

June 2020

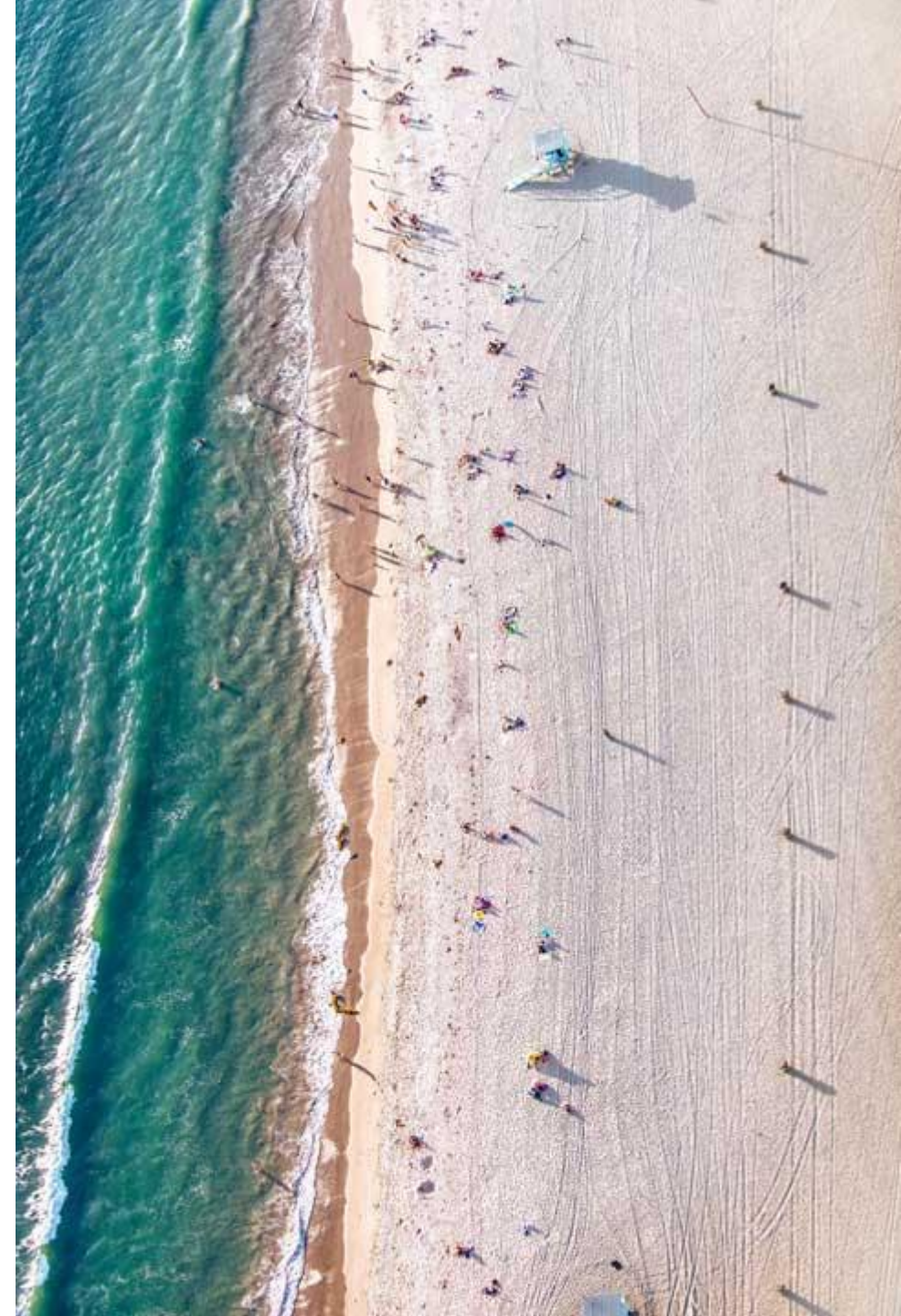
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Category review: Chips

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.

Half-Year Performance Review for Quantium Analytics Project

Overview & Context

- The analysis was conducted on transaction data and customer purchase behavior.
- The goal was to identify trends, customer preferences, and sales performance to aid in developing strategic plans for the next half-year.
- Data was analyzed in two parts:
 - 1.Transaction Data** (Task 1)
 - 2.Customer Data** (Task 2)
- Methods used: Data analysis, visualization, statistical modeling.

Key Findings from Task 1 (Transaction Data)

- Key Findings from Transaction Data
- Content:**
- Total Transactions Analyzed:** 264,836
 - Average Total Sales:** \$7.30 per transaction
 - Top-selling products:** Based on sales, the top categories were chips and snacks, specifically **Natural Chip Co. Sea Salt 175g** and **CCs Nacho Cheese 175g**.
- Average Purchase Quantity:** 1.9 units per transaction.
- Highest Sales Date Range:** April to June (could suggest a seasonal trend).
- Data Visual:**
- Bar chart showcasing top 5 products sold by sales volume.
- Line graph of sales trends over the analysis period.

Key Findings from Task 2 (Customer Data)

- **Total Customers:** 241,584
 - **Customer Segmentation:**
 - Majority fall under **Young Singles/Couples** or **Young Families**.
 - Segmentation between **Premium**, **Mainstream**, and **Budget** customers.
 - **Premium Customers** contributed significantly to high-value purchases, especially in **Young Singles/Couples**.
 - **Average Pack Size Purchased:** 182g (indicates preference for larger-sized products).
 - Pie chart depicting customer segmentation by lifestage.
 - Bar chart for average purchase size across segments.
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- **Data Visual:**

Insights & Data Visualization

- Customer Behavior Insight:** **Young Families** and **Premium Customers** are more likely to purchase larger pack sizes and contribute higher per-transaction sales.
- Product Insight:** The top 5 products contribute disproportionately to total sales. A focused strategy on high-demand products could further boost revenue.
- Sales Trend Insight:** A sharp rise in sales during the April-June period could signal a seasonal preference or marketing-driven surge.
- Data Visual:**
 - Scatter plot highlighting transaction amounts by customer segment.
 - Trend analysis showcasing seasonal peaks and dips in sales.

Strategic Recommendations

- **Focus on High-Value Customers:** Strengthen engagement with **Premium** and **Young Family** customers through targeted promotions.
- **Seasonal Promotions:** Leverage insights from the April-June spike by planning sales campaigns around this period.
 - **Product Optimization:** Optimize inventory for top-selling items (e.g., large-pack chips), offering promotions to boost sales in complementary products.
- **Customer Loyalty Programs:** Develop tailored loyalty programs based on customer segmentation to drive repeat purchases, particularly among high-value segments.
- **Geographical Targeting:** Use sales trends by store number to optimize marketing spend in stores with higher transaction volumes.

Next Steps

- **Data Deep Dive:** Further analysis on customer behavior by geographical regions.
- **Pilot Campaign:** Launch a test campaign targeting premium customers with a focus on larger pack sizes.
- **Regular Reporting:** Suggest ongoing monthly reporting to track performance and adjust strategy accordingly.
- **Feedback Loop:** Implement feedback mechanisms for continuous improvement based on customer purchase data.

THANK YOU

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