June 2020

Category review: Chips

Retail Analytics

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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

Sales have mainly been due to Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees shoppers because they are the most popular customers.

Mainstream young singles/couples are 23% more probability to purchase Dorito chips and 27% more likely to purchase a 270g pack of chips compared to the rest of the population.

02 Task 2

We have found control stores 233, 109, 237 the most similar to trial stores 77, 86 and 88 respectively. The results for trial stores 77 and 88 during the trial period show a considerable difference at last two trial months but this is different in trial store 86, when trail store being within the confidence interval of the control store. The trial shows a significant increase in sales.

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01

Category

Overview: The main category Analysis results

- Mainstream - young singles/couples and Mainstream – retirees are the most popular customers.

-Sales are mainly come from Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees and this is because they comprise the majority of buyers.

- Older families and young families in general buy more chips per customer and this reveal of frequently buying behaviour.

- 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. This may be due to premium shoppers being more likely to buy healthy snacks and when they buy chips, this is mainly for entertainment purposes rather than their own consumption. This is also supported by there being fewer premium mid-age and young singles and couples buying chips compared to their mainstream counterparts.

- Mainstream young singles/couples are 23% more likely to purchase Dorito chips compared to the rest of the population. And they are 56% less likely to purchase Burger Rings compared to the rest of the population

- It looks like Mainstream young singles/couples are 27% more likely to purchase a 270g pack of chips compared to the rest of the population but let's dive into what brands sell this pack size.

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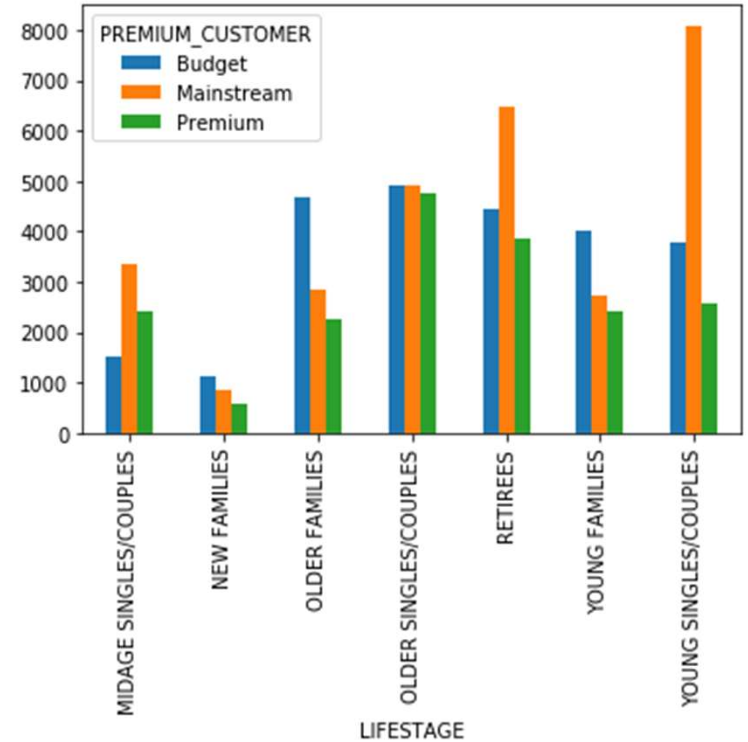
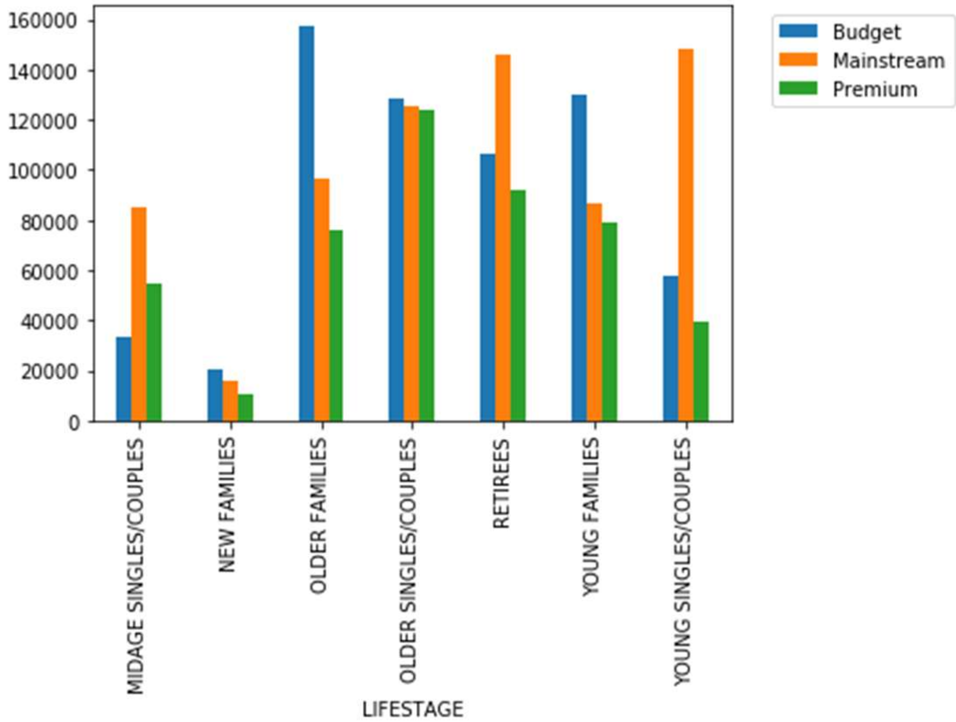
Overview for the category



Number of customers in each segment



total sales for customers by lifestage and premium purchasing behaviour

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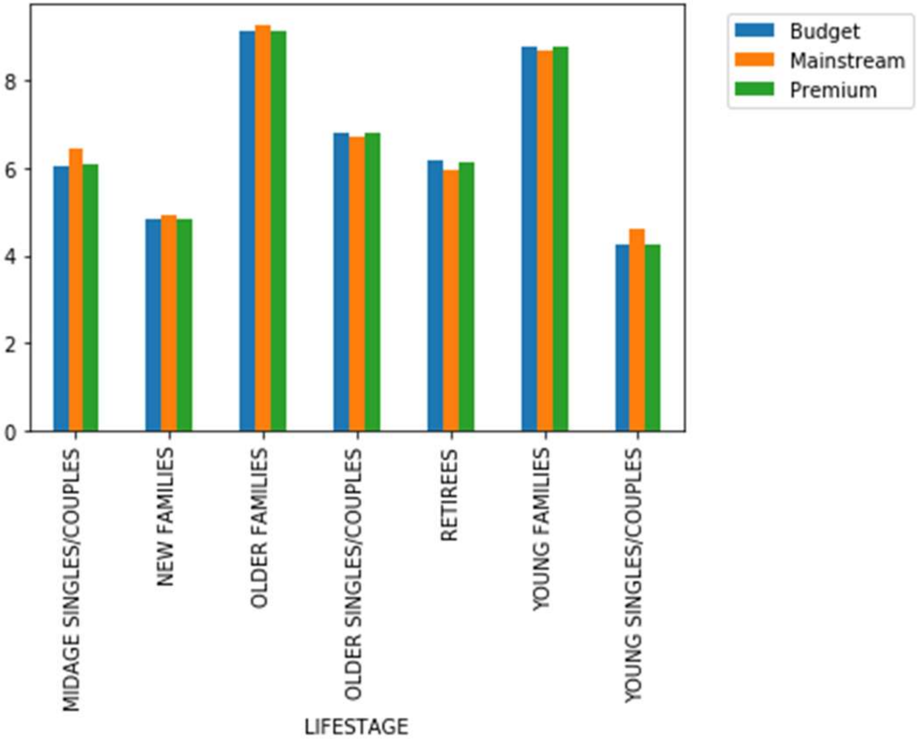
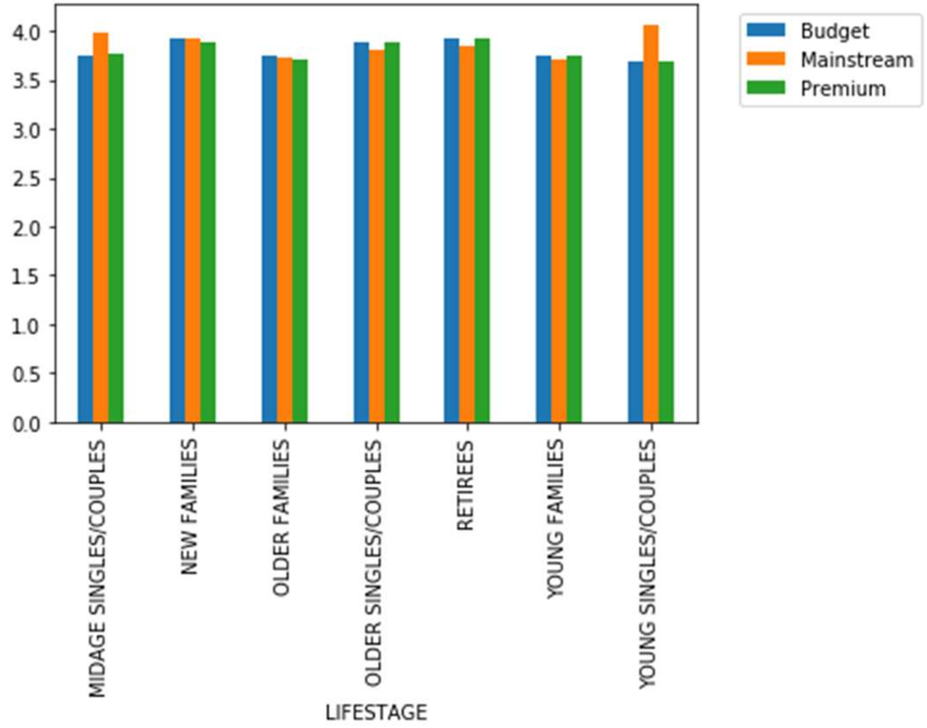
Overview for the category

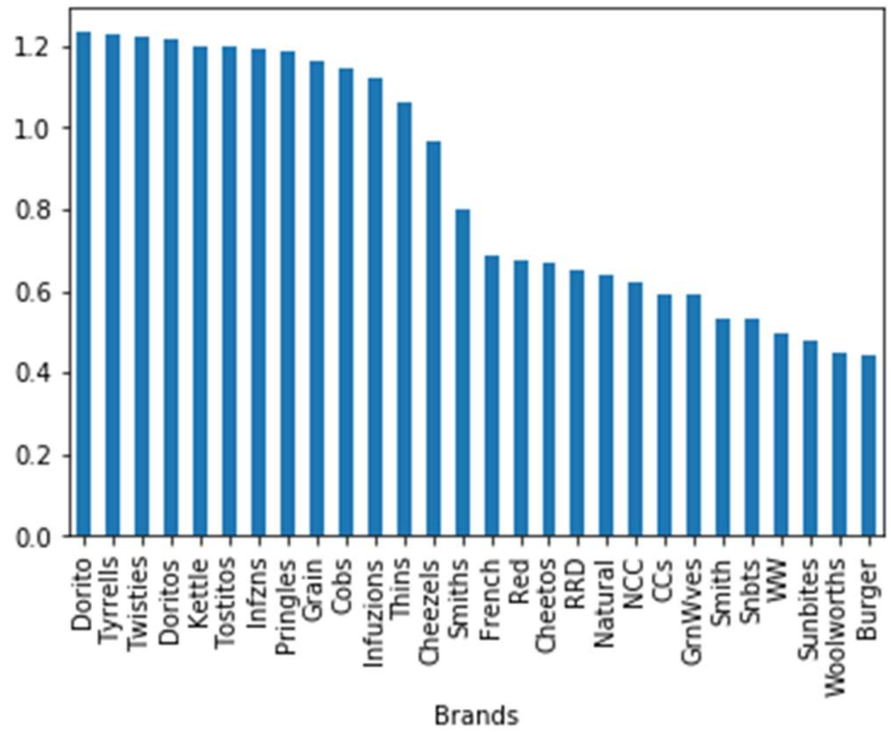


Number of chips are bought per customer by segment

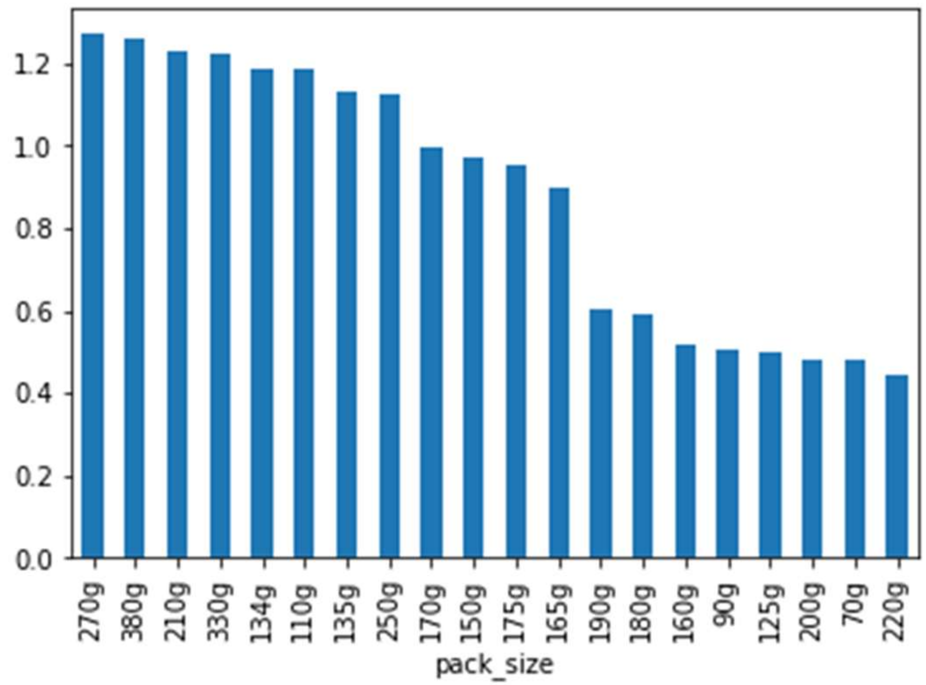


the average chip price by customer segment

Deep dive into Mainstream, young singles/couples



Favourite chips brands for Mainstream young singles/couples compared to the rest of the population



Favourite chips pack size for Mainstream young singles/couples compared to the rest of the population

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02

Trial store performance

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Trial store performance analysis

- We have found control stores 233, 109, 237 the most similar to trial stores 77, 86 and 88 respectively.
- The trending of sales and number of costumer significantly similar in trail stores 77, 86 and 88 with the control stores 233, 109 and 237 in the period before the trial.
- The results of total sales and number of customers show that the trial store 77 is within the 5% to 95% confidence interval of the control store 233 in the first month of the trial period and then it went higher for the rest period.
- The results for trial stores 77 and 88 during the trial period show a considerable difference in at last two trial months but this is not the case for trial store 86, when trail store being within the confidence interval of the control store.
- The trial shows a significant increase in sales in trial three months and that can help to increase the sales of the control stores that are most similar to the trial stores to apply the new trailed layout for a chips category.

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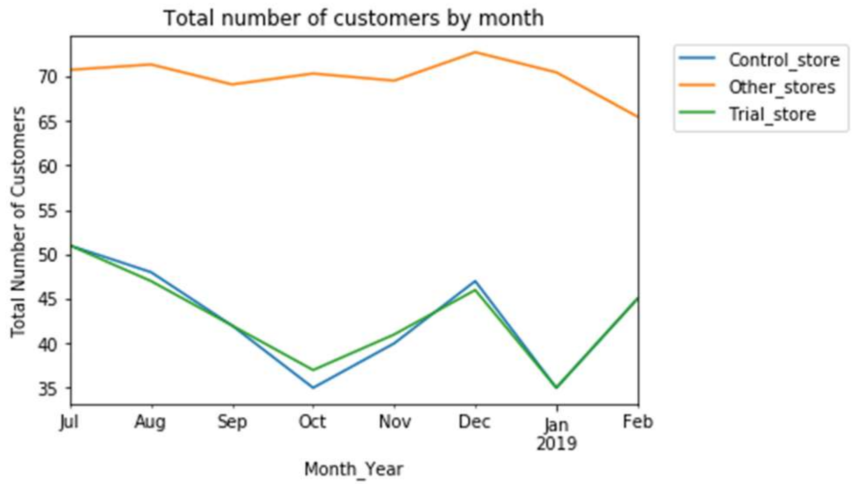
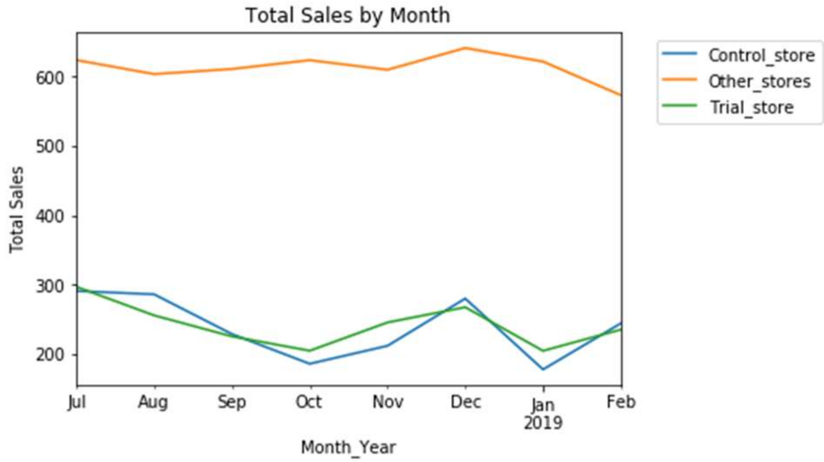
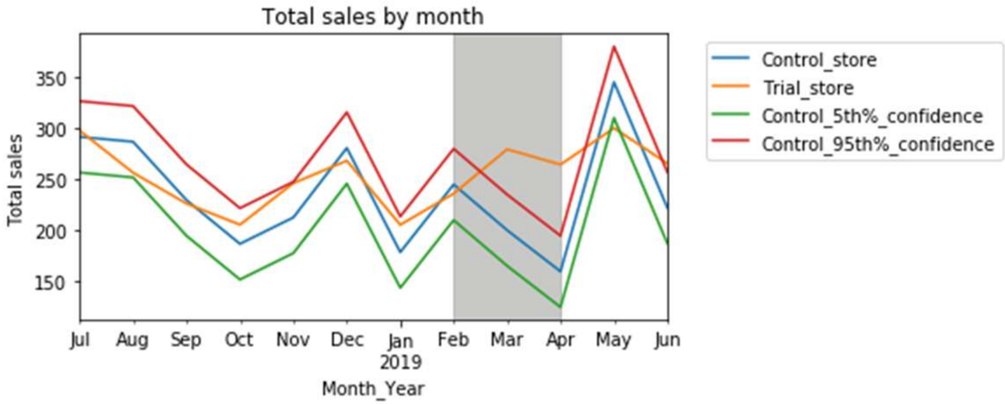
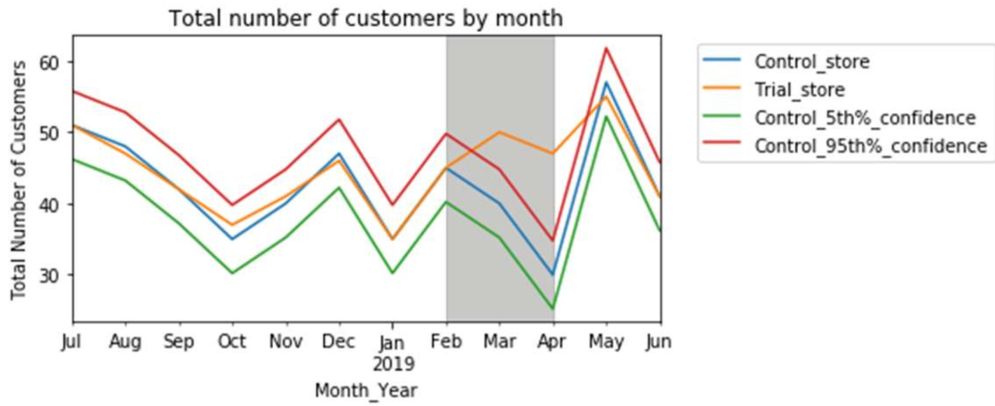
Explanation of the control store vs other stores









Trial store 77 with control store 233

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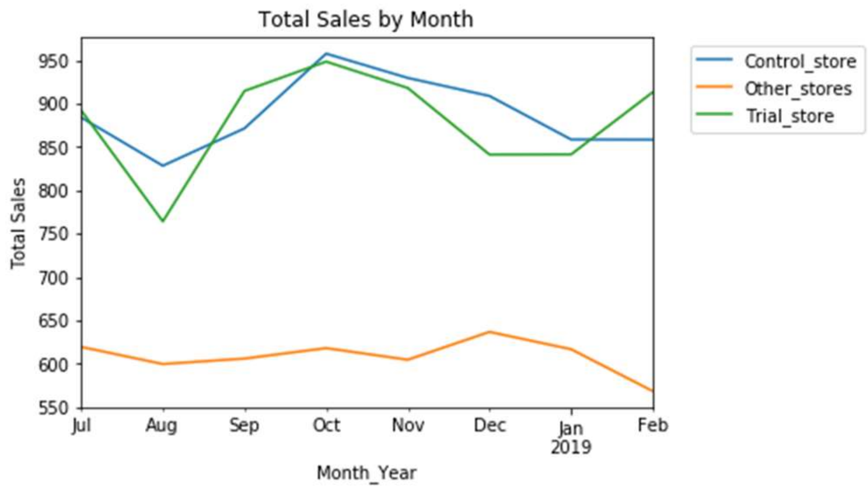
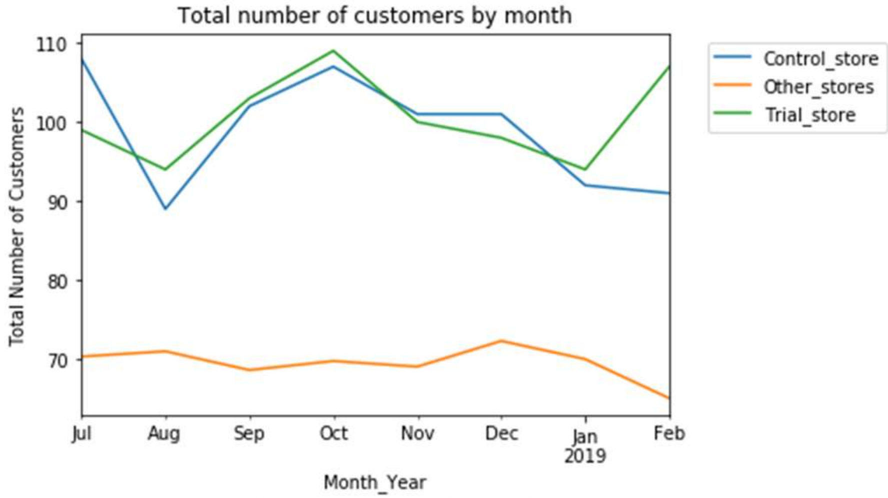
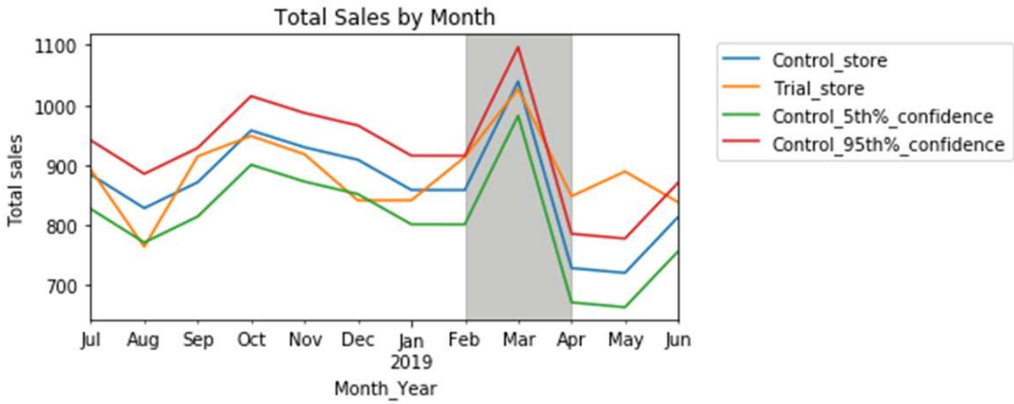
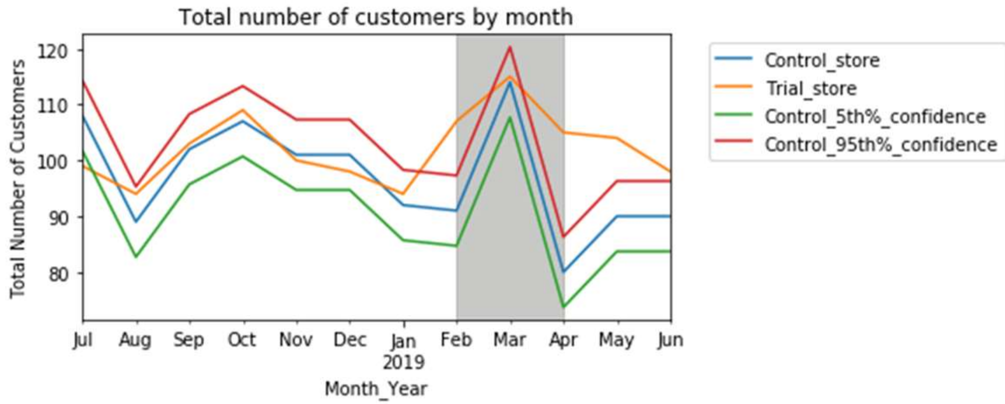
Explanation of the control store vs other stores









Trial store 86 with control store 109

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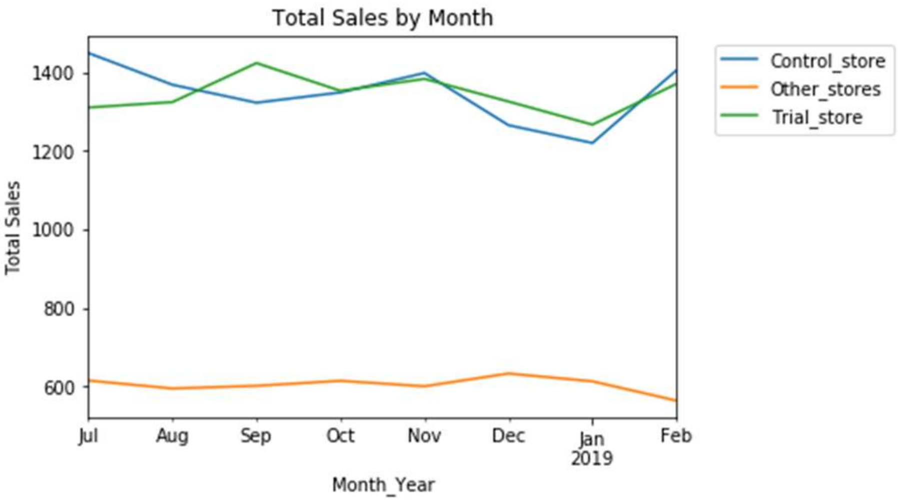
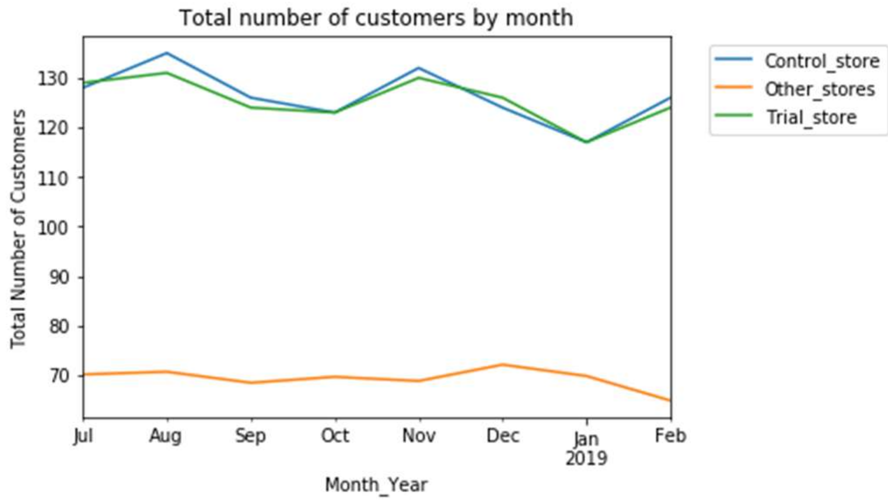
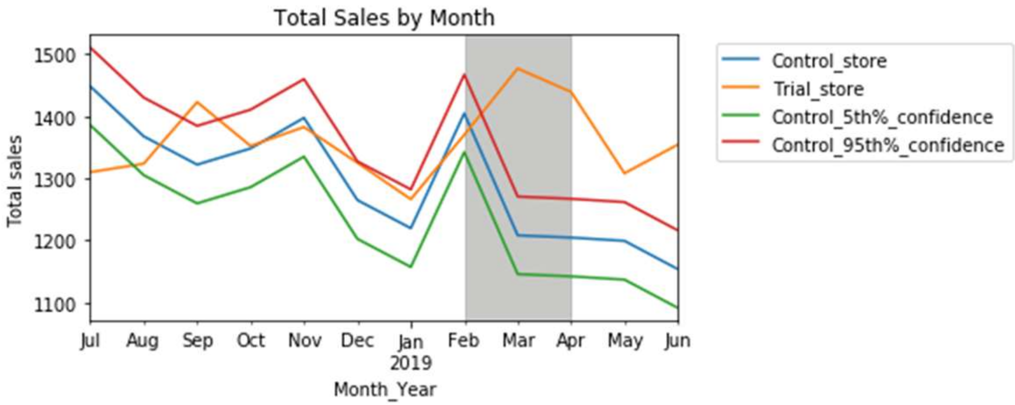
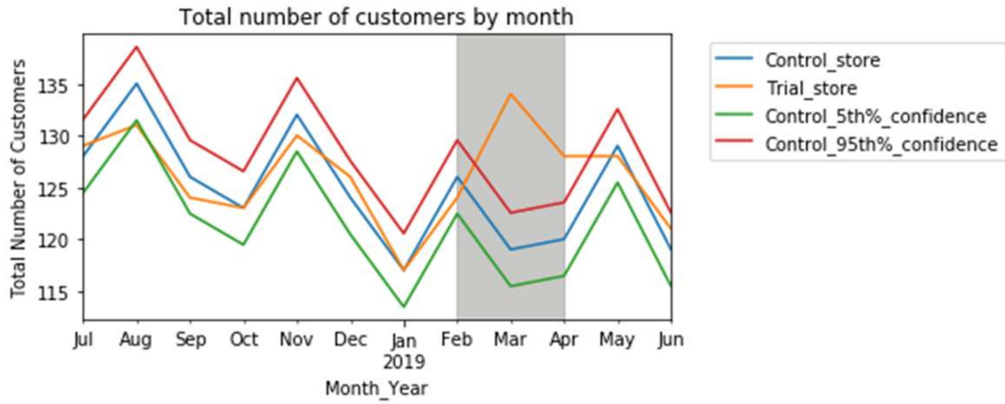
Explanation of the control store vs other stores









Trial store 88 with control store 237