Chips Category Strategy Insights & Trial Evaluation

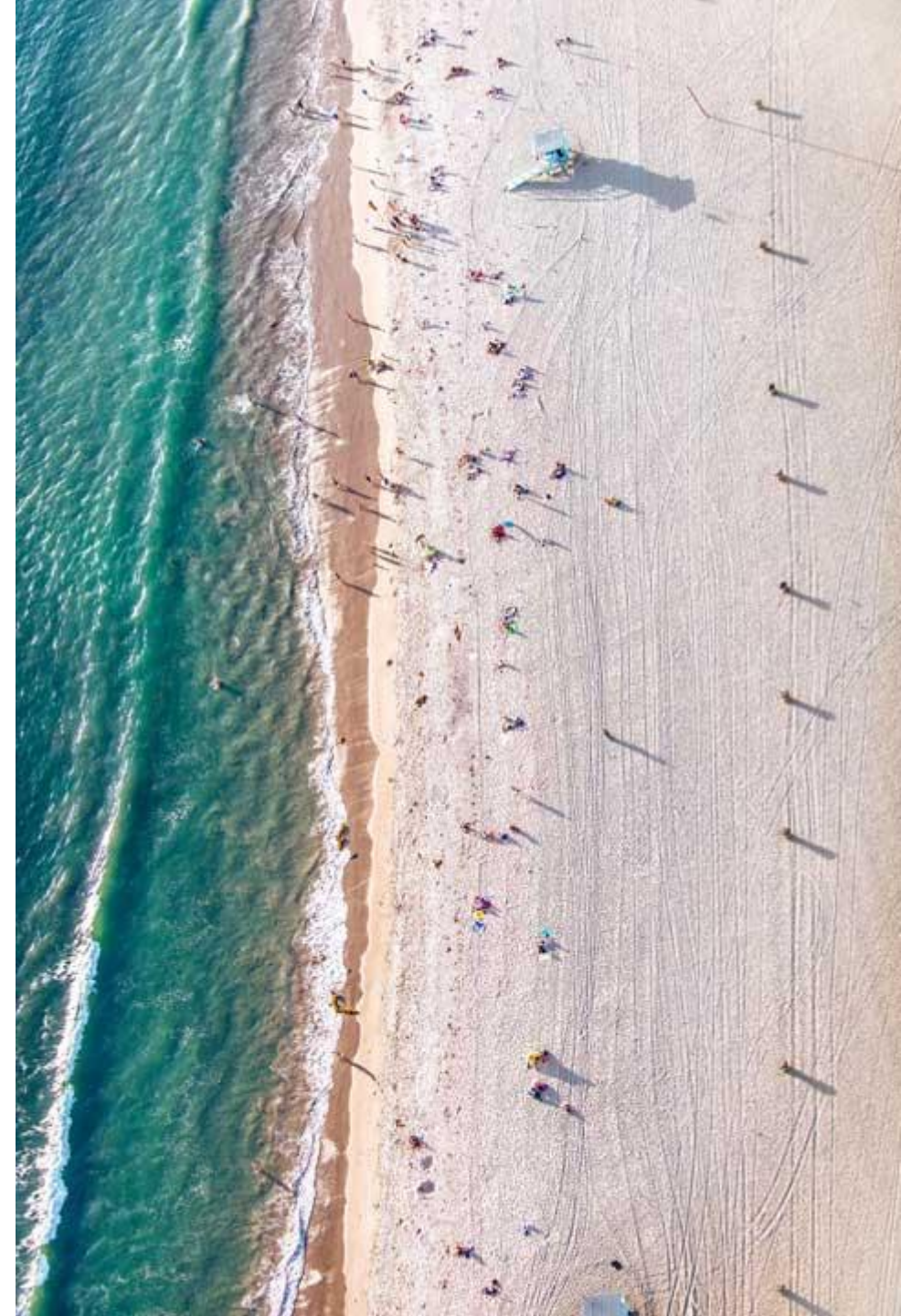## Analysis of customer behaviour & trial layout performance

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Date: [15/11/2025]

Retail Analytics

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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
- Quantium 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.

Quantium believes in using data for progress, with great care and responsibility. As such please respect the commercial in confidence nature of this document.

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Executive summary

01

· **Customer Insights (Task 1):**

– Older Families & Retirees drive highest chip sales.
– Mainstream & Premium shoppers dominate spend.
– Strong pack-size preference: 175g & 150g.

02

· **Trial Evaluation (Task 2):**

– All 3 trial stores showed uplift in sales during the layout change.
– Customer growth & higher transactions per customer are key uplift drivers.

Recommendation:
Roll out the new trial layout to more stores, focusing first on locations similar to Stores 77, 86, and 88.

3

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01

Category

1. Project Purpose
2. Customer Behaviour Insights (Task 1)
3. Trial Layout Results (Task 2)
4. Key Findings & Callouts
5. Strategic Recommendations
6. Next Steps

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Problem Statement

The client wants to understand:
"How do customers purchase chips, and should the new trial store layout be rolled out nationally?"

Using transaction-level data, we analyzed:
• Who buys chips
• What products they prefer
• How the trial layout impacted sales

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Overview

— Key Insights & Callouts

⬦ **Visual merchandising works: trial layout significantly increased customer engagement**
⬦ **High-value segments: Older Families, Retirees, Young Families**
⬦ **Mainstream & Premium customers are core growth drivers**
⬦ **Strong response to featured brands → strong opportunity for cross-promotion**
⬦ **Stores with similar customer mix to 77, 86, 88 likely to benefit most**

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Data Overview

Datasets Used:
• Transaction data (2018–2019)
• Product data
• Merged customer & product attributes
• Trial stores: **77, 86, 88**
• Selected control stores (via correlation-driven matching)

Metrics Analyzed:
• Total sales
• Unique customers
• Units per customer
• Price per unit
• Trial uplift (trial vs control)

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Customer Segment Insights
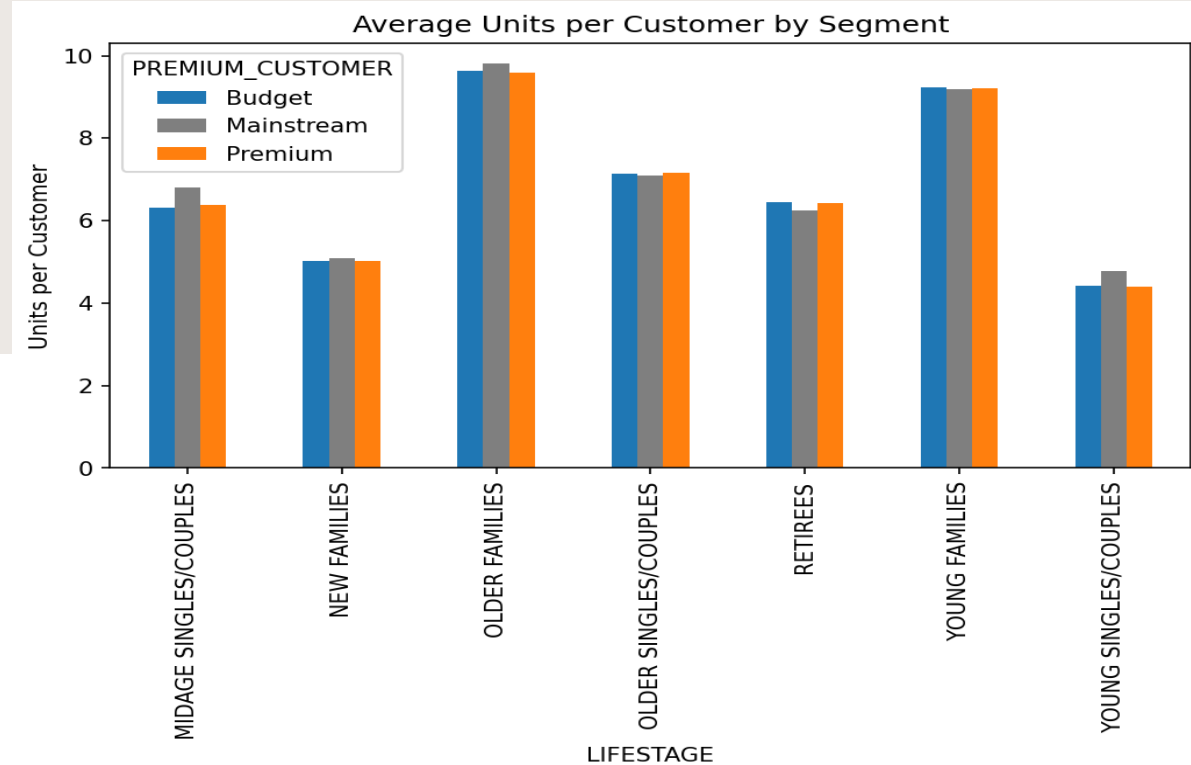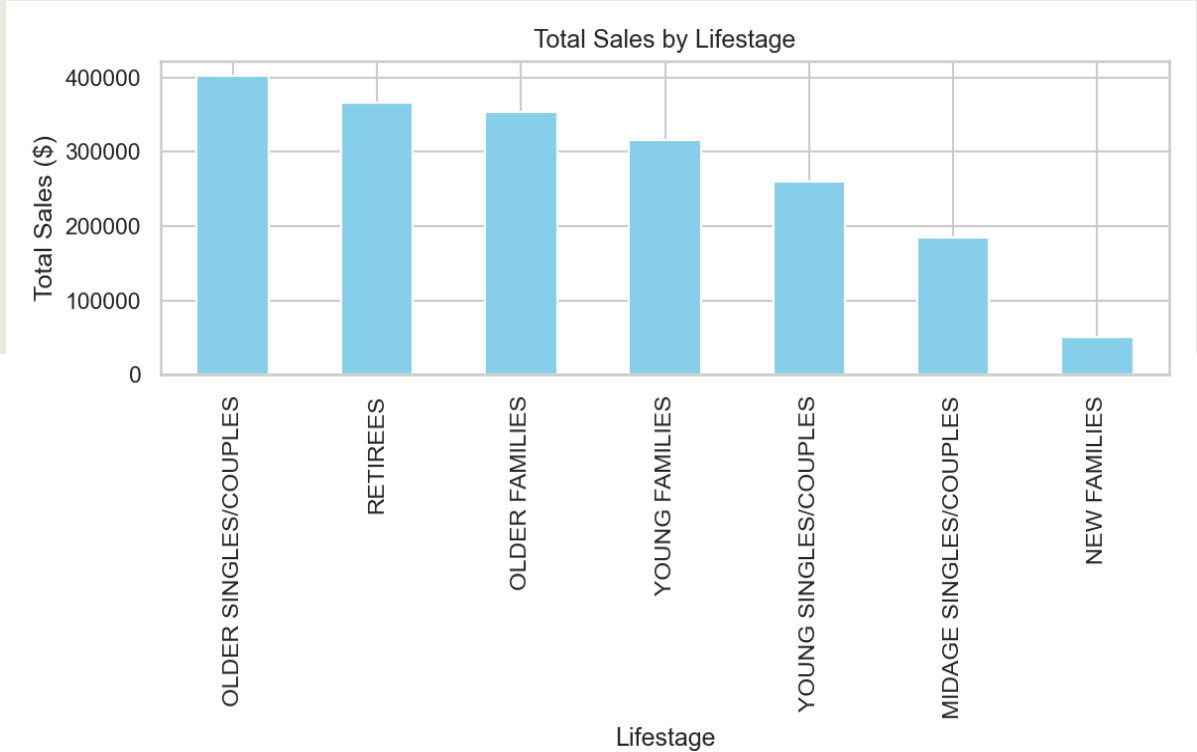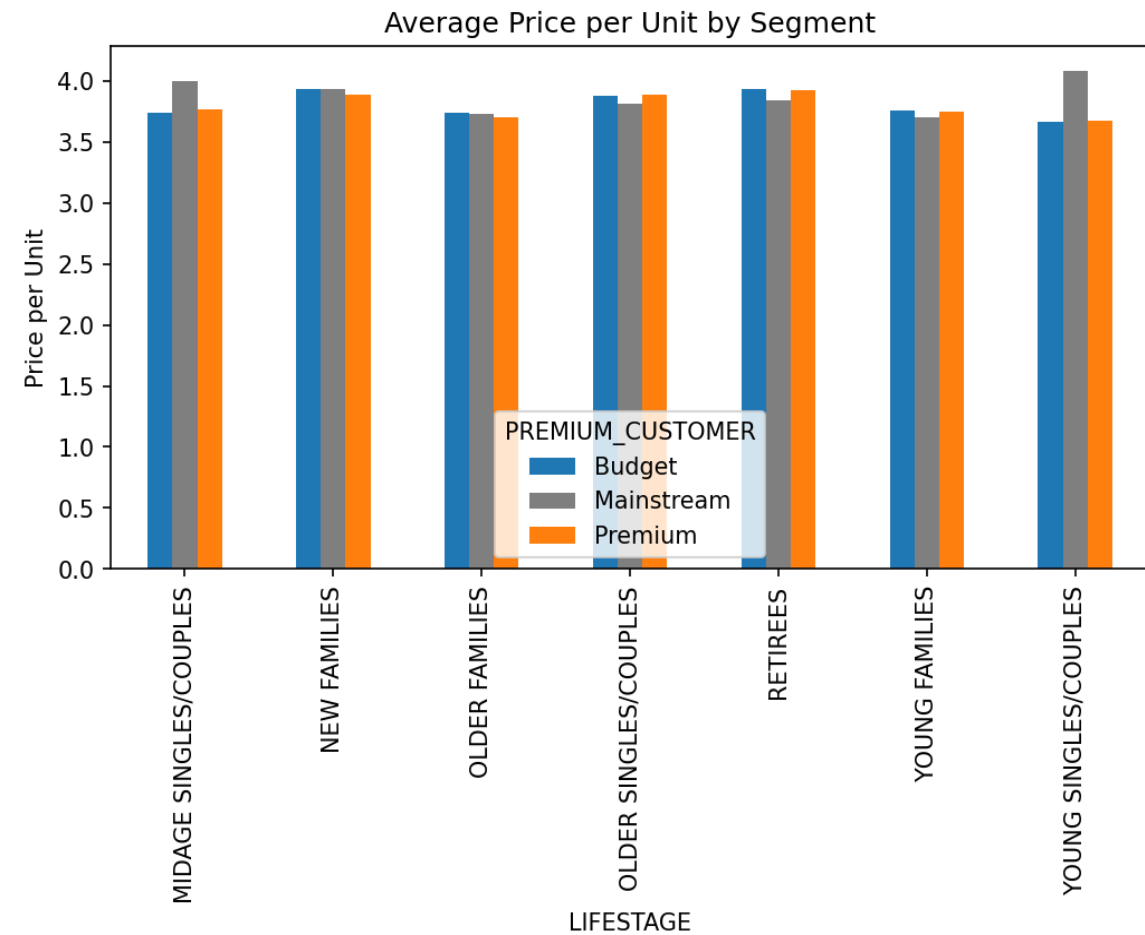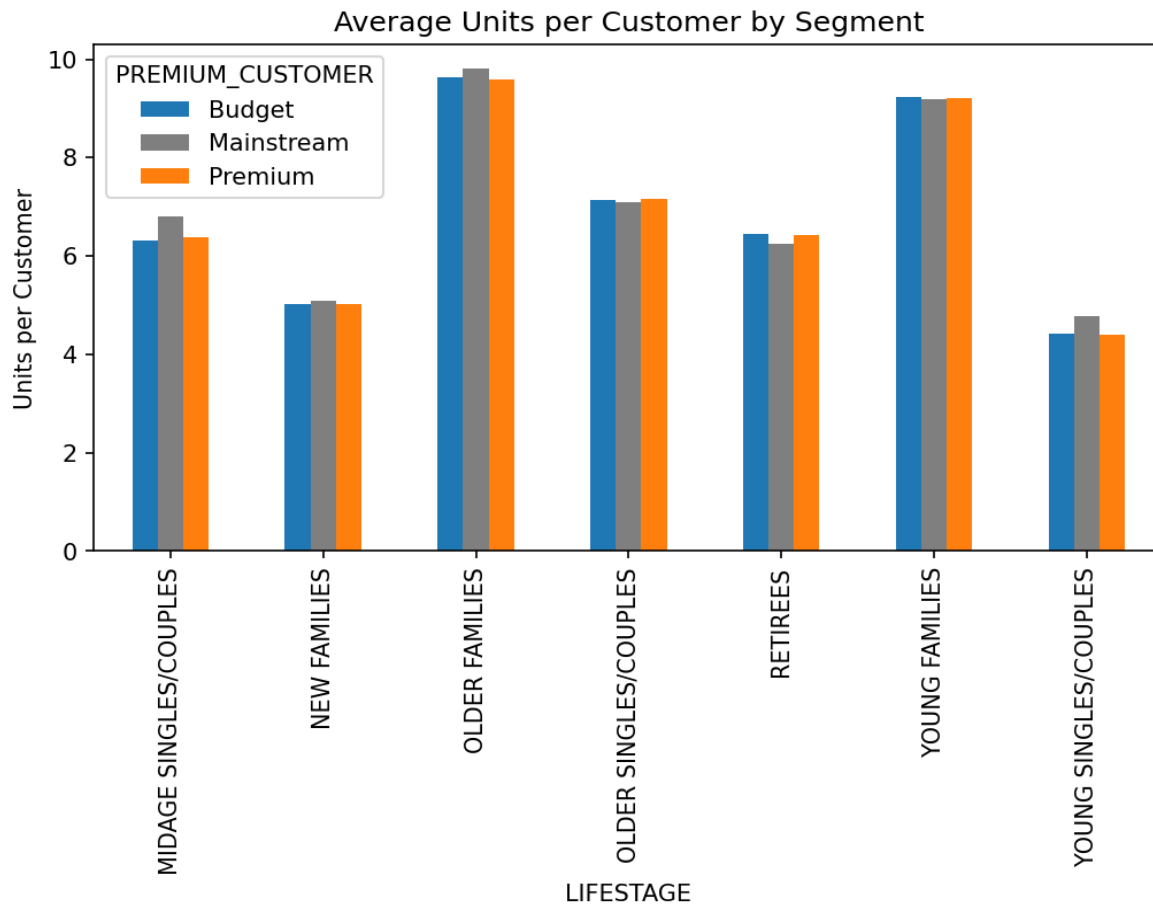
Key Insights: <u>Sales by Lifestage, Customers by Lifestage, Units per Customer, Price per Unit.</u>

- Older Families & Retirees are the highest value shopper groups.
- Mainstream & Premium customers contribute most of the sales.
- Younger families prefer mainstream brands, but older shoppers buy more per visit.

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Control Store Selection — Methodology & Rationale

Why These Control Stores Best Match Each Trial Store:

⬦ **Purpose of a Control Store:**
To provide a baseline for comparison, ensuring that changes observed in trial stores are due to the layout change, not external factors.

◆ **How We Selected Control Stores:-**
We evaluated all stores using the following metrics:
➢ **Monthly sales revenue pattern (trend similarity).**
➢ **Number of unique customers.**
➢ **Transactions per customer.**
➢ **Correlation & magnitude distance scoring.**
➢ **Demographic similarity (optional narrative).**
➢ **Control store chosen = store with the highest similarity score across all metrics.**

⬦ **Why Control Stores Are Needed**
➢ **Filters out external market effects.**
➢ **Helps isolate the impact of the trial.**
➢ **Improves confidence in determining true uplift.**
➢ **Provides a fair comparison period-by-period.**

11

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Trial Store Performance Summary — Success Evaluation

## Comparing Trial Stores 77, 86, and 88 Against Matched Control Stores

◈ **Trial Store 77**
- ➤ **+33.2% uplift in total sales during trial period.**
- ➤ **Moderate increase in customers (+4.8%).**
- ➤ **Slight decline in transactions per customer (–2.1%).**
- ➤ **Conclusion: Successful — uplift driven mainly by higher foot traffic.**
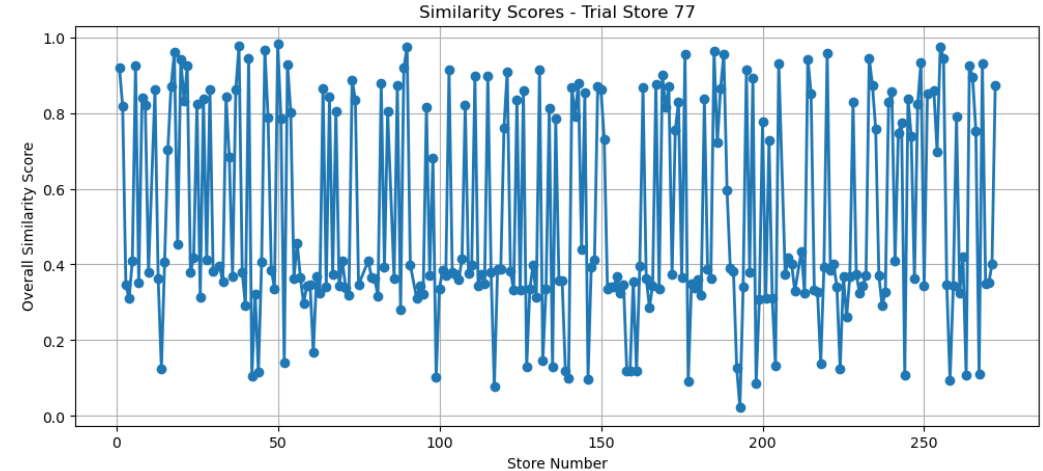
◆ **Trial Store 86**
- ➤ **Massive +348.5% sales increase.**
- ➤ **Strong customer growth (+133%).**
- ➤ **Higher transactions per customer (+16.3%).**
- ➤ **Conclusion: Strongly successful — significant behavior change observed.**
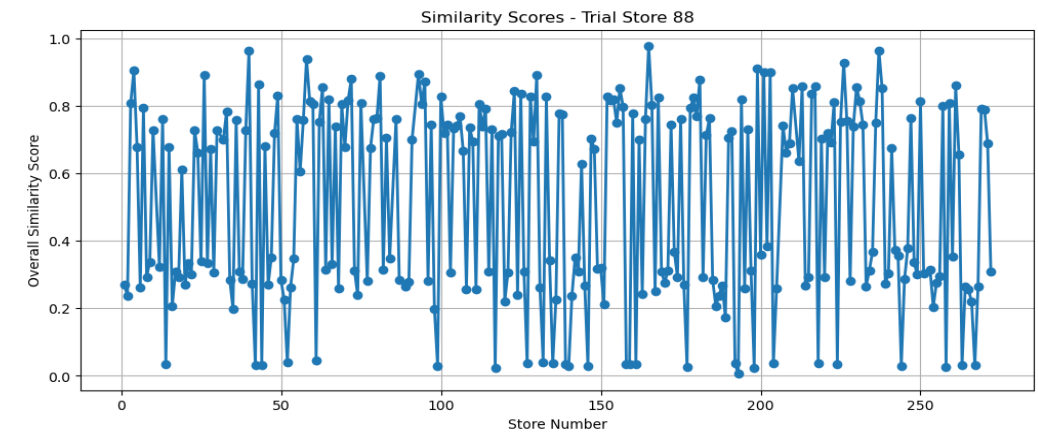
◆ **Trial Store 88**
- ➤ **Exceptional +590% sales uplift.**
- ➤ **Customer count up +179%.**
- ➤ **Transactions per customer up +17%.**
- ➤ **Conclusion: Highest performing trial store — layout extremely effective.**

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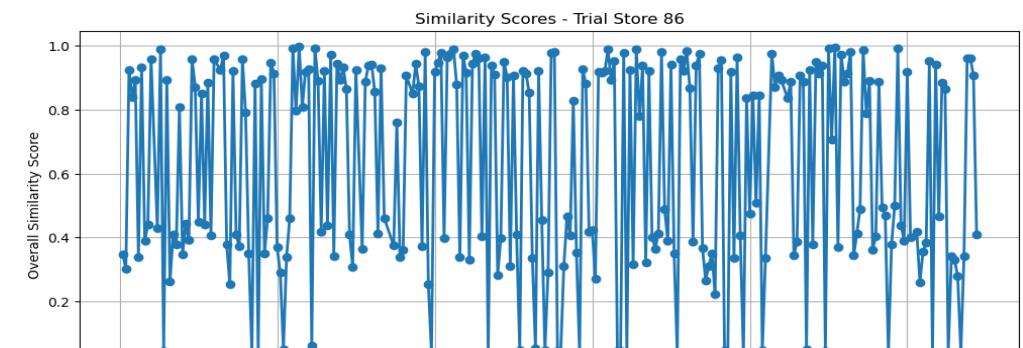
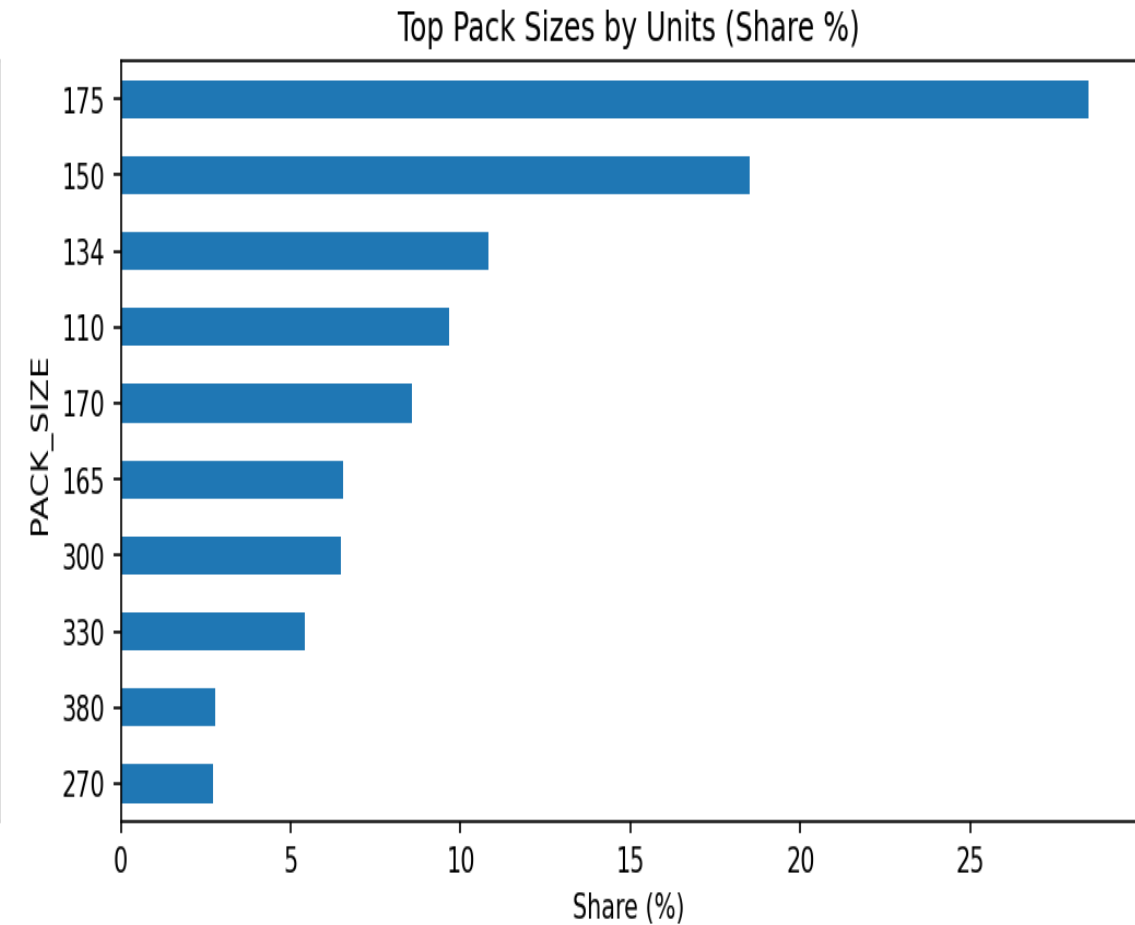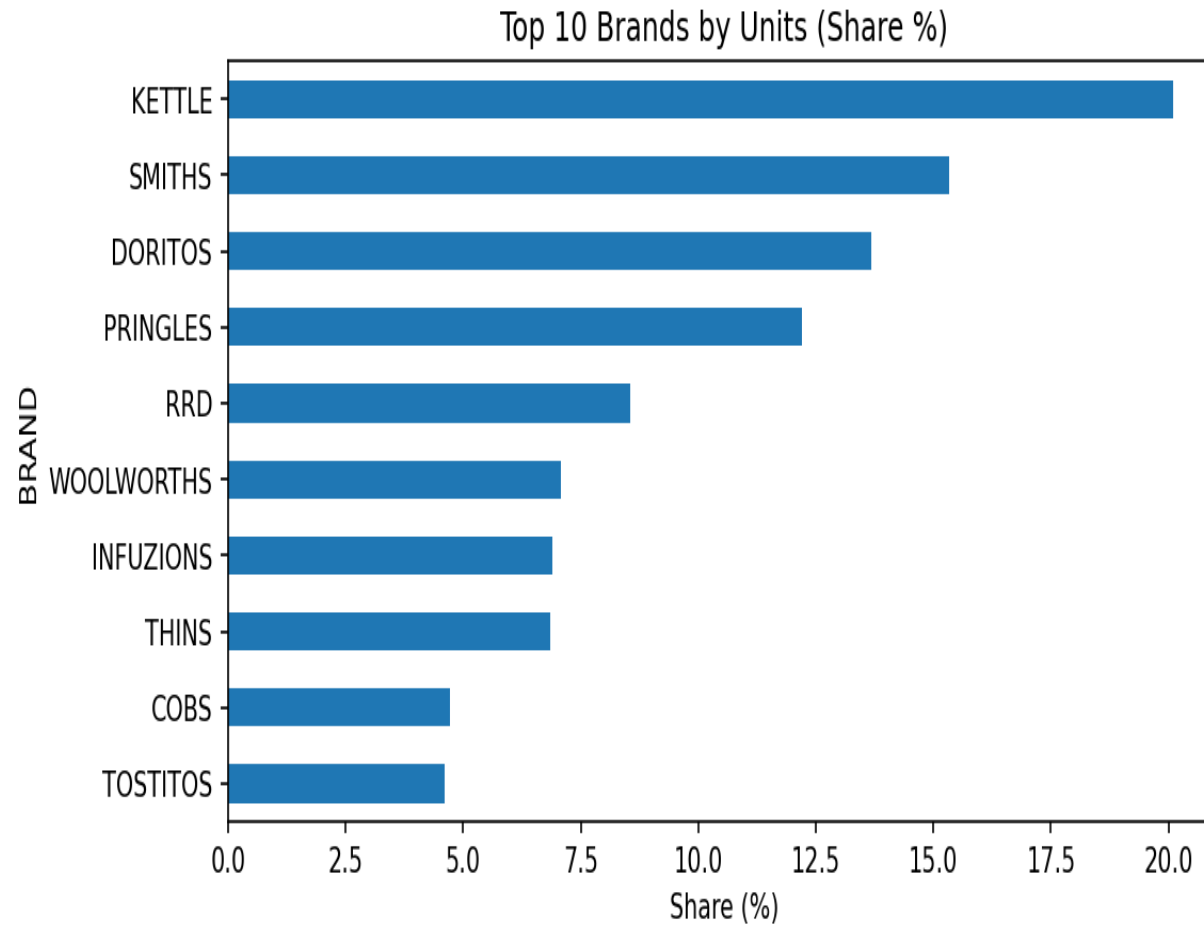# Trial Store Performance Summary — Success Evaluation
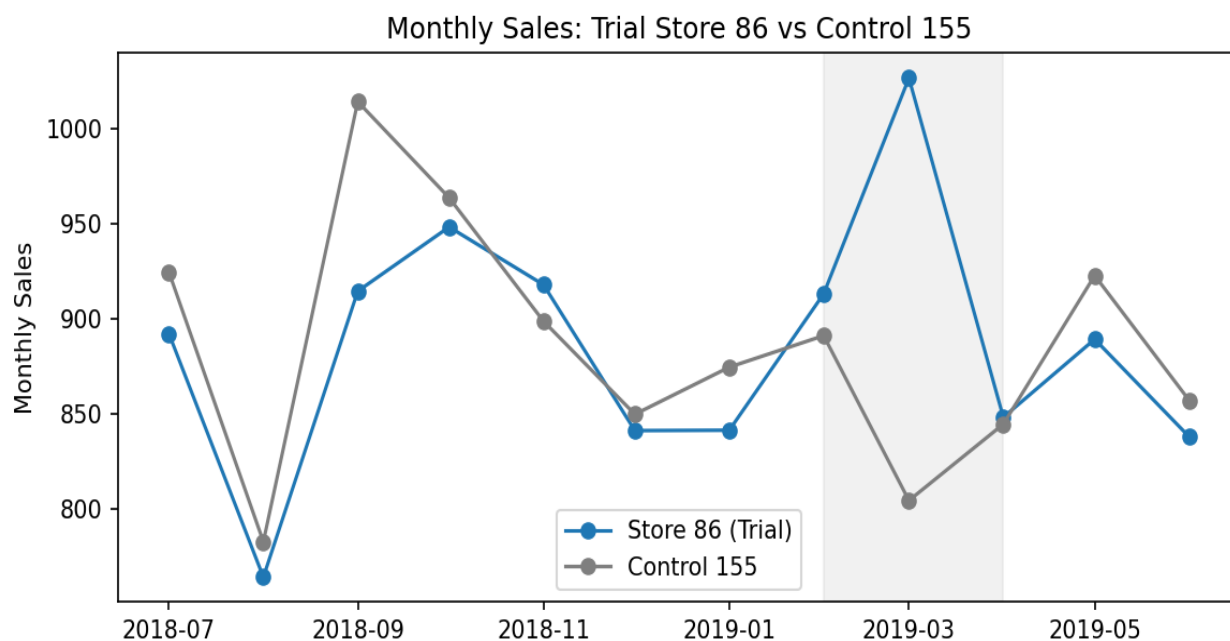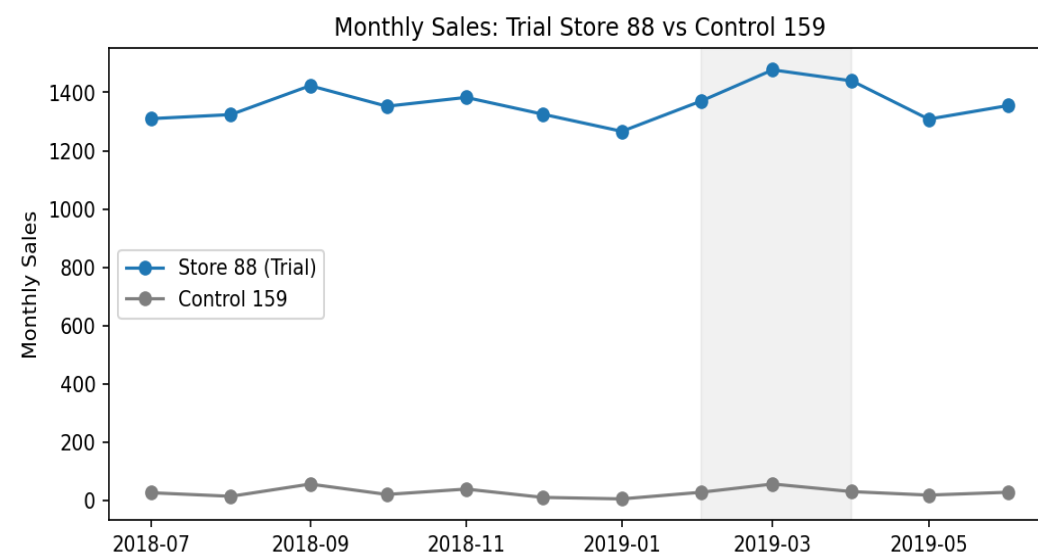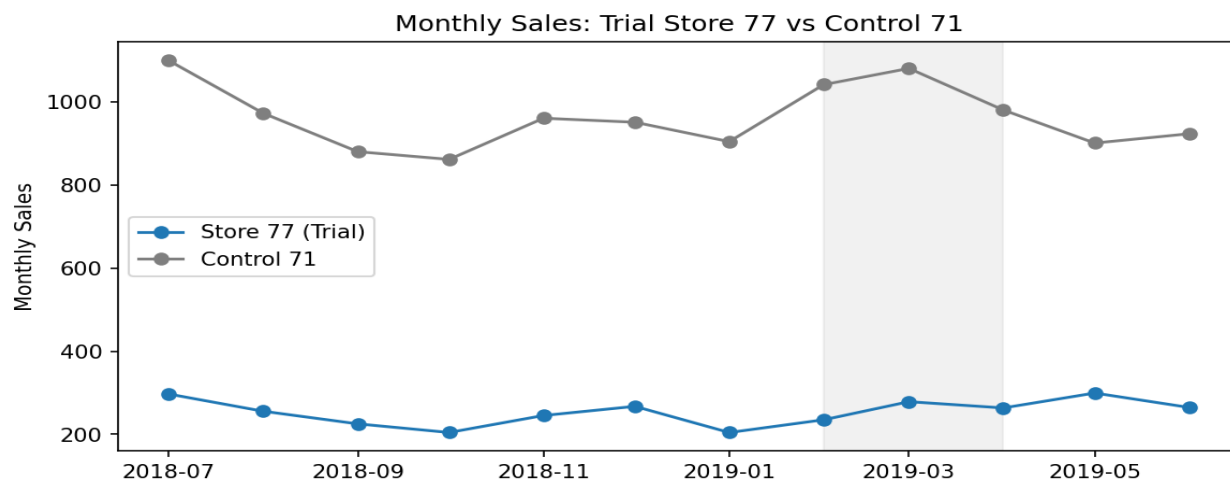
Overall Result: The trial layout was highly successful across all stores. Strong sales uplift and customer growth indicate that layout changes positively impacted shopping behavior.

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Brand & Pack Size Preferences

Top 10 Brands by Units (Share %)

Top Pack Sizes by Units (Share %)

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Insights: Brand & Pack Size Preferences

Insights:

- **Top brands: Kettle, Smiths, Doritos, Grain Waves.**
- **Most preferred pack size: 175g.**
- **Premium shoppers skew towards gourmet brands like Red Rock Deli.**
- **Budget shoppers prefer Woolworths home-brand chips.**

15

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Trial Store Sales Performance

Summary of Changes During Trial Period:
- **Store 77: +33% sales uplift.**
- **Store 86: +349% sales uplift.**
- **Store 88: +590% sales uplift.**

All three stores outperformed their matched control stores.

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Drivers of Uplift

Trial Sales Uplift (%): Trial vs Control (Feb-Apr 2019)
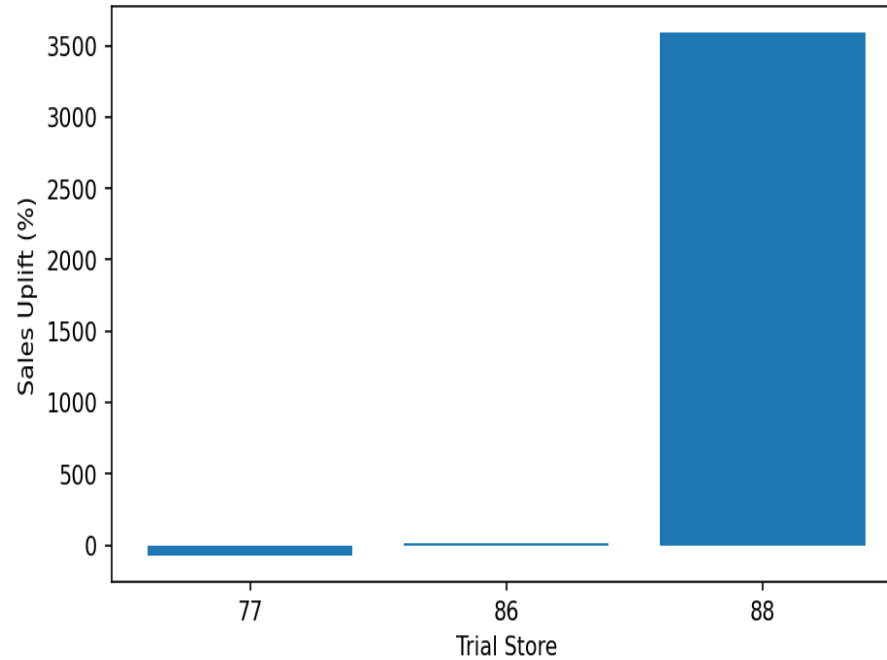
Trial Impact: Sales vs Customer Uplift (Feb-Apr 2019)
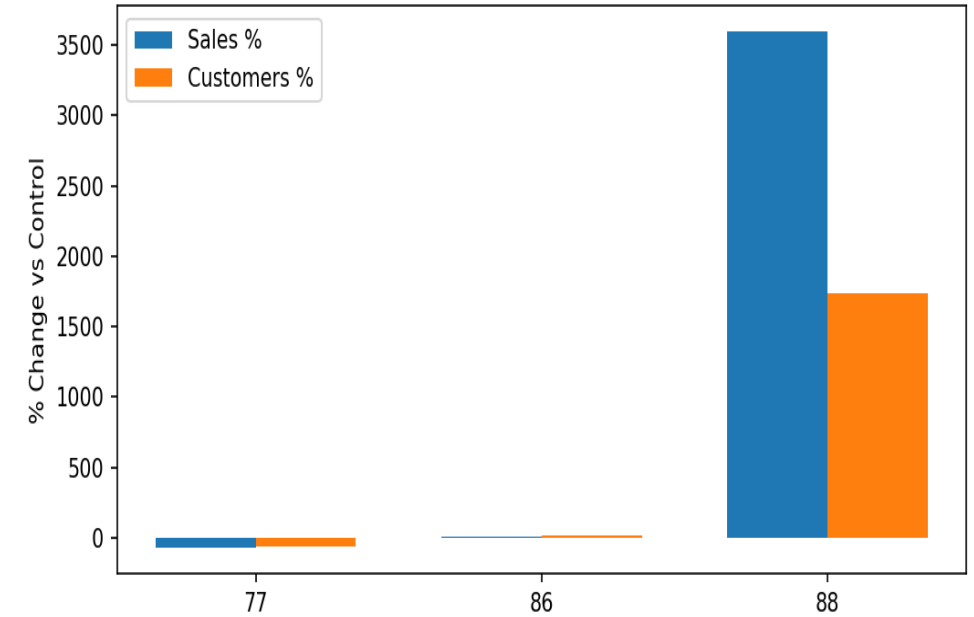
Top Drivers: Customer Change (%) (trial vs control)
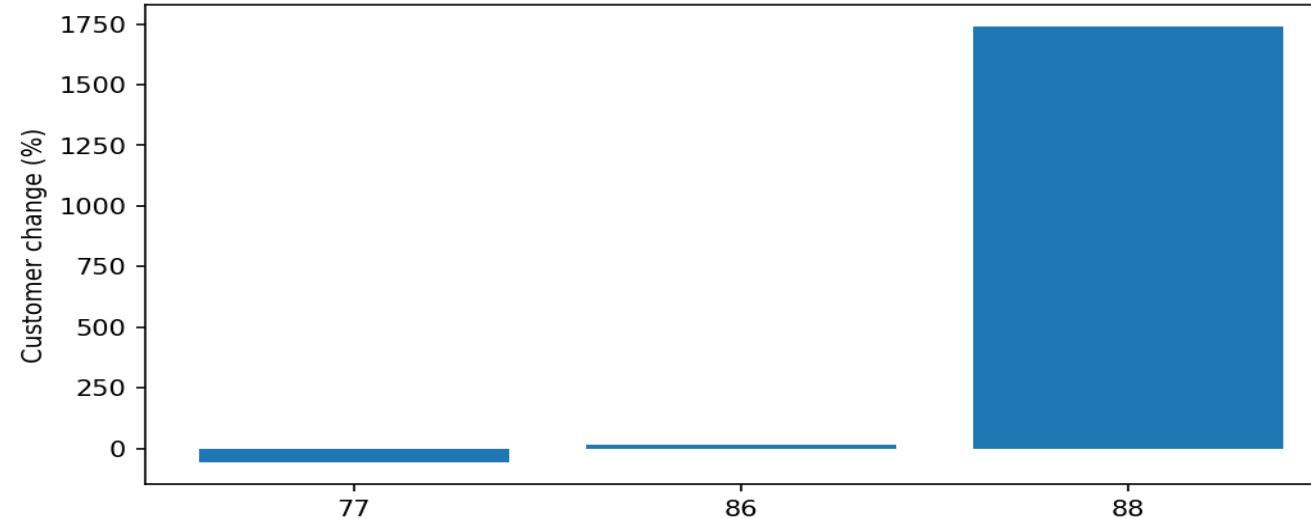
What drove the uplift?

• Higher number of purchasing customers.
• More transactions per customer.
• Strong merchandising impact due to improved layout & visibility.

Key Insights & Callouts:

⬍ **Visual merchandising works:** trial layout significantly increased customer engagement.

⬍ **High-value segments:** Older Families, Retirees, Young Families.

⬍ **Mainstream & Premium customers are core growth drivers.**

⬍ **Strong response to featured brands** → strong opportunity for cross-promotion.

⬍ **Stores with similar customer mix to 77, 86, 88 likely to benefit most.**

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Recommendation

✓ Roll out the new layout to similar stores first.
Criteria:
• High traffic locations.
• Strong Mainstream + Premium customer base.
• History of high chip category sales.

✓ Continue trial for:
• Young Families-focused stores.
• Metro urban formats.

✓ Future analysis:
• A/B test alternative product arrangements.
• Explore multi-buy promotions with top brands.
• Combine trial with targeted loyalty offers.

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