

11 December 2023

Category review: Chips

Retail Analytics

Satwik Saurav



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
- 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.

We all have a responsibility to use data for good

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

Executive summary

01

Task 1

Let's recap what we've found! Sales have mainly been due to Budget - older families, Mainstream - young singles/couples, and Mainstream retirees shoppers. The high spend in chips for mainstream young singles/couples and retirees is due to there being more of them than other buyers. Mainstream young singles and couples are 23% more likely to purchase Tyrrells chips compared to the rest of the population. SMITHS PREFERRED BY BUDGET YOUNG AUDIENCE AND PREMIUM OLDER FAMILIES KETTLE PREFERRED BY EVERYONE ELSE The Category Manager may want to increase the category's performance by off-locating some Tyrrells and smaller packs of chips in discretionary space near segments

02

Task 2

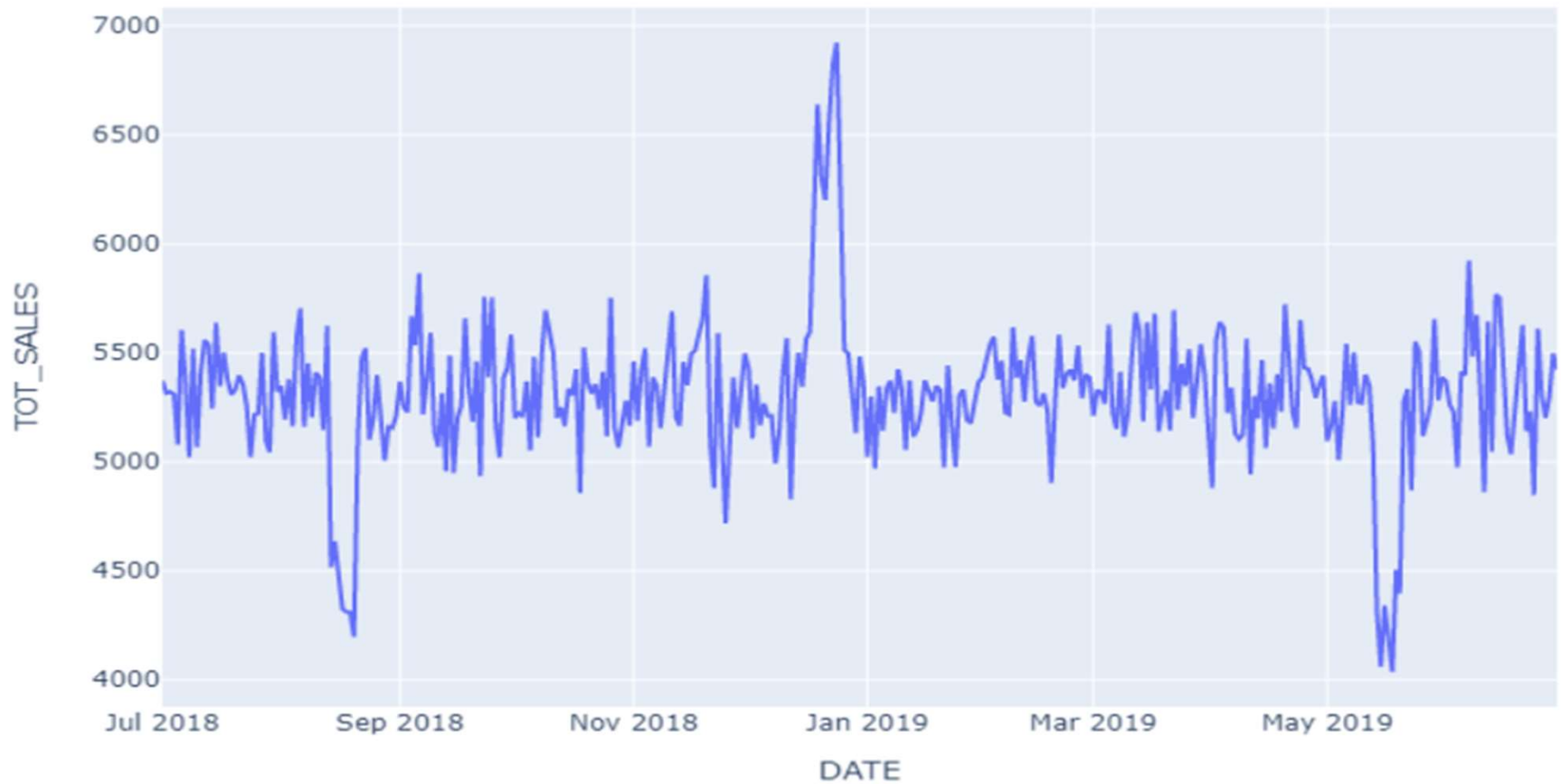
Control stores 233, 155, 237 are for trial stores 77, 86 and 88 respectively. The results for trial stores 77 and 88 during the trial period show a significant difference in at least two of the three trial months but this is not the case for trial store 86. We can check with the client if the implementation of the trial was different in trial store 86 but overall, the trial shows a significant increase in sales.

01

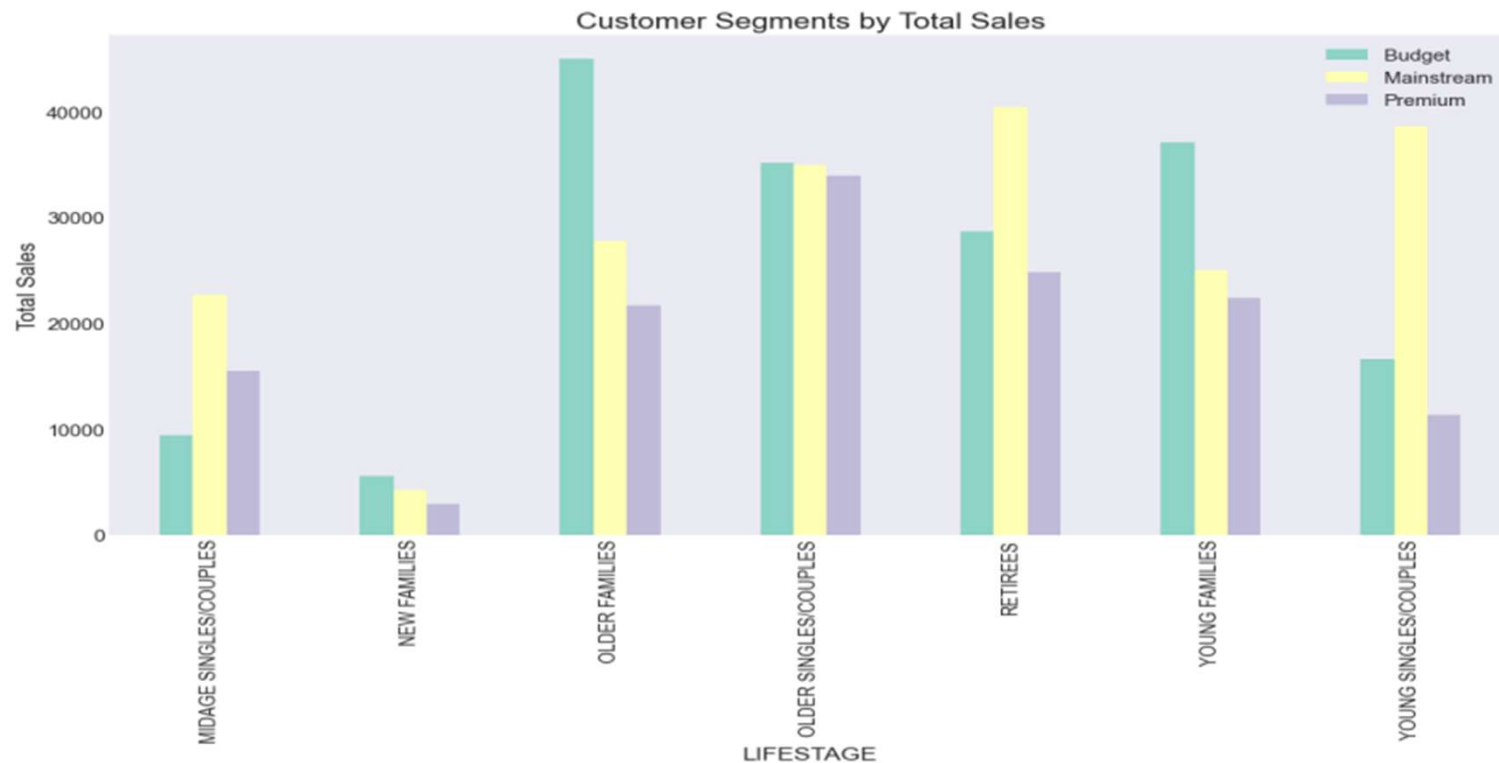
Category



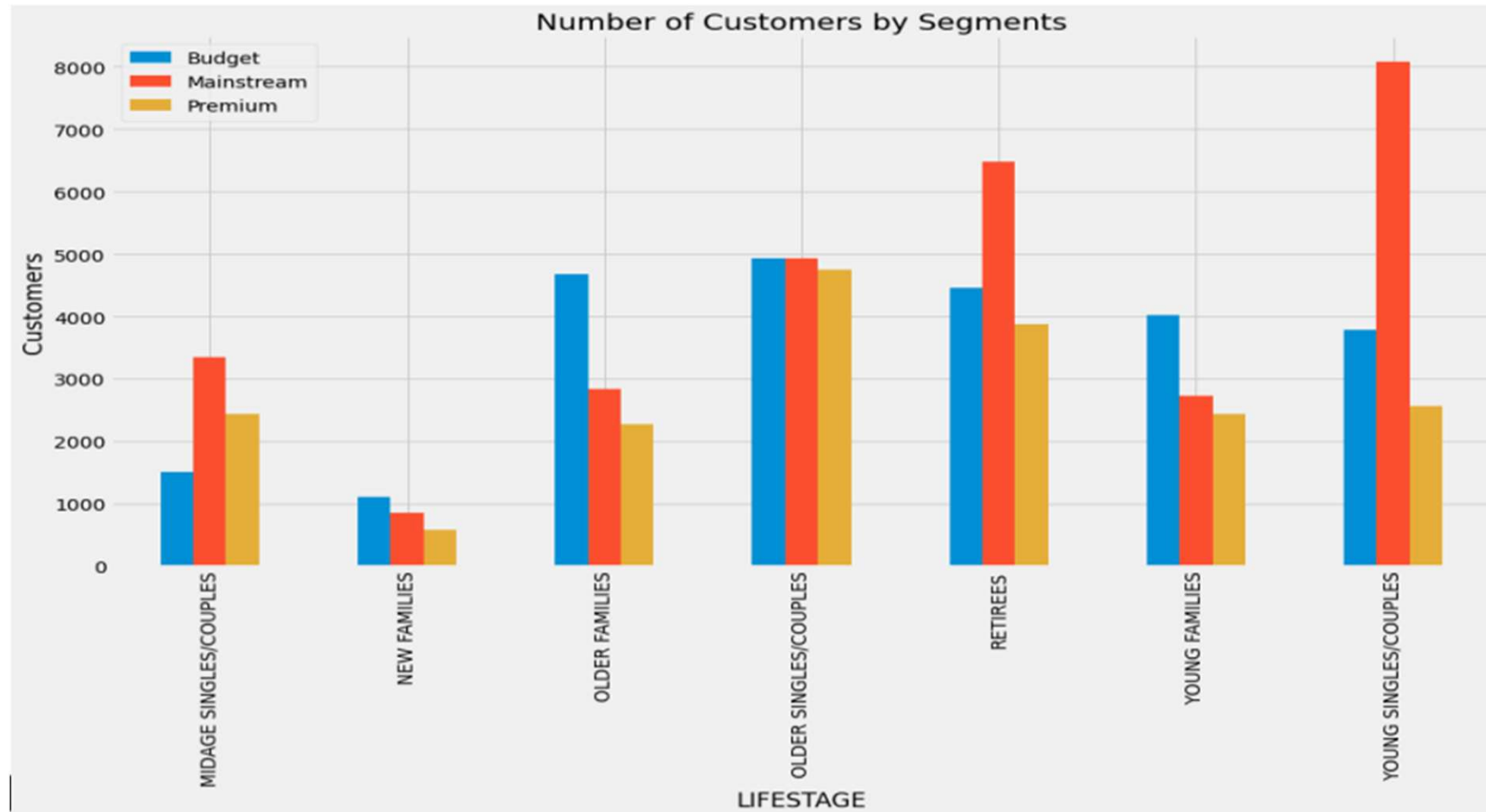
Overview: your key callout for the category should be included here



This slide will be commentary on affluence and its effect on consumer buying for the category of chips



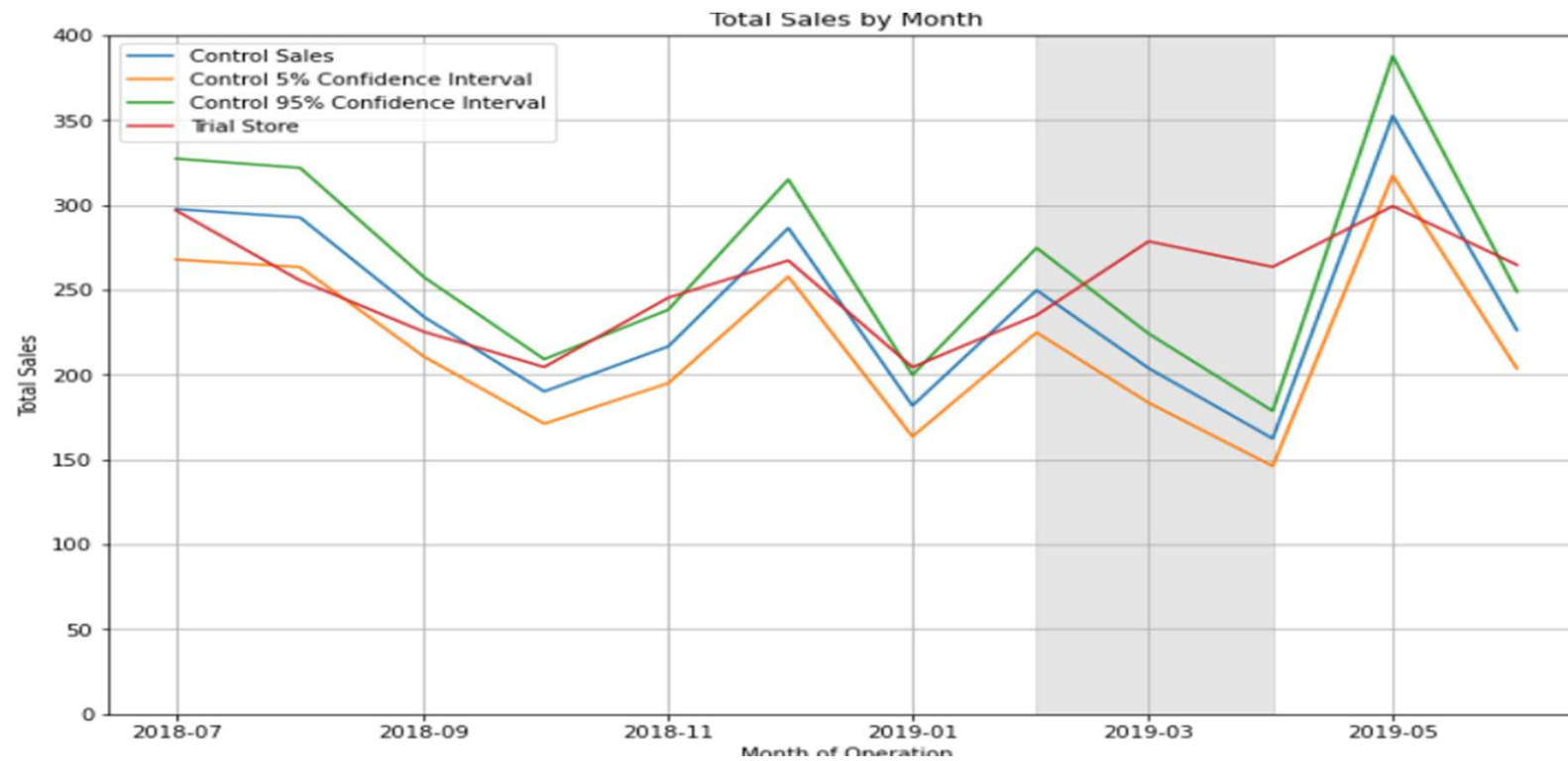
Stretch: Try visualising the proportion of customers by affluence and life stage on this slide



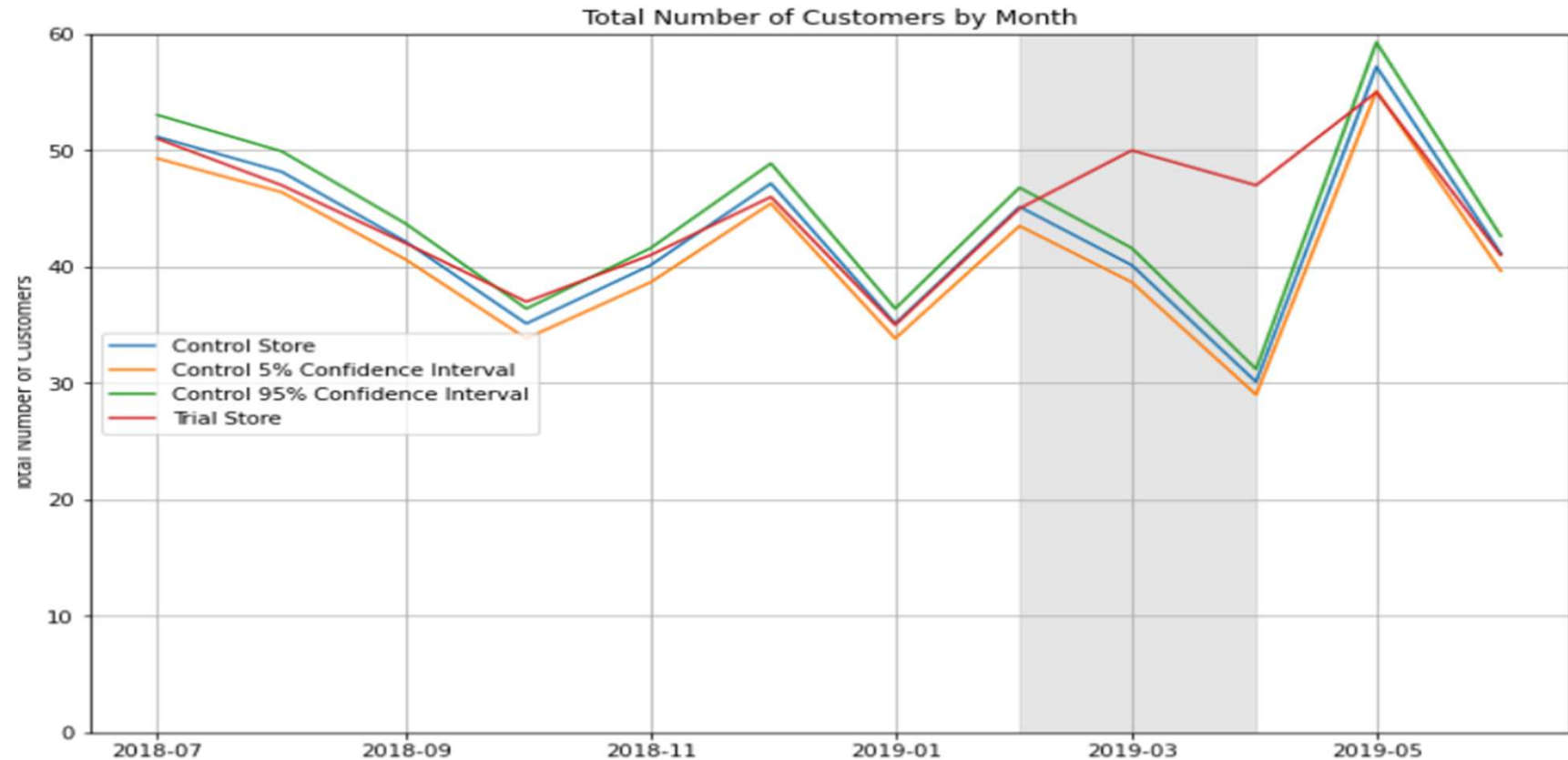
02

Trial store performance

Explanation of the control store vs other stores



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



CONCLUSION

Sales have mainly been due to Budget - older families, Mainstream - young singles/couples, and Mainstream retirees shoppers. The high spend in chips for mainstream young singles/couples and retirees is due to there being more of them than other buyers. Mainstream young singles and couples are 23% more likely to purchase Tyrrells chips compared to the rest of the population.

SMITHS PREFERRED BY BUDGET YOUNG AUDIENCE AND PREMIUM OLDER FAMILIES KETTLE PREFERRED BY EVERYONE ELSE

The Category Manager may want to increase the category's performance by off-locating some Tyrrells and smaller packs of chips in discretionary space near segments where young singles and couples frequent more often to increase visibility and impulse behaviour.

Control stores 233, 155, 237 are 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.



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