June 2020

Category review: Chips

Retail Analytics

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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
- 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.

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Executive summary

01 Task 1

Objective: To better understand the types of customers who purchase chips and their purchasing behavior within the region

- Among the 6 customer demographics, RETIREES, OLDER SINGLES/COUPLES and YOUNG SINGLES/COUPLES consume most chips, while NEW FAMILIES consume the least on chips.
- A spike in total sales and number of transactions can be seen around the end of December. The spike appears in the week before Christmas, peaking on the 24th of the month.

02 Task 2

Objective: To evaluate the performance of a store trial performed in stores 77, 86 and 88

- We have identified Store 233 as the control store for Store 77, Store 155 for Store 86, and Store 237 for Store 88 based on the metrics selected.
- Observations show an increase in both ‘Monthly Sales’ and ‘Number of Customers’ in the trial stores 77, 86 and 88 during the trial period, when compared to the respective control stores 233, 155 and 237

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Category

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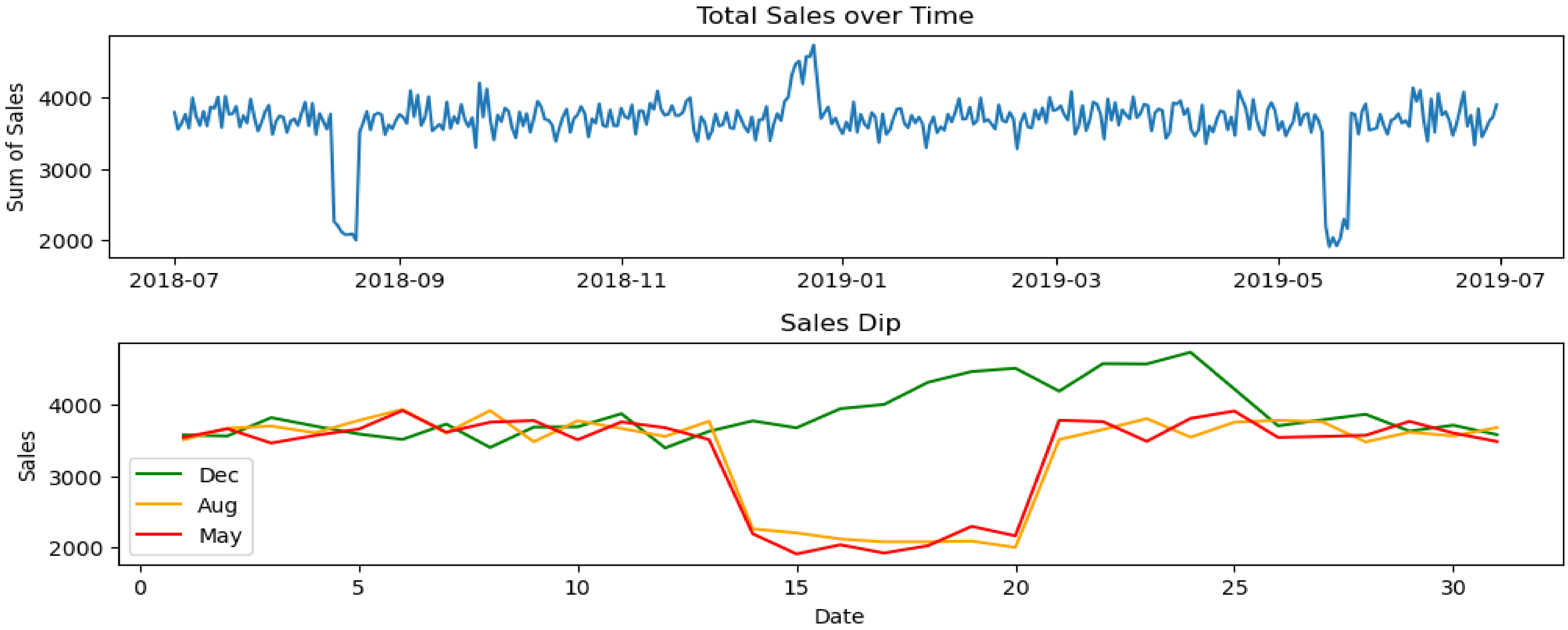
- A spike in total sales and number of transactions can be seen around the end of December. The spike appears in the week before Christmas, peaking on the 24th of the month.
- Two dips in total sales and number of transactions can be observed in the months of August and May. The dips appear to occur from the 14th to the 20th of the months of August and May



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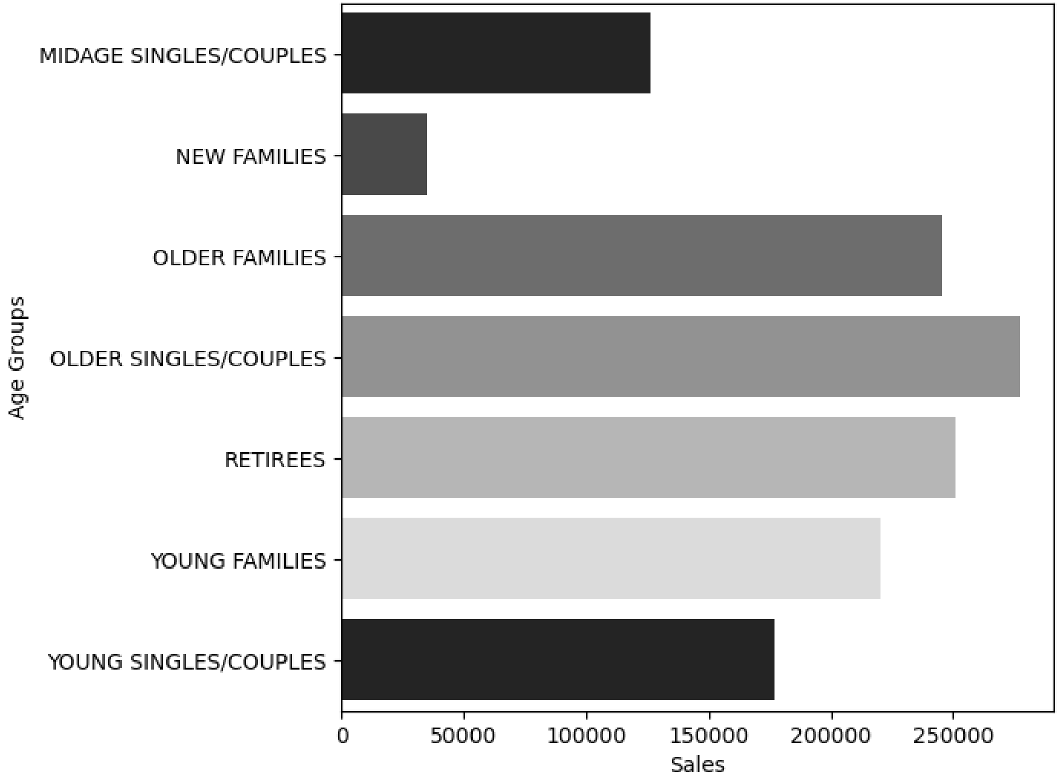
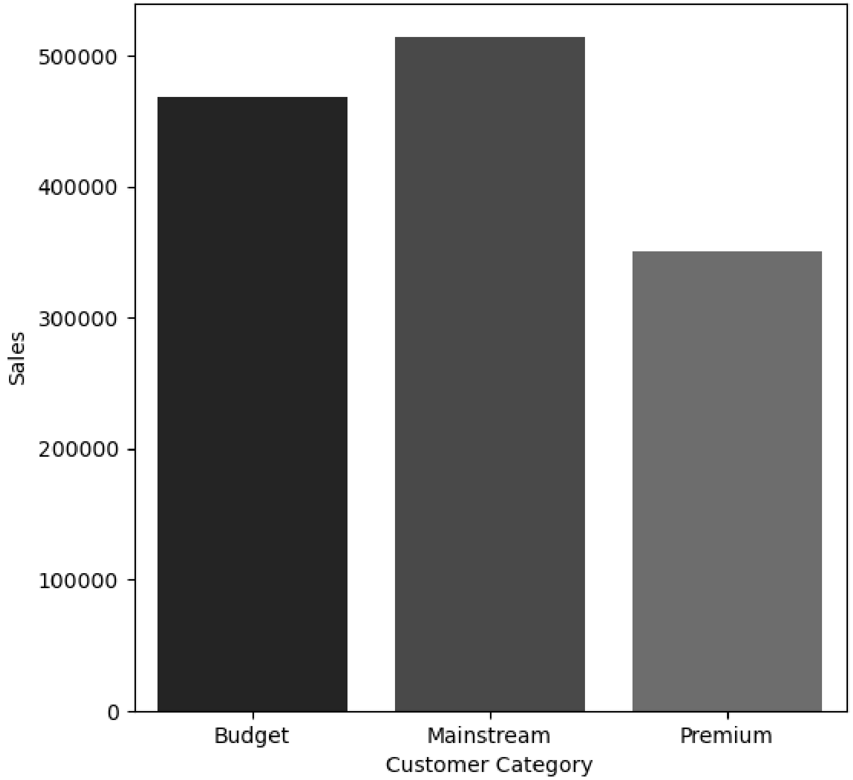
- RETIREES, OLDER SINGLES/COUPLES and OLDER FAMILIES contribute to most chip sales in the given demographic. Customers belonging to these groups contribute close to or over $250,000.
- NEW FAMILIES demographic contribute less than $50,000, and assuming least chip sales.
- There are more sales from Mainstream type customers than Budget or Premium types each. Total sales from Mainstream type customers are over $500,000.





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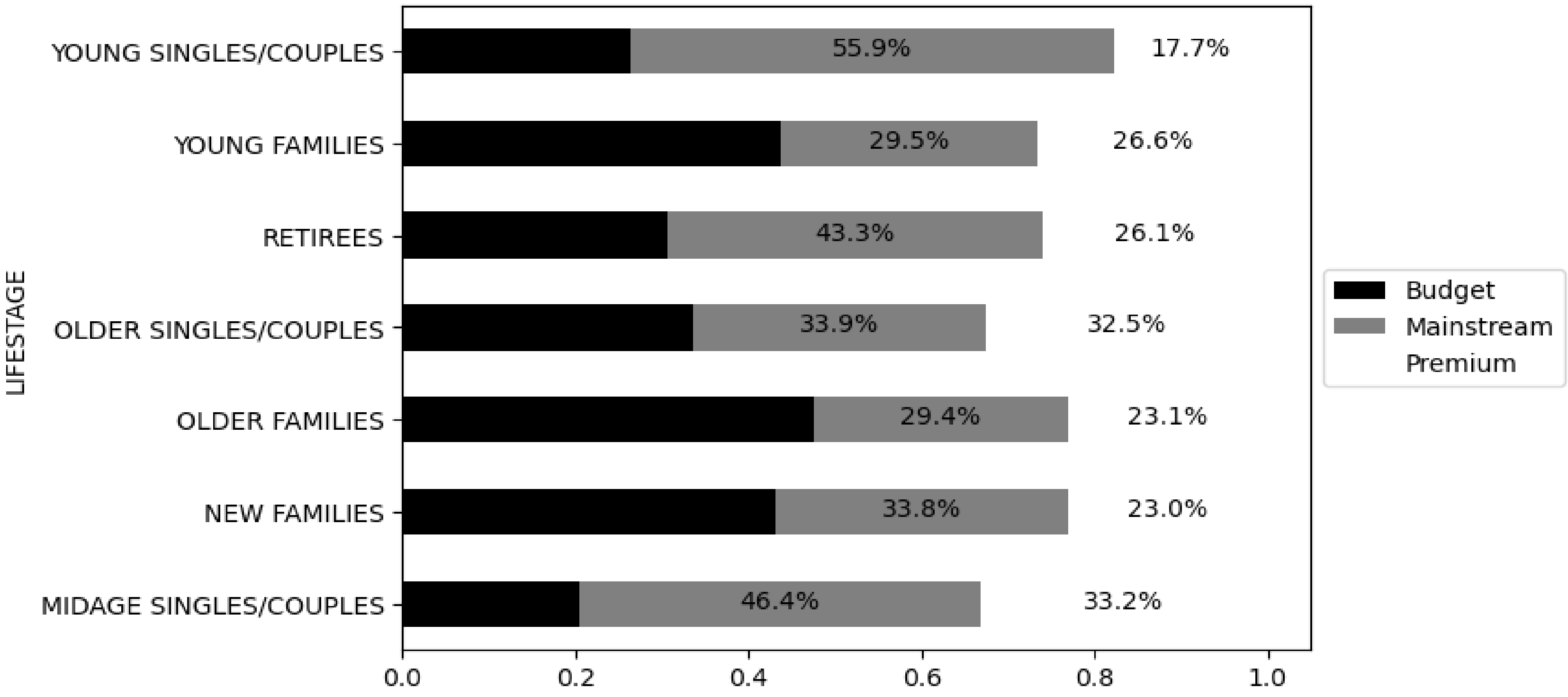
- Majority of YOUNG SINGLES/COUPLES, MIDAGE SINGLE/COUPLES and RETIREES belong to the largest consumer category – MAINSTREAM.
- Majority of YOUNG FAMILIES, NEWER FAMILIES and OLDER FAMILIES opt to be BUDGET consumers.
- While only a smaller portion of the demographic are PREMIUM consumers, approximately 33% of OLDER SINGLES/COUPLES and MIDAGE SINGLES/COUPLES fall into this category.



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Trial store performance

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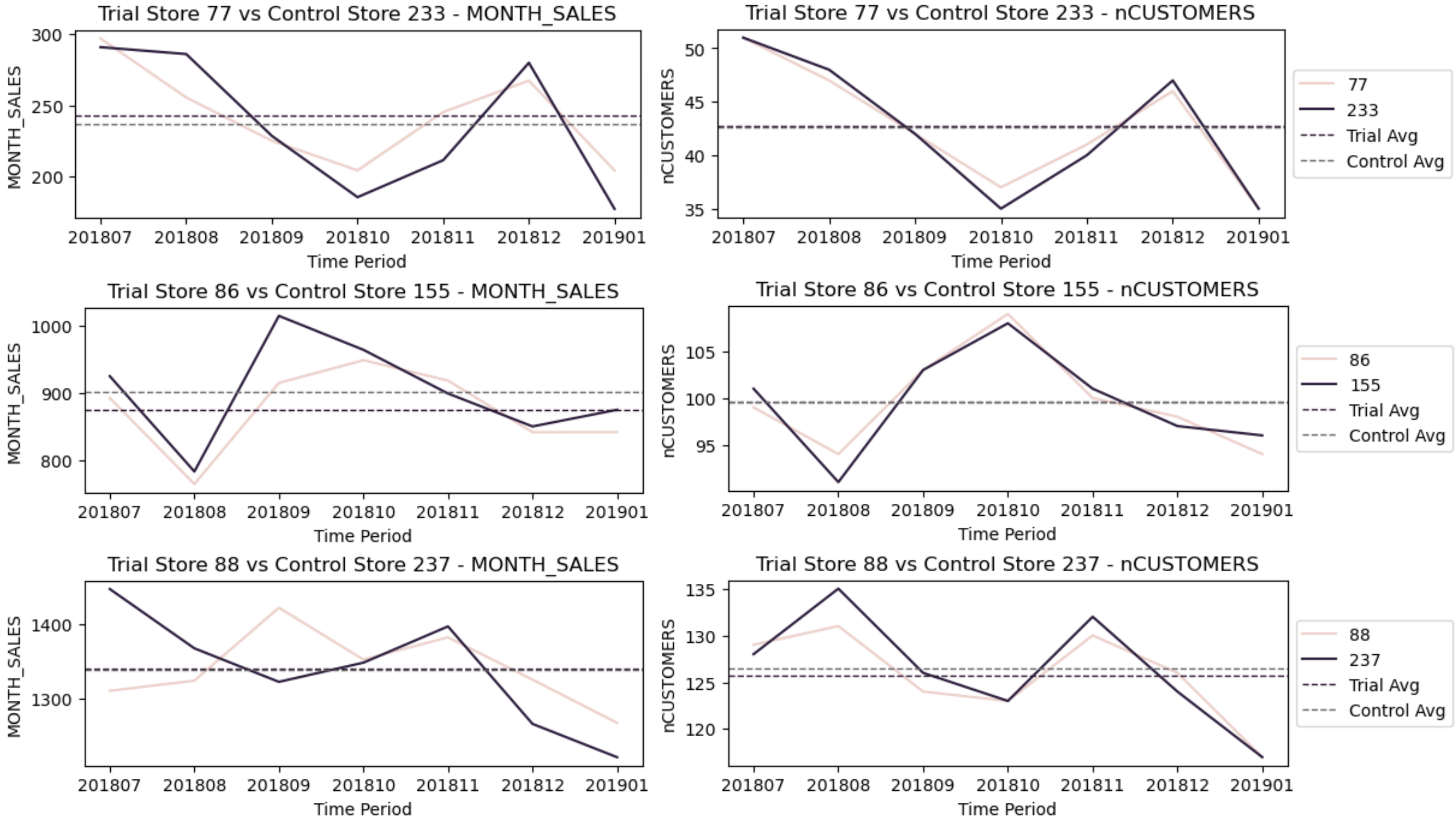
Based on the best calculated composite score of correlation and magnitude distance, we can see that:

- For Trial Store 77 - 233, 41, 111 have the highest scores. We will select Store 233 as the control store for Store 77.
- For Trial Store 86 - 155, 109, 225 have the highest scores. We will select Store 155 as the control store for Store 86.
- For Trial Store 88 - 237, 203, 40 have the highest scores. We will select Store 237 as the control store for Store 88.



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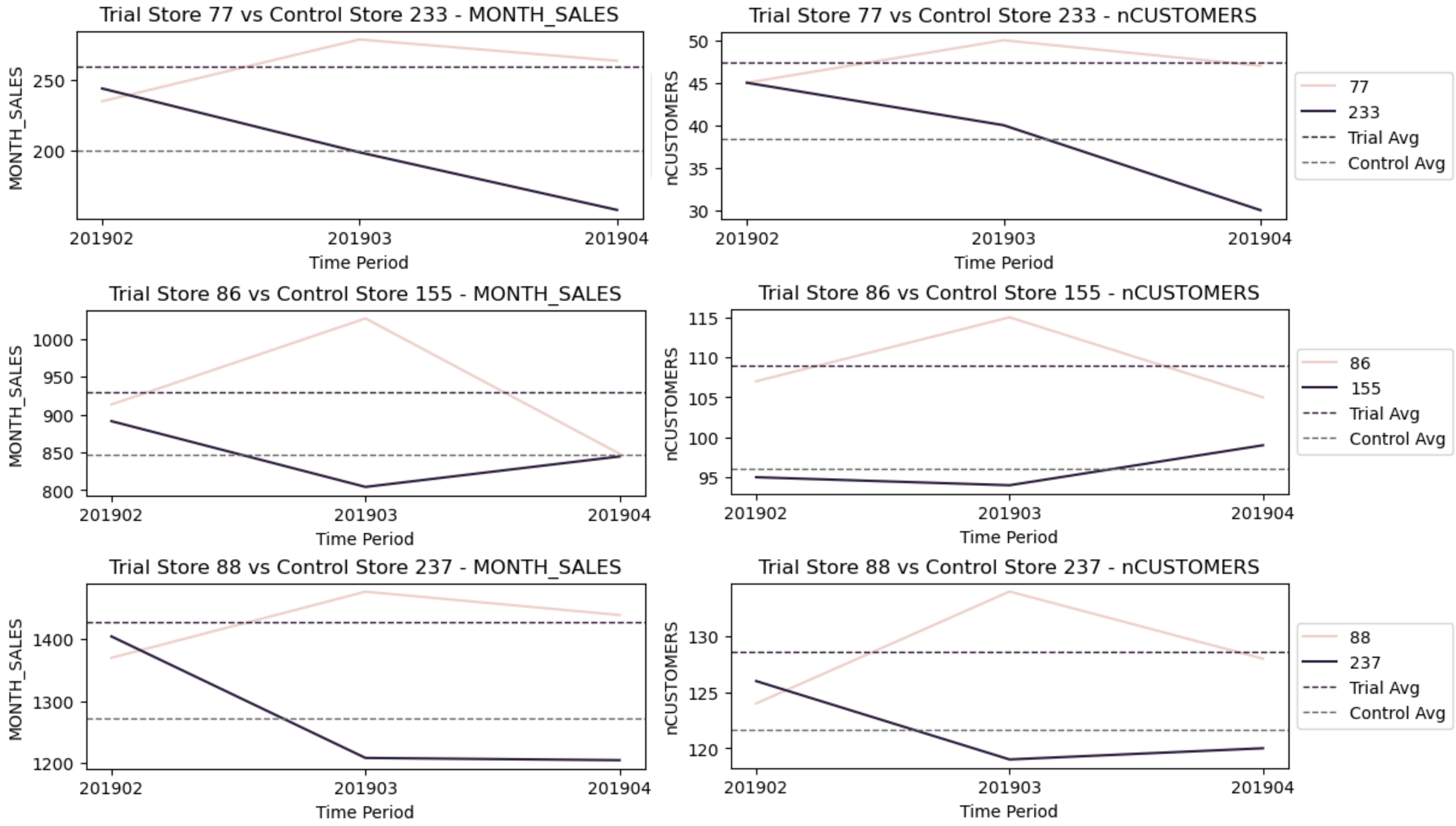
- There is an observable increase in the monthly sales and the number of customers in the Trial Store 77 during the 3 month trial period, as compared against Control Store 233
- There is a significant increase in the Trial Store 86 during the 3 month trial period, as compared against Control Store 155
- There is, again, an observable increase in the Trial Store 88 during the 3 month trial period, as compared against Control Store 237



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