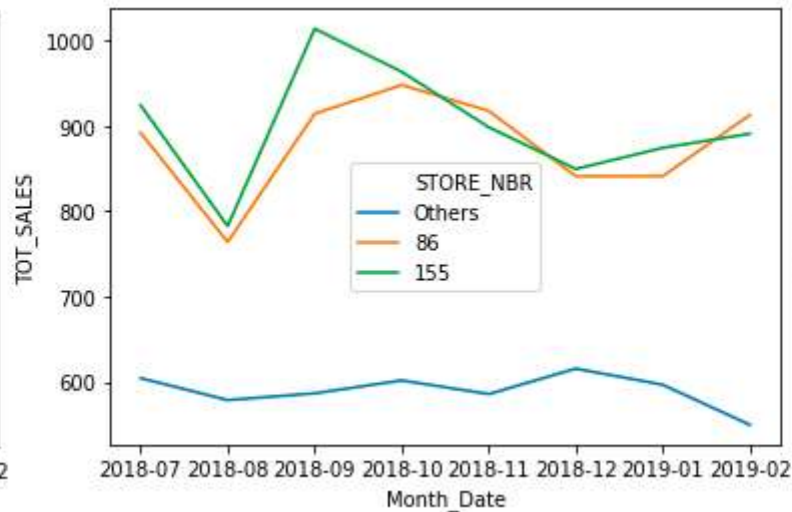
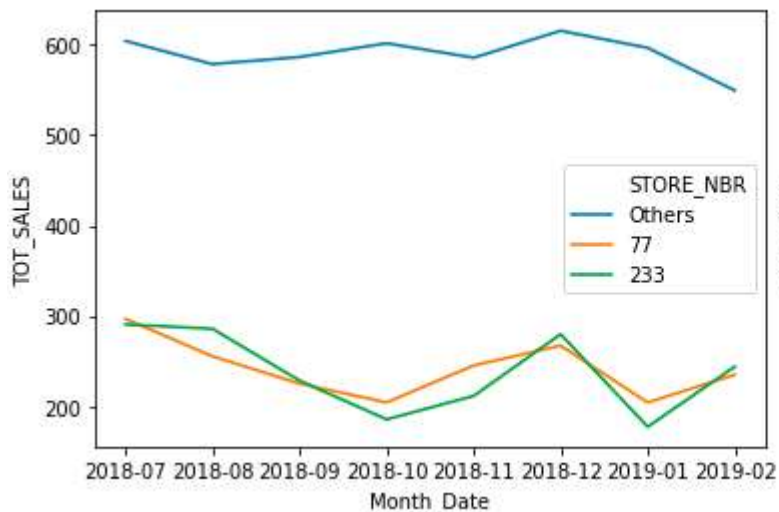
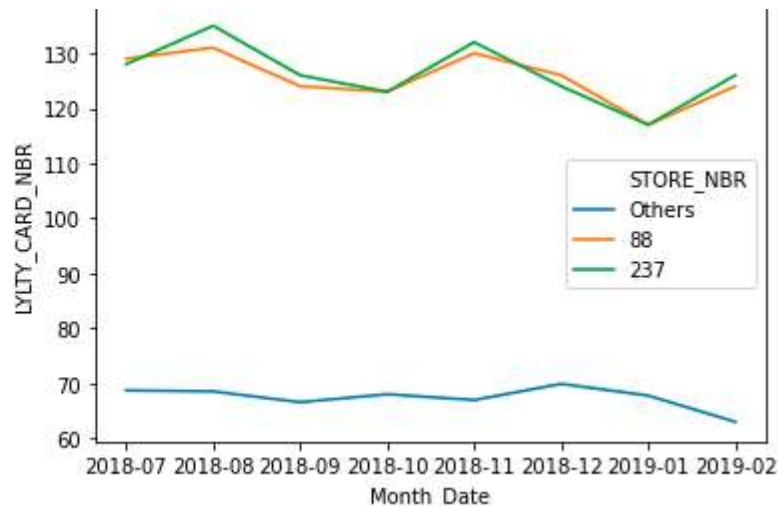
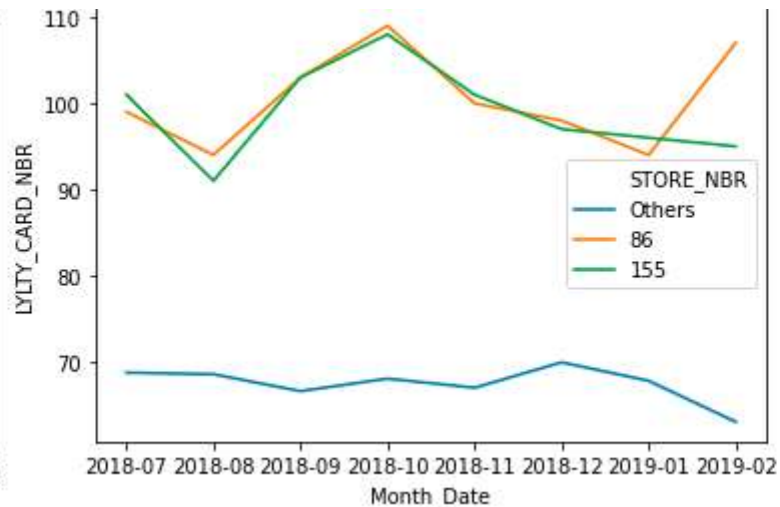
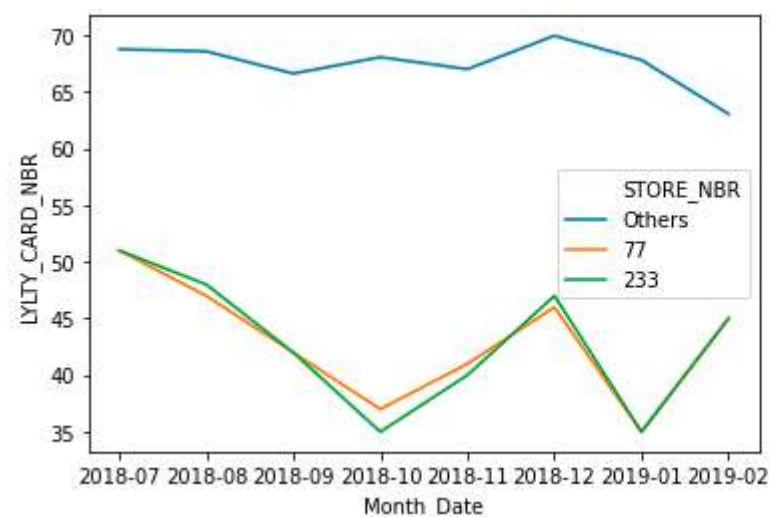




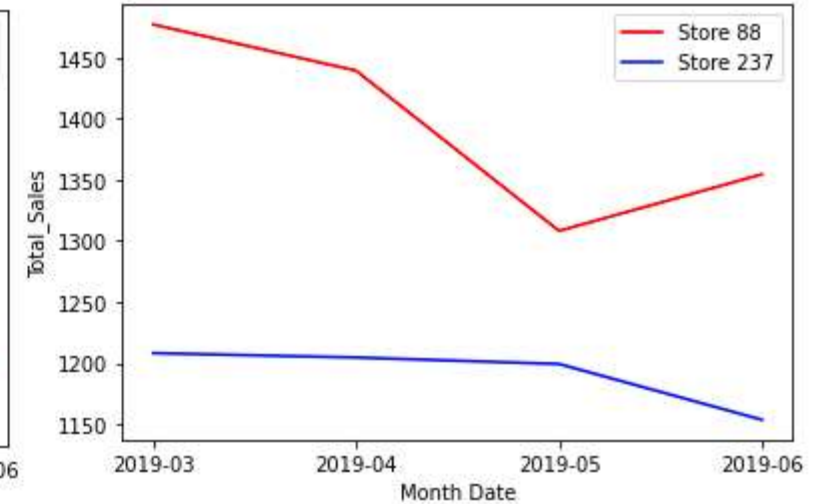
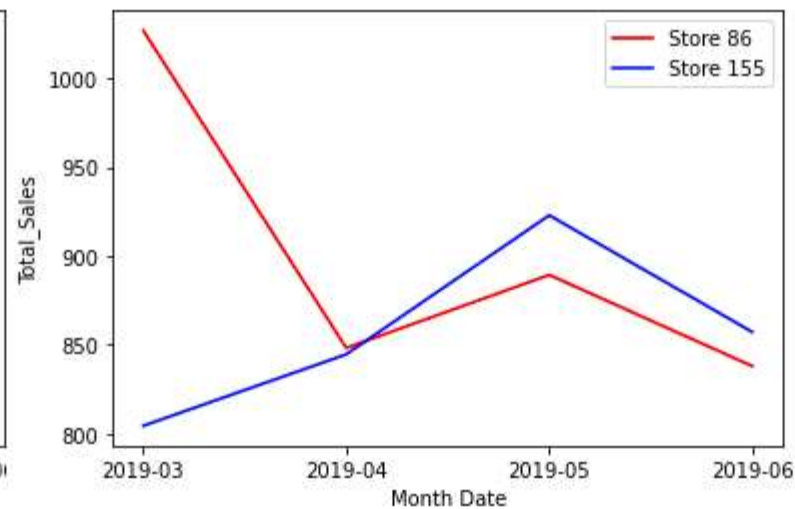
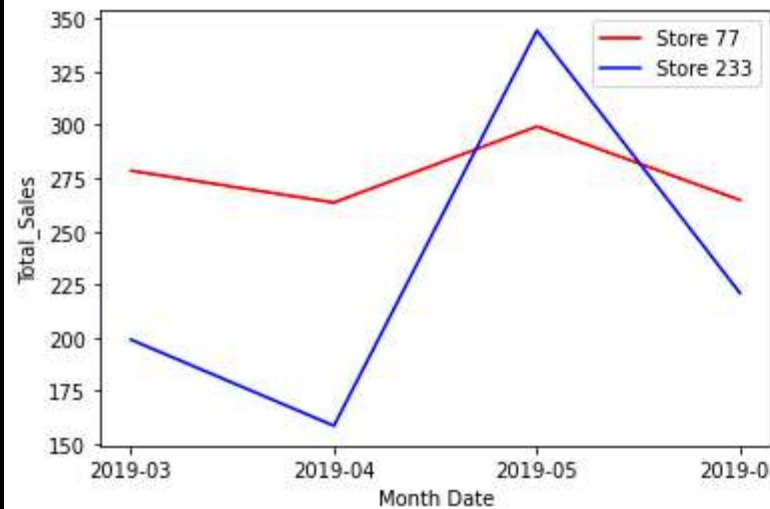
02

Trial store performance

Explanation of the control store vs other stores



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



- For stores 77 and 88, during the trial period, we can see a evident increase in sales compared to their control stores but it is not the case for store 86.



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