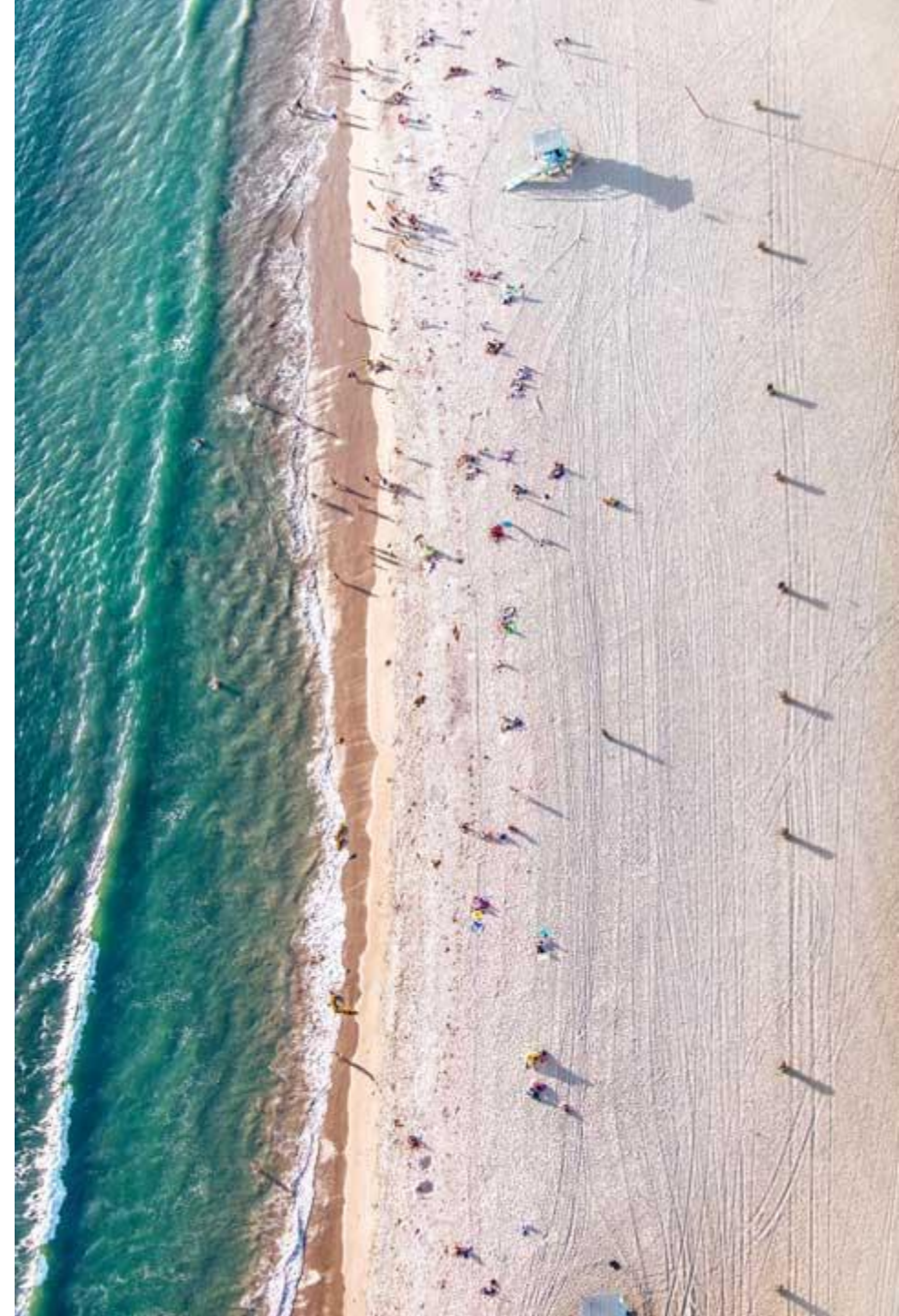


Rounak Saha

Dec 2024

Category review: Chips

Retail Analytics



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

Chips Category Review

The sales number of chips transactions dramatically increase in the month of **December** before Christmas (except the day itself). So, these are the crucial times.

The **three highest contributing segments** to total sales are: 1. Budget - older families, 2. Mainstream - young singles/couples 3. Mainstream

Factor driving sales: Older Families have the highest average quantity per order, while Mainstream - young singles/couples and Mainstream – retirees have the highest population.

Mainstream young singles and couples are 28% more likely to purchase KETTLE chips compared to the rest of the population. Also 175-gram packets are most sold.

02

Trial Store Analysis

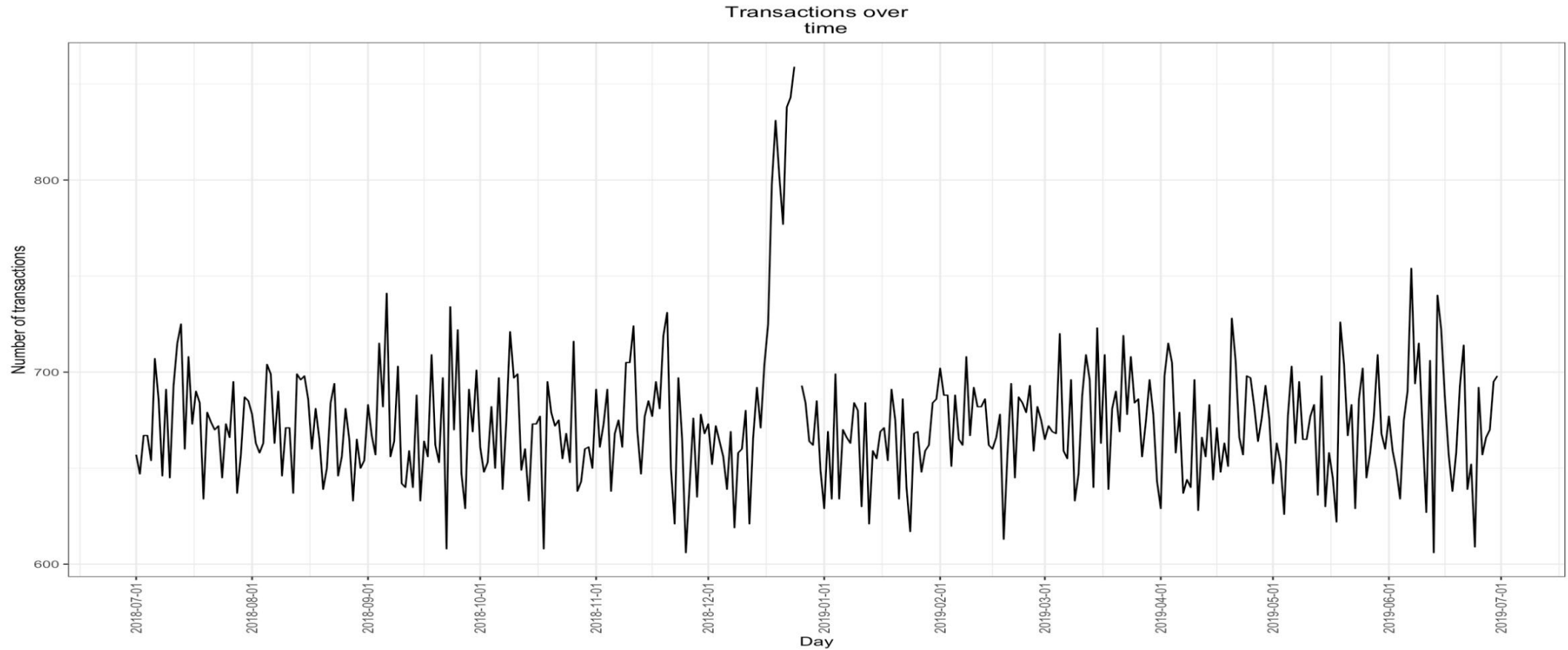
One **Control store** was selected for each **trial store** and the values of metrics were compared in trial and pre-trial period.

The results for trial stores 77 and 88 during the trial period show a **significant difference** in at least two of the three trial months but this is not the case for trial store 86.

01

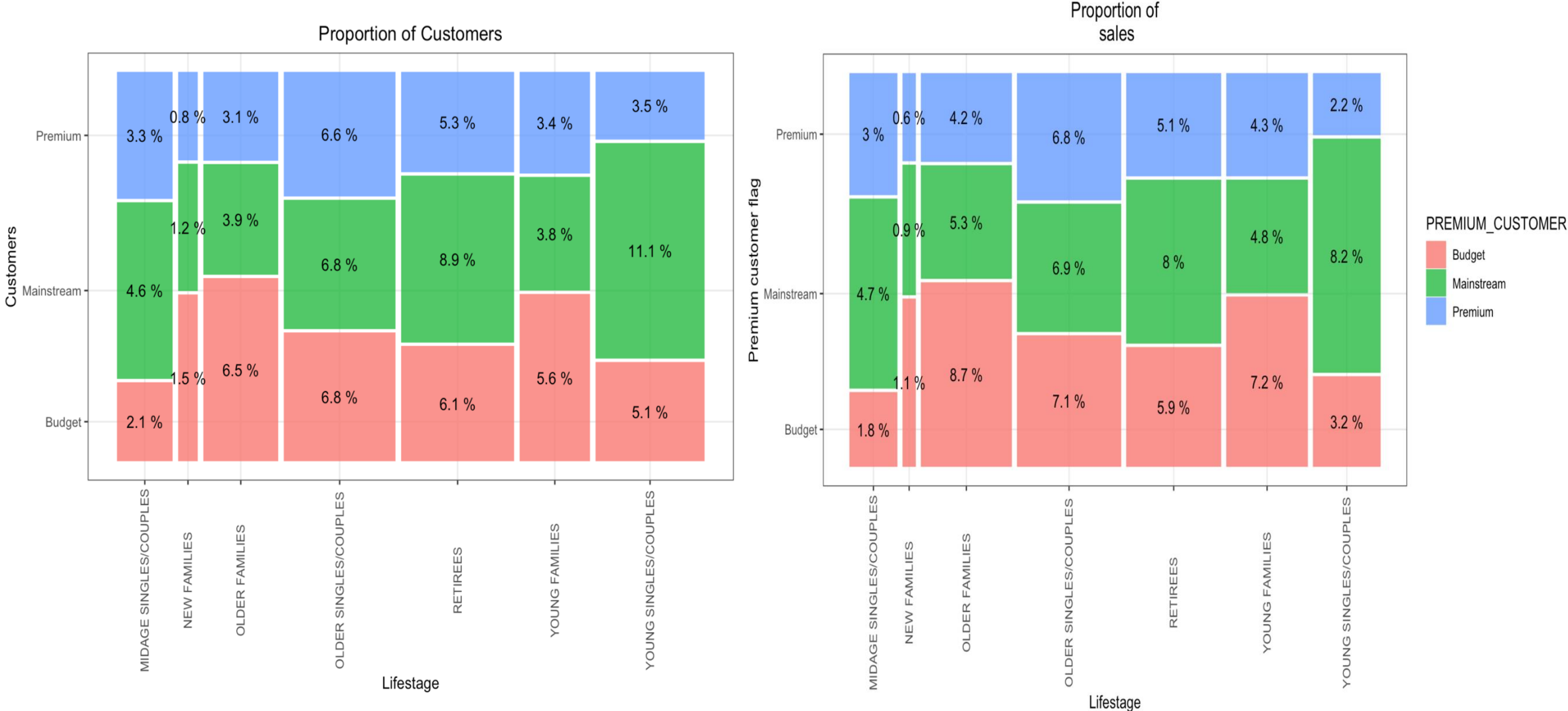
Category

Sales Distribution



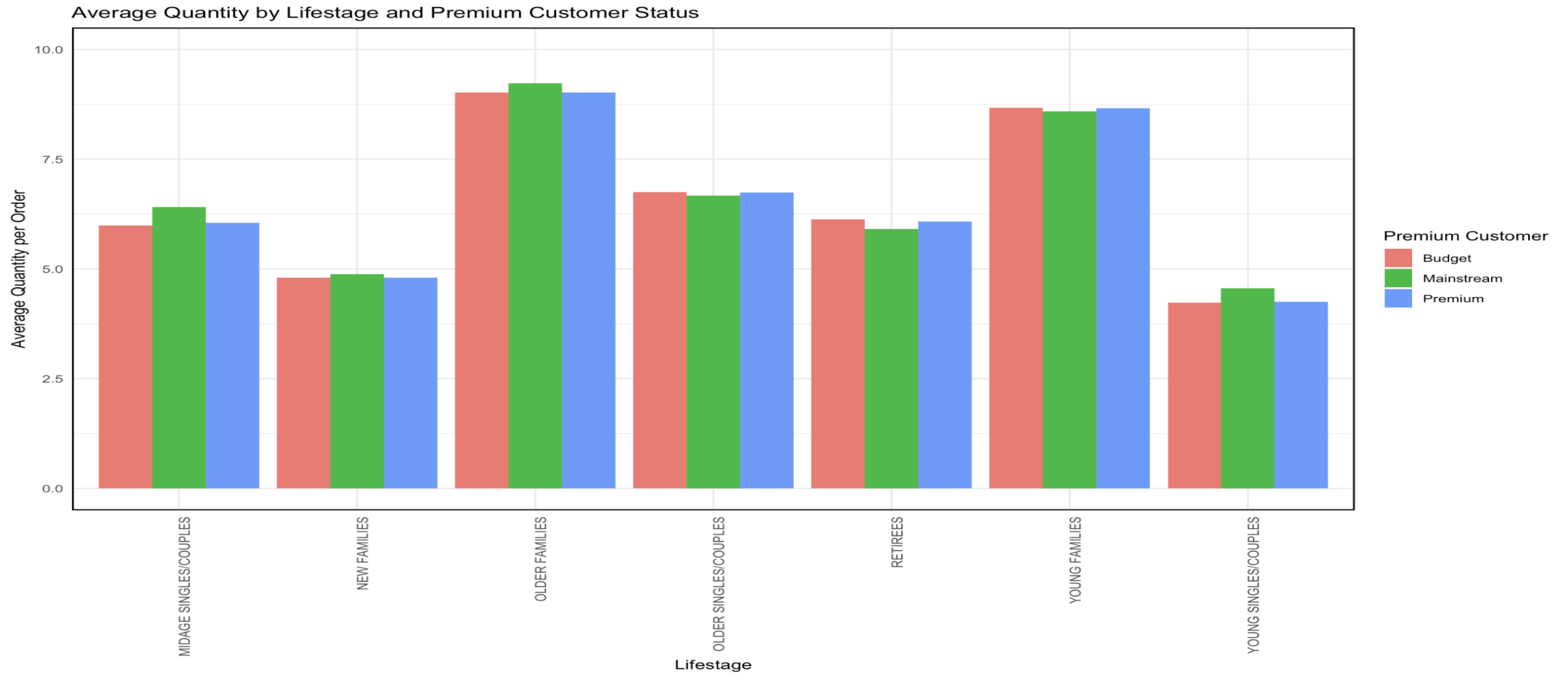
The number of Chips transitions has remained relatively consistent over the last 52 weeks; a notable increase occurred in the week leading up to Christmas

Proportion of Sales and Customer in each Segment



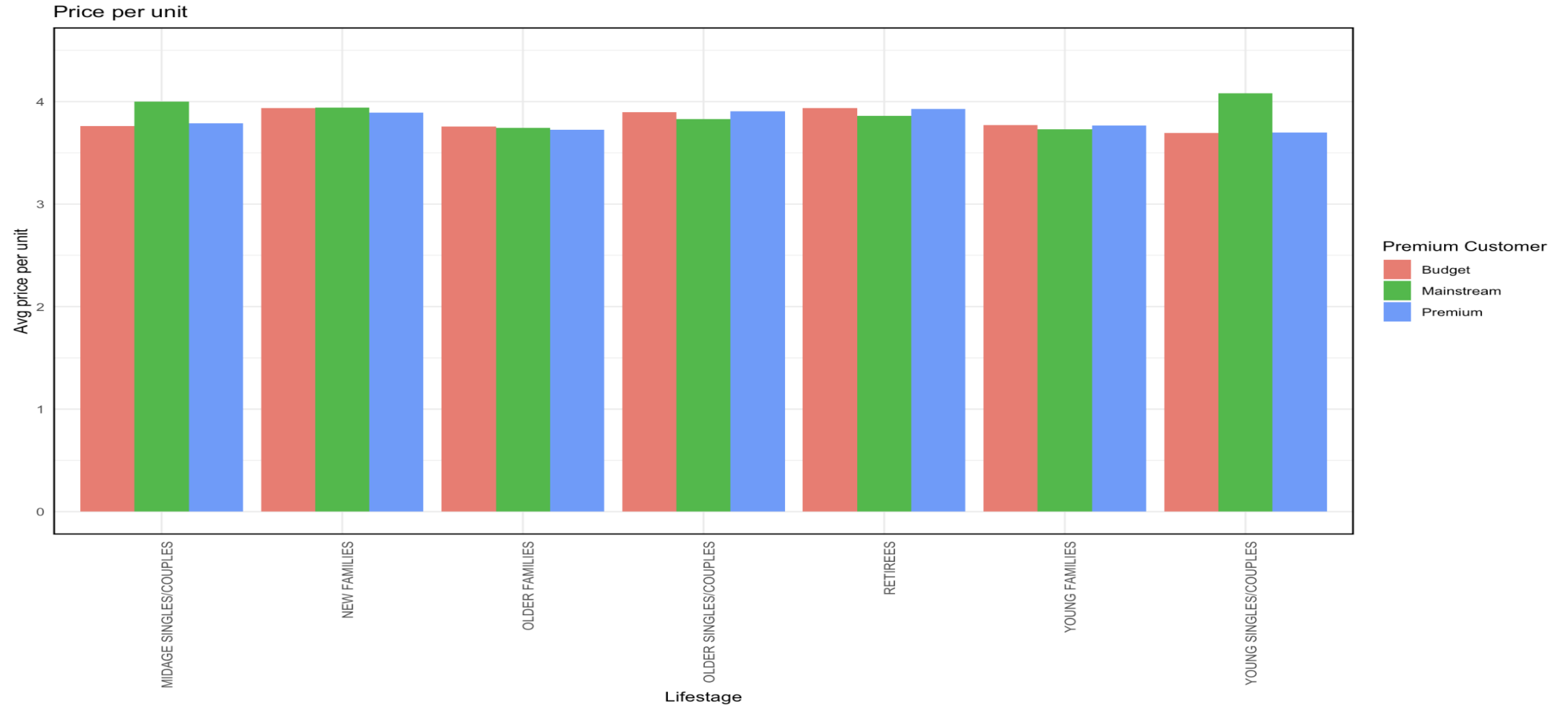
Sales are coming mainly from Budget - older families, Mainstream – young singles/couples, and Mainstream – retirees. Mainstream – young singles/couples have largest population

Visualising the average order quantity by affluence and life stage



Older families and young families in general buy more chips per customer.

Visualising the average price per unit by affluence and life stage

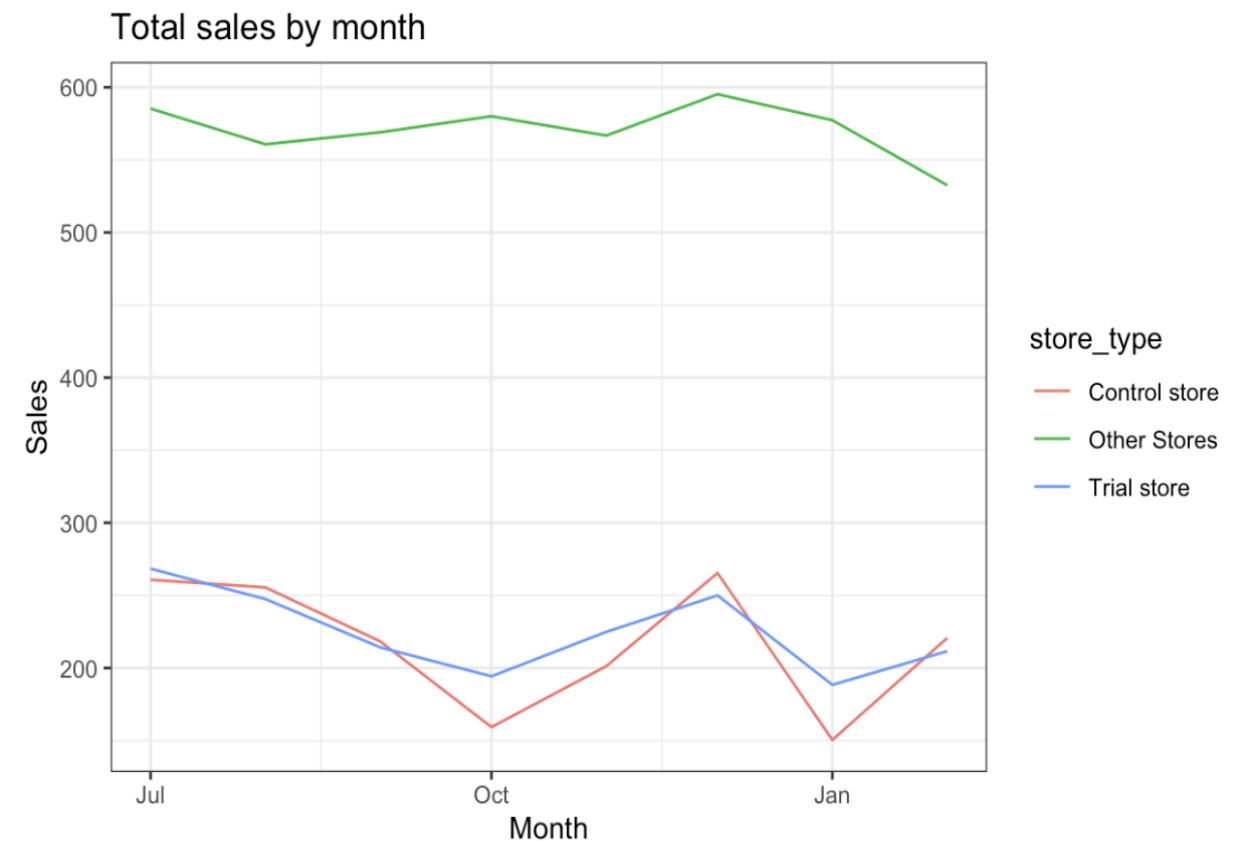
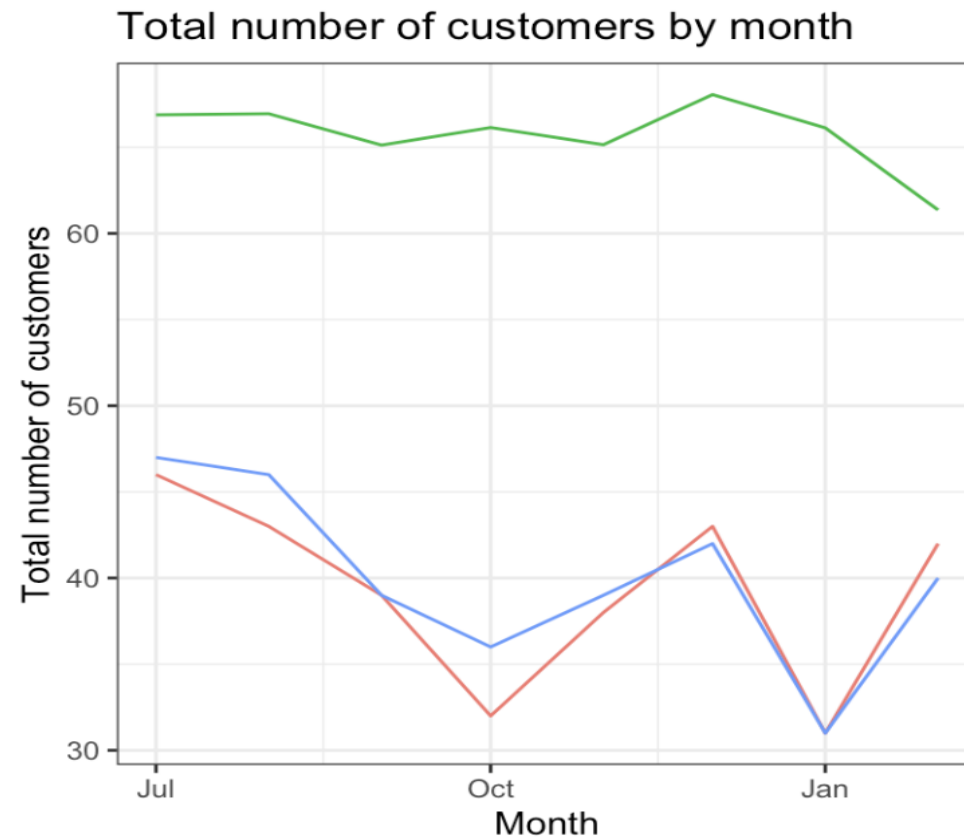


Mainstream mid-age and young singles and couples are more willing to pay more per packet of chips compared to their budget and premium counterparts.

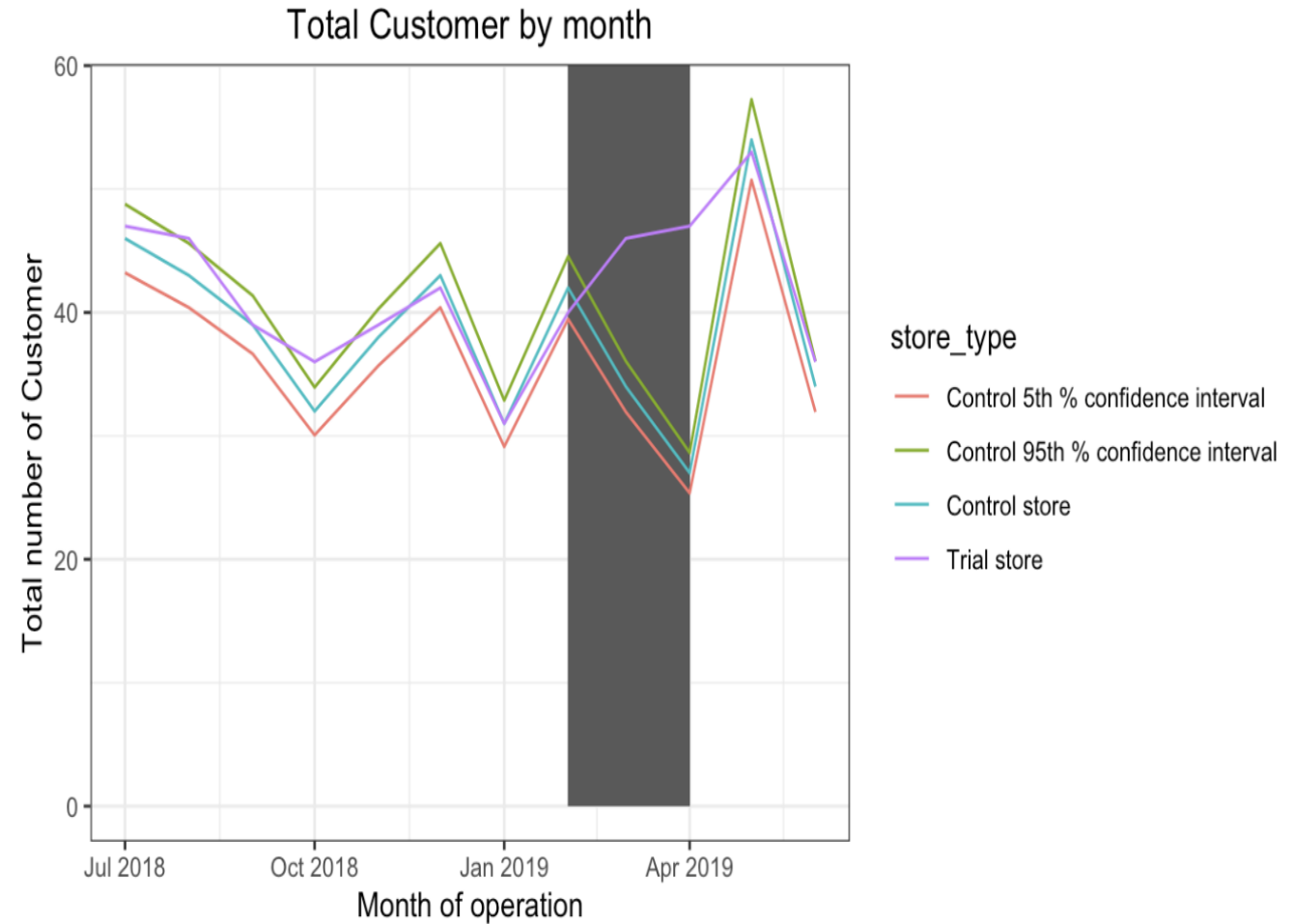
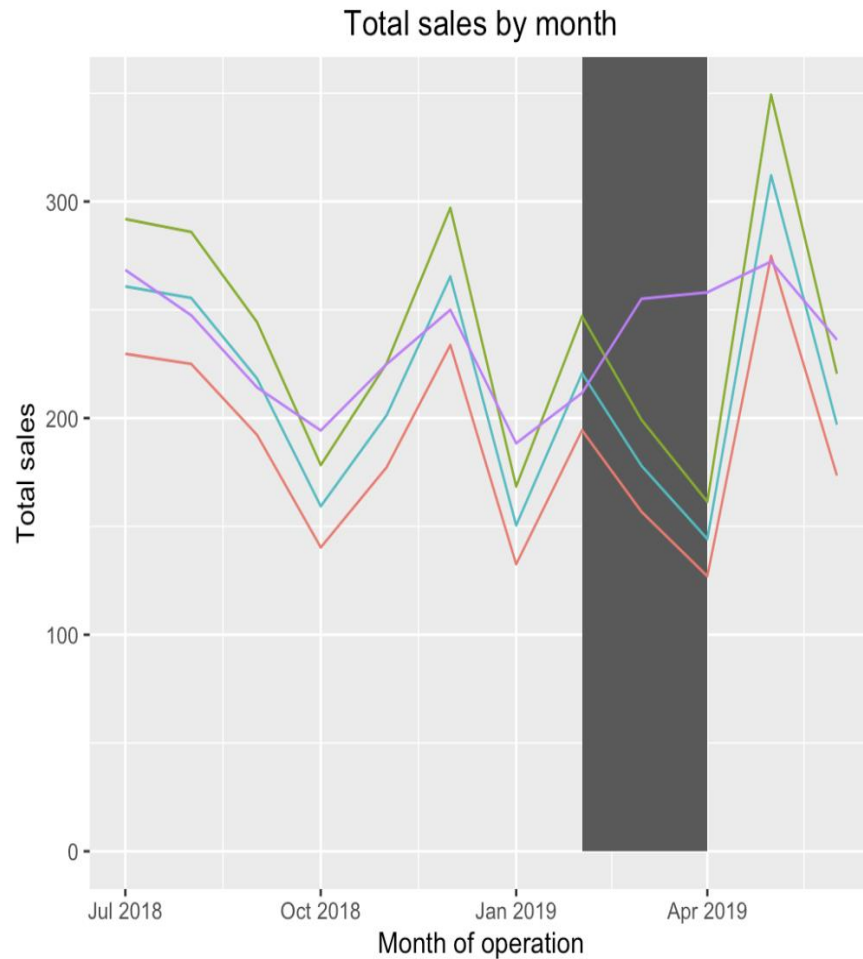
02

Trial store performance

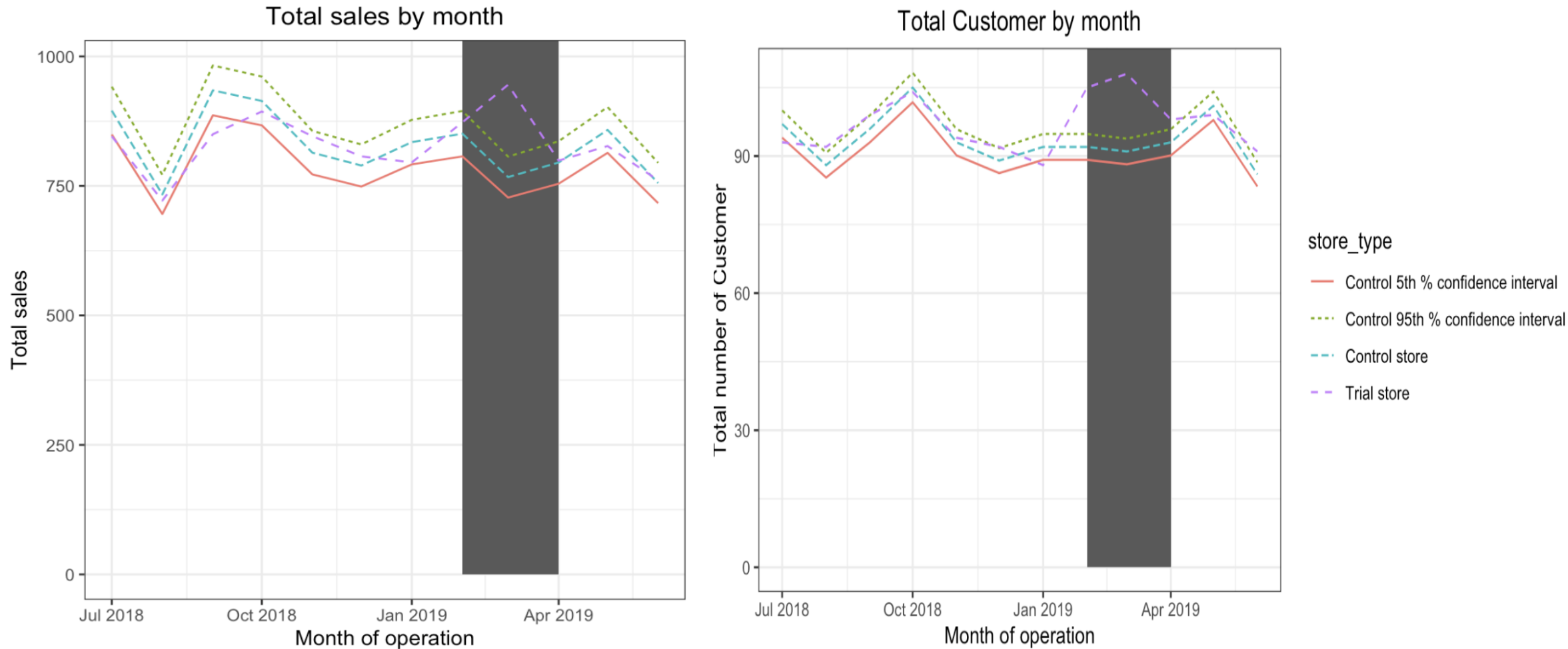
The control store is constructed to reflect performance of the trial store rather than the average of other stores. See e.g. stores 77(trial) and 233(control):



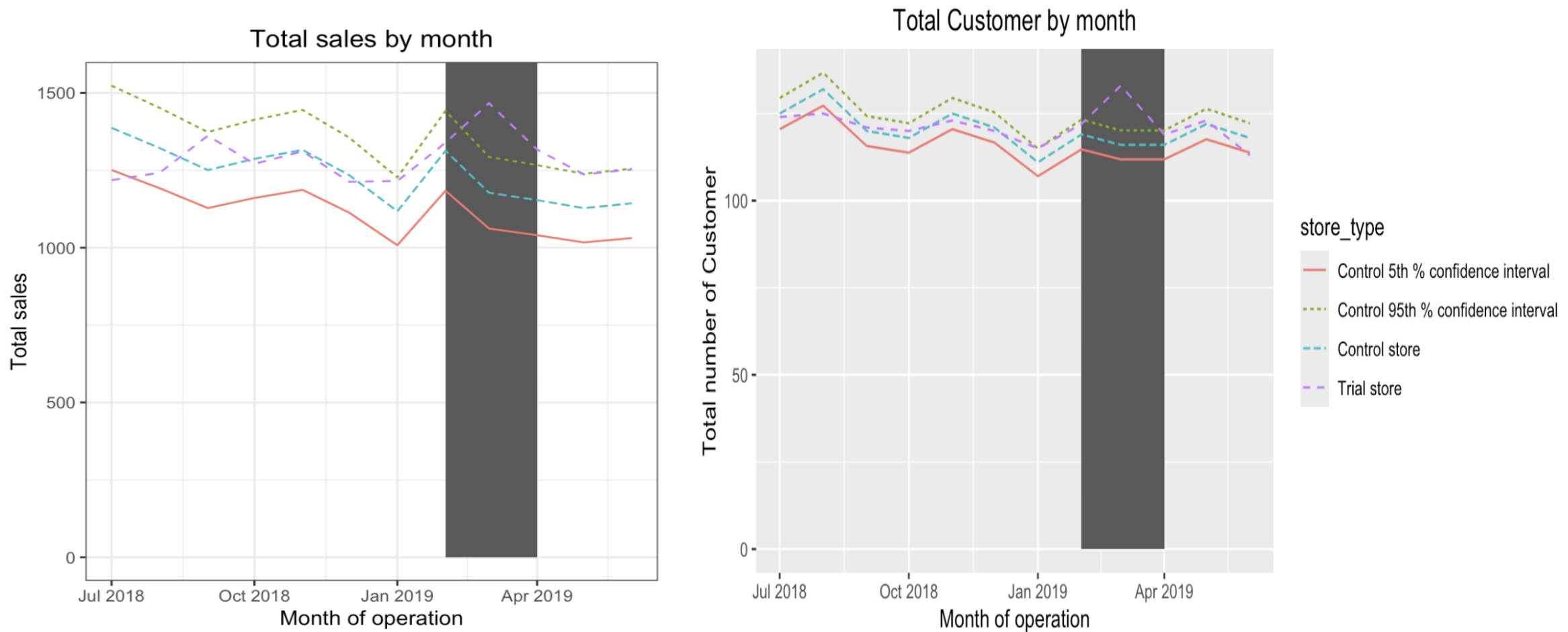
Trial store 77 and control store 233: trial success, with increases in sales and customer numbers.



Trial store 86 and control store 155: trial success is modest, with increases customer numbers, and sales significantly different in one out of there months



Trial store 88 and control store 237: trial success, with increases in sales.



Conclusion

- We've found control stores 233, 155, 237 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 at least two of the three trial months but this is not the case for trial store 86.
- We can check with the client if the implementation of the trial was different in trial store 86 but overall, the trial shows a significant increase in sales.

Recommendation

- Stocks should be high in December before the Christmas
- Kettle, Smiths, Doritos and Pringles should be kept in stocks as they are the most sold
- Mainstream young singles/couples, retirees are the account for a great share of chips sale, so they need much attention.
- Budget older families have the maximum contribution to sales.
- Control stores 233, 155, 237 for trial stores 77, 86 and 88 respectively would be a good choice



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