

May 2022

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 are coming mainly from Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees
- Mainstream young singles/couples are 23% more likely to purchase Tyrrells chips compared to the rest of the population
- Mainstream young singles/couples are 56% less likely to buy Burger Rings compared to the rest of the population.
- The increase in sales occurs in the lead-up to Christmas and that there are zero sales on Christmas day itself. This is due to shops being closed on Christmas day.
- Most frequent product size purchased is 175 gr followed by the 150 gr size for all segments.

02

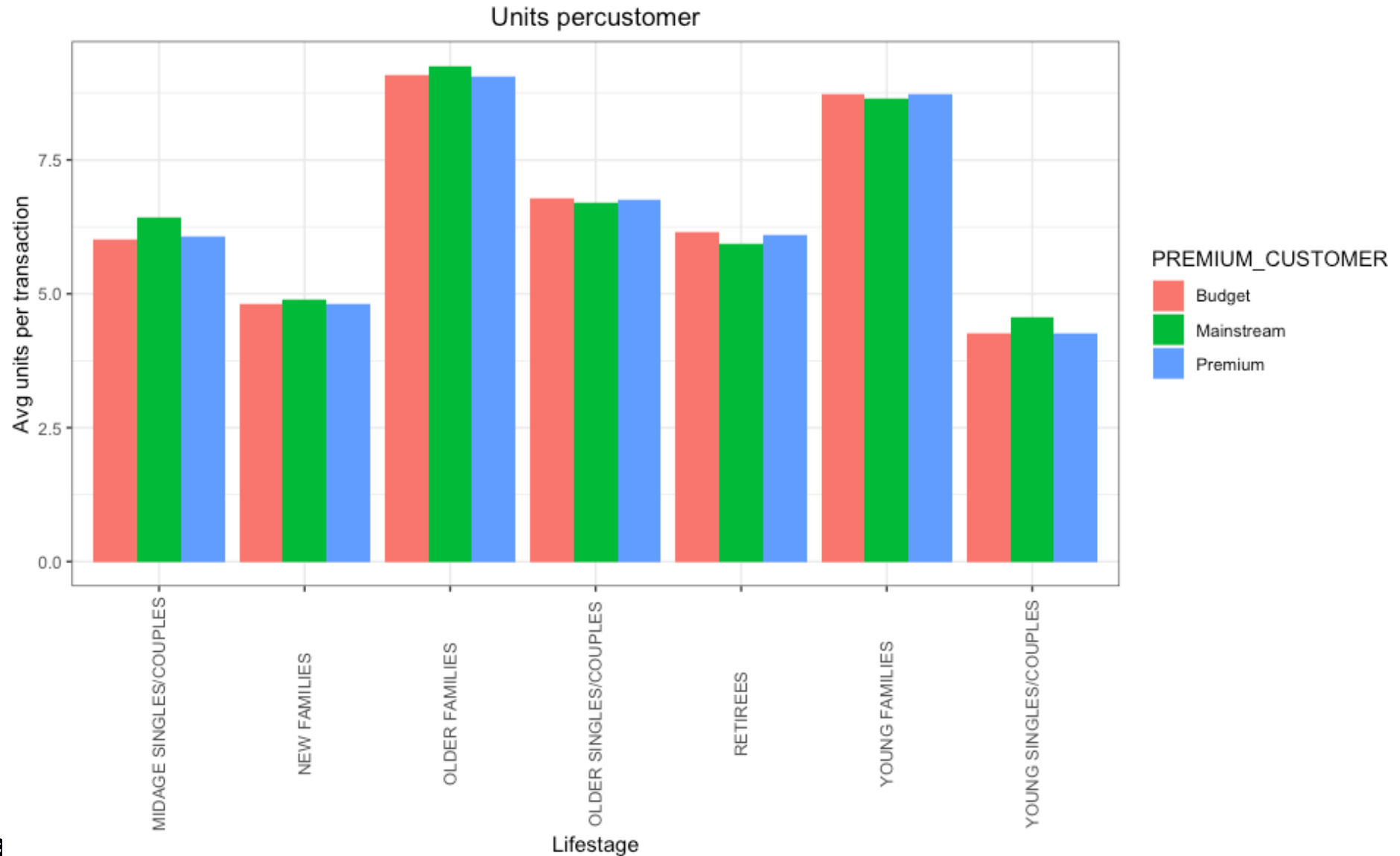
Task 2

- Trial stores 77 and 86 have significant increase in total sales and number of customers during trial as compared to the control store.
- Trial store 88 showed a lower increase compared to stores 77 and 86.

01

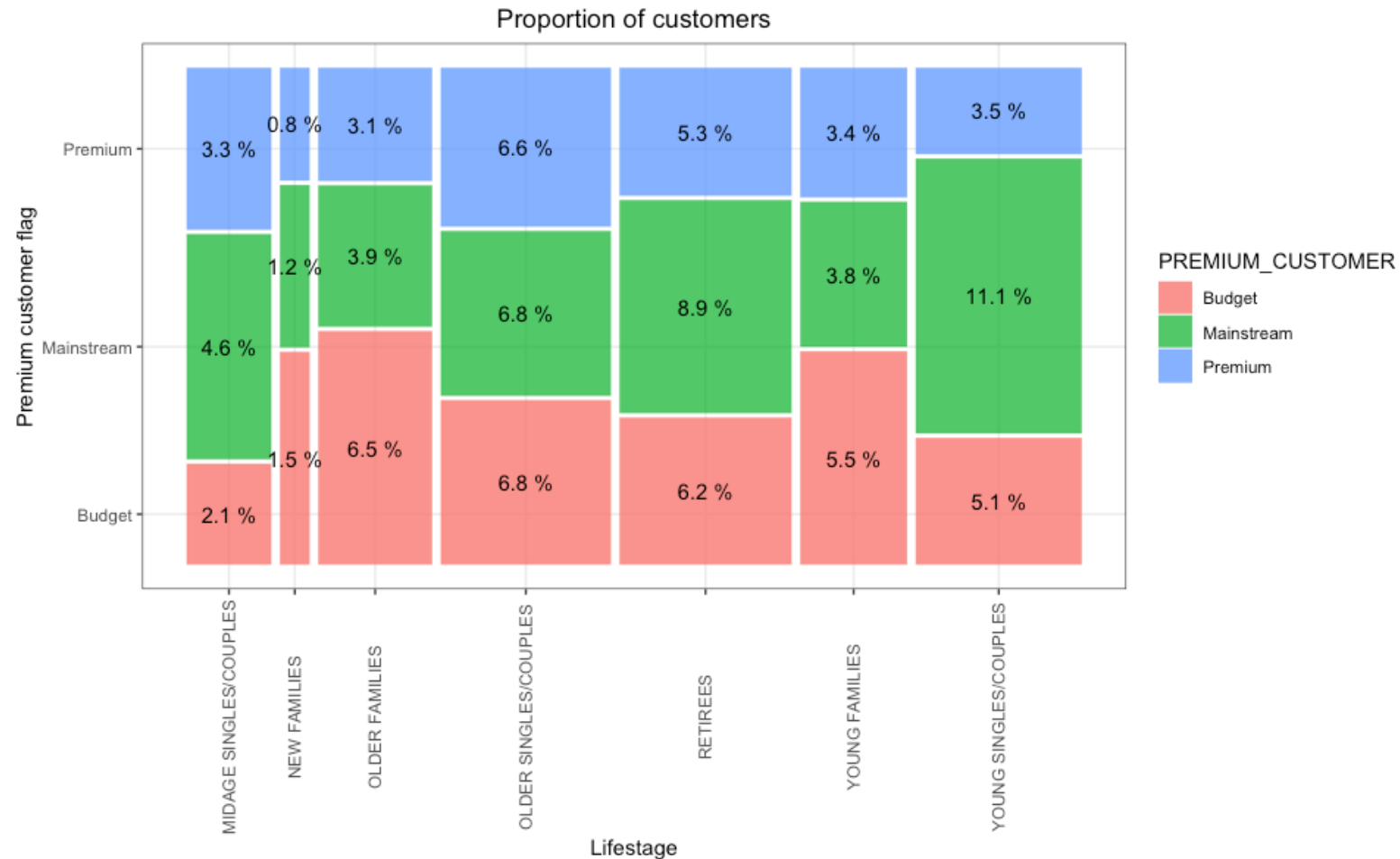
Category

Older families and young families in general buy more chips per customer



1. Sales have mainly been due to Budget - older families, Mainstream - young singles/couples, and Mainstream- retirees shoppers.
2. We found that the high spending on chips for mainstream young singles/couples and retirees is due to more of them than other buyers.
3. Mainstream, mid-age, and young singles and couples are also more likely to pay more per packet of chips.

There are more Mainstream - young singles/couples and Mainstream - retirees who buy chips. This contributes to there being more sales to these customer segments but this is not a major driver for the Budget - Older families segment.



02

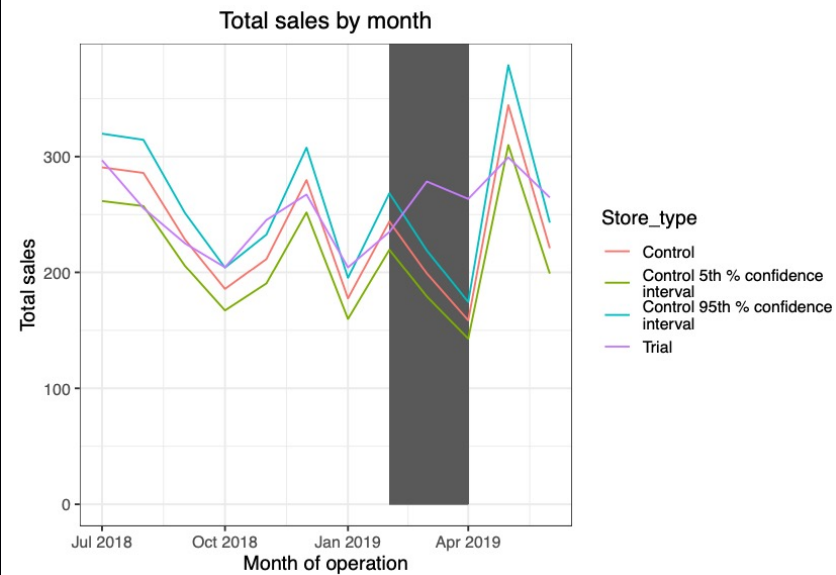
Trial store performance

Evaluate the performance of a store trial which was performed in stores 77, 86 and 88.

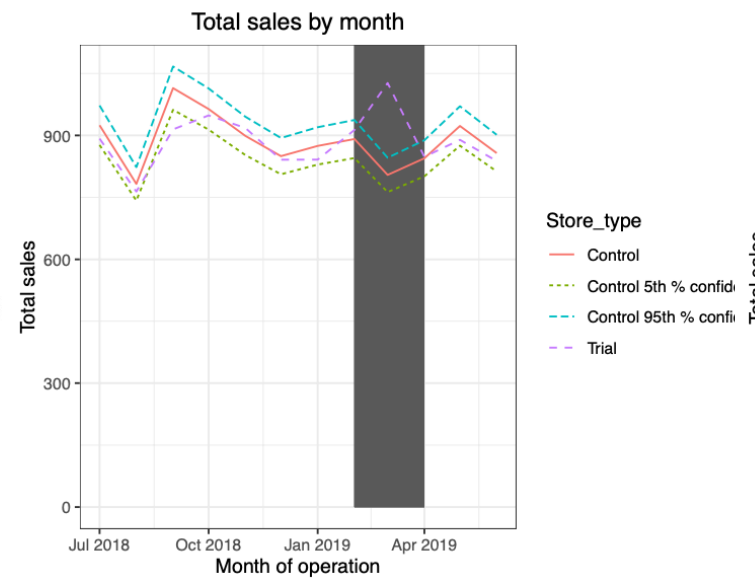
Control stores were selected based on how similar monthly total sales in dollar amounts and monthly number of customers are to the trial stores.

The trial in store 86 is not significantly different to its control store in the trial period

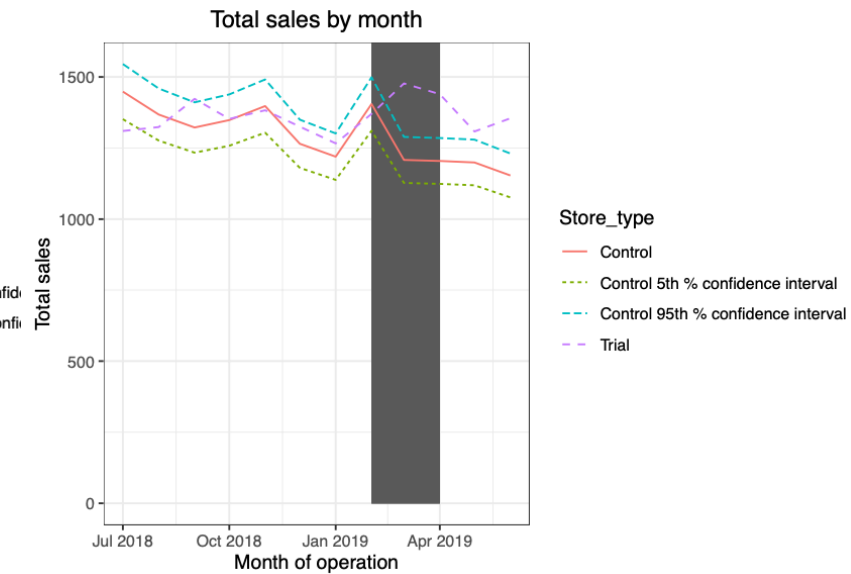
Store 77



Store 86



Store 88





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