June 2020

Category review: Chips

Retail Analytics

quantium

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
- 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.

We all have a responsibility to use data for good

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

quantium

Executive summary

01 Task 1

Our analysis of chips purchasing behavior revealed that customer life stage and affluence significantly influence sales performance. Older families and retirees, particularly those in the "Mainstream" and "Budget" segments, are the largest revenue contributors. While Premium customers are fewer, they demonstrate higher average spend per transaction.
Key purchasing patterns indicate a preference for pack sizes around 175g, suggesting consistent value-driven buying behavior across segments.
Key Takeaways:
Mainstream and Budget segments dominate sales volume.
Premium customers spend more per transaction.
Older and family-oriented life stages represent core sales drivers.
Pack size preference centers around 175g across all customer types.

02 Task 2

We assessed the impact of new layouts in trial stores 77, 86, and 88 by comparing them to closely matched control stores using sales and customer metrics.
Key Findings:
Store 77 showed a strong uplift in both total sales and customer count — indicating a successful trial.
Store 86 had minor improvements that were not statistically significant.
Store 88 experienced higher foot traffic but lower spend per customer, leading to flat overall sales.
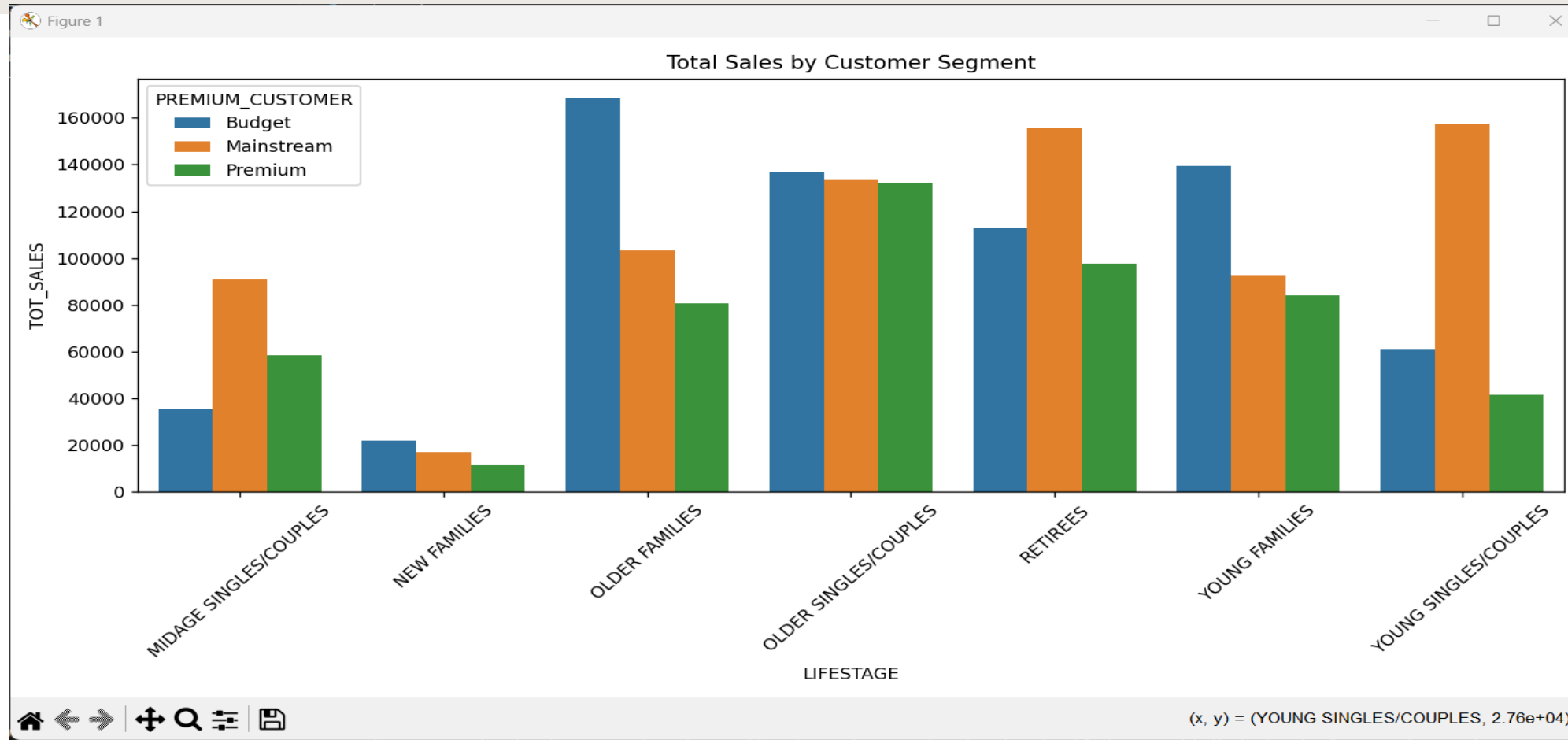Recommendations:
Proceed with rollout in stores similar to Store 77.
Refine the layout before further expansion based on Store 88's outcome.
Re-test in lower-performing stores with adjusted strategies.

quantium

01

Category

Overview: your key callout for the category should be included here

Task 1: Customer Segmentation Insights

Key Callouts:

- Older families and retirees (especially "Mainstream" and "Budget" segments) contribute the highest sales revenue.
- "Mainstream" customers across all life stages make up the largest segment by volume.
- Premium customers, while fewer in number, tend to have higher spend per transaction.

Key Visuals:

- Bar chart: Total Sales by Customer Segment (Lifestage x Premium status)
- Pie chart: Distribution of Customer Segments

Insights:

- Customer behavior is driven heavily by life stage, with family-oriented and older consumers making regular, high-volume purchases.
- Pack sizes around 175g are most preferred across all segments.

Recommendations:

- Tailor promotions toward Older and Midage Mainstream segments.
- Introduce bundle deals targeting high-pack-size preferences.

quantium

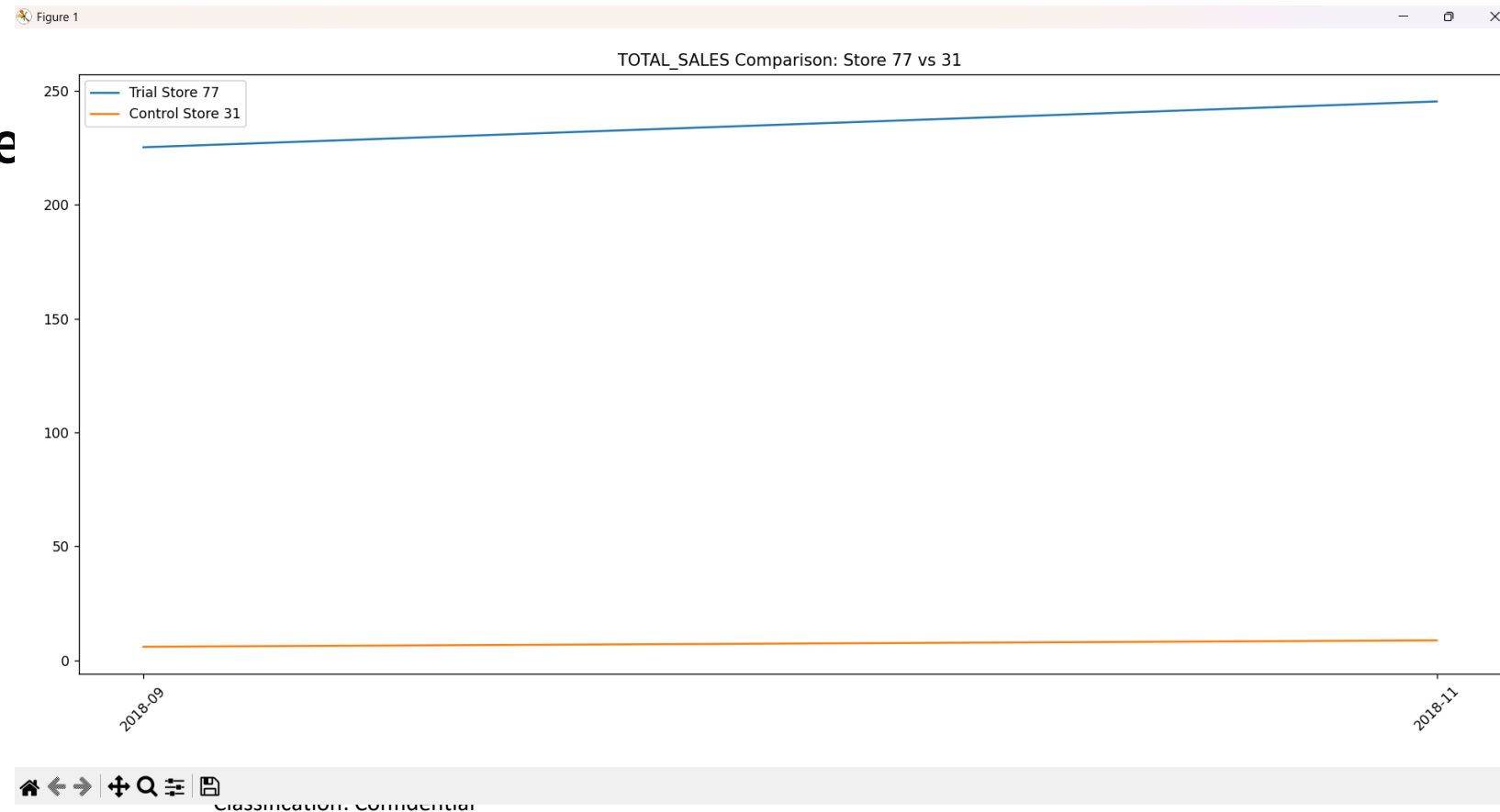# This slide will be commentary on affluence and its effect on consumer buying for the category of chips
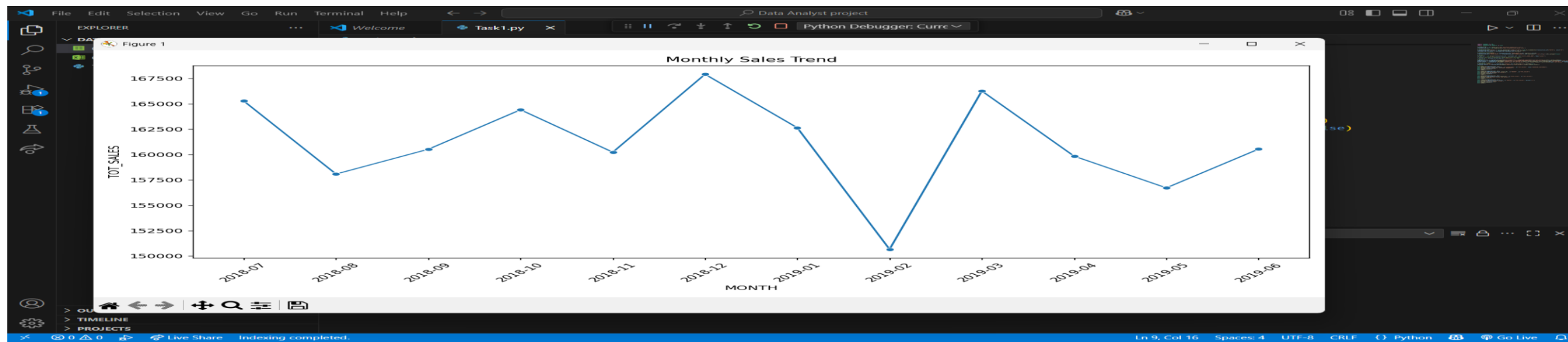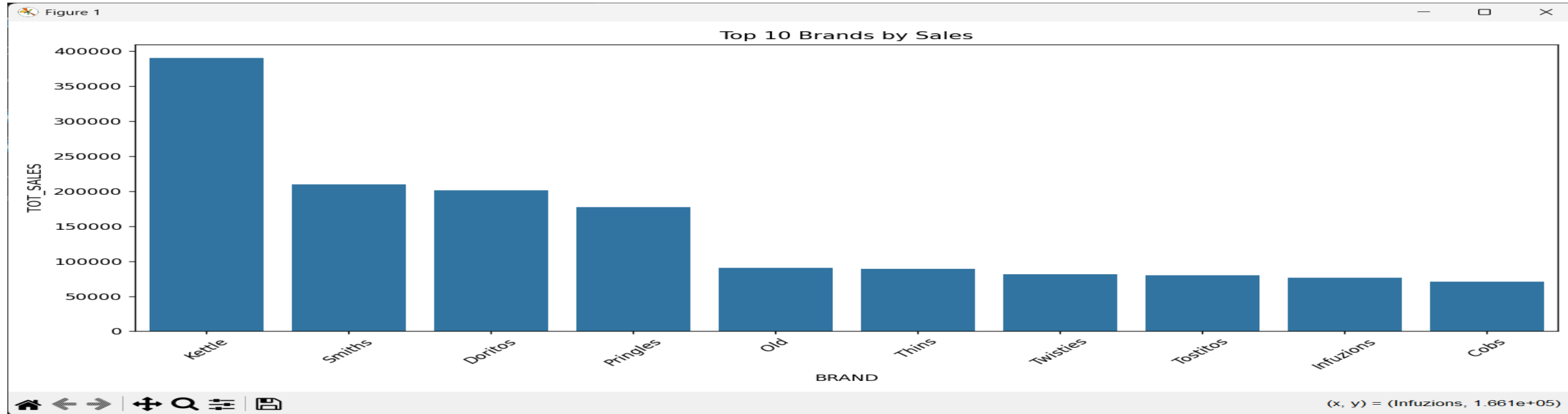
Stretch: Try visualising the proportion of customers by affluence and life stage on this slide

quantium
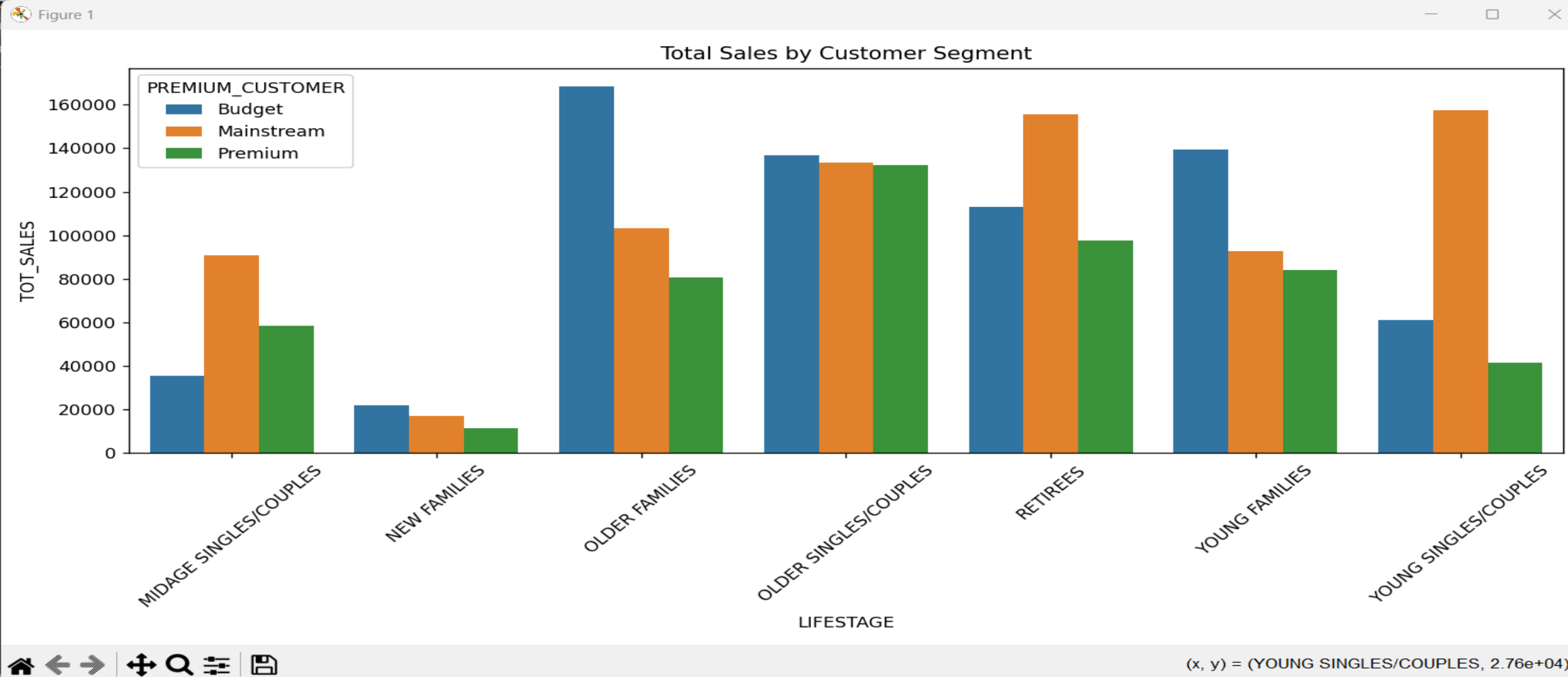
02

Trial store performance

Explanation of the control store vs other stores

Task 2: Trial Store Performance Analysis

Trial Stores: 77, 86, 88

Control Store Selection:

•Using Pearson correlation on pre-trial monthly sales, we selected high-similarity control stores.

•Example: Store 77 best matched with Store 233; store 86 with 155.

Key Visuals:

•Line graphs: Monthly Sales Trend (Trial vs Control)

•Bar charts: Total Sales, Number of Customers, Avg. Transactions/Customer during trial period

Trial Effectiveness:

•**Store 77**: Significant uplift in total sales and customers compared to control.

•**Store 86**: Slight improvement, but not statistically significant.

•**Store 88**: Sales remained stable; increase in customer visits but drop in basket size.

Insights:

•Trial layout increased foot traffic in some locations.

•Conversion to sales varied by store, indicating layout effectiveness is not uniform.

Recommendations:

•Roll out new layout to Store 77 and similar-performing demographics.

•Refine layout strategy before wider rollout (Store 88 shows mixed results).

•Conduct follow-up trial with improved layout in low-performing locations.

quantium

Call out of the performance in the trial store, determining if it was successful

quantium