

December 2024

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

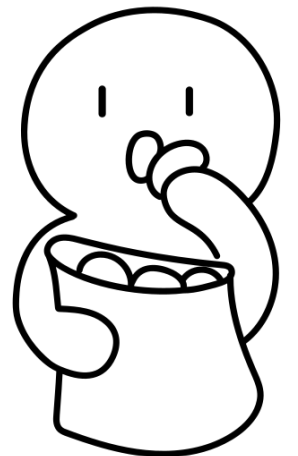
Analyse the data to understand the current purchasing trends and behaviours.

02 Task 2

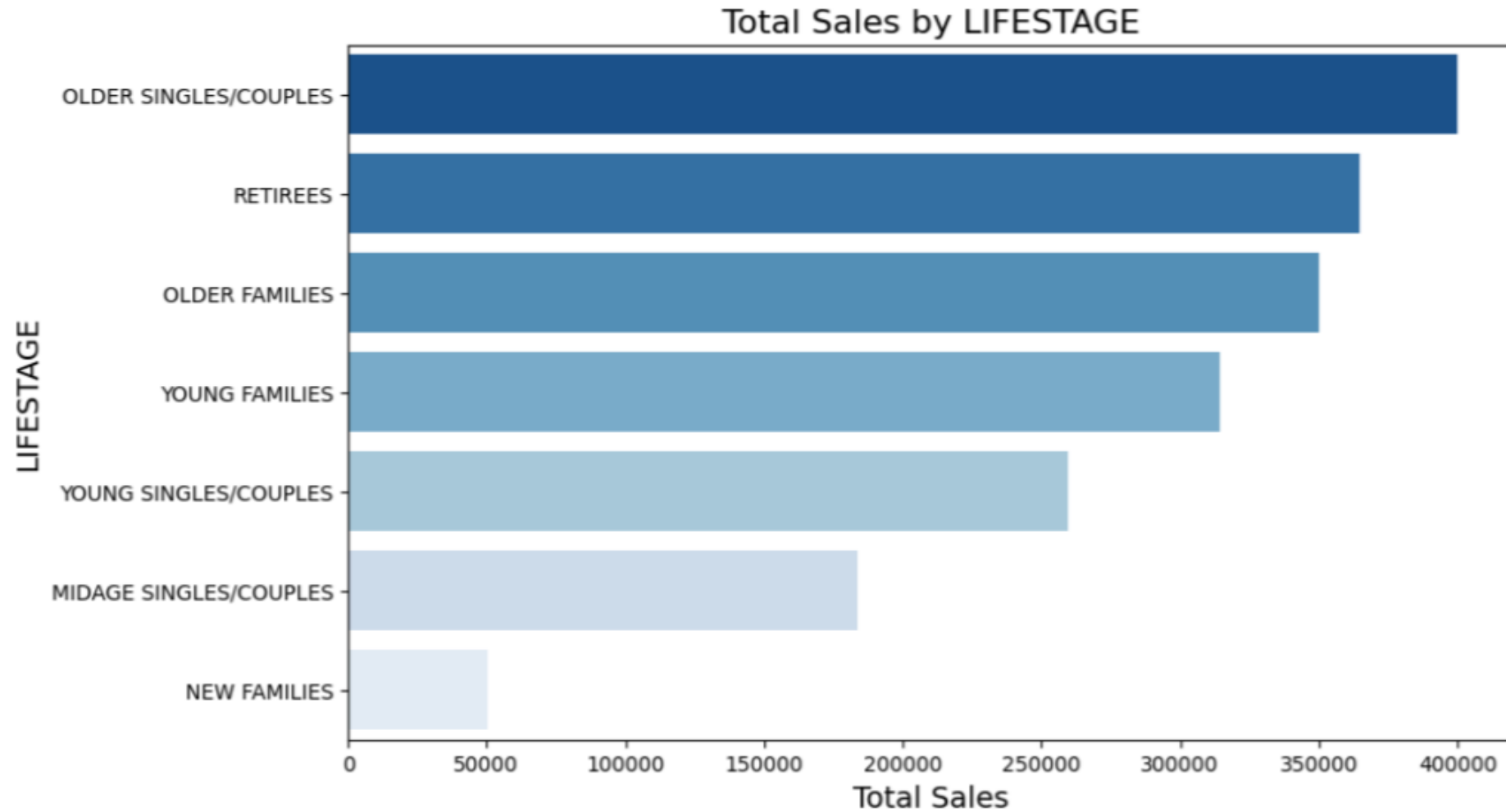
Compare different control stores to each of the trial stores using Pearson correlations

01

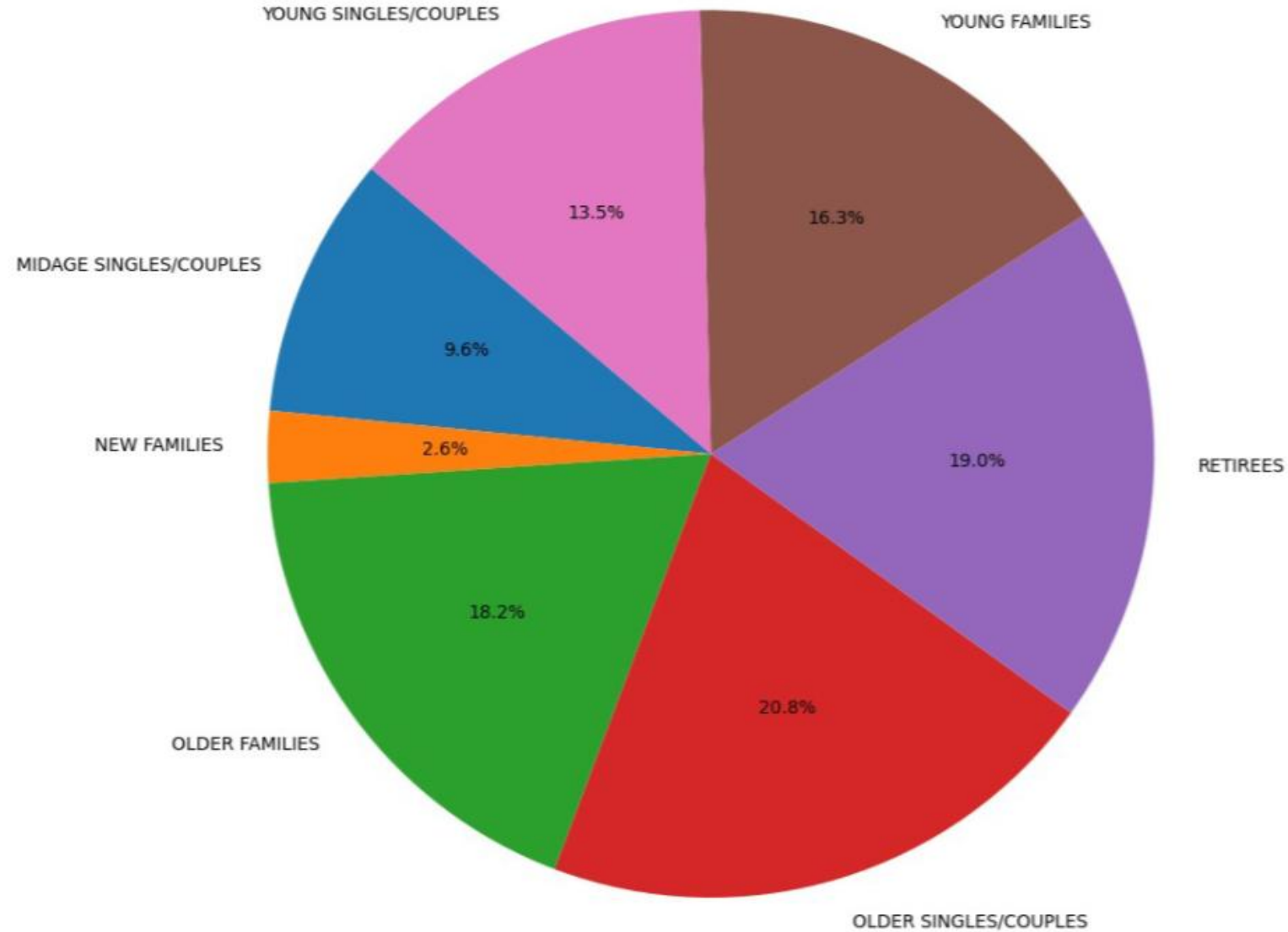
We need to present a strategic recommendation to our client that is supported by data which she can then use for the upcoming category review. However, to do so, we need to analyse the data to understand the current purchasing trends and behaviours. The client is particularly interested in customer segments and their chip purchasing behaviour. Consider what metrics would help describe the customers' purchasing behaviour.



Total Sales by Different Life Stages



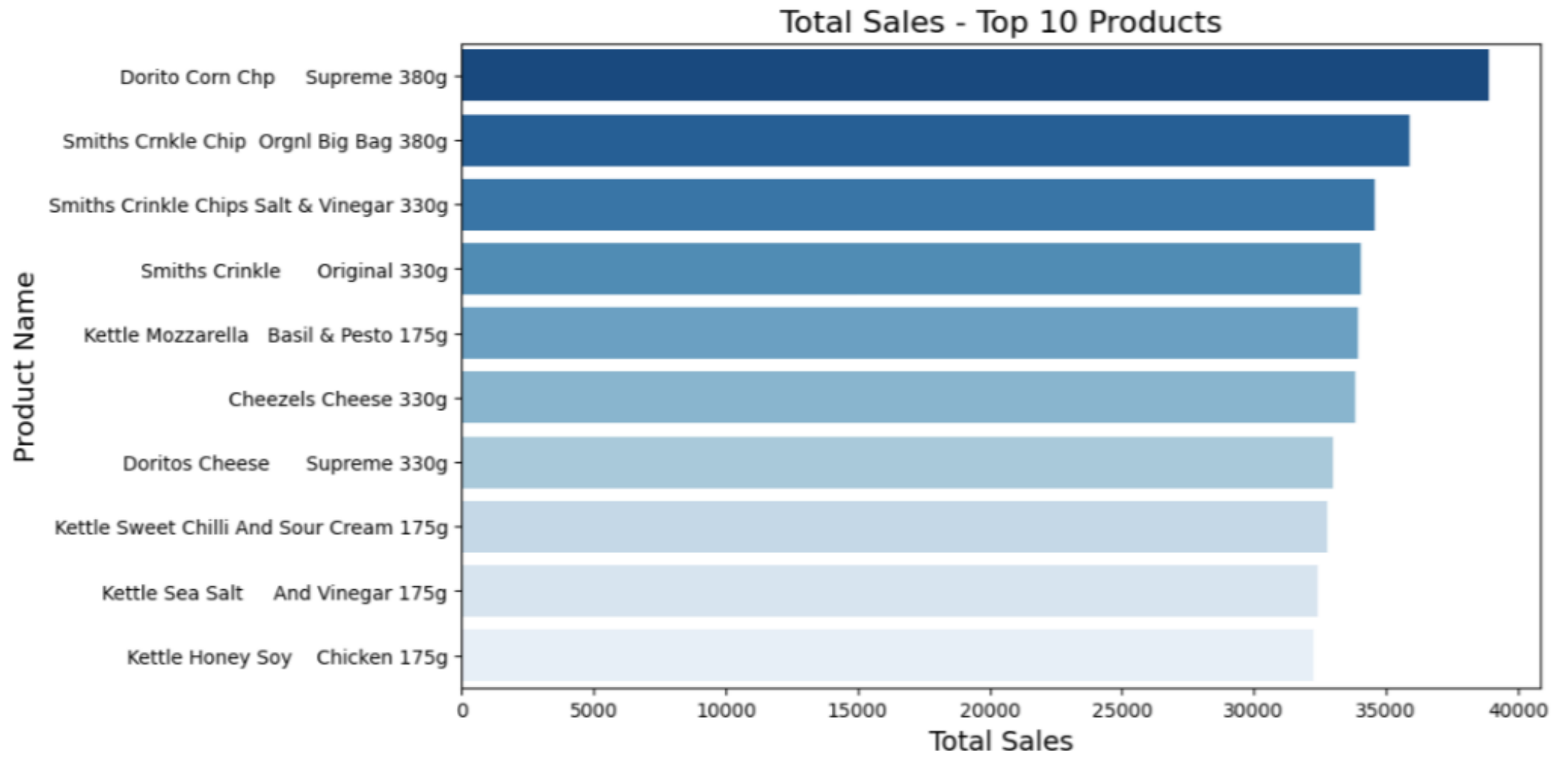
Sales Distribution by LIFESTAGE



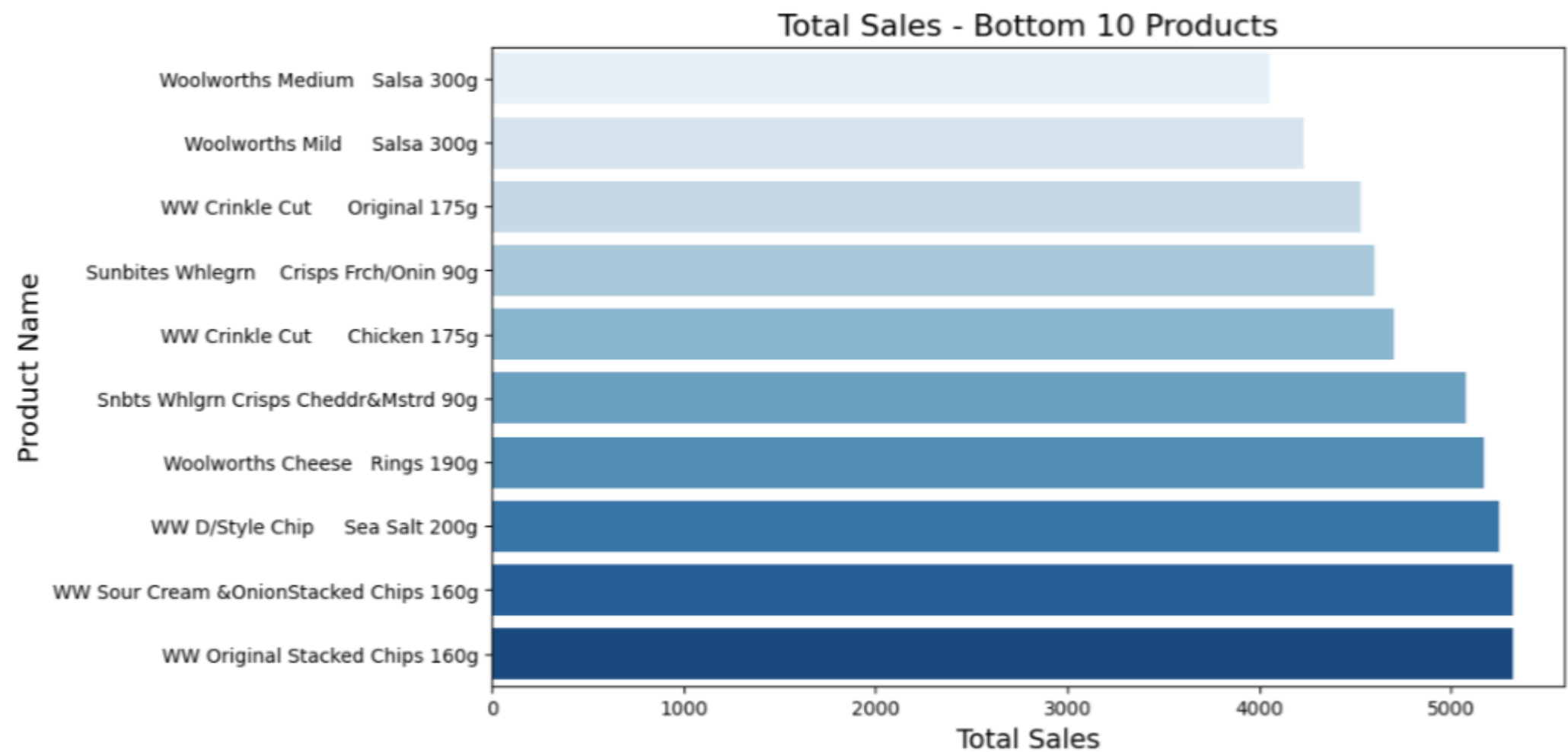
Highlights:

Older Singles/Couples generated the highest sales(399,971.15 units). Other significant contributors included Older Families and Retirees.

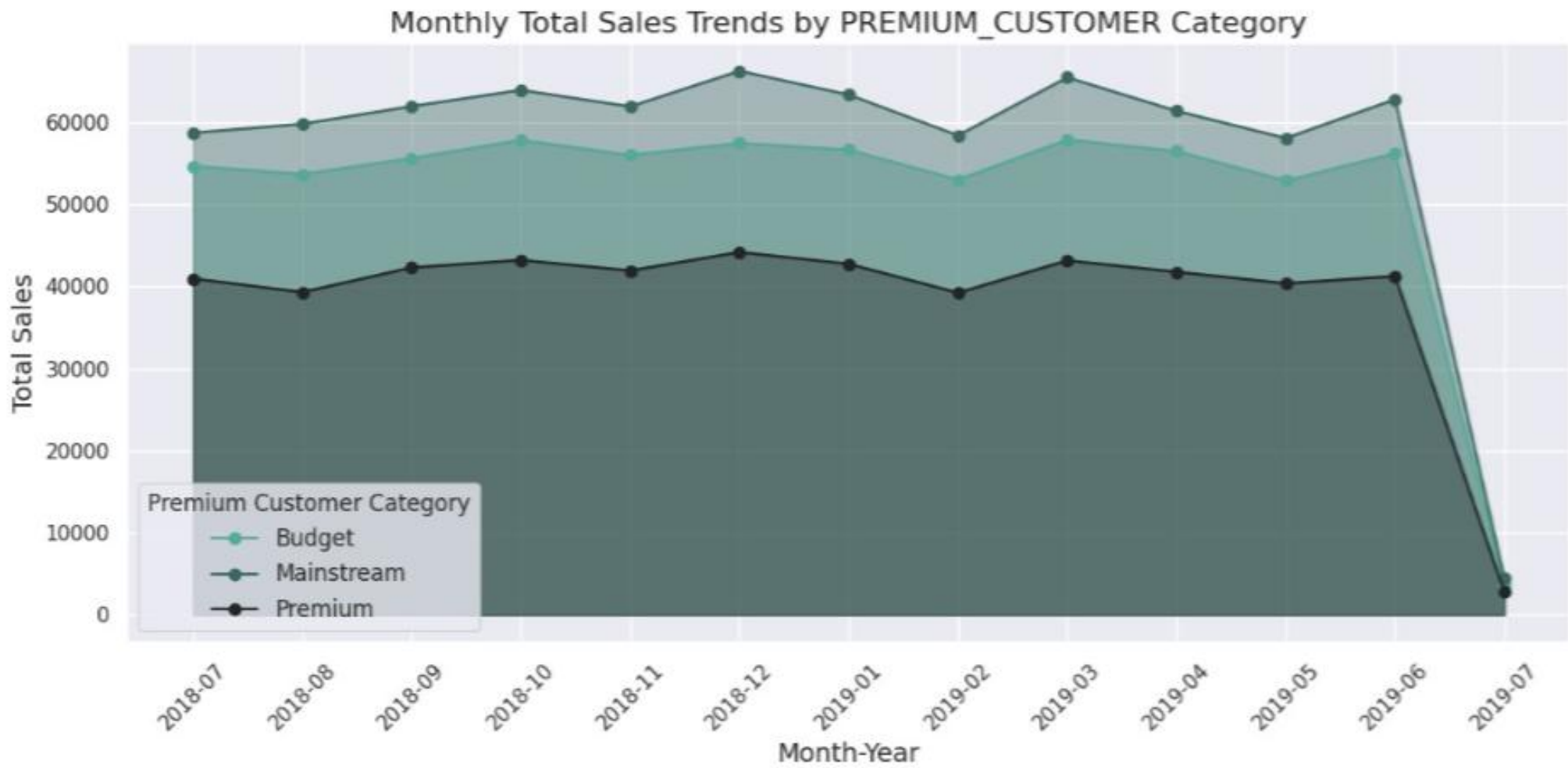
Top 10 Products by Total Sales



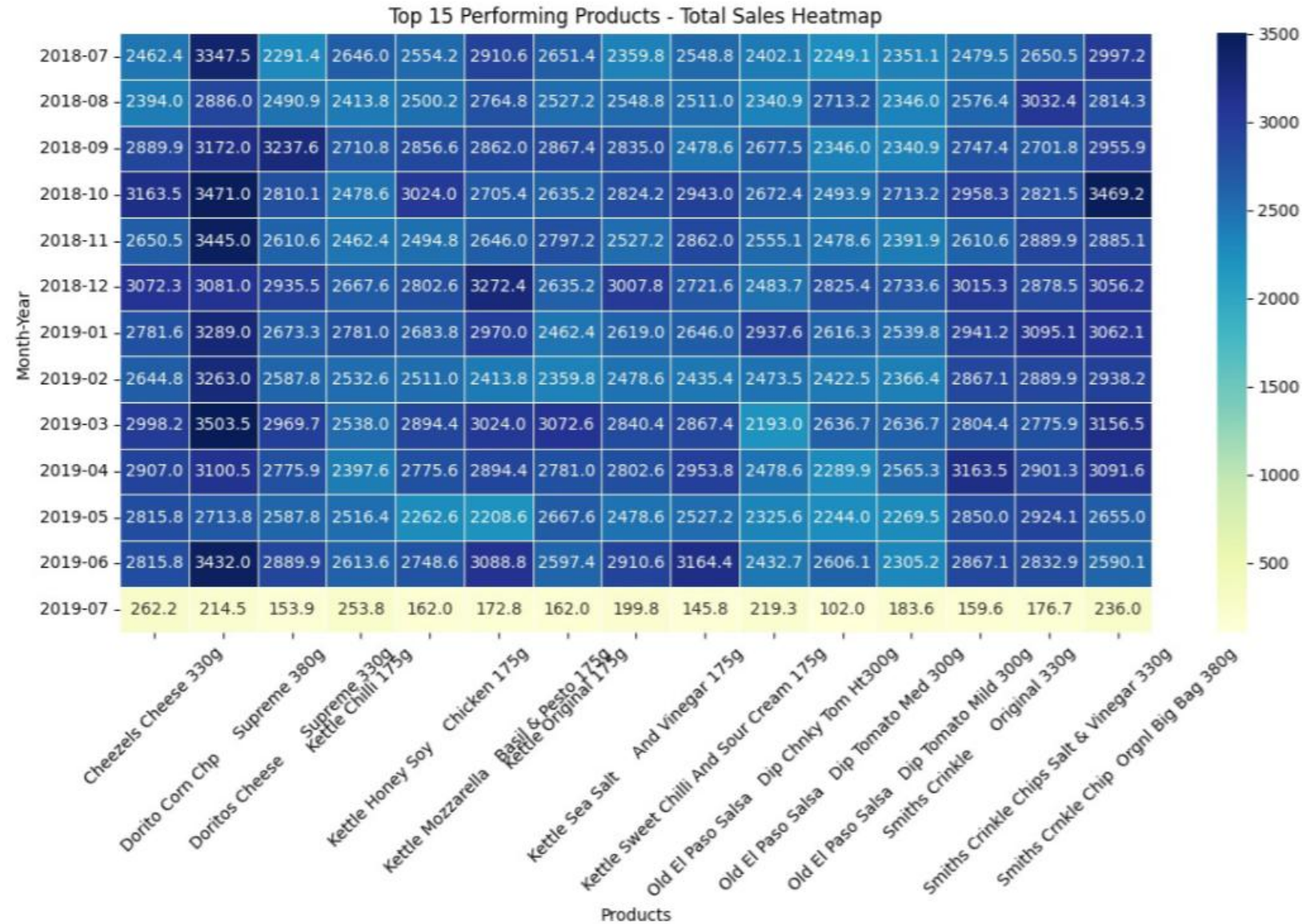
Bottom 10 Products by Total Sales



Monthly Sales Trends by Different Categories

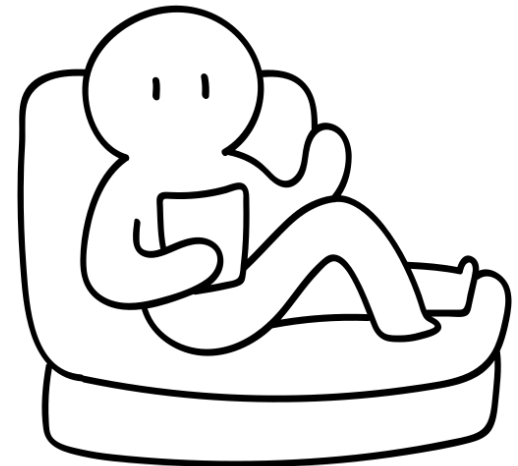


Top 15 Performing Products by Total Sales



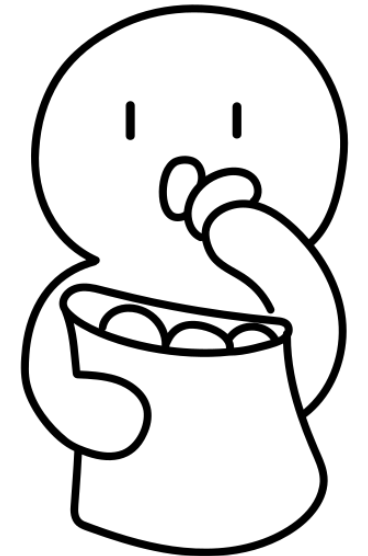
Summary/Highlights:

Older demographics are the primary contributors to chip sales, especially in the Mainstream and Budget segments. Product preference varies, with a clear inclination toward popular chip brandlike Natural Chip Co. and CCs. Seasonal trends suggest the importance of strategic promotions during high-demand months like December. The data provides actionable insights for targeted marketing strategies, such as focusing on Older Families and Singles in the Budget and Mainstream categories for maximum ROI.

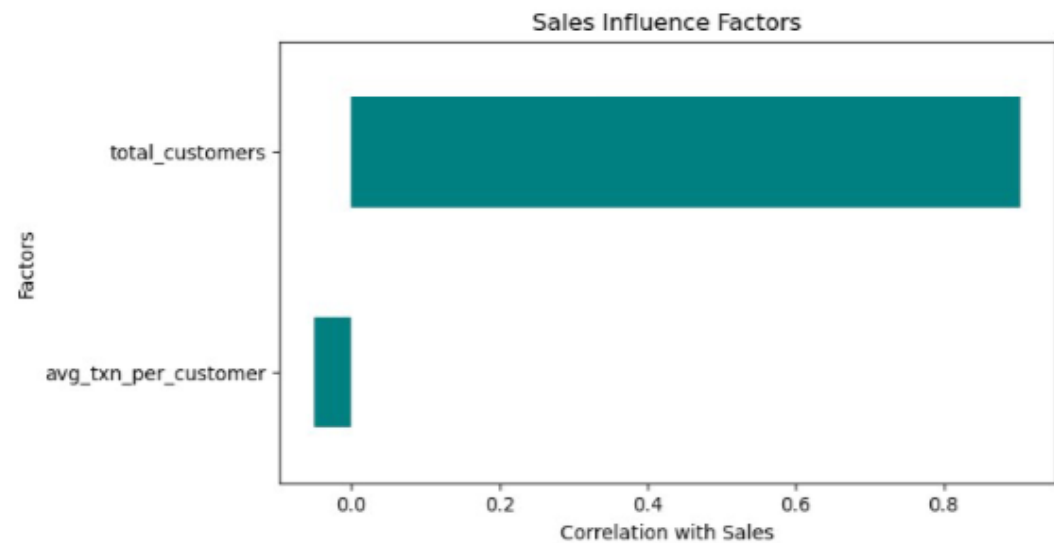
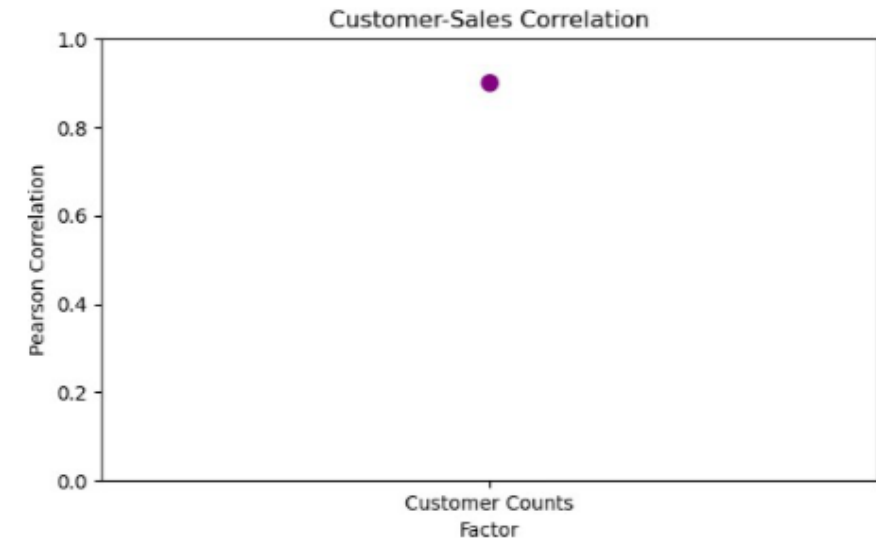
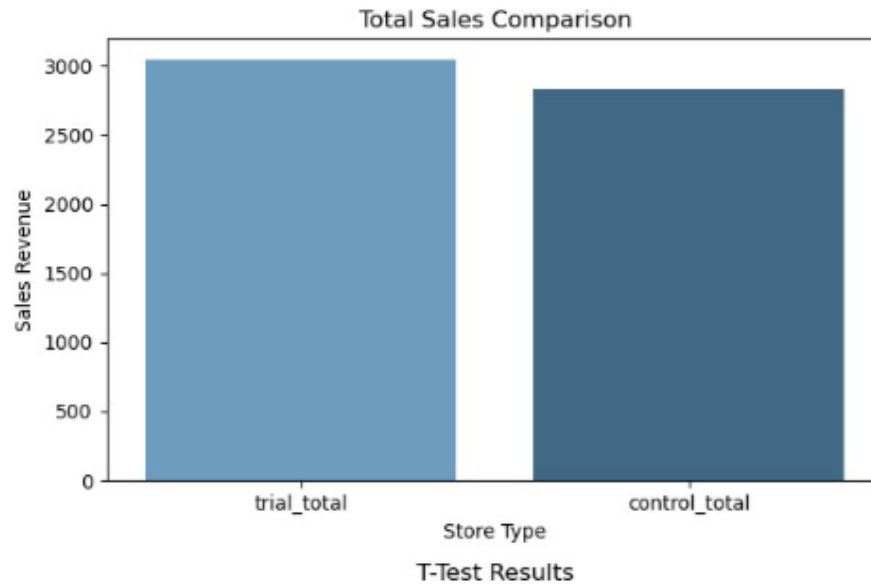


02

Trial Store vs Control Store **Performance**



Trail Stores VS Control Stores Performance



Summary of Insights:

Trial Store Performance:

Sales are slightly higher in the trial store compared to the control store, but the difference is not statistically significant.

Key Driver of Sales:

The increase in customer counts is the primary factor influencing sales performance. Efforts to drive sales should focus on attracting more customers rather than increasing transactions per customer.

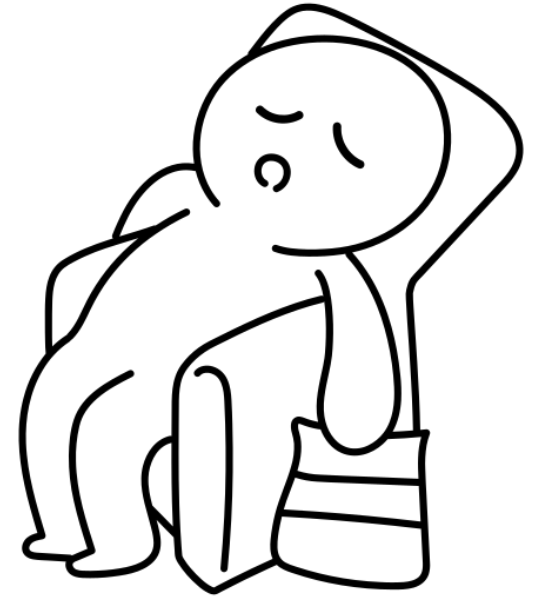
Statistical Significance:

The lack of statistical significance suggests that the observed differences might not be attributable to the trial intervention. This analysis provides actionable insights for strategizing sales improvement initiatives.

THANK YOU!

Presented by:

Rakib Hasan



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