

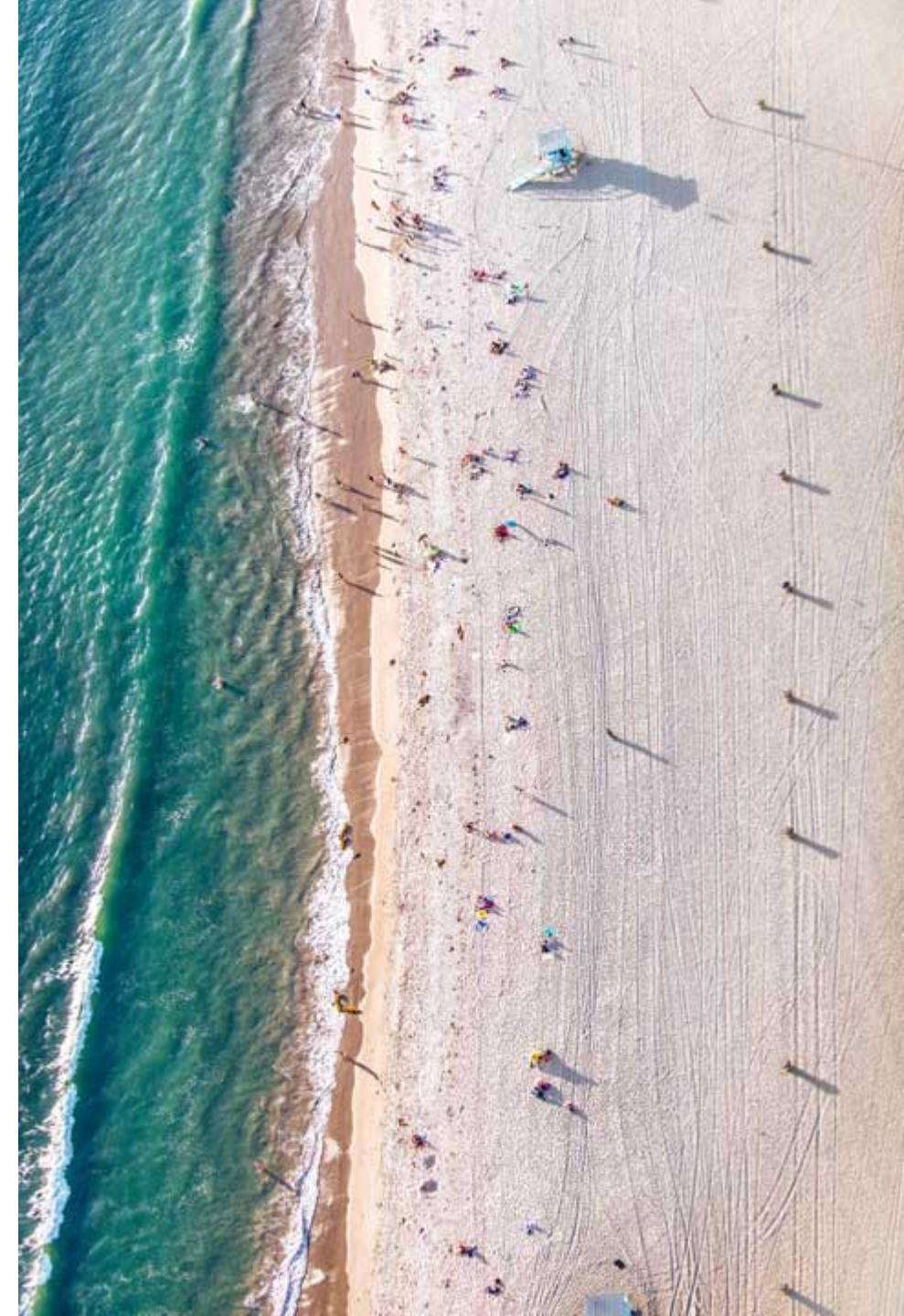
June 2020

Category review: Chips

Retail Analytics



Classification: Confidential



Our 17 year history assures best practice in privacy, security and the ethical use of data

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.

We all have a responsibility to use data for good

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 have mainly been due to Budget - older families, Mainstream - young singles/couples, and Mainstream -retirees shoppers. We found that the high spend in chips for mainstream young singles/couples and retirees is due to there being more of them than other buyers. Mainstream, midage and young singles and couples are also more likely to pay more per packet of chips. This is indicative of impulse buying behaviour. The Category Manager may want to increase the category's performance by off-locating some Tyrrells and smaller packs of chips like 175g,150g,170g in discretionary space near segments where young singles and couples frequent more often to increase visibility and impulse behaviour in the months of december,july,march and january.

02

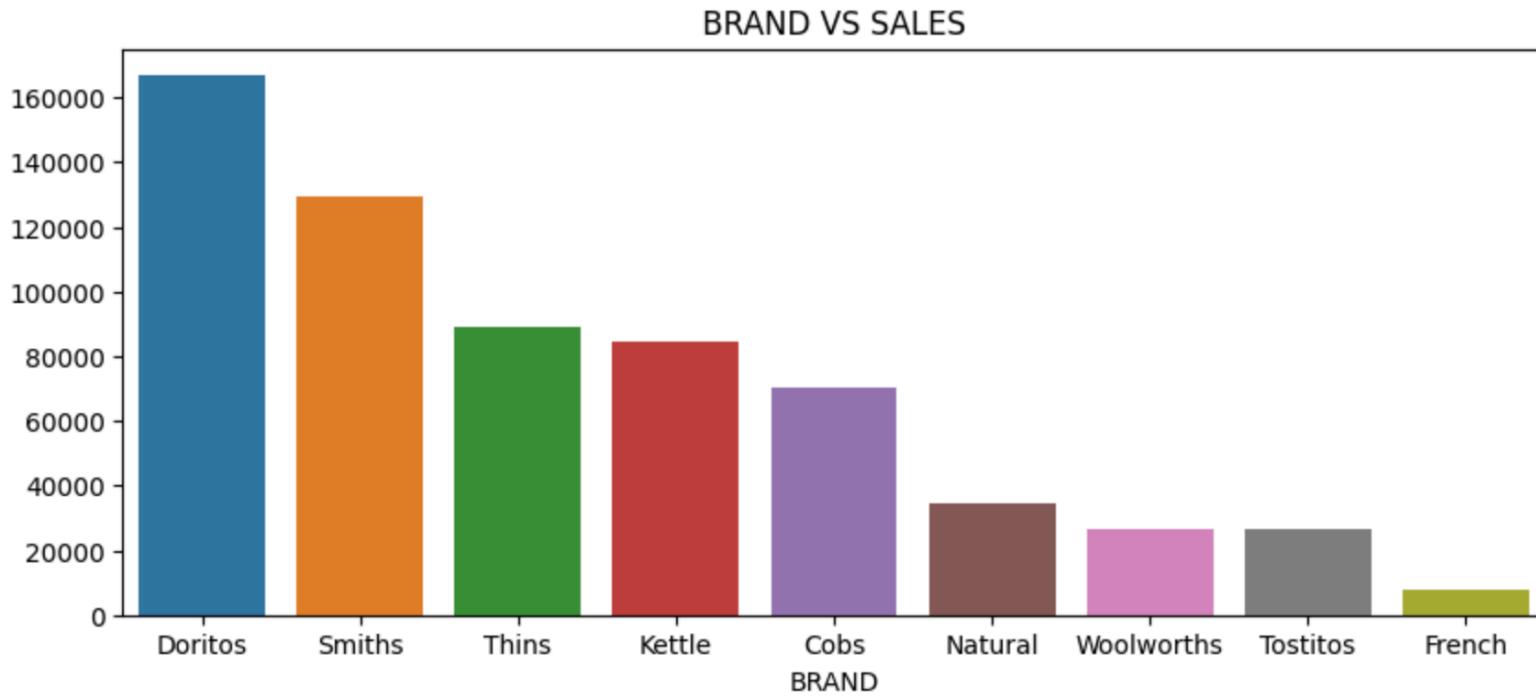
Task 2

WE FOUND STORE 233,155,237 AS CONTROL STORE FOR TRIAL STORE 77,86,88

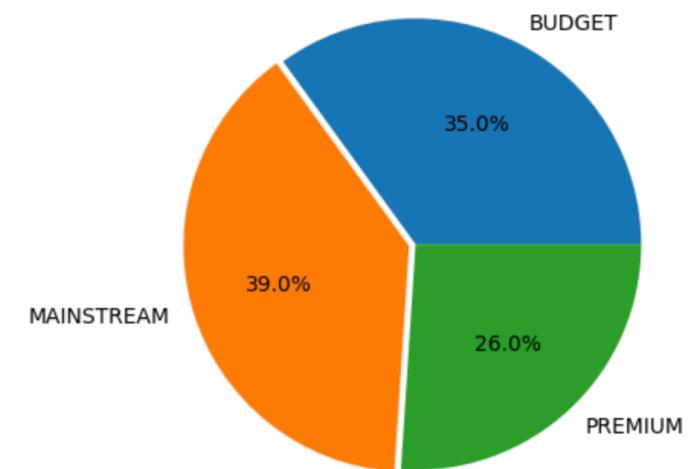
01

Category

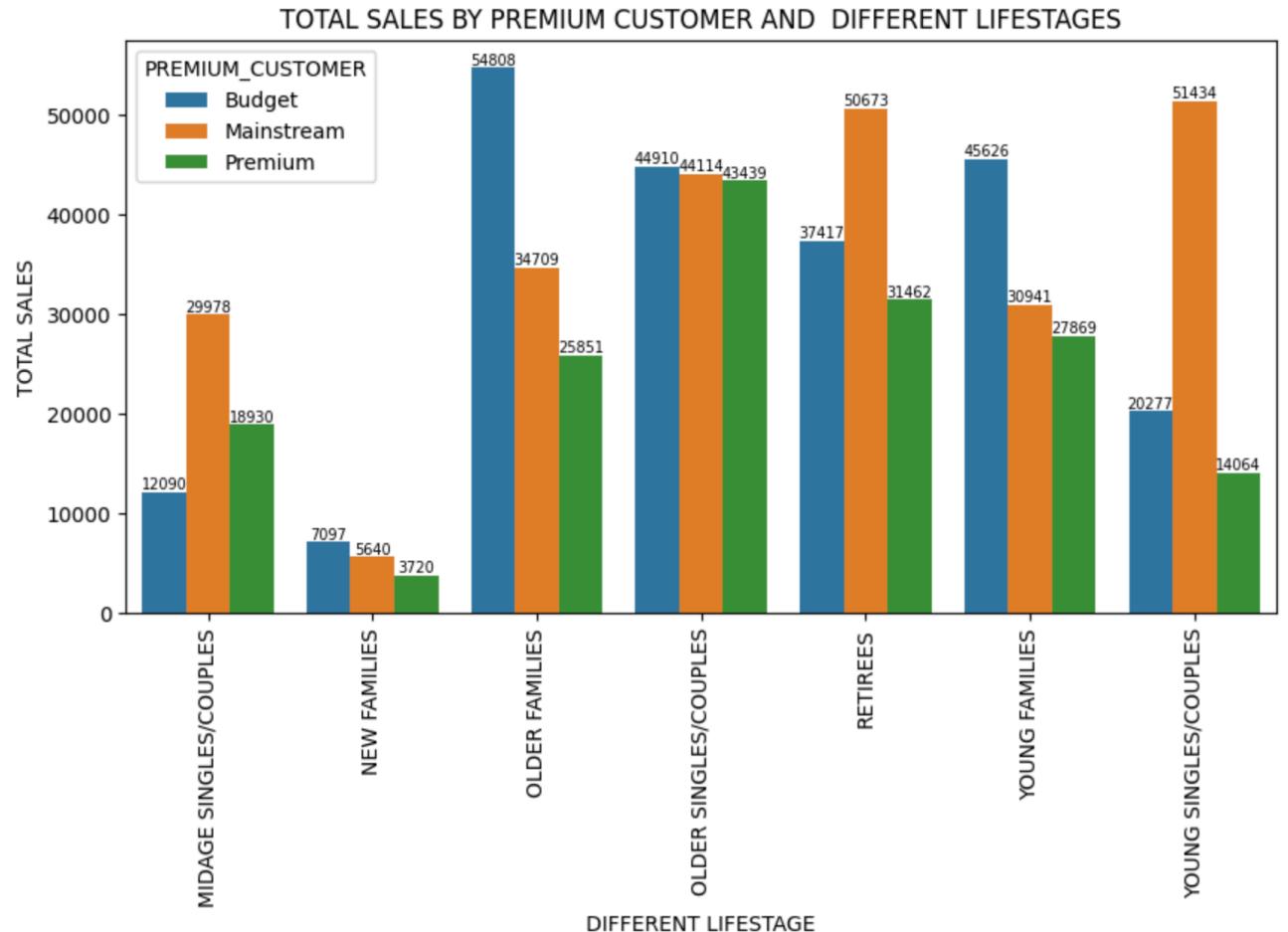




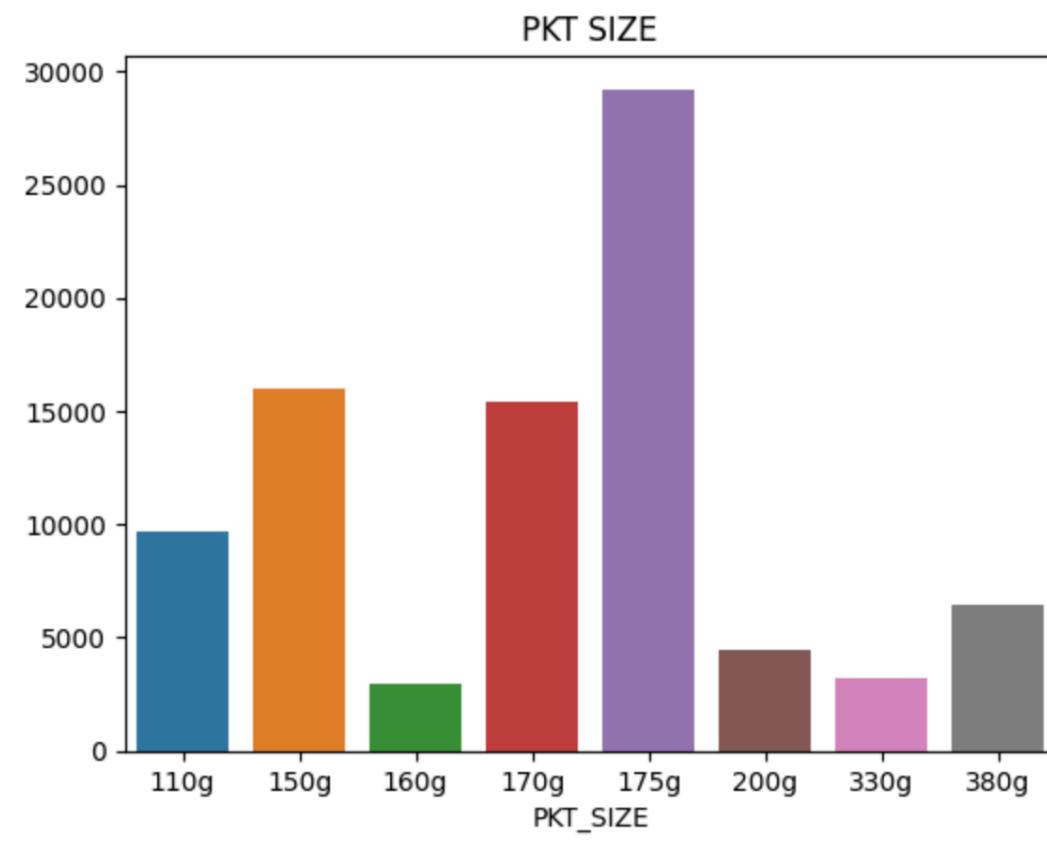
TOTAL SALES BY PREMIUM CUSTOMERS



The above visualisation show how different brand contribute for sales and another one show how much different type of customer[Budget,Premium,Mainstream] contribute to sale and from all these we finally found that Mainstream contribute 39% in overall sales which is highest by any type of customers and if we talk about brands Daritos do some thing better than others which make him most popular brand among consumers.



The above visualisation shows how sales goes up and down for different type of customer with different life stages.you can easily see mainly sales is due to Budget and Mainstream and if we go more deeper with this we got older singles/couples,retirees,older families and young singles/couple conclude most of the sales



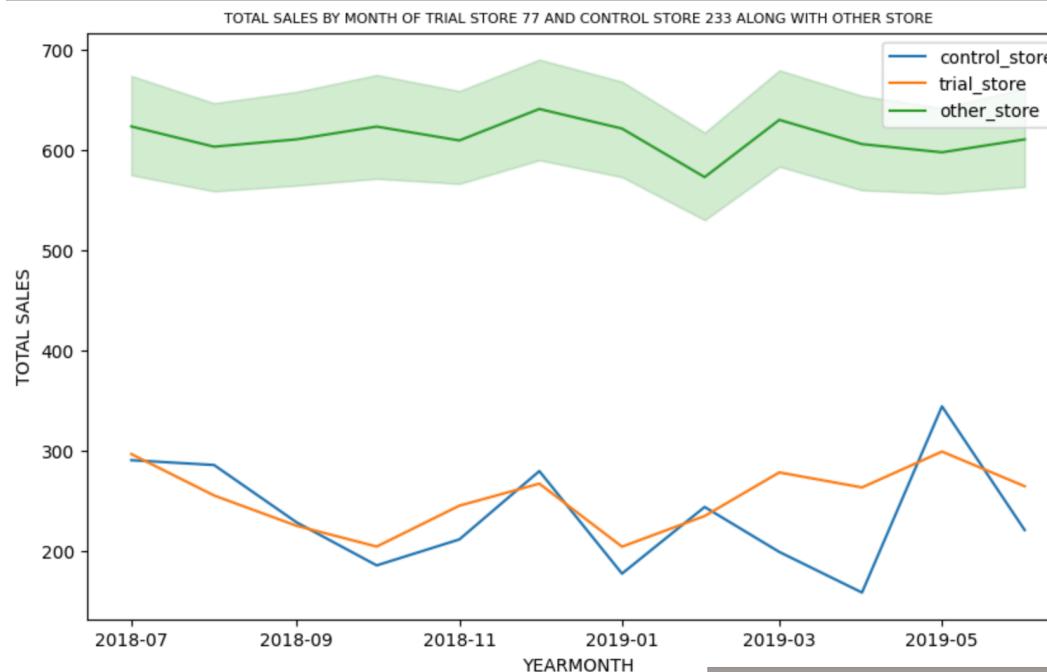
The above visualisation shows total quantity placed by different type of customer and their different life stages mainly budget and mainstream placed most order in all of the different life stages if we go more in depth we find that older families, older singles/couple, retirees placed most order and most order are of pkt size 175g 170g, 150g.

02

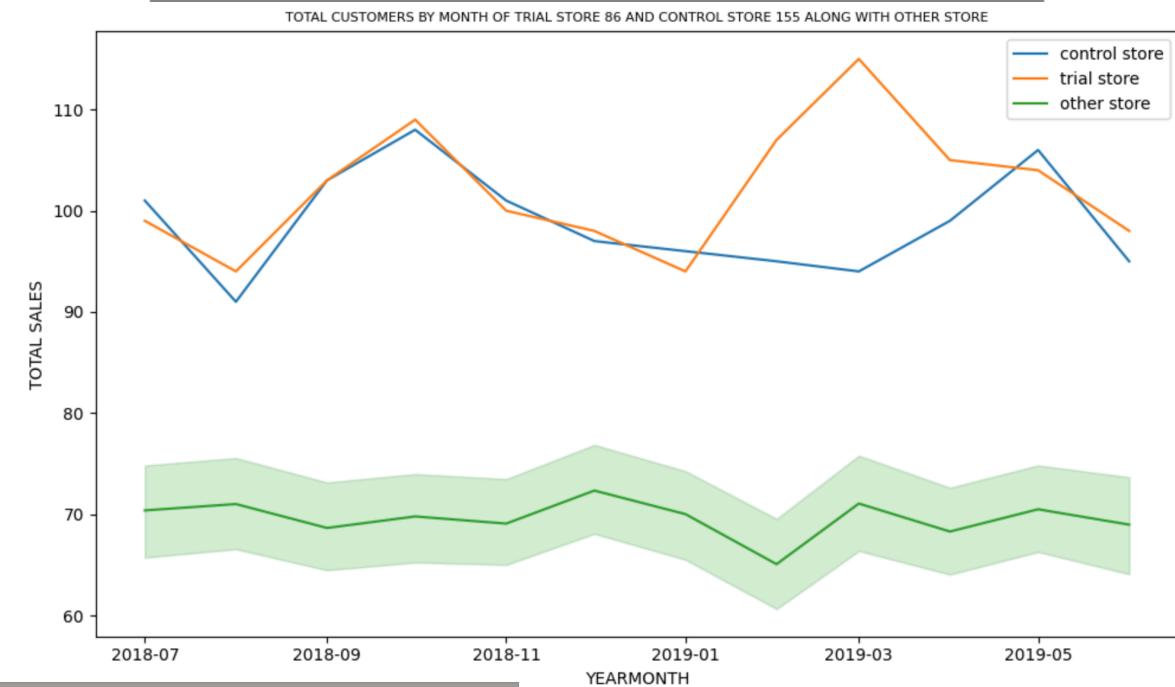
Trial store performance

TOTAL SALES OF TRIAL STORE AND CONTROL STORES :

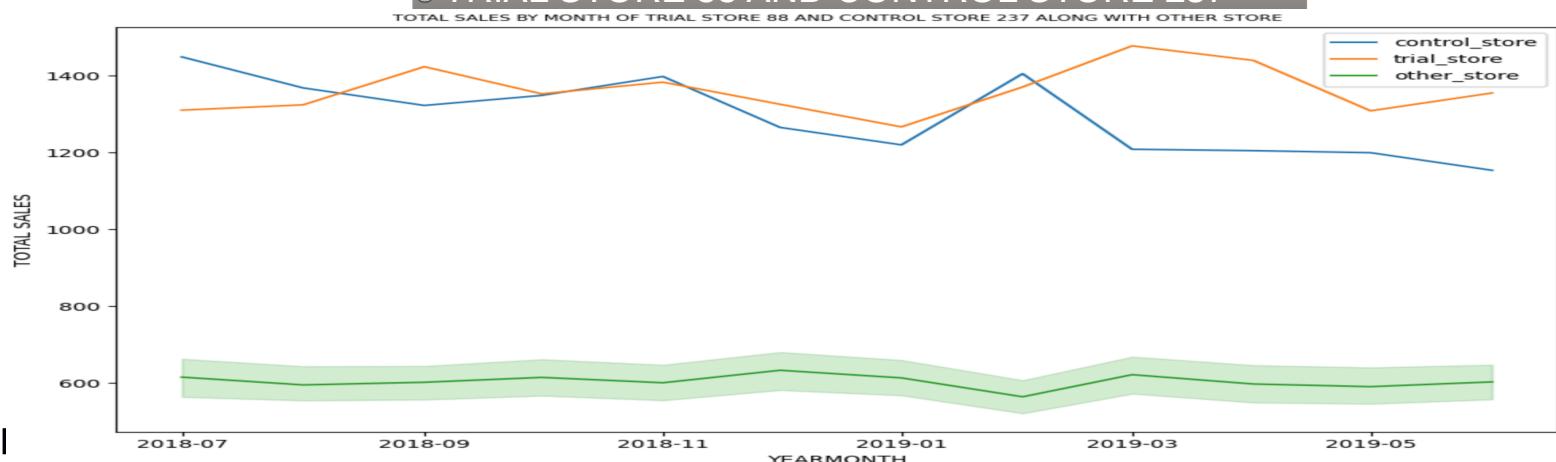
• TRIAL STORE 77 AND CONTROL STORE 233



• TRIAL STORE 86 AND CONTROL STORE 155

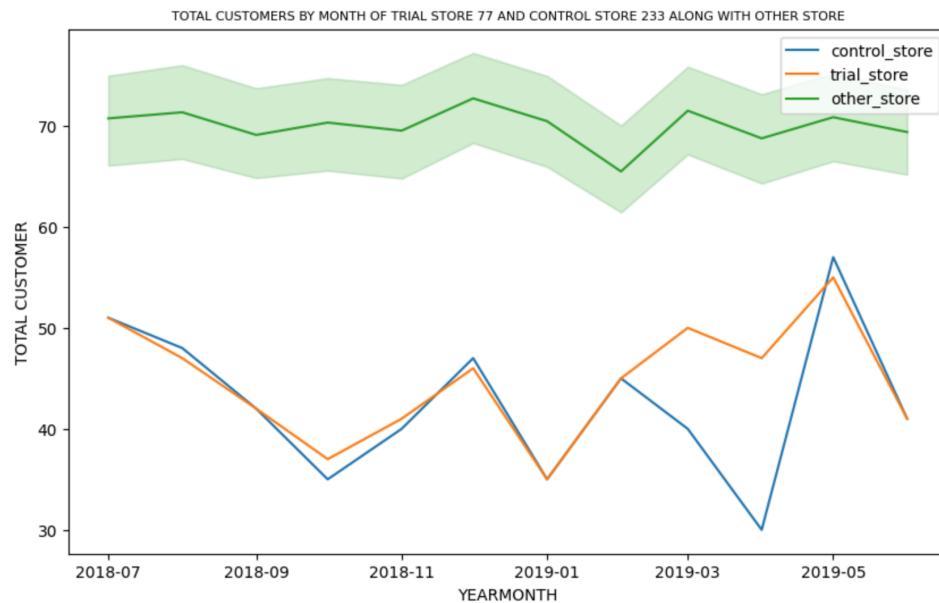


• TRIAL STORE 88 AND CONTROL STORE 237

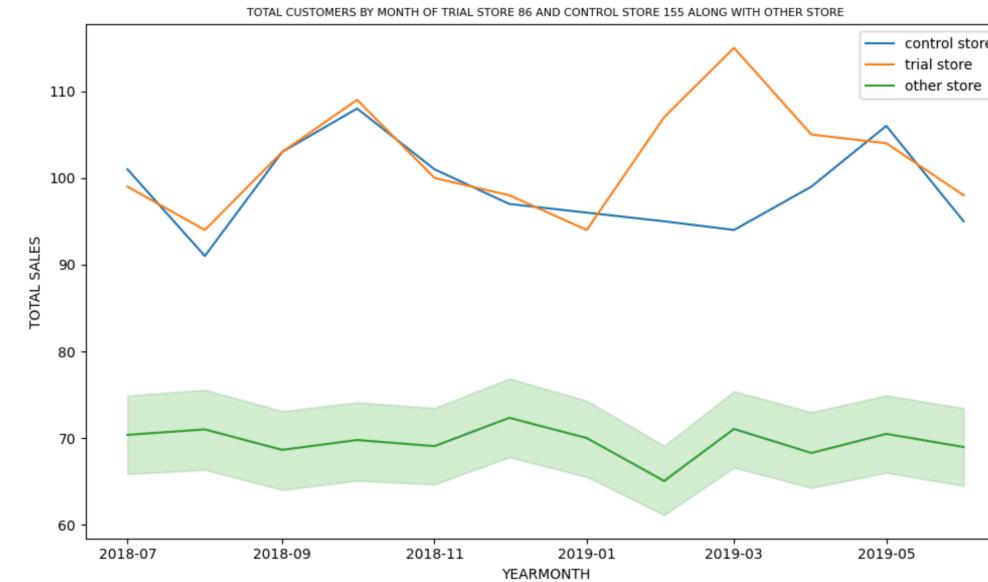


TOTAL CUSTOMERS OF TRIAL STORE AND CONTROL STORES :

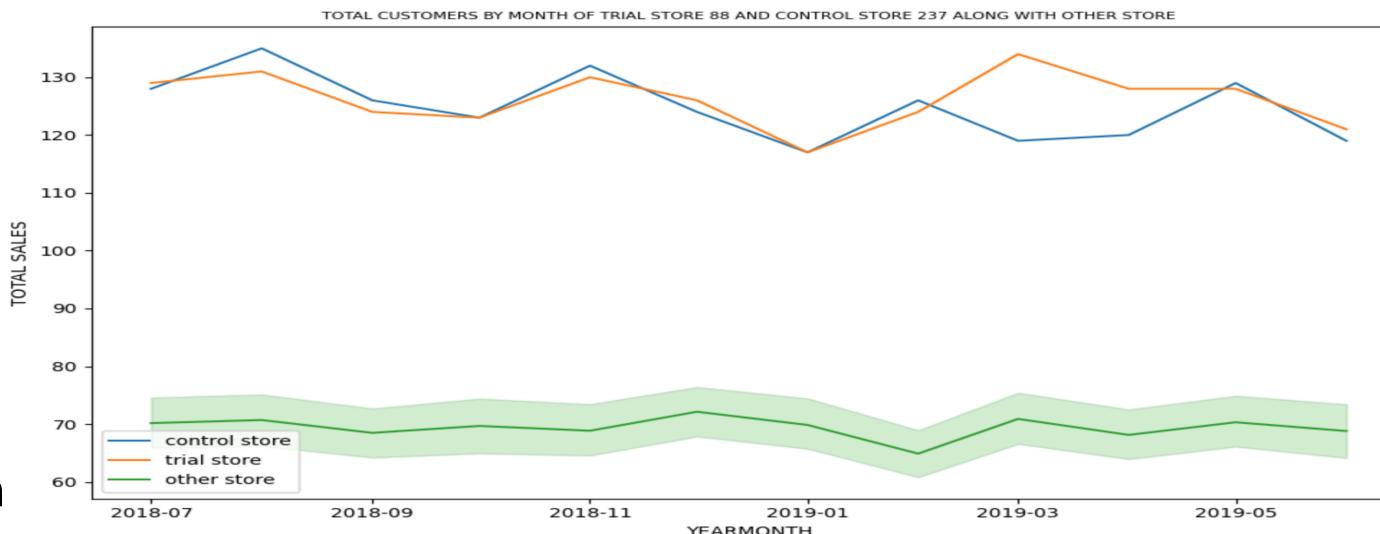
• TRIAL STORE 77 AND CONTROL STORE 233



• TRIAL STORE 86 AND CONTROL STORE 155



• TRIAL STORE 88 AND CONTROL STORE 237





Disclaimer: This document comprises, and is the subject of intellectual property (including copyright) and confidentiality rights of one or multiple owners, including The Quantum Group Pty Limited and its affiliates (Quantum) and where applicable, its third-party data owners (Data Providers), together (IP Owners). The information contained in this document may have been prepared using raw data owned by the Data Providers. The Data Providers have not been involved in the analysis of the raw data, the preparation of, or the information contained in the document. The IP Owners do not make any representation (express or implied), nor give any guarantee or warranty in relation to the accuracy, completeness or appropriateness of the raw data, nor the analysis contained in this document. None of the IP Owners will have any liability for any use or disclosure by the recipient of any information contained in, or derived from this document. To the maximum extent permitted by law, the IP Owners expressly disclaim, take no responsibility for and have no liability for the preparation, contents, accuracy or completeness of this document, nor the analysis on which it is based. This document is provided in confidence, may only be used for the purpose provided, and may not be copied, reproduced, distributed, disclosed or made available to a third party in any way except strictly in accordance with the applicable written terms and conditions between you and Quantum, or otherwise with Quantum's prior written permission