

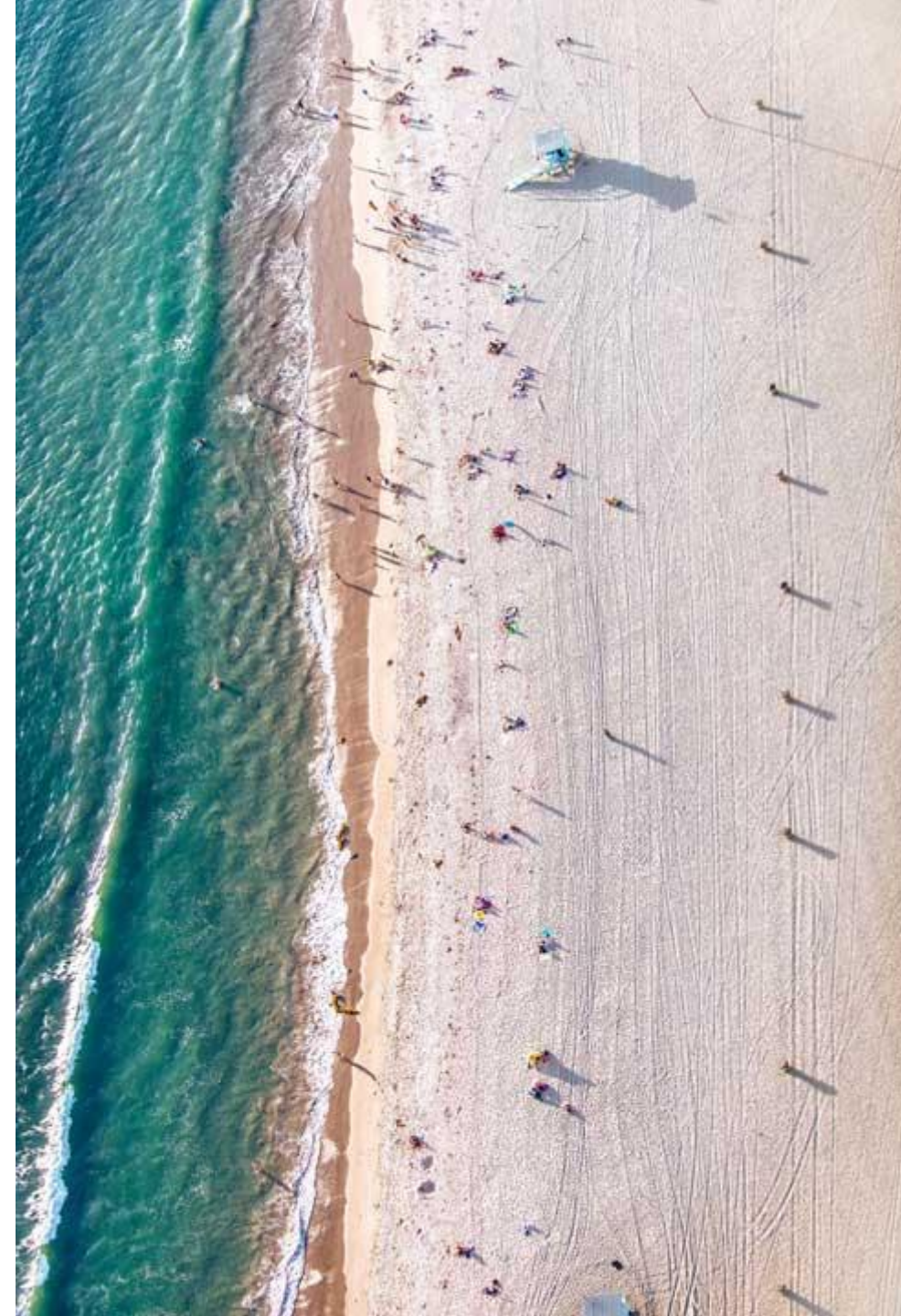
June 2020

Category review: Chips

Retail Analytics



Classification: Confidential



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

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

- Assessed Total Sales Trends from July 2018 to June 2019 to understand seasonal patterns and overall performance.
- Impact of customer affluence and spending habits.
- Analyzed Customer Segments based on affluence and life stage to identify purchasing behavior differences.

02

Task 2

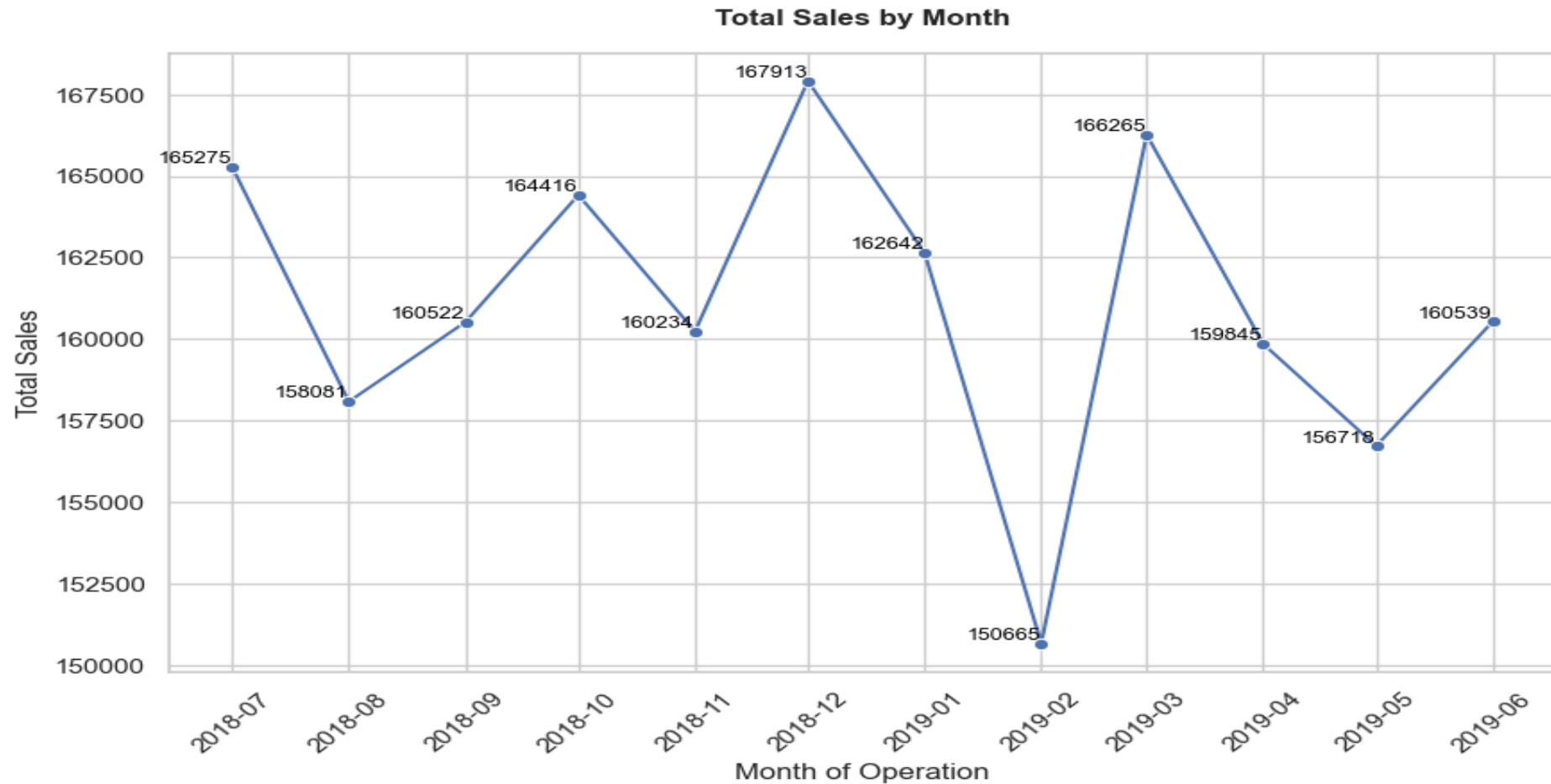
- The trial stores outperformed the control stores in every department, indicating a positive impact of the trial.
- A slight decline in sales was observed in the third month across trial stores, despite their overall strong performance.
- Two out of three trial stores showed a significant increase in sales for at least two out of the three trial months, demonstrating the trial's effectiveness.

01

Category

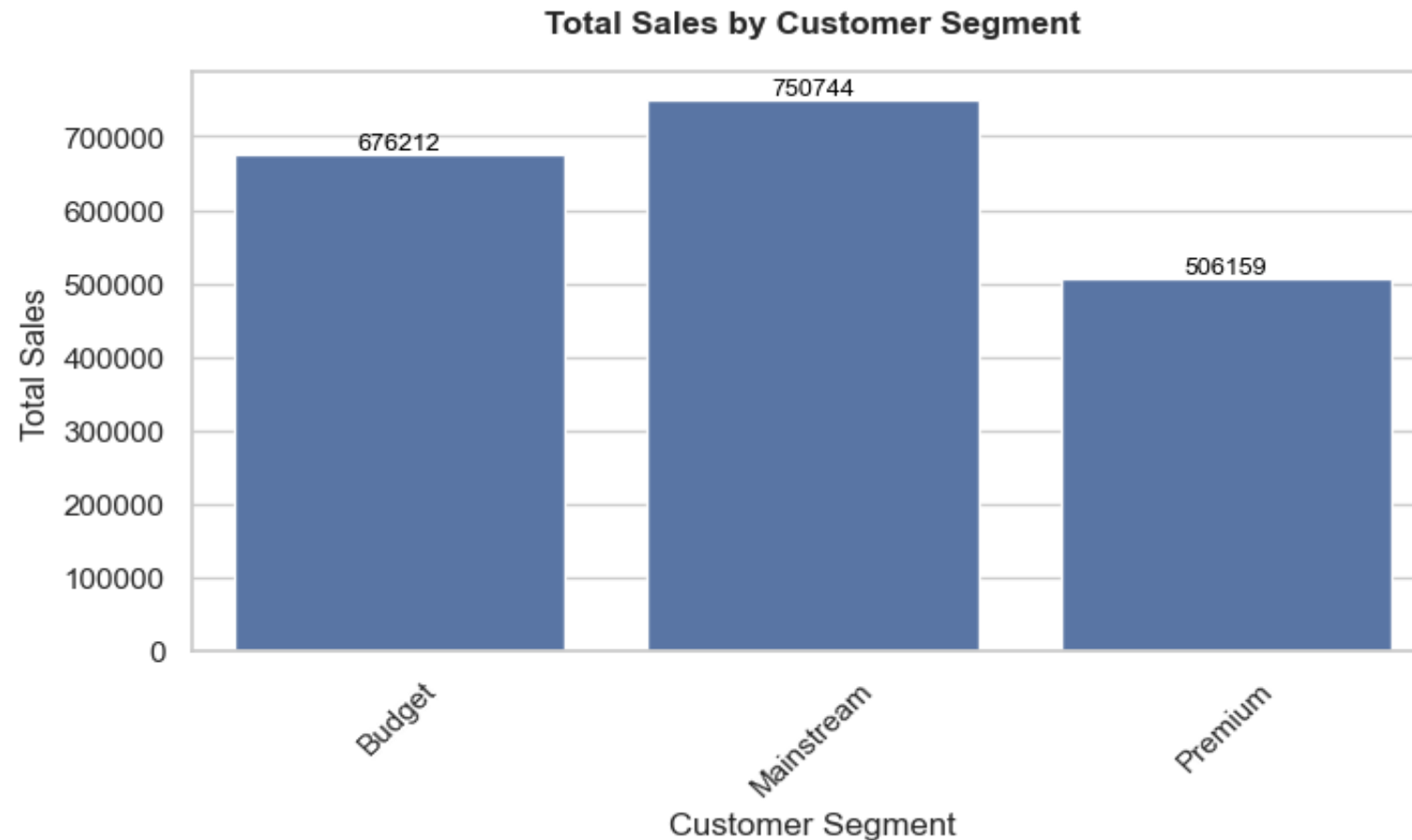
Sales Trend Analysis: Identifying Seasonal Patterns

- December saw the highest sales peak, indicating strong seasonal demand.
- A decline followed after December, but sales picked up again in March before dipping once more.
- Another sales surge was observed in June, suggesting a potential mid-year buying trend.



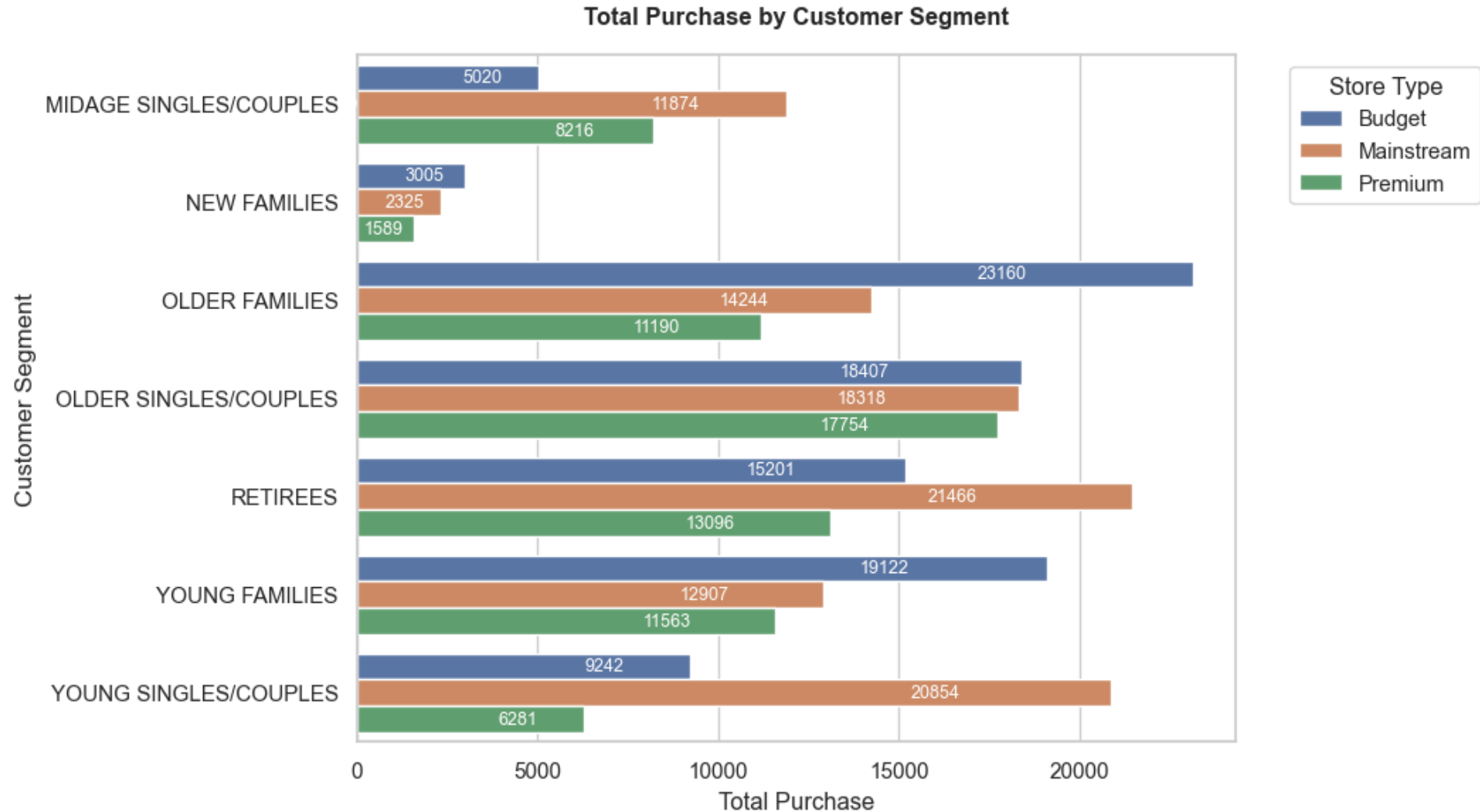
Affluence and Consumer Buying Behavior

- Mainstream customers are the primary buyers of chips, indicating a higher preference for this category.
- Budget and premium customers purchase fewer chips in comparison, suggesting differences in spending behavior based on affluence.
- This indicates that affluence has some influence on purchasing behavior, but it is not the only determining factor.



Life Stage with proportion of Premium Customers

Mainstream customers are the primary buyers of chips, indicating a higher preference for this category.

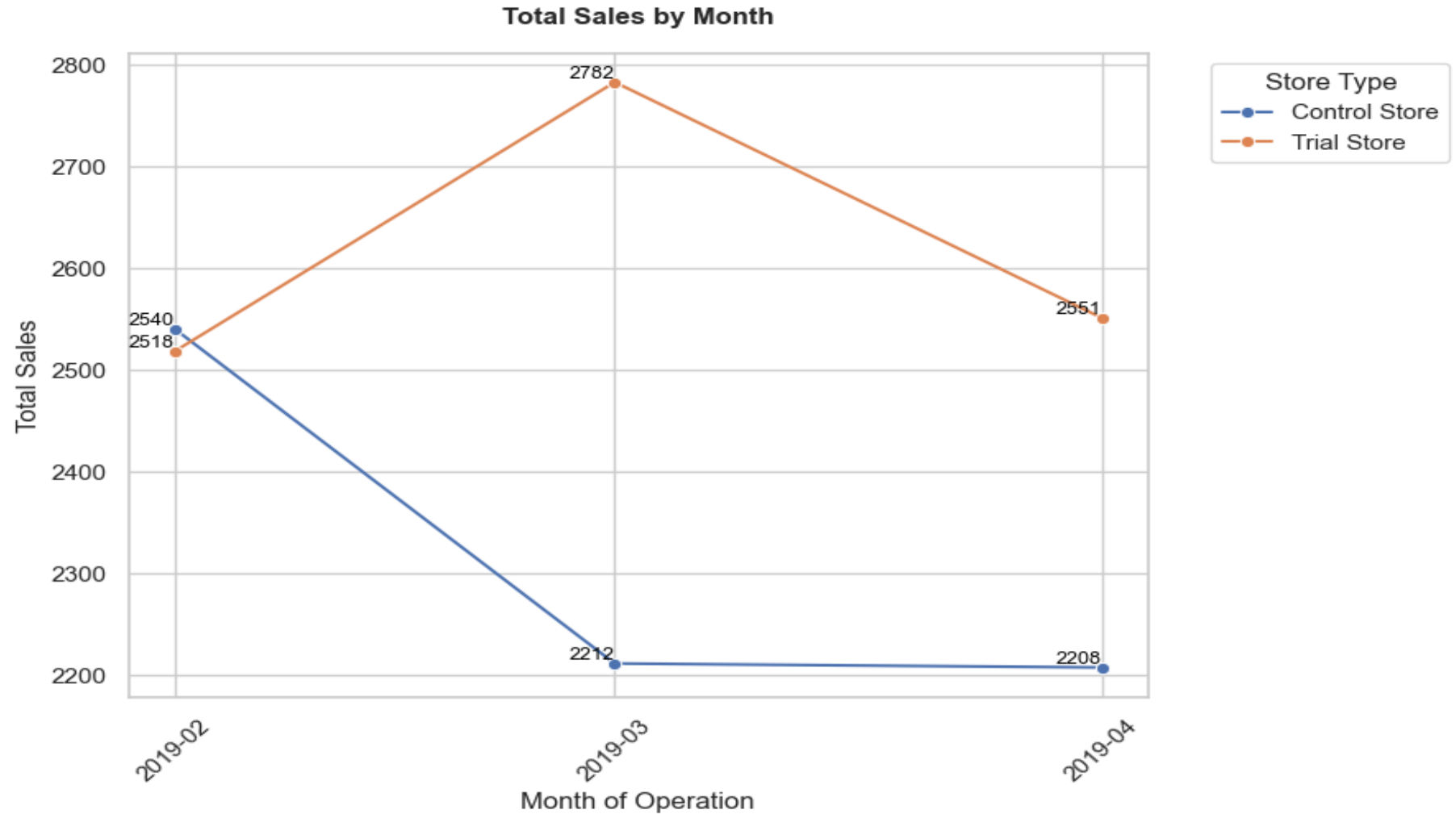


02

Trial store performance

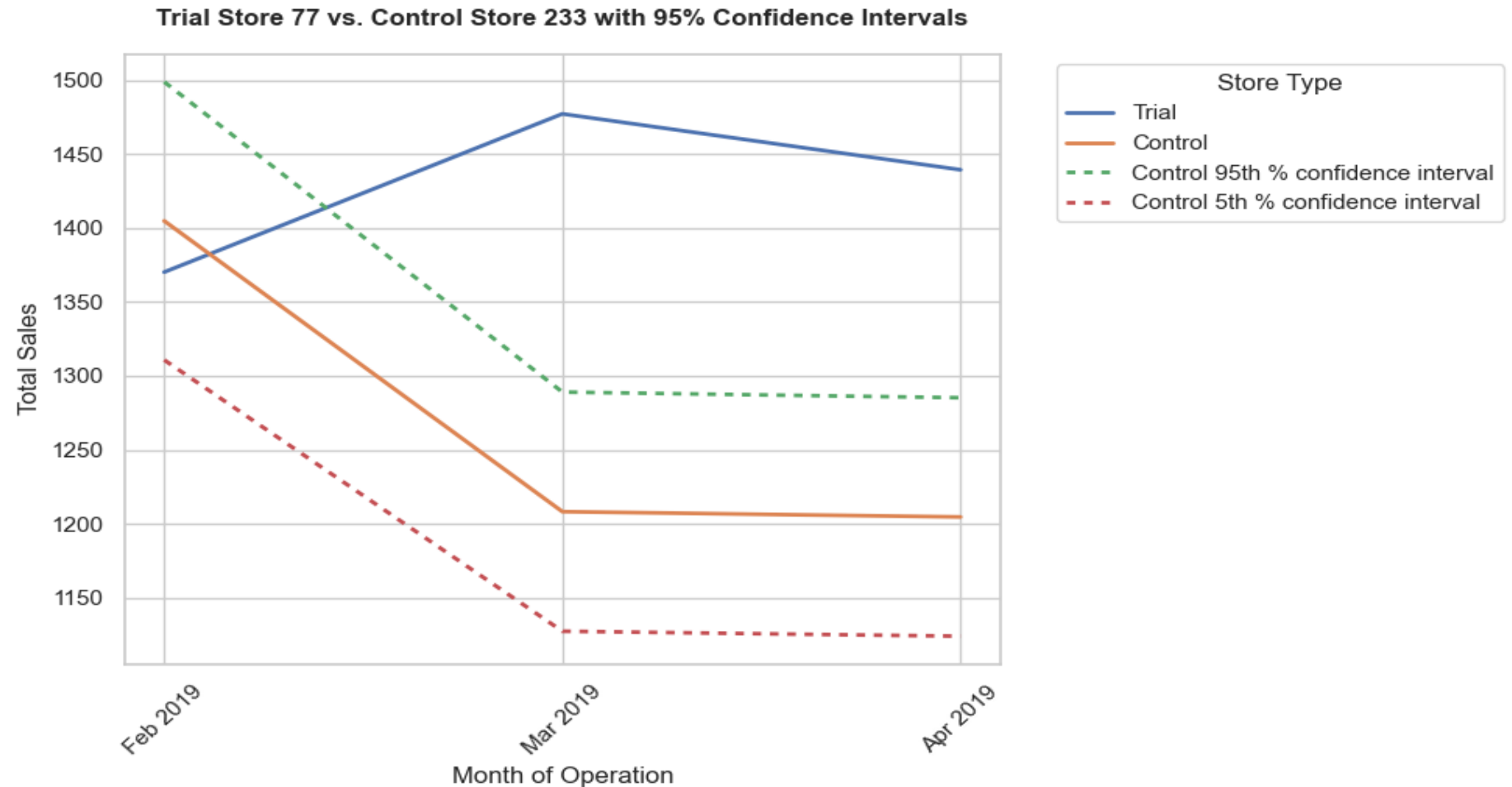
Impact of Trial on Sales Performance

- The trial store experienced a sales increase from February to March, followed by a slight decline in April.
- The control store, however, showed a decline in February, maintaining a relatively stable trend through April.
- This suggests that the trial had a positive impact on sales in the trial store, while the control store remained unaffected.



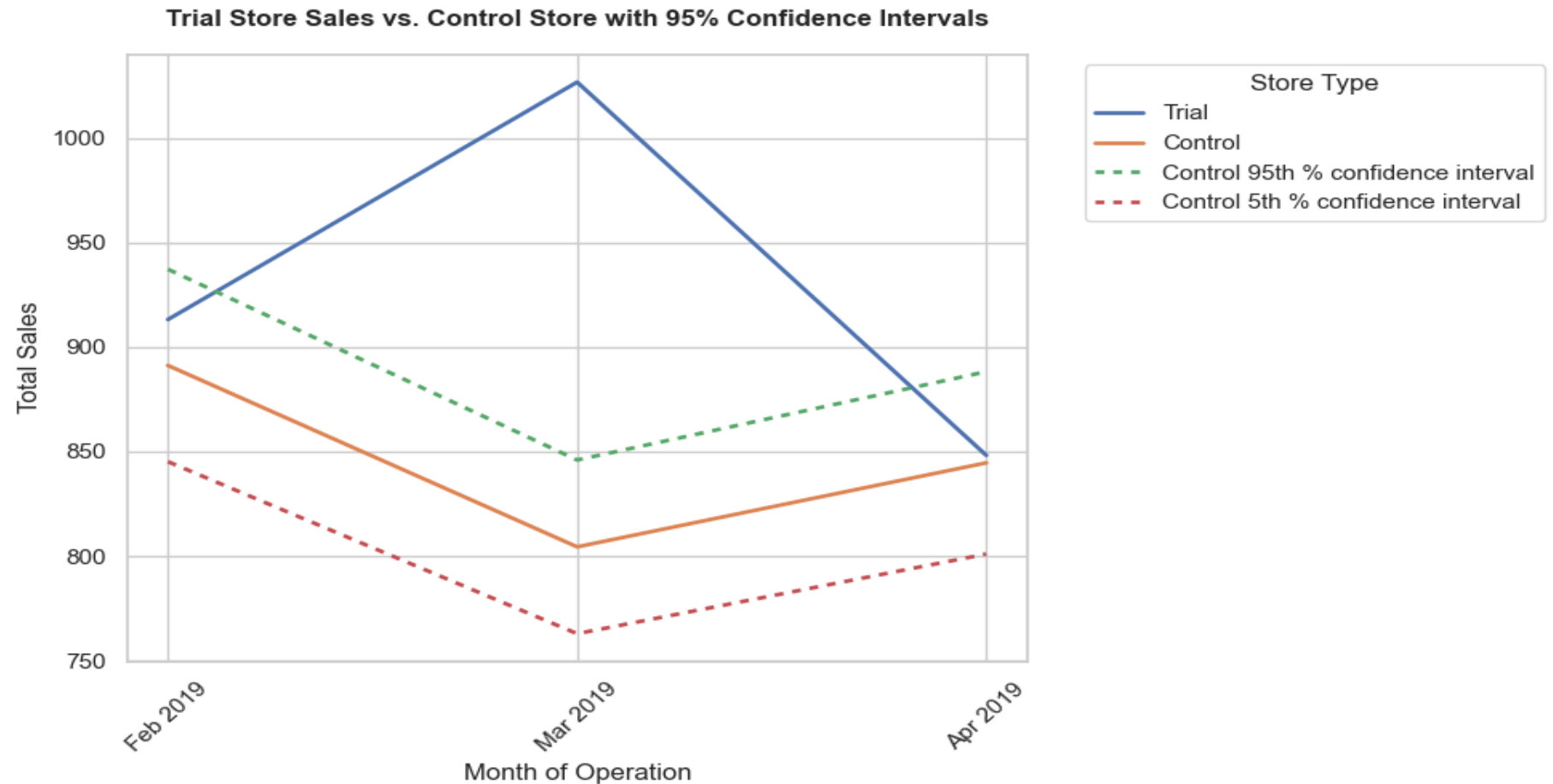
Sales Comparison: Trial Store 77 vs. Control Store 233

- In February, Trial Store 77 had lower sales compared to Control Store 233.
- However, in March and April, sales in the trial store surpassed even the 95% confidence interval of the control store.
- This indicates a significant increase in sales performance for the trial store during the test period.



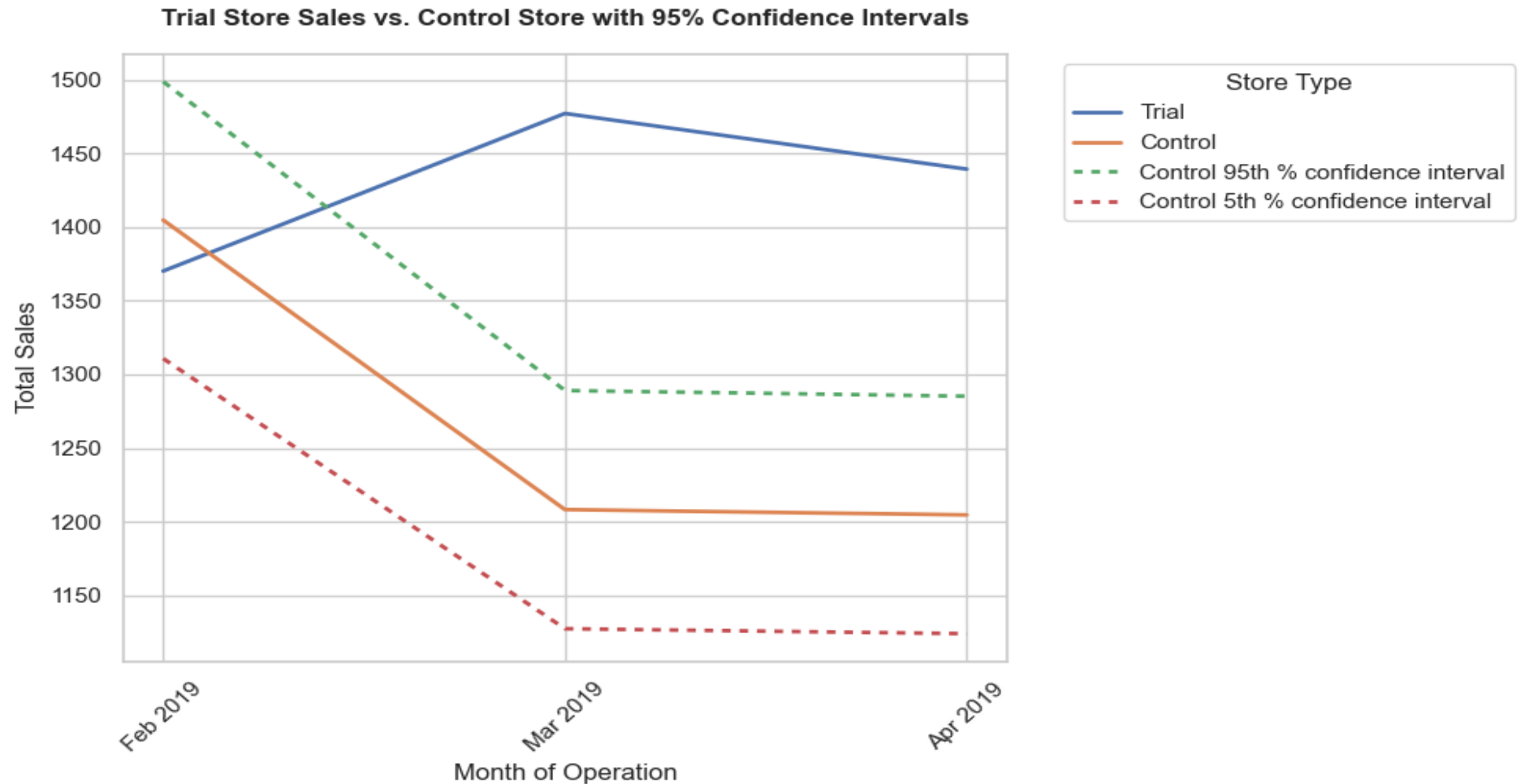
Sales Comparison: Trial Store 86 vs. Control Store 155

- In February and April, sales in Trial Store 86 were similar to those in Control Store 155 and remained within the 95% confidence interval.
- In March, sales in the trial store exceeded the 95% confidence interval, indicating a temporary uplift in response to the trial.
- Overall, the impact of the trial on this store appears to be less pronounced compared to Trial Store 77.



Sales Comparison: Trial Store 88 vs. Control Store 237

- In February, sales in Trial Store 88 were lower than in Control Store 237.
- In March and April, sales in the trial store exceeded the 95% confidence interval, indicating a positive impact of the trial.
- However, April sales showed a slight downward trend, suggesting a potential tapering off of the trial's effect.



Overall Trial Performance Summary

The trial had a positive impact on sales, with trial stores showing higher sales than their respective control stores, particularly in March and April. In some cases, sales exceeded the 95% confidence interval of the control stores, indicating a statistically significant lift. However, the impact varied across stores, with some showing sustained growth while others exhibited a slight decline in April. Overall, the trial suggests a successful intervention, though further analysis is needed to assess long-term effects.



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