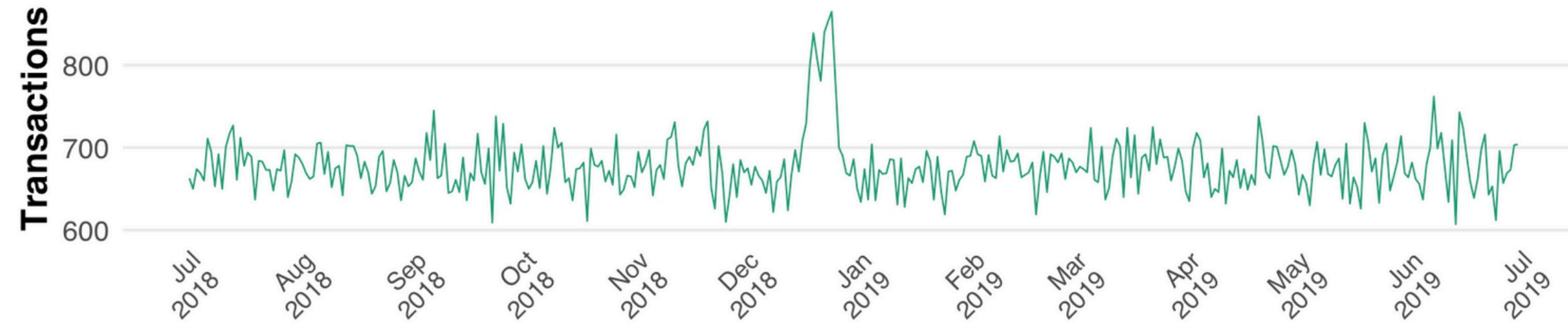


# CHIPS

QUANTUM

## Number of Transactions on daily

From July 2018 to June 2019



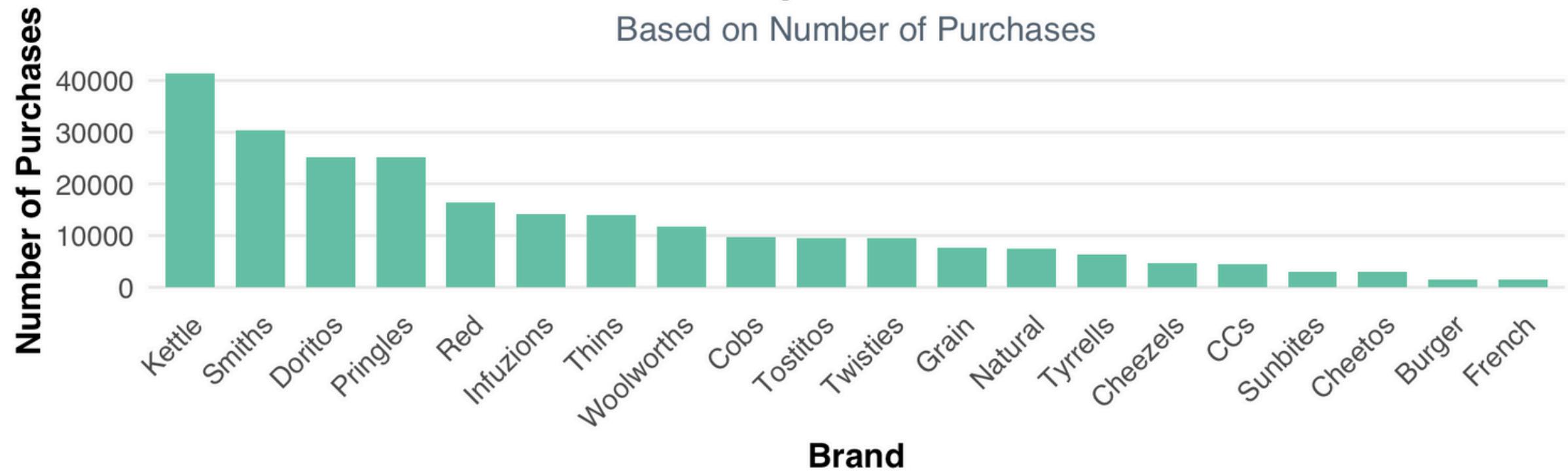
## Transactions in December 2018



- Generally, chips daily transactions have been relatively stable throughout the year, but tend to increase sharply in the week before Christmas.
- December 25 record 0 sales due to store closures, and then volumes dropped back to normal.
- Next year festive season sales strategy : introducing combo promotions, launching new products, controlling inventories,...

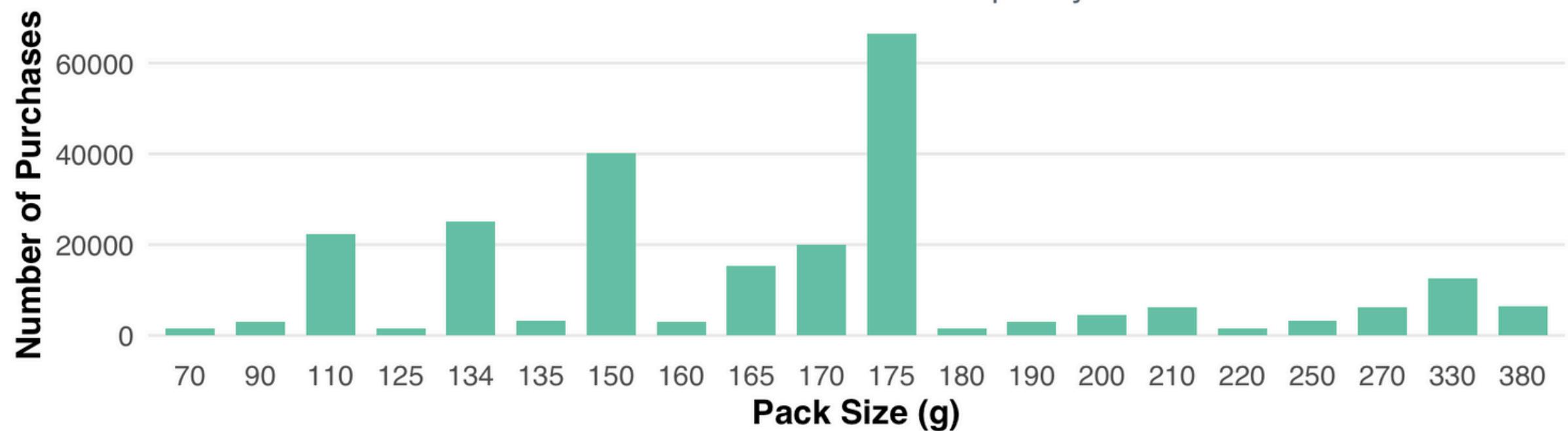
## Top Brands

Based on Number of Purchases



## Preferred Pack Sizes

Based on Purchase Frequency



- Kettle, Smiths, Doritos and Pringles are the four brands that account for the majority of purchases in the chips category. Kettle leads by a large margin.

- Consumers tend to choose medium-sized packs, especially the 175g size, which accounts for a dominant proportion.



- Prioritize shelf allocation to popular brands and sizes.
- Focus promotions on the 175g pack.

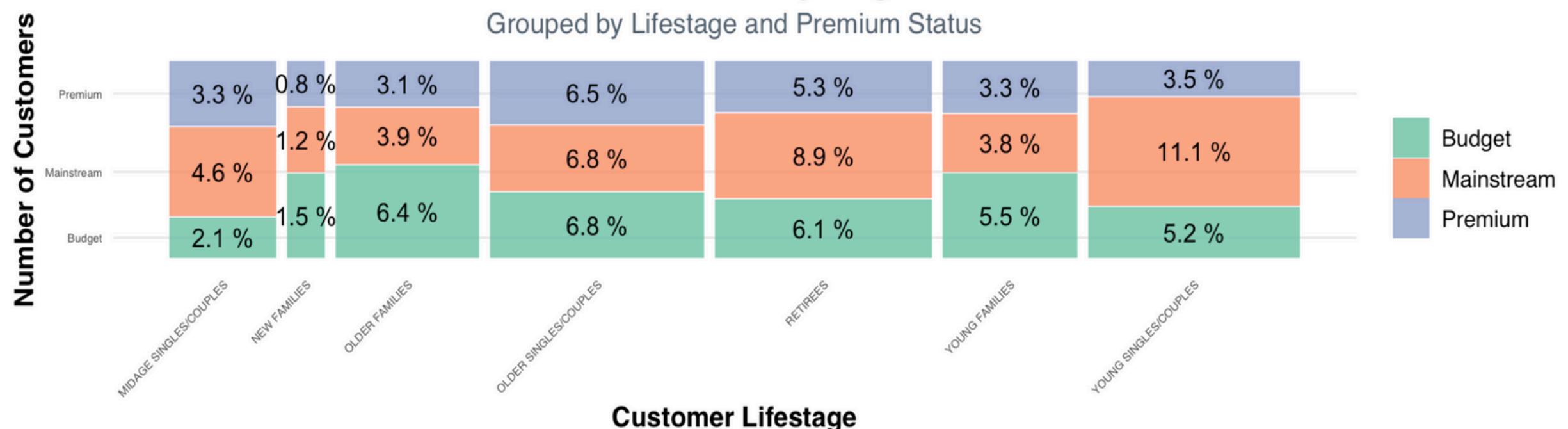
## Total Sales by Customer Segment

Segmented by Lifestage and Premium Status



## Customer Count by Segment

Grouped by Lifestage and Premium Status



**Mainstream - Young Singles/Couples** has the highest number of customers (11.1%), but contributes only 8.2% of total sales.



They buy the fewest packs (~4.3 per person) but pay the highest average unit price (~\$4.10/pack). This is visually unique compared to other segments, which tend to buy more but pay less.

**Mainstream – Young Singles/Couples are willing to pay ~\$0.38-\$0.42 more per pack compared to other**

=>They are not price-sensitive – they value brand and packaging.

+22.8% more likely to choose Tyrrells

+21.9% more likely to buy Twisties

-55.6% less likely to buy Burger Chips

+26.7% more likely to buy 270g packs which are exclusively associated with Twisties Cheese and Chicken.

+ 25.7% more likely to buy 380g packs which are exclusively associated with Dorito Corn chip Supreme 380g and Smiths Crinkle Chip Original Big Bag 380g