

June 2025

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

Task 1

- Top Buyer Segments:
 - Budget – Older Families
 - Mainstream – Young Singles/Couples
 - Mainstream – Retirees
- Mainstream Young Singles/Couples and Retirees are **high spenders** and **primary shoppers of chips**
- Mainstream Young & Mid-Age Singles/Couples are **more likely** to **pay premium prices per packet**
- Mainstream Young Singles/Couples are **23% more likely** to purchase **Tyrrells Brand** chips than the other population

02

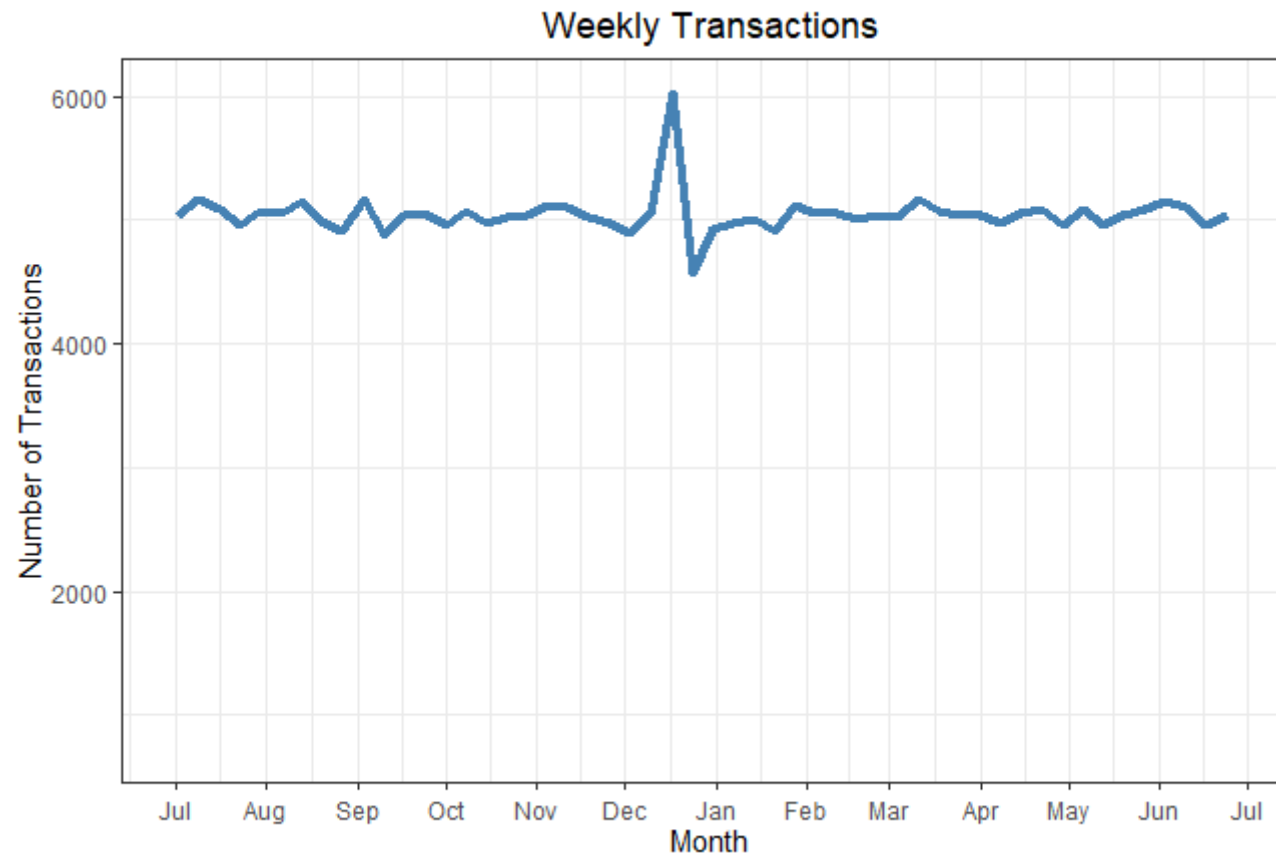
Task 2

- A control store was constructed to reflect the prior performance of the selected trial store.
- Found **control stores 233, 155, 237** for **trial stores 77, 86 and 88** respectively
- Trial Stores 77 and 88:
 - Showed a **statistically significant difference** from the control stores during the trial period
- Trial Store 86:
 - **No significant difference** detected across the trial period from the control store

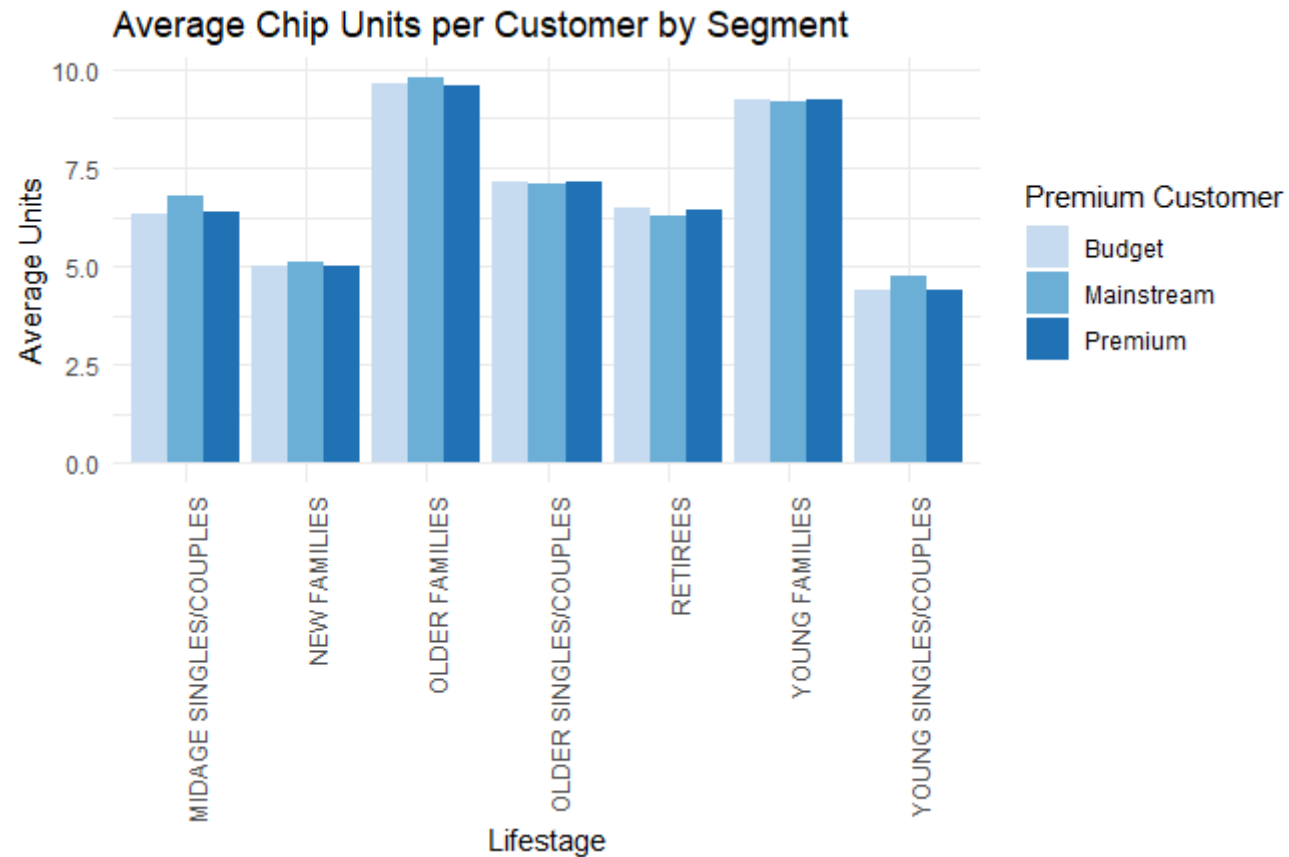
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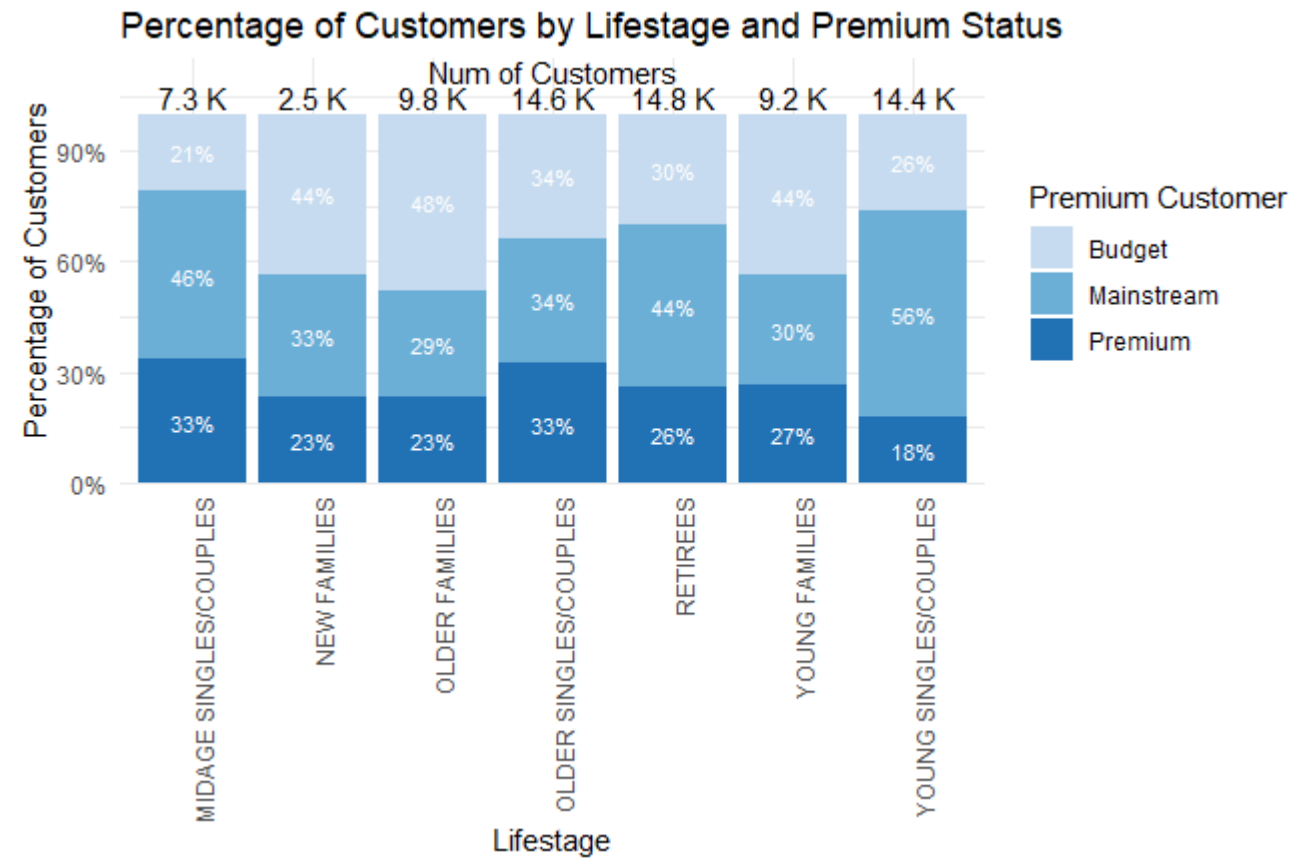
- Sales dipped on Christmas Day, likely due to store closures
- Explaining the spike observed in the preceding week, returning to normal levels after the holidays



- Affluence levels are consistent across life stage profiles
- Notably, Older and Young Family shoppers lead in average units purchased per transaction, highlighting their higher engagement and potential value



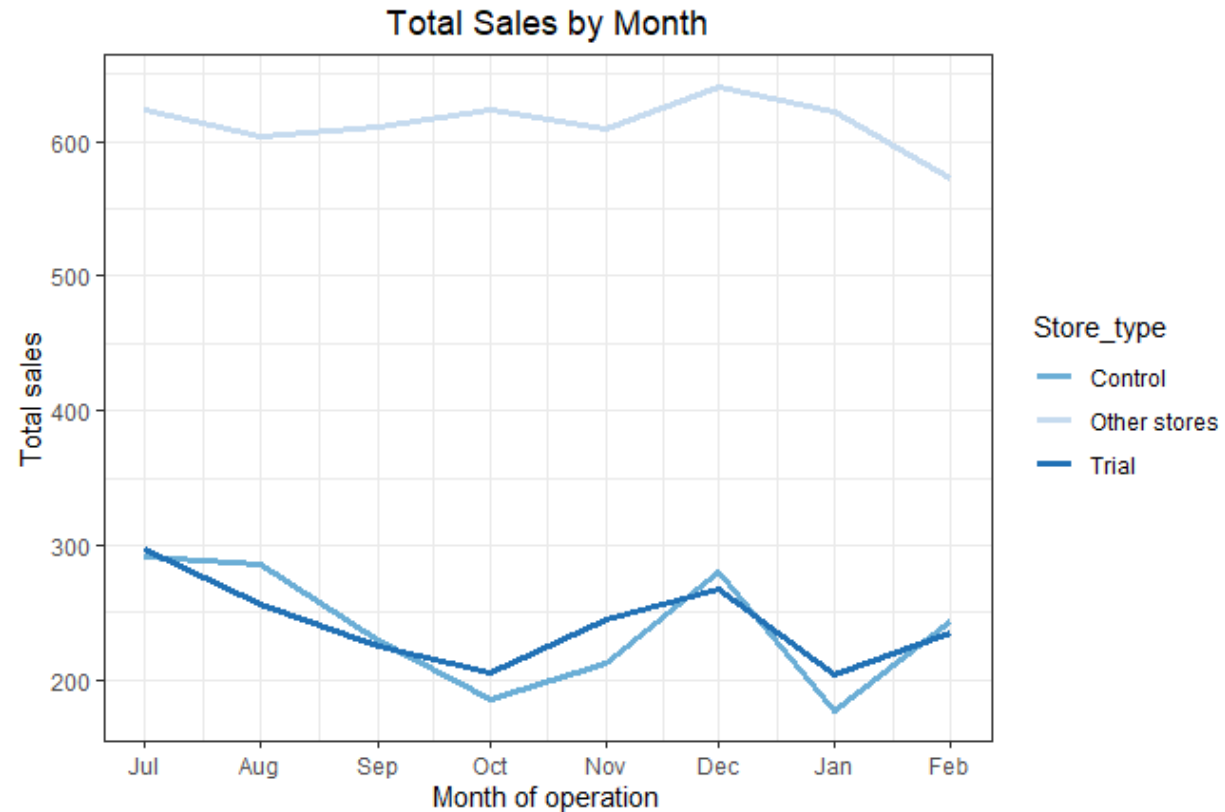
- Mainstream Young Singles & Couples represent the largest segment of Snacking Chips shoppers
- Mainstream Retirees also hold a notable share—indicating strong cross-generational appeal within the mainstream group



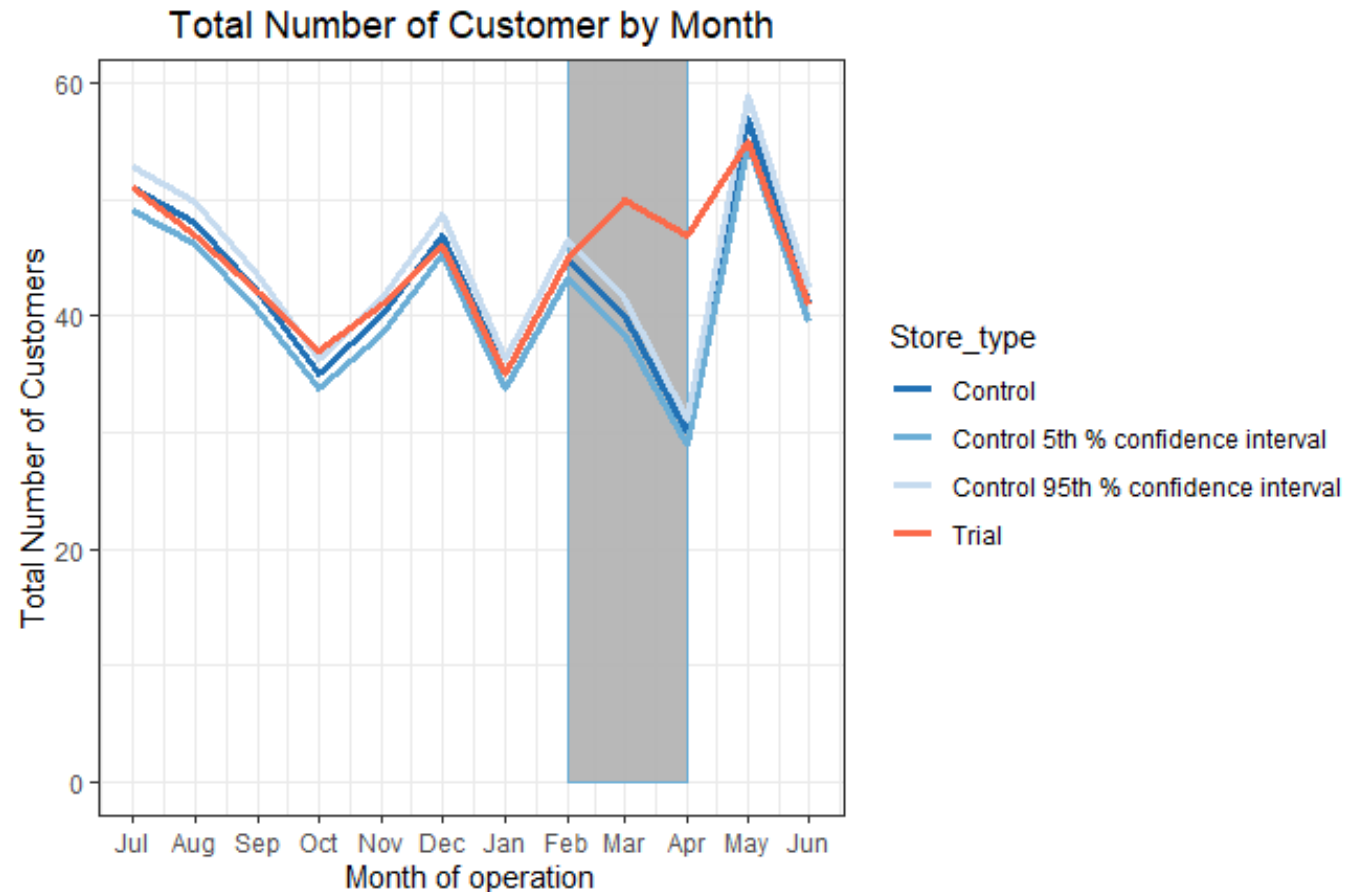
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Trial store performance

- Control Store 233 is specifically designed to mirror the performance of Trial Store 77
- While sales patterns differ slightly, this pairing provides a more accurate benchmark for evaluating the trial's impact



- From February to May, the trial store consistently outperformed the control store, underscoring the effectiveness of the new store layout in driving customer engagement





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