

November 2023

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

Sales experienced an upward trend until Christmas Eve, providing an opportune time to capitalize on this momentum with exclusive promotions aimed at increasing purchases. However, post-Christmas, sales declined.

Our primary revenue contributors are young singles and couples, forming the majority of our customer base.

In our targeted market, consisting of older and young families, it's essential to note their consistent inclination to purchase chips across all three life stages, underscoring a robust and sustained demand.

02

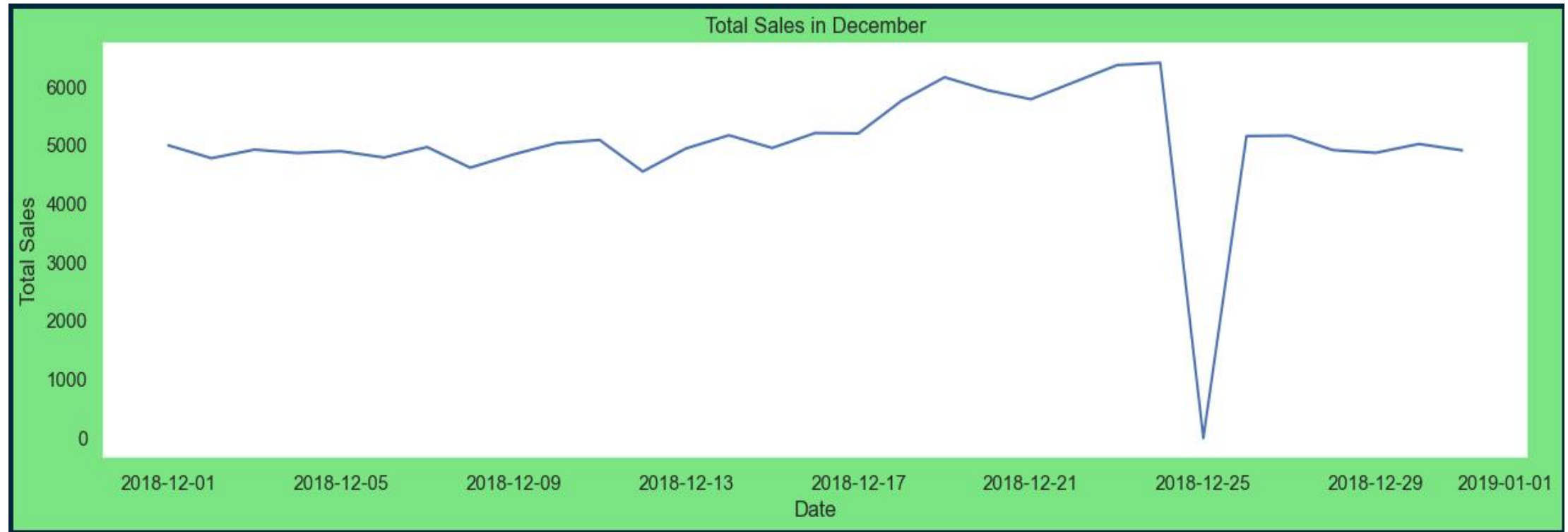
Task 2

- To emulate the prior performance of the selected trial stores 77, 86, and 88, control stores 233, 155, and 237 were established.
- After introducing the new store design, an assessment was made comparing the trial store's performance with that of the control store.
- Throughout the trial period, there were significant disparities in both sales and customer count between trial stores 77 and 86 and their respective control store.
- However, in the case of trial store 88, the increase in performance was not as pronounced when compared to its corresponding control store.

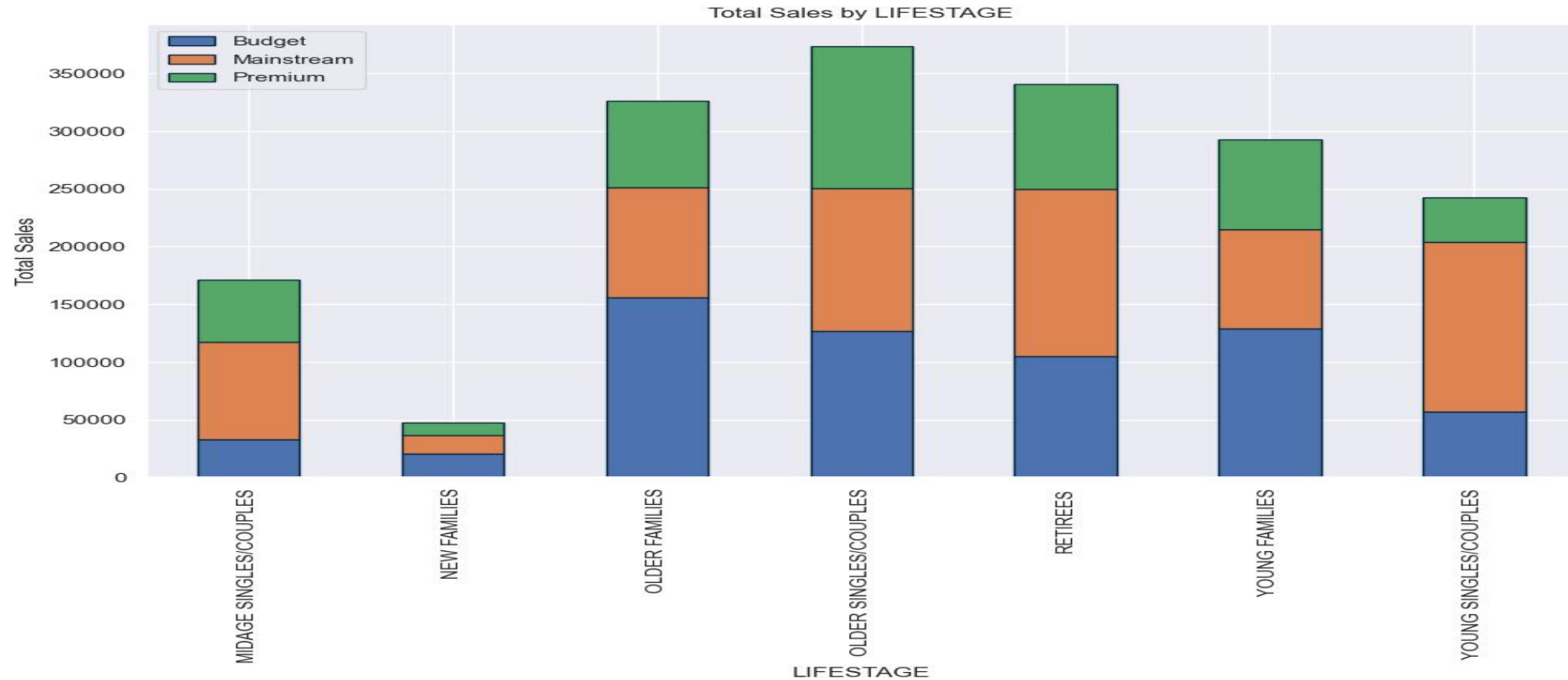
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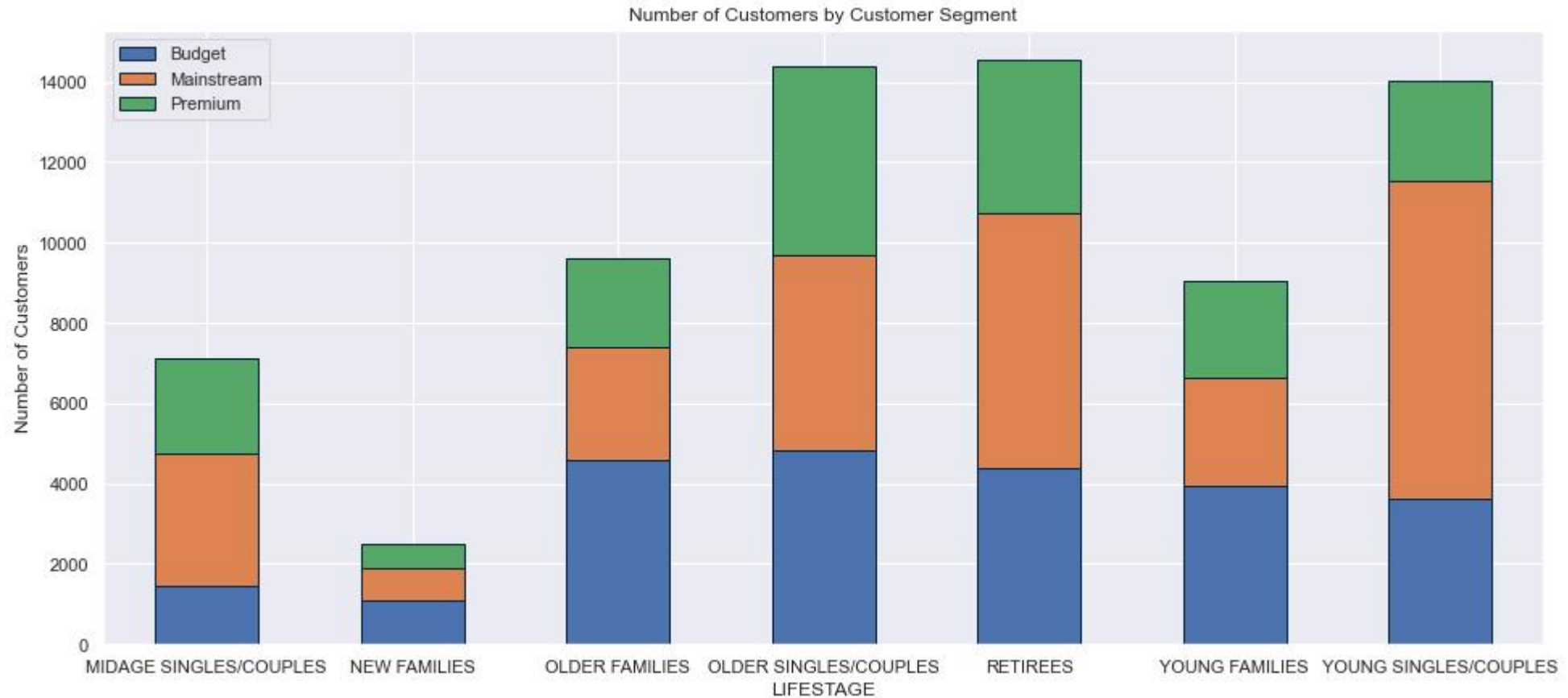
As the holiday season approaches, sales experience a gradual increase, reaching their peak just before New Year's Eve. However, due to store closures on Christmas Day, sales showed a temporary dip on December 25th before resuming to their early December levels.



Each unique life stage profile exhibits a consistent level of affluence. Notably, older and younger families stand out as the customer segments making the most substantial average transactional purchases.



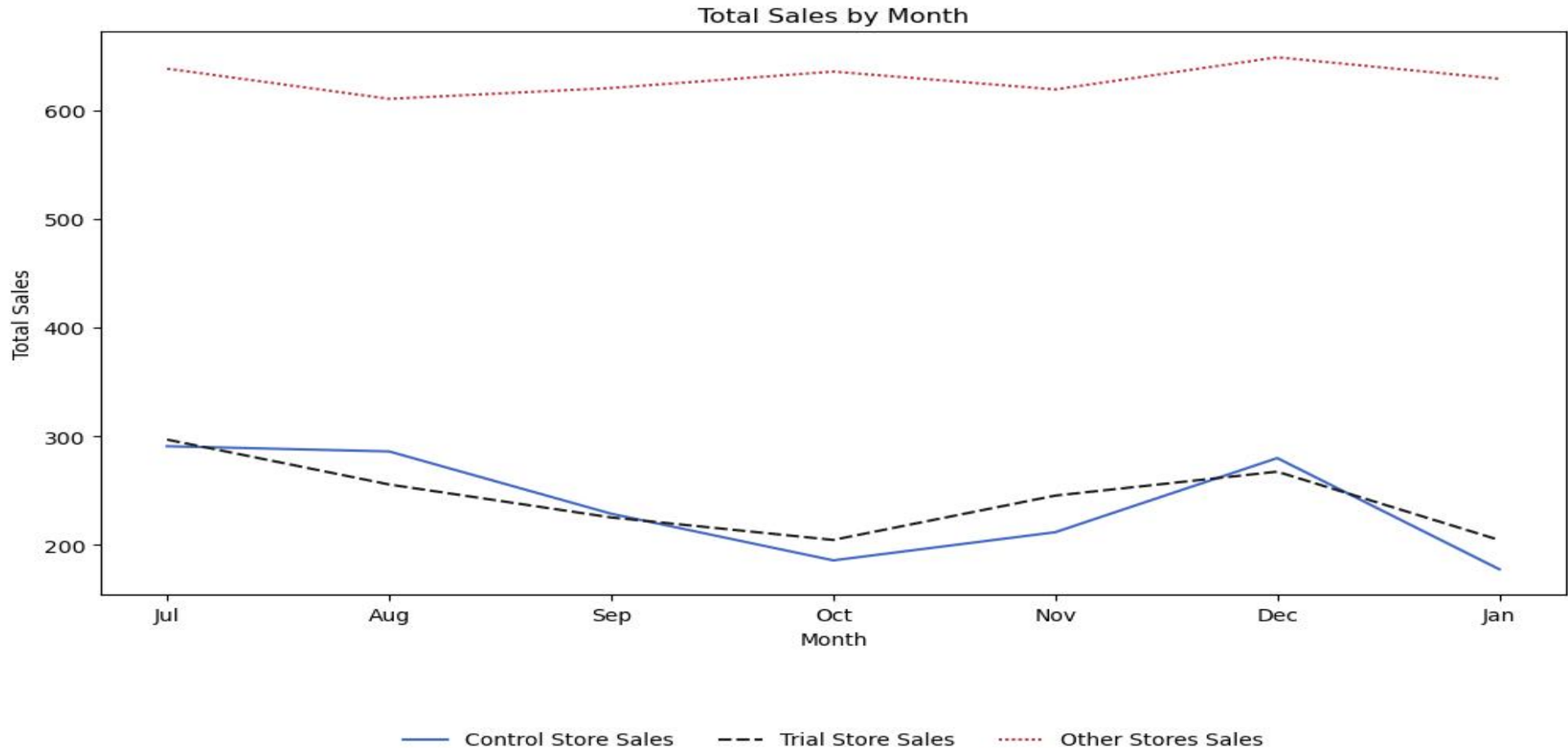
The primary consumer group for snacking chips consists of mainstream young singles and couples, with a significant presence of mainstream retirees as well.



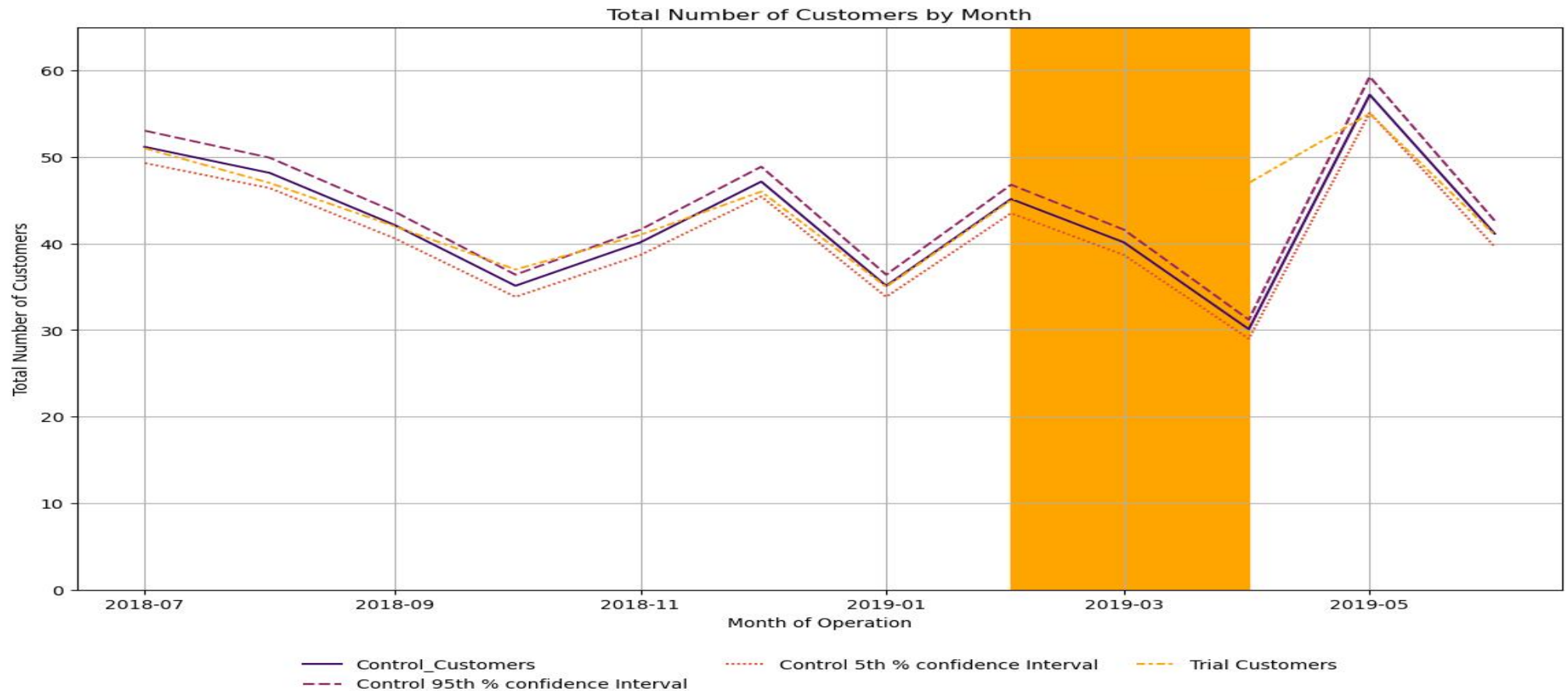
02

Trial store performance

The trial store's total sales and customer count performance is mirrored by the control stores, but it is not observed in the other stores.



Stores 77 and 86 from the trial group showed a significant increase in both total sales and customer count compared to Control stores 233 and 155 during the trial period. However, the 88th trial store exhibited only a modest improvement in performance.



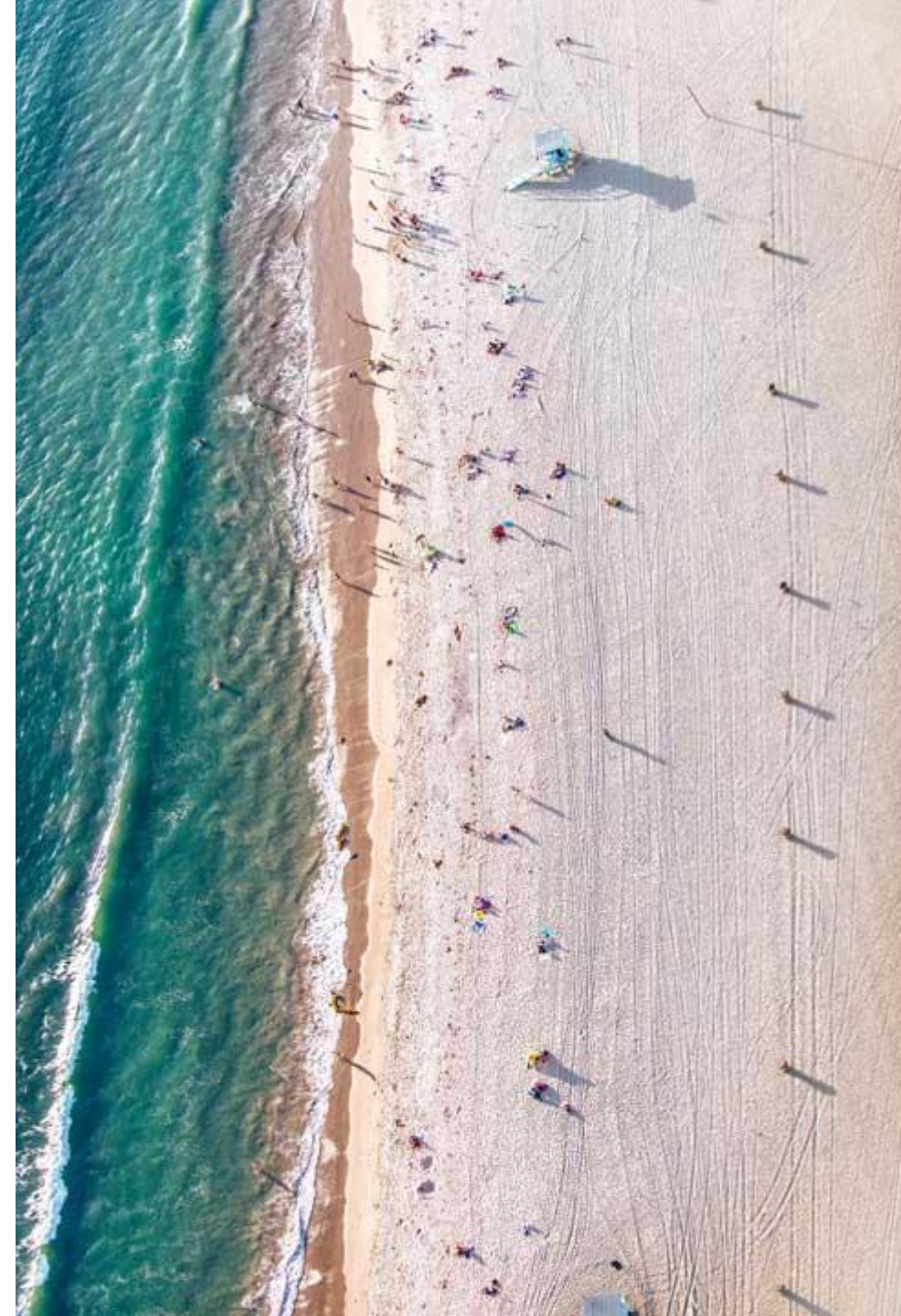
3 Nov 2023

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