

Nov 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

Product and Customer Analysis

- **The Shop is closed on the day of Christmas.**
- **Older and Young Family segment have the highest average purchase units per unique customer.**
- **Sales have mainly been due to Budget - older families, Mainstream - young singles/couples, and Mainstream- retirees' shoppers.**

02

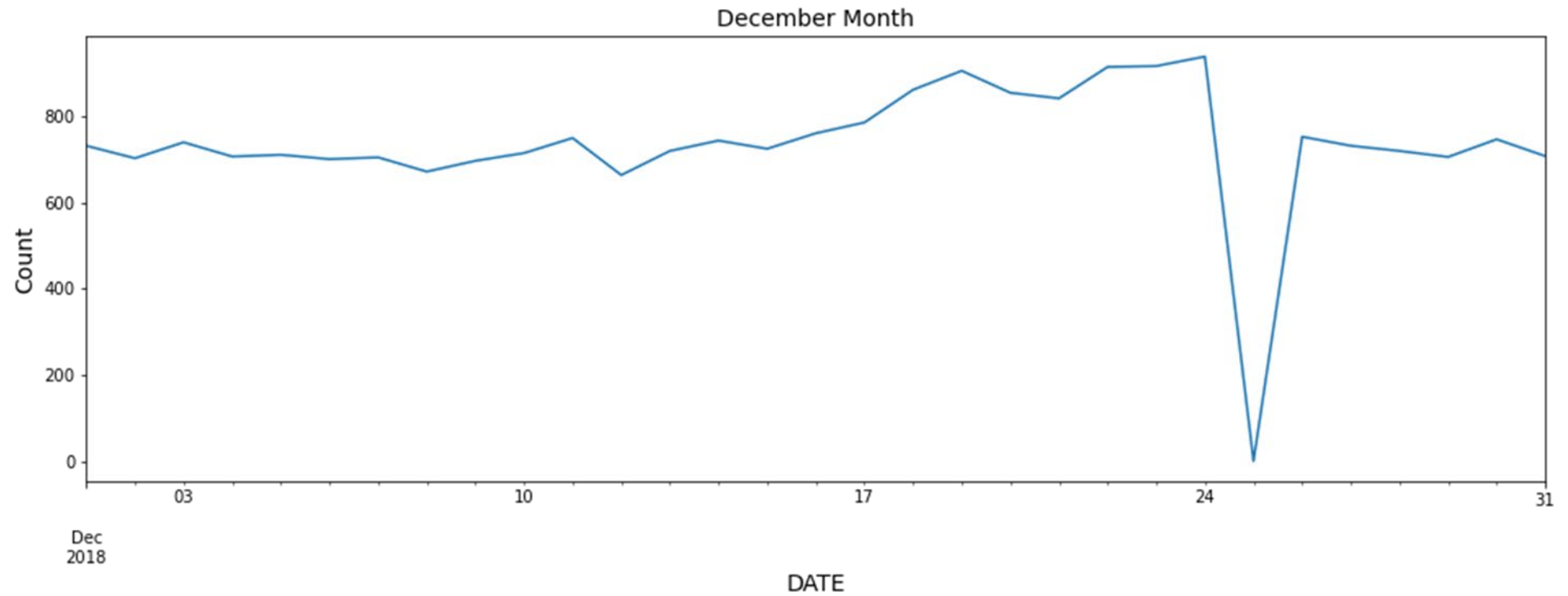
Trial/Control store Analysis

- **We identified control stores 233, 155, 187 for trial stores 77, 86 and 88 respectively.**
- **The results for trial stores 77 and 88 during the trial period show a significant difference in all the three trial months.**
- **In trial store 86 only for March there is an increase sales.**
- **Overall the trial shows a significant increase in sales.**

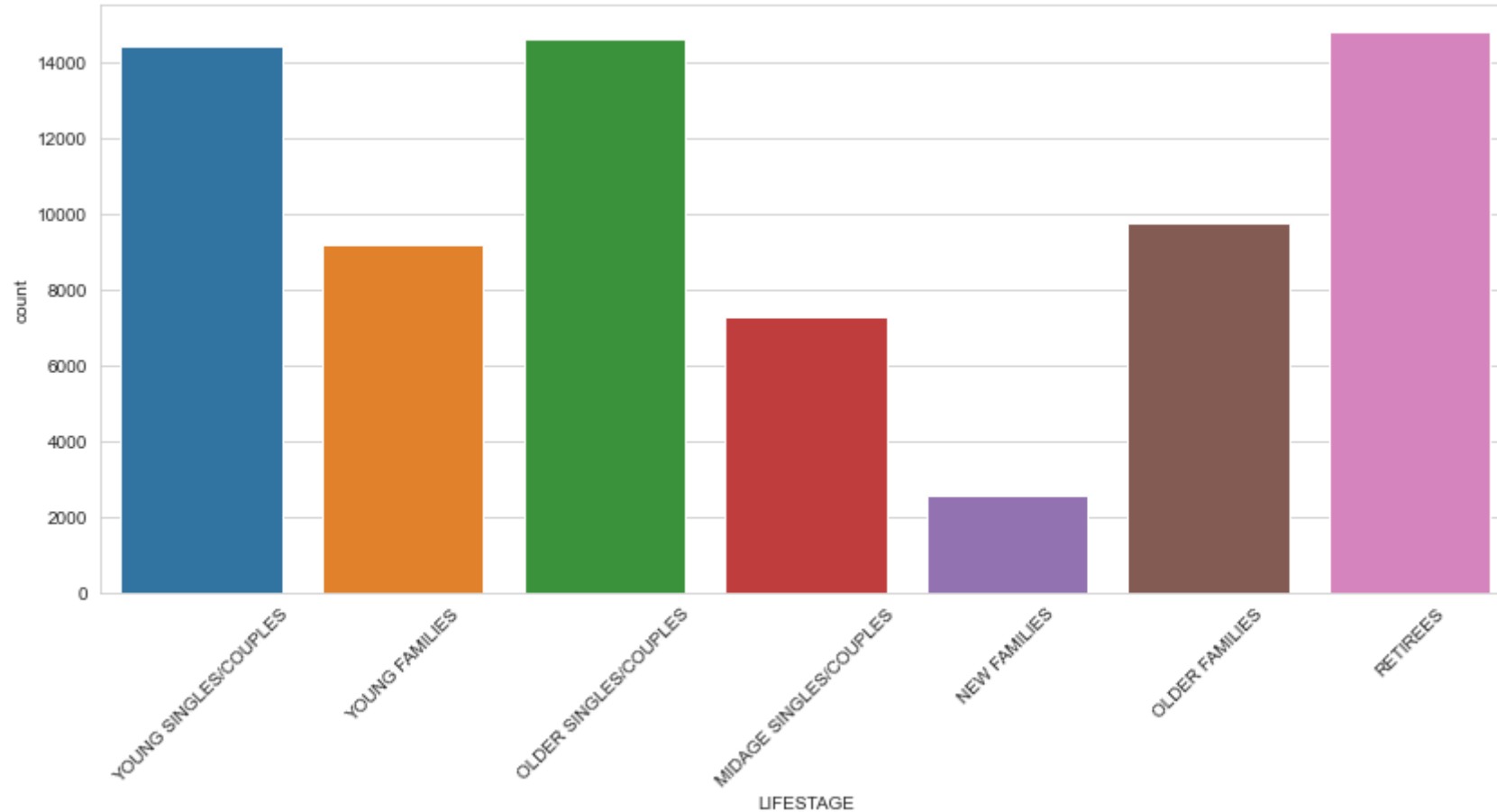
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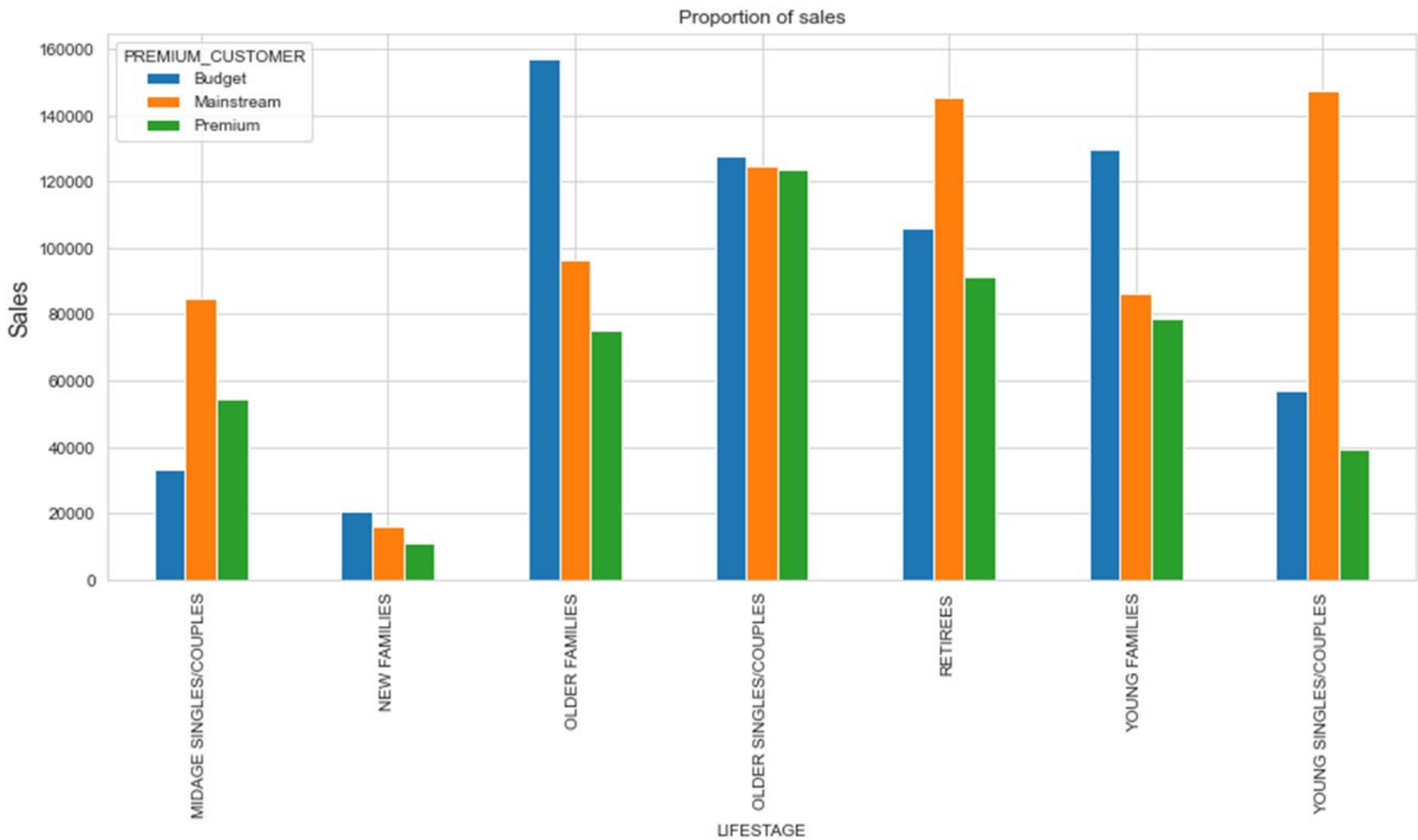
The Shop is closed on the day of Christmas but, there is upswing in sales on the previous day.



Older and Young Family segment have the highest average purchase units per unique customer.



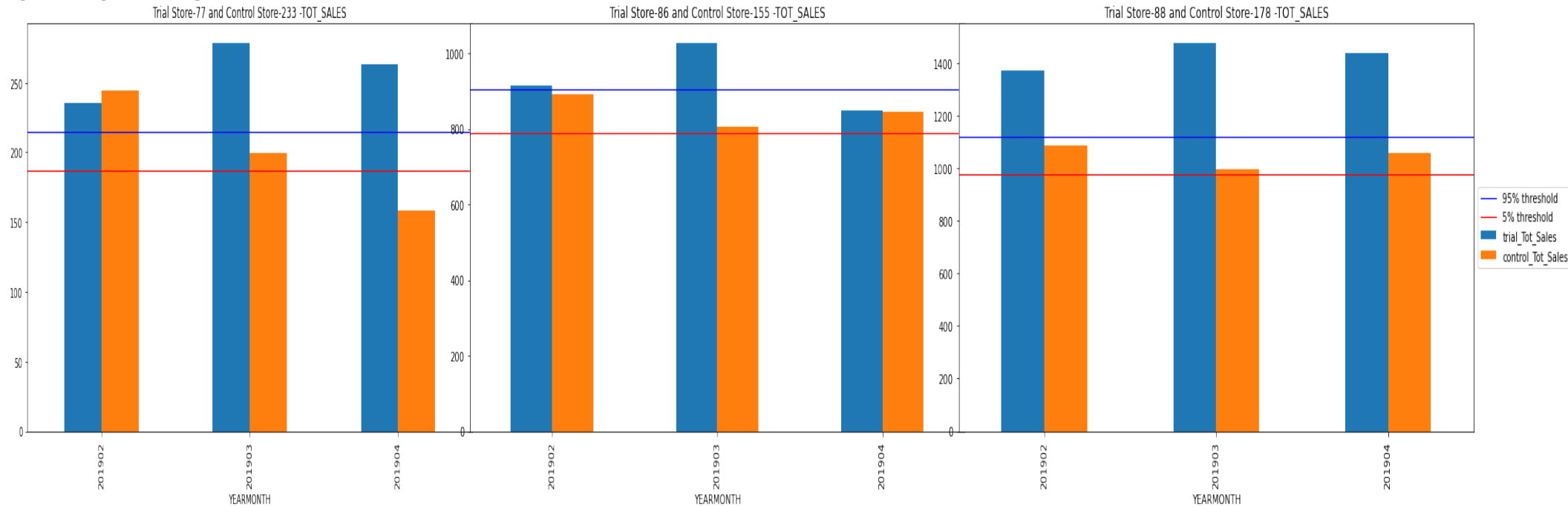
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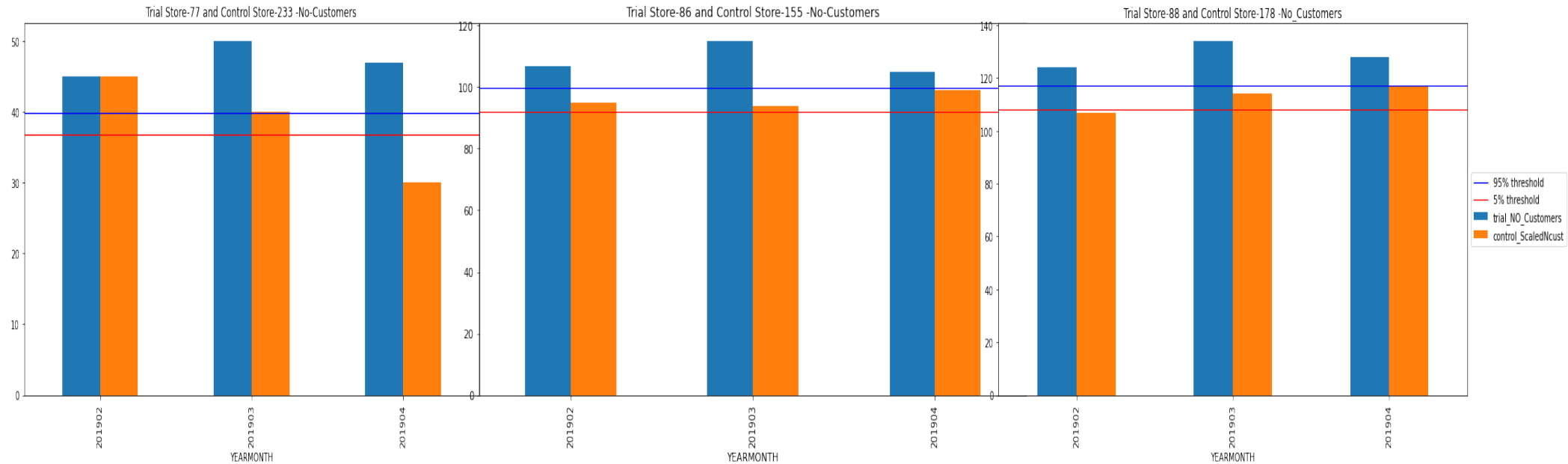
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Trial store performance

Control store 77 and 88 shows an increasing trend in Tot_Sales for all the three months of trial period. Control store 86 has increased sales only for first two months.



In case of Number of customers all the three control stores show an increasing trend.





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