

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

Category of Customers

- Concentrate more on Mainstream customers, mainly in the following order of priority:
 - Young singles/couples
 - Old customers - Retirees

02

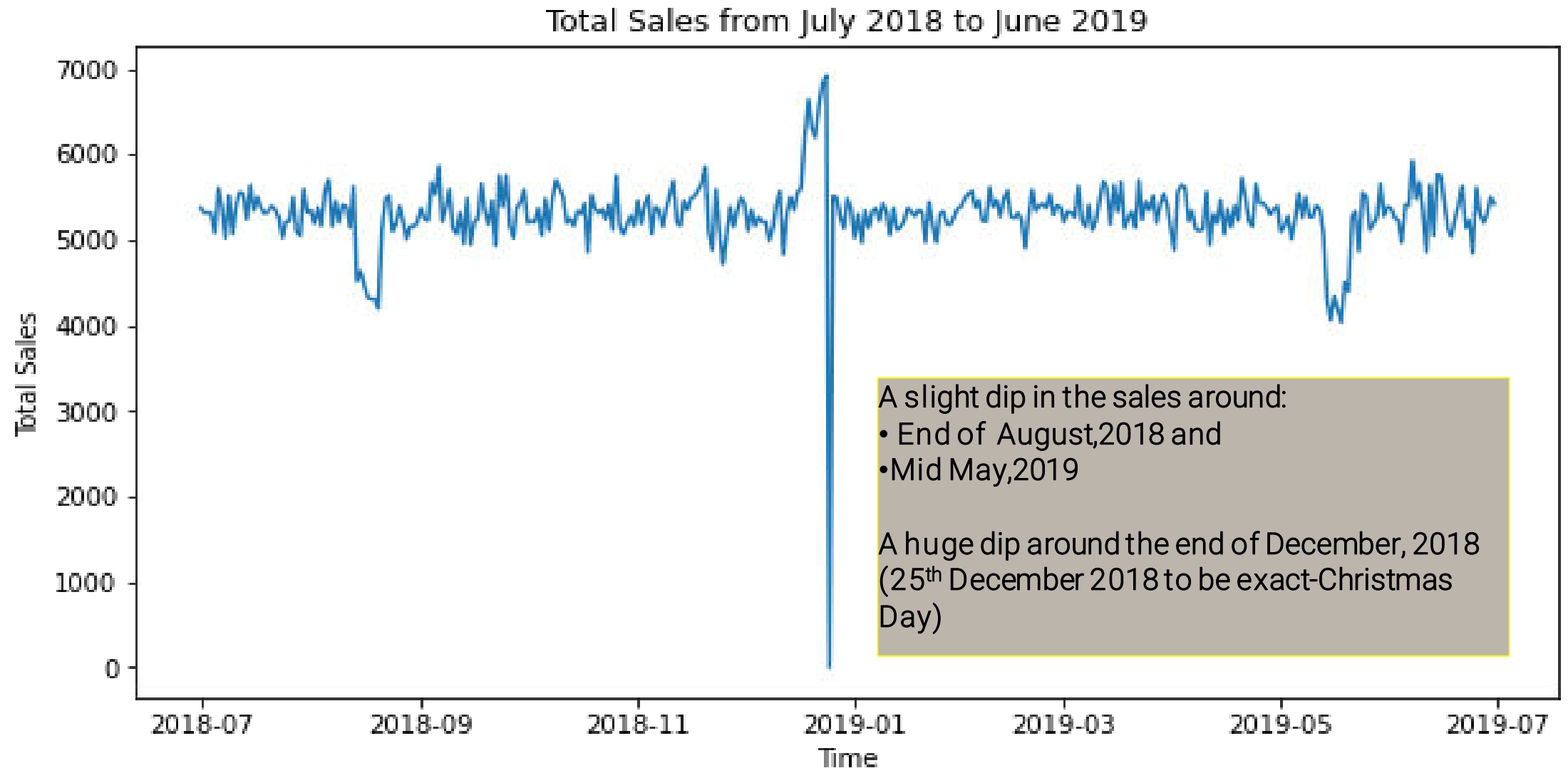
Trial store performance

- Control stores were found matching the trial stores
- After implementing the new store layout the performance of the trial store and the control store were compared. The trial store saw significant uplift from the new store layout.

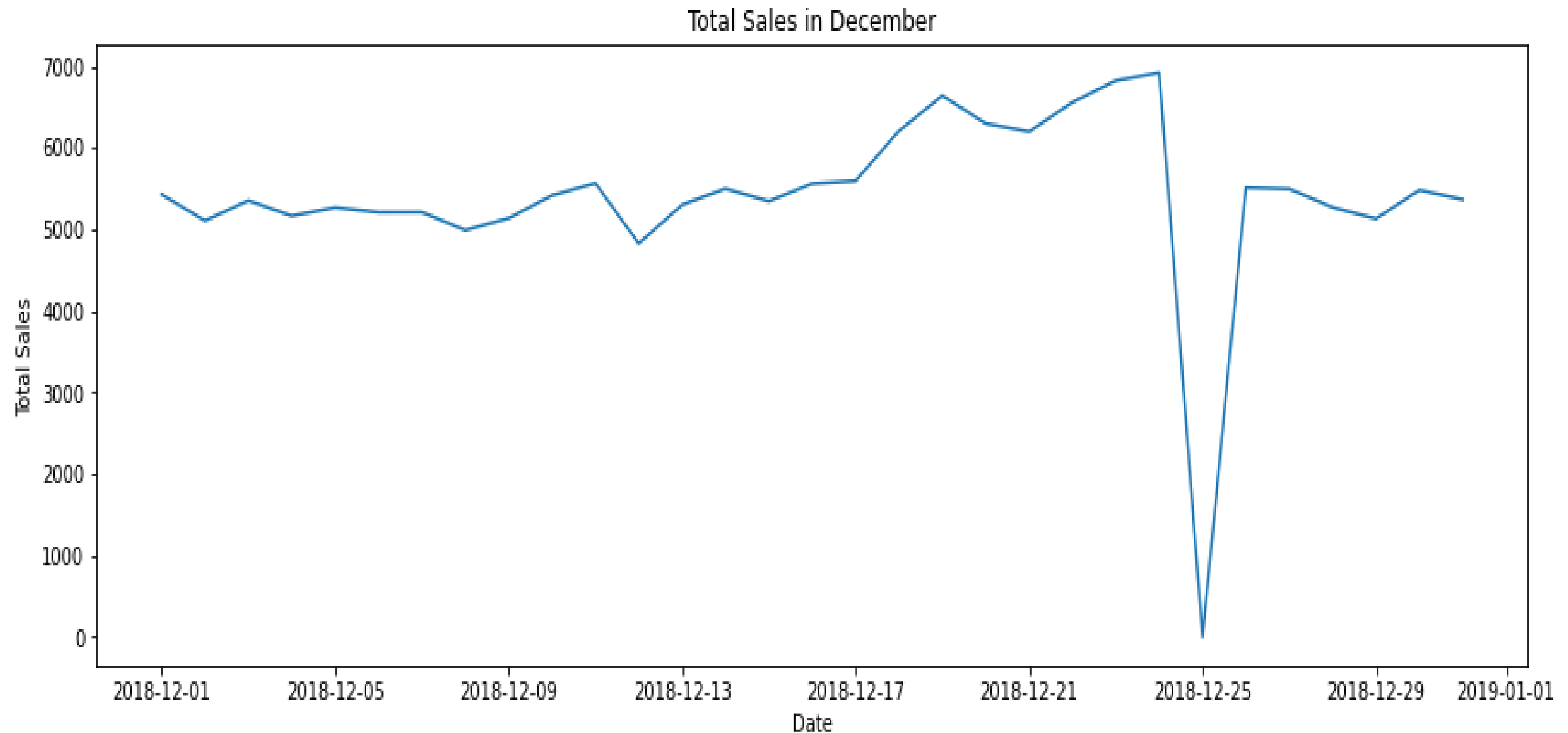
01

Category of Customers

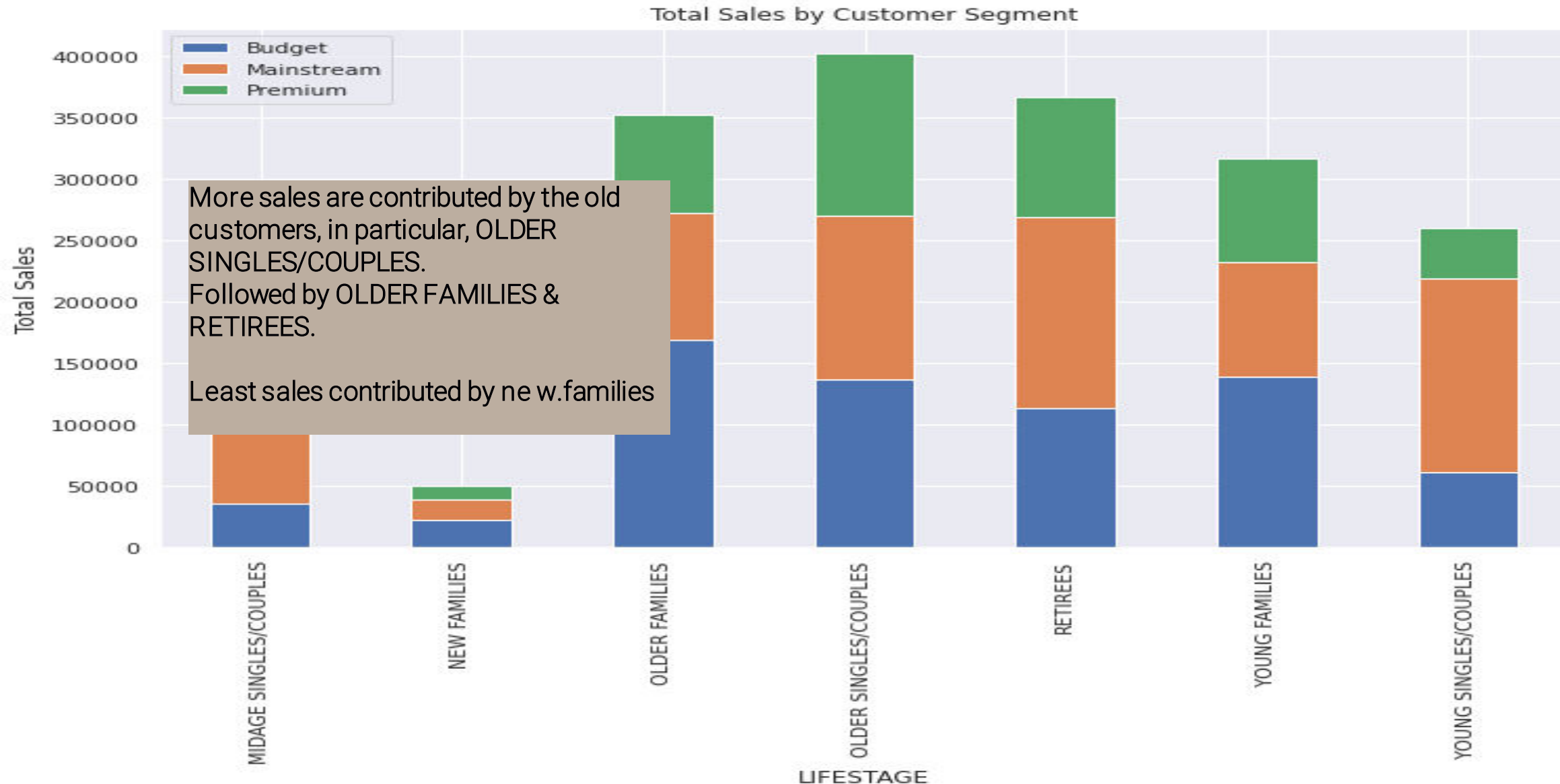
Total Sales Across the Year (July, 2018 – July, 2019)



Sales during the month of December,2018



Total sales by Lifestage and proportion of customers based on their Premium



Number of Customers by Lifestage and proportion of customers based on their Premium

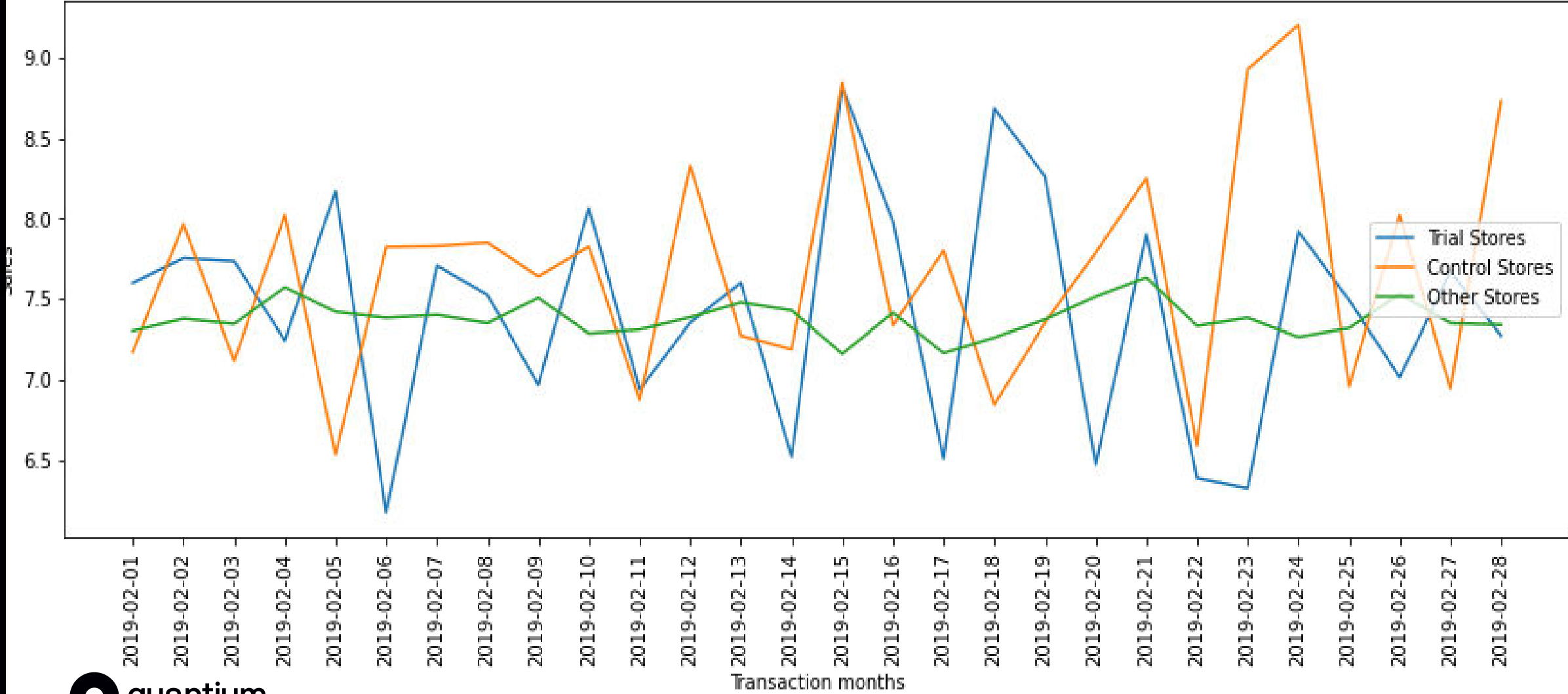


02

Trial store performance

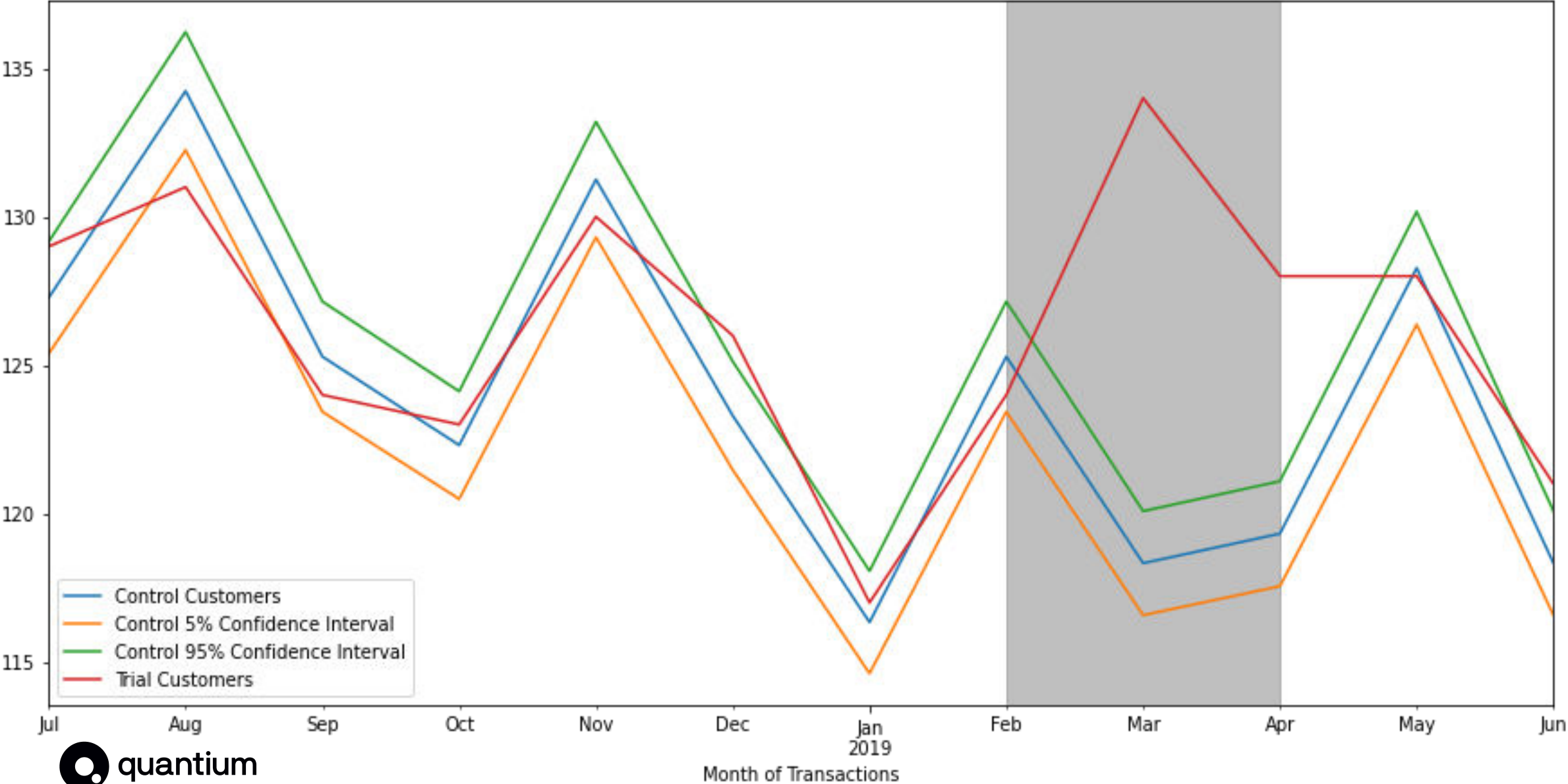
Overall performance of control store vs other stores in the trial period

Total sales of trial store V/S other stores by month



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

Total customers by month





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