

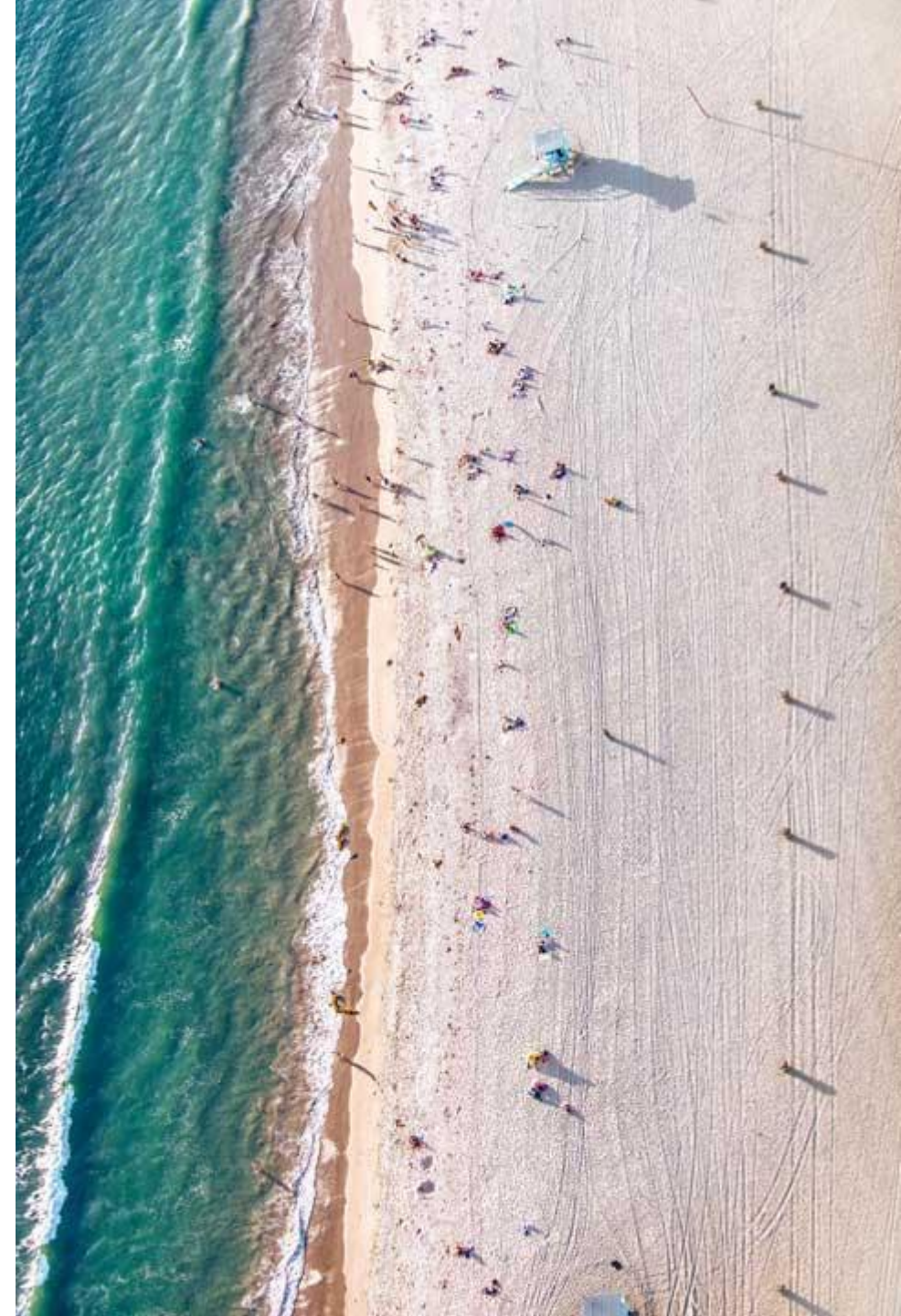
June 2020

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

Customer Analytics

- Young singles and couples that have a mainstream membership are by far the most numerous within our customer basis and they in turn produce the highest sales compared to any other consumer category.
- Young to middle aged singles and couples that have a mainstream membership spend significantly more than any other consumer segment.
- Brands such as Kettles and Pringles are overwhelming more popular than other brands so store strategy would suggest a greater allocation of such products.

02

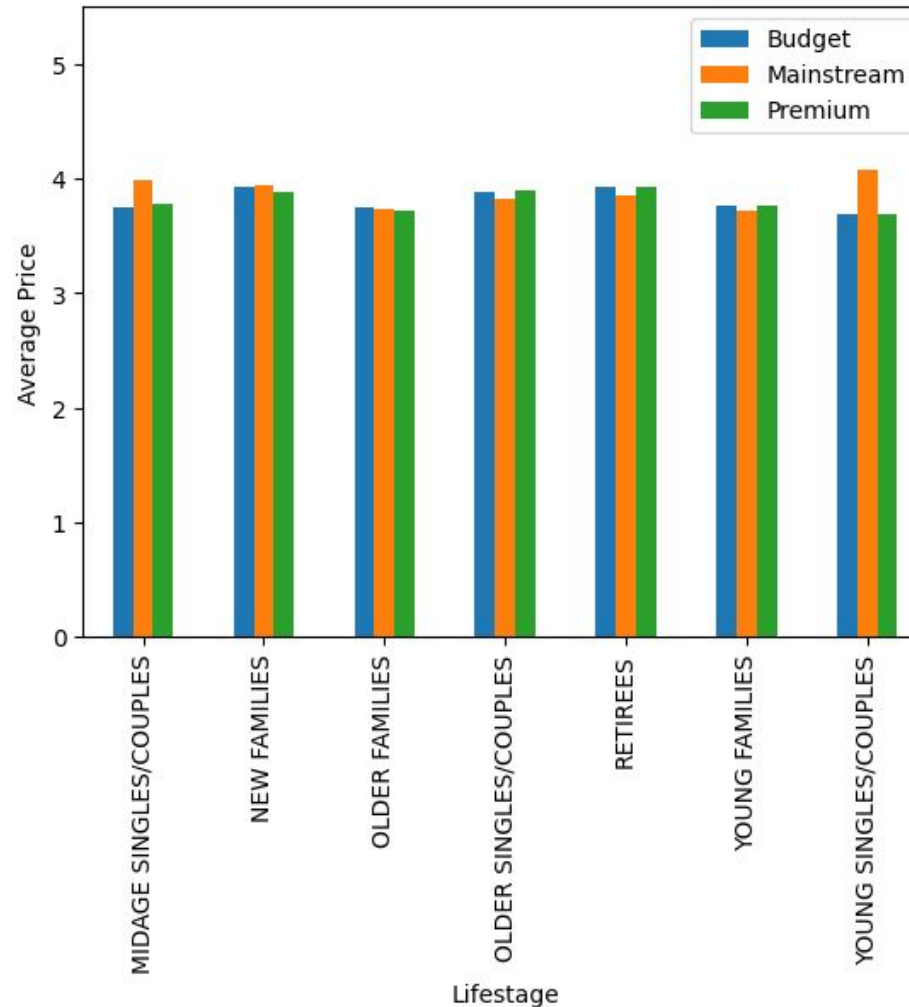
Analysis of Trial Stores

- Three stores were selected to have a new store layout implement as a strategy to boost sales and customer numbers over a period of 3 months.
- These trial stores were compared with specially selected control stores which reflect historical performance of the trial stores with great statistical significance.
- Overall the trial saw a significant increase in both the total sales and customer footfall after the implementation of the new layout.

01

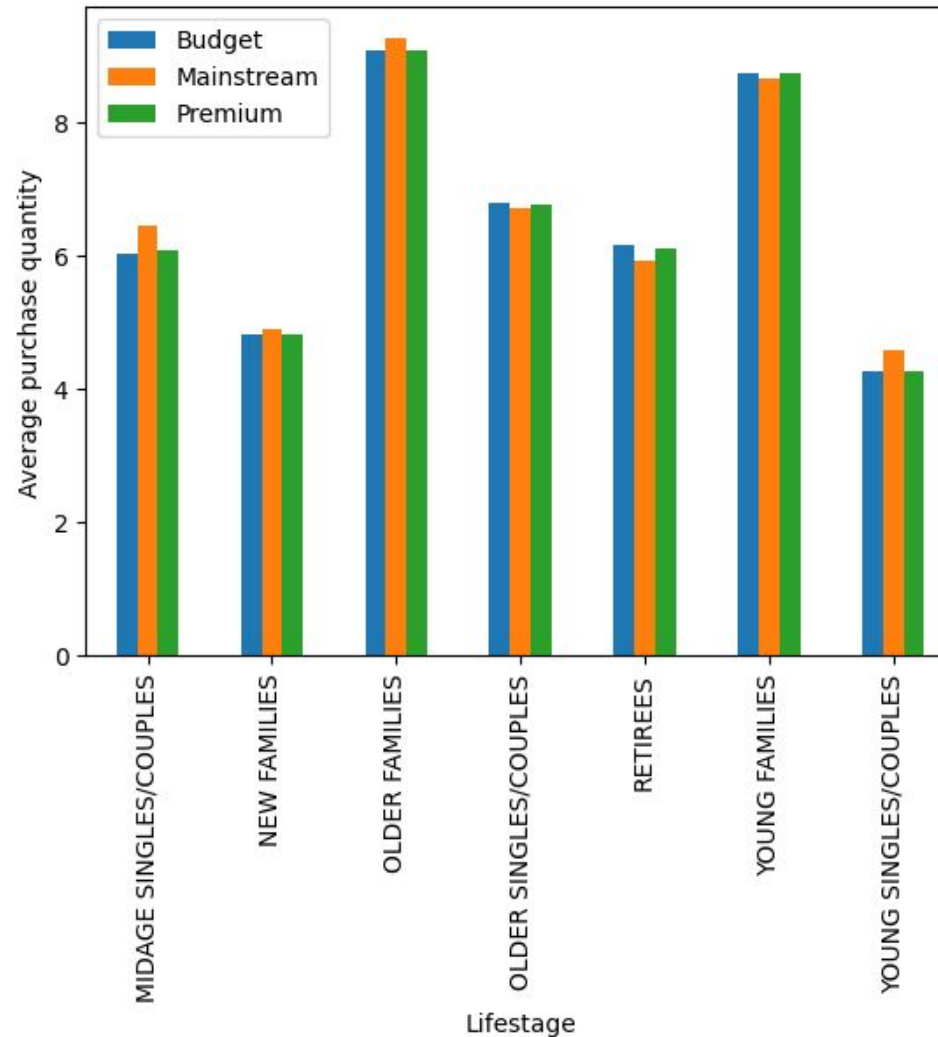
Customer Analytics

Consumers that purchased the most crisps on average were established families (strictly non - new) regardless of membership types.



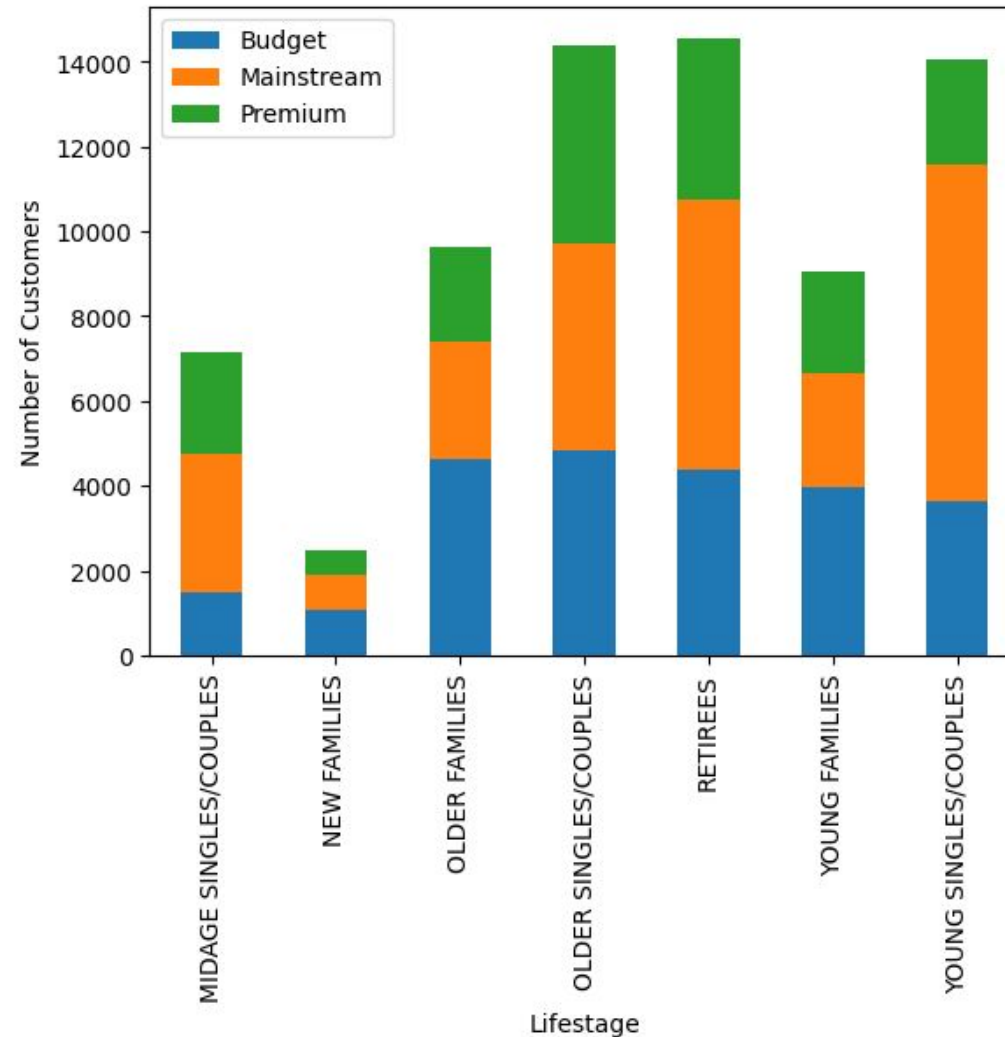
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Majority of sales were generated from older families on the budget membership and mainstream young singles and couples.



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Mainstream young singles and couples are also the most populous which explains why they produce the most sales



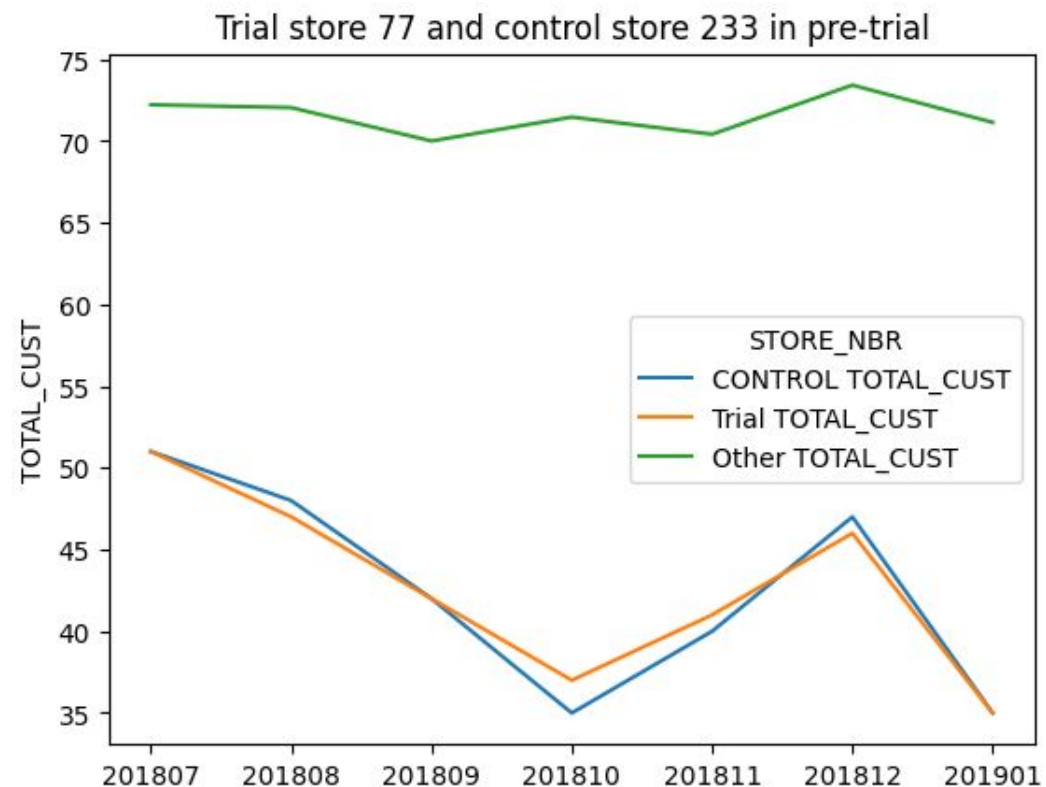
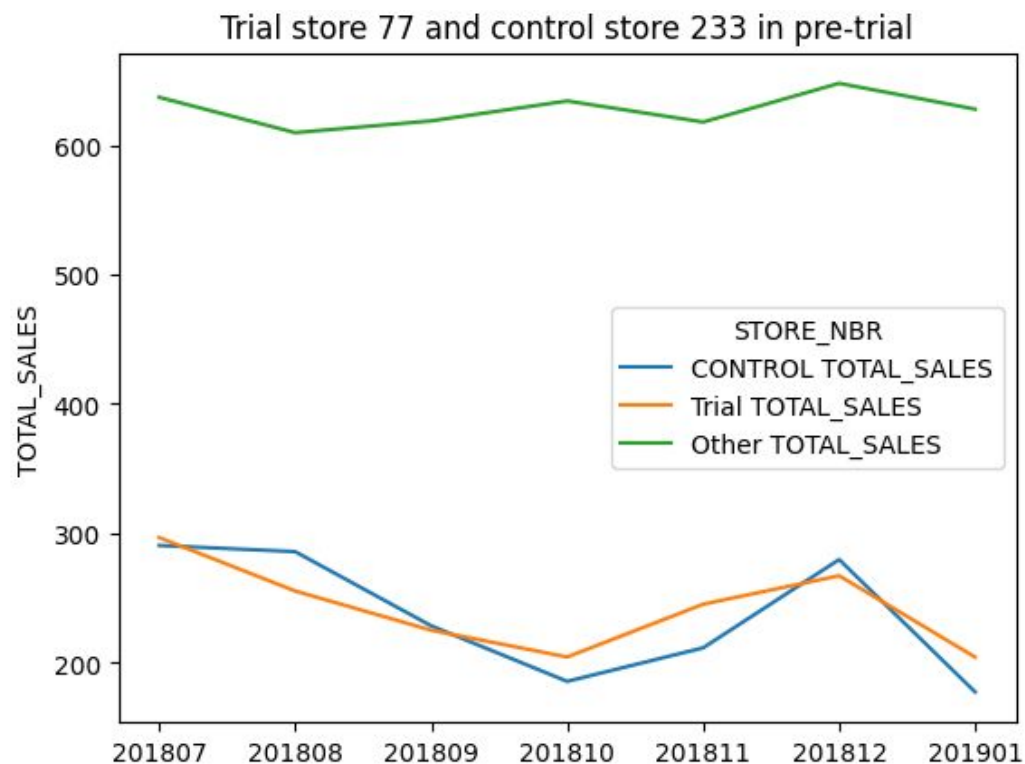
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02

Analysis of Trial Stores

The control store is selected by historical sales performance correlation to the trial stores (correlation of stores 22 and 233 shown)

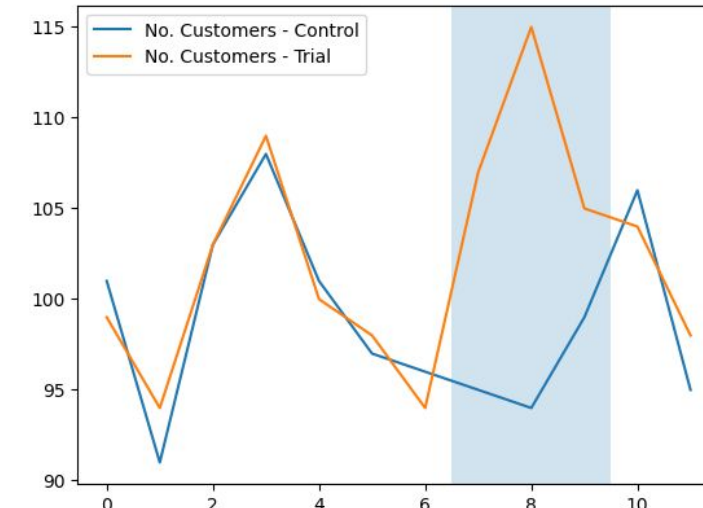
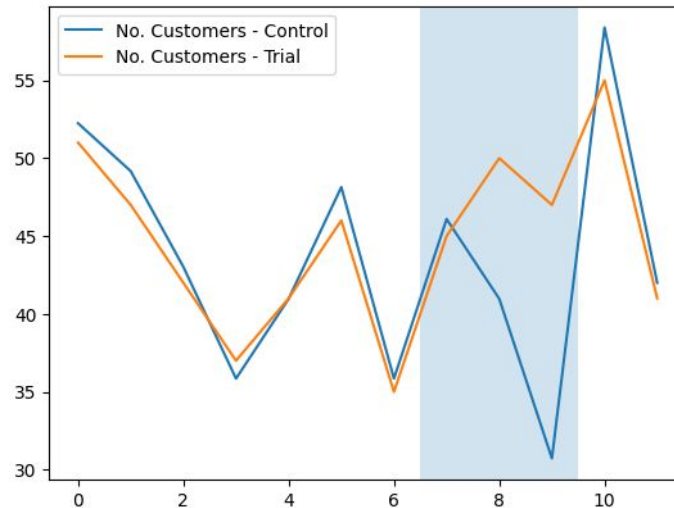
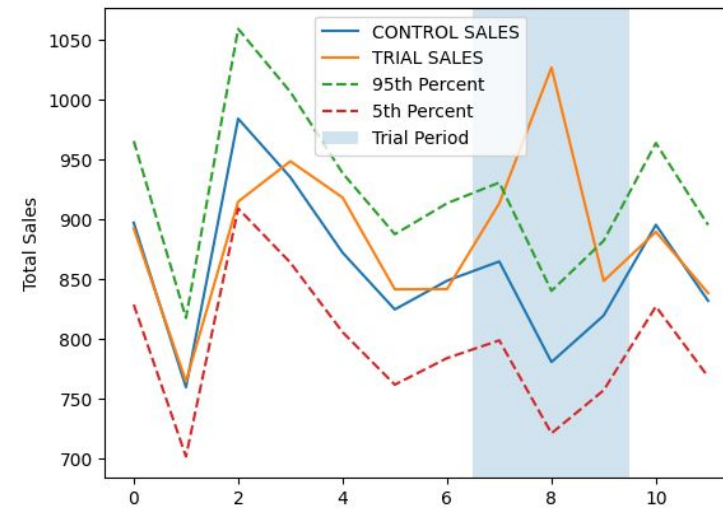
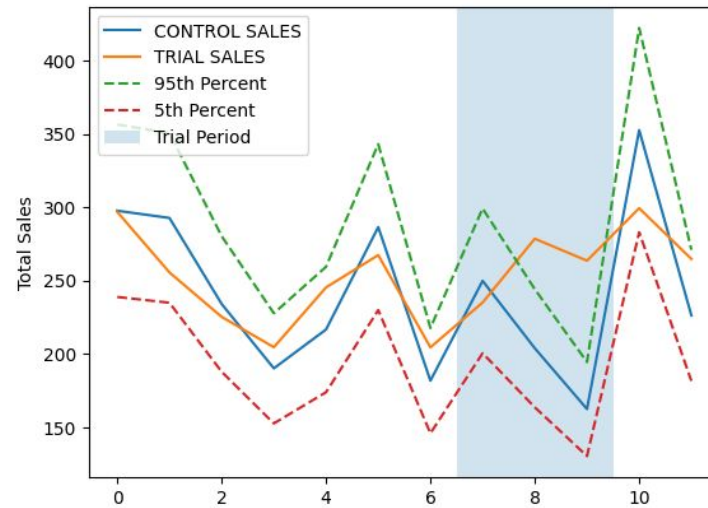


Trial Store 77 & Control Store 233

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Trial Store 86 & Control Store 155

Both pairs of stores show with strong statistical significance that the trial was successful at increasing sales and customer number.





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