

July 2023

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

- Chips transactions increased steadily before Christmas which can be an advantage with the help of promotional offers.
- Most pack sizes are of 175g followed by 150g.
- Kettle is the brand with most number of products sold.
- Budget customers in Older Families account for max total sales.

02

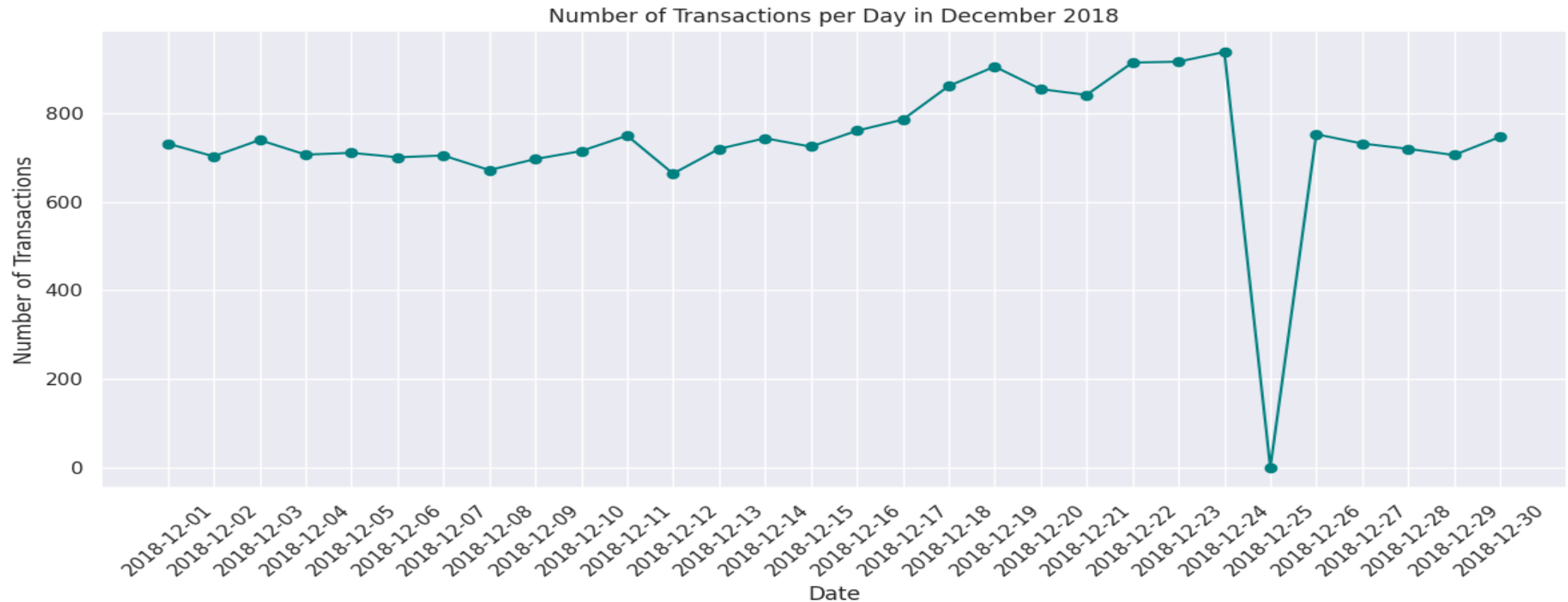
Task 2

- Trial stores 77 and 86 have significant increase in total sales and number of customers during trial as compared to control store.
- Trial store 88 had increase as well but not as good as stores 77 and 86.

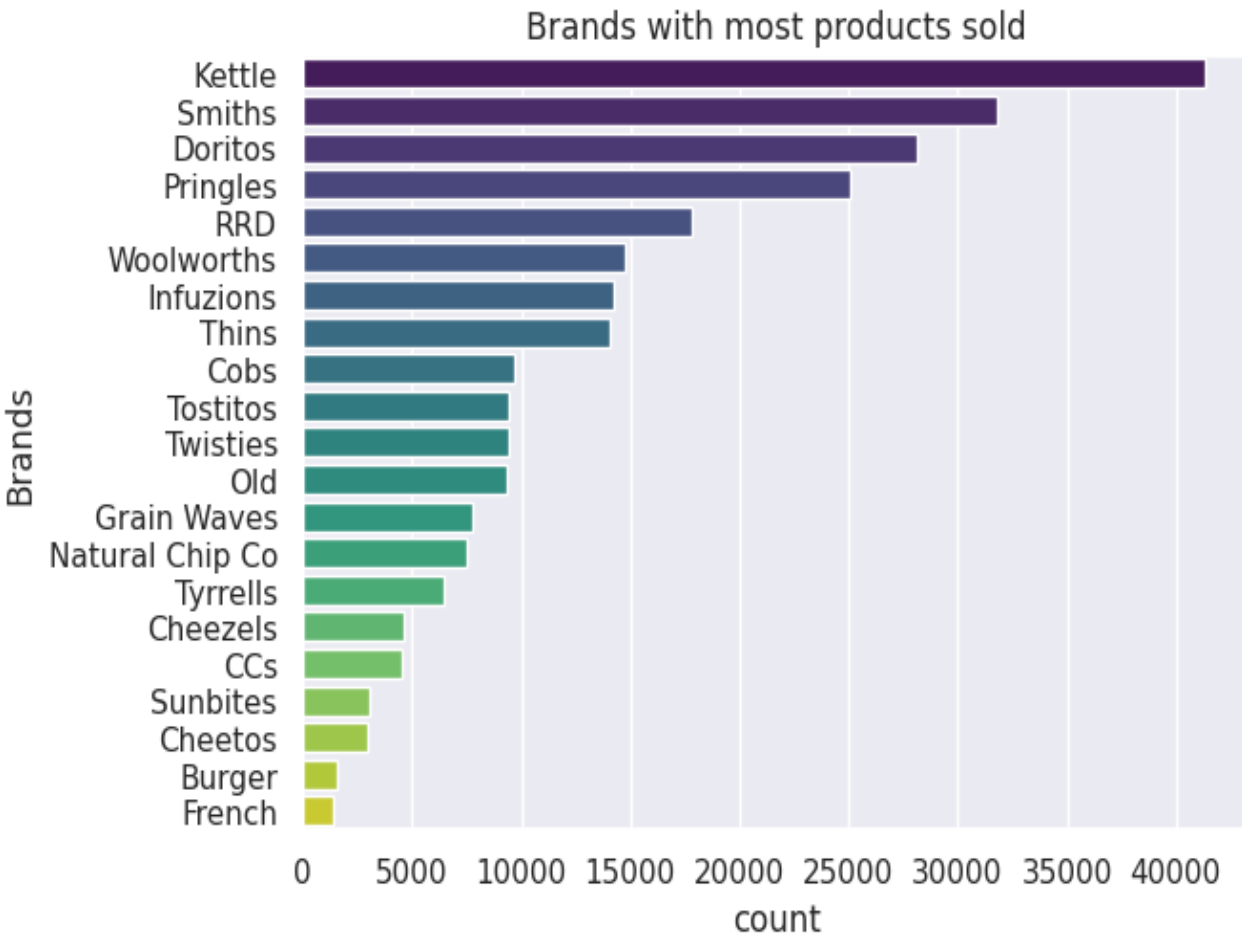
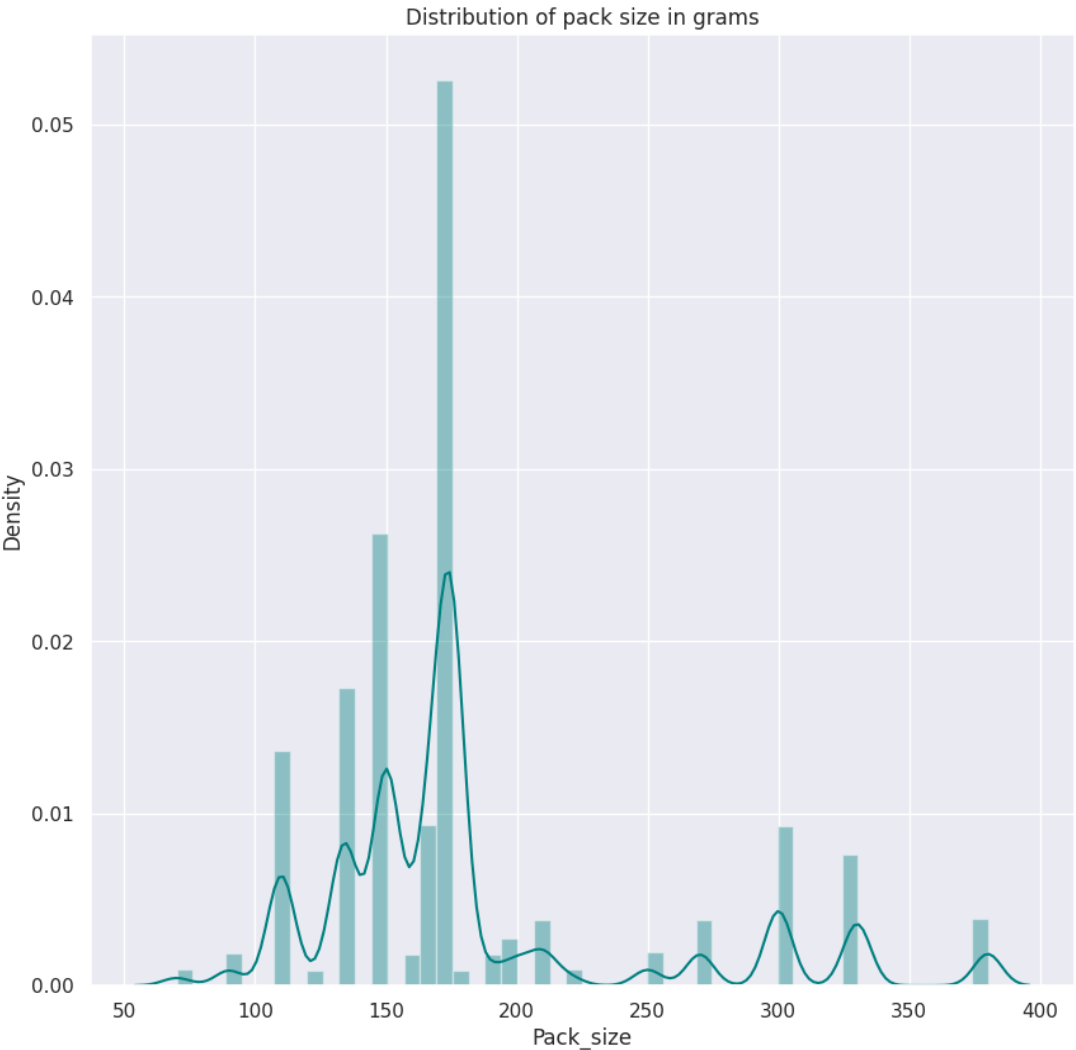
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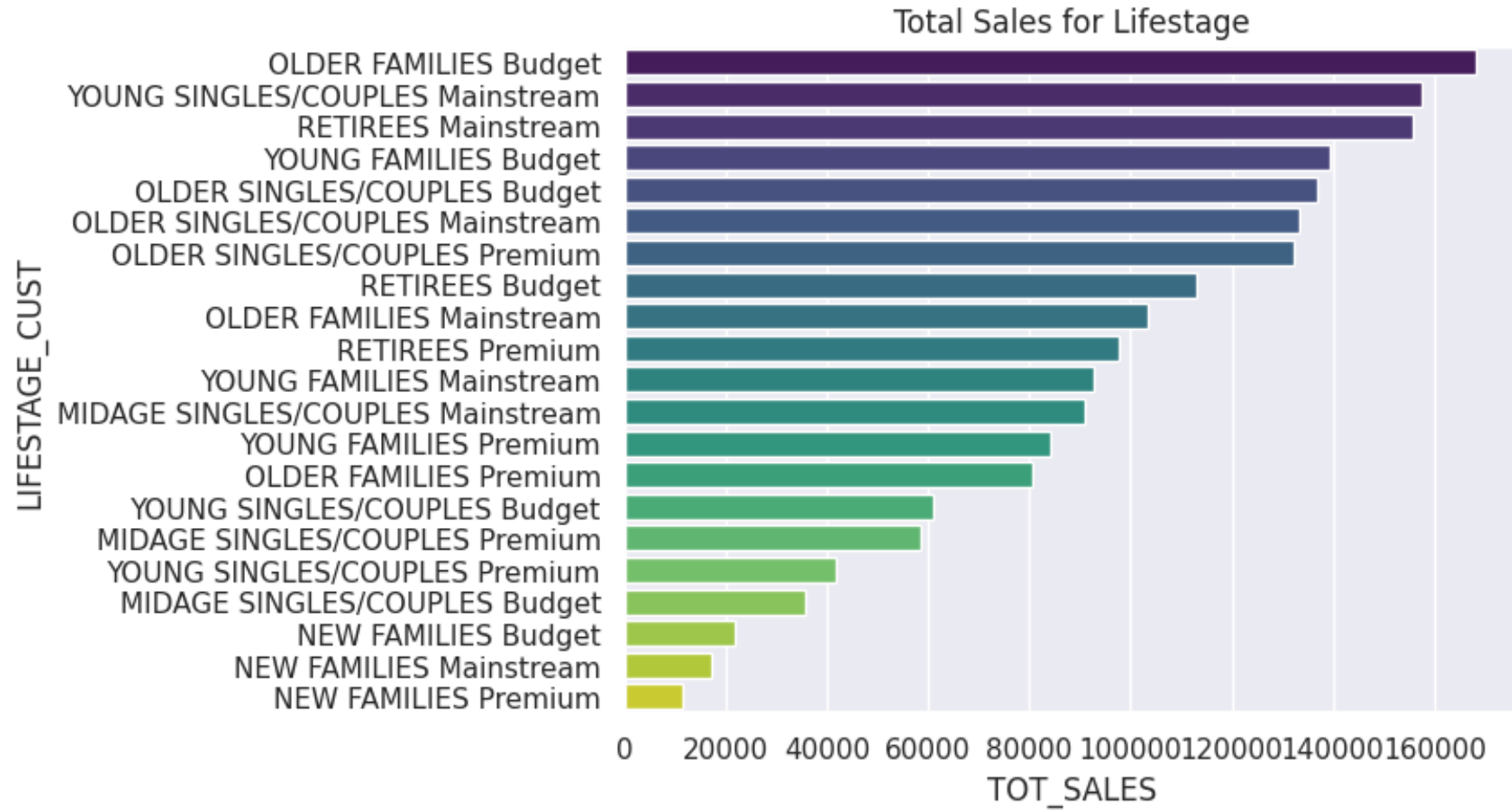
- The day with no transaction is a Christmas day that is when the store is closed hence there is a dip in sales on 25th December as shops were non-operational.
- Sales increase steadily as the Christmas day approaches and return again to early December sales level during New Year Eve.

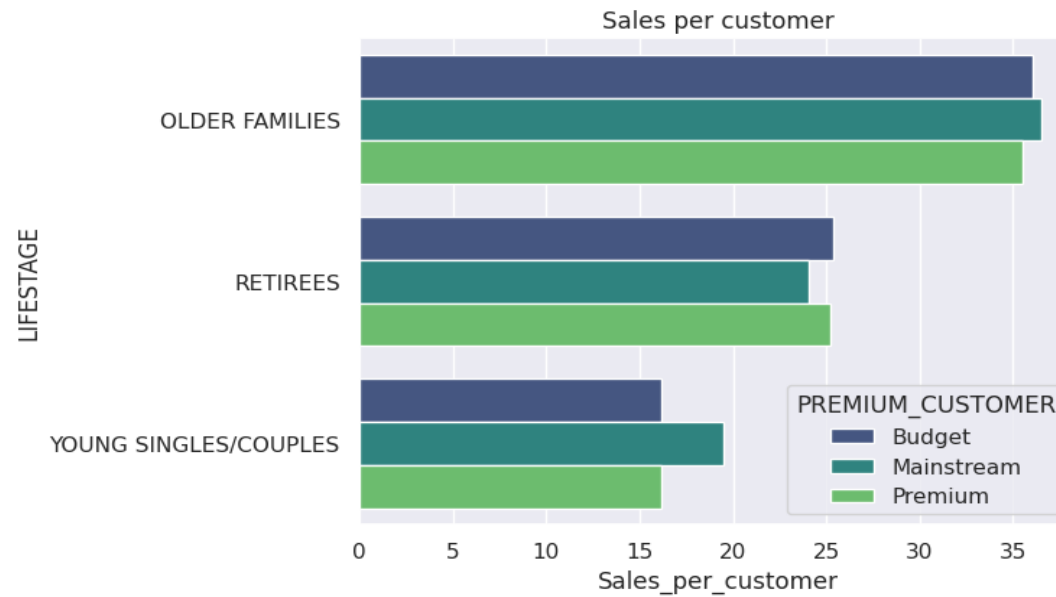
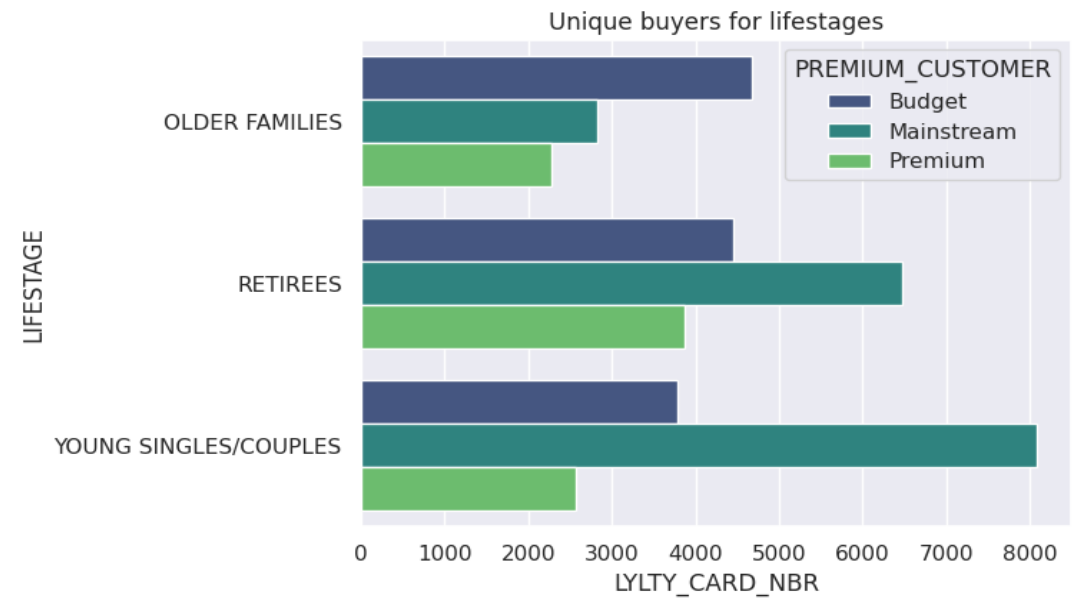
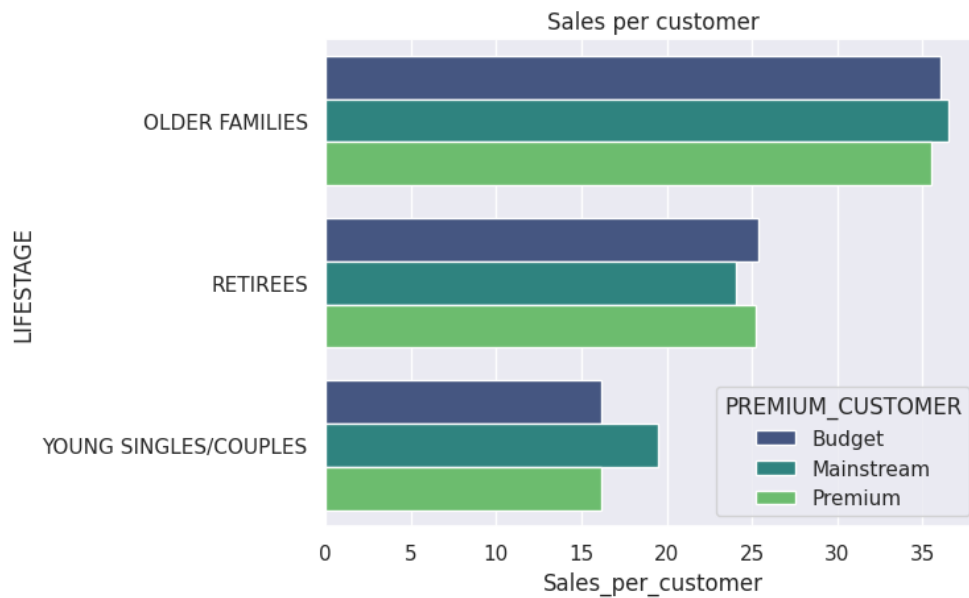


Most pack size are of 175g and Kettle is the brand with most product sold.



Budget customers in Older Families account for the max of total sales. This is followed by Mainstream customers in Young singles/couples and Retirees

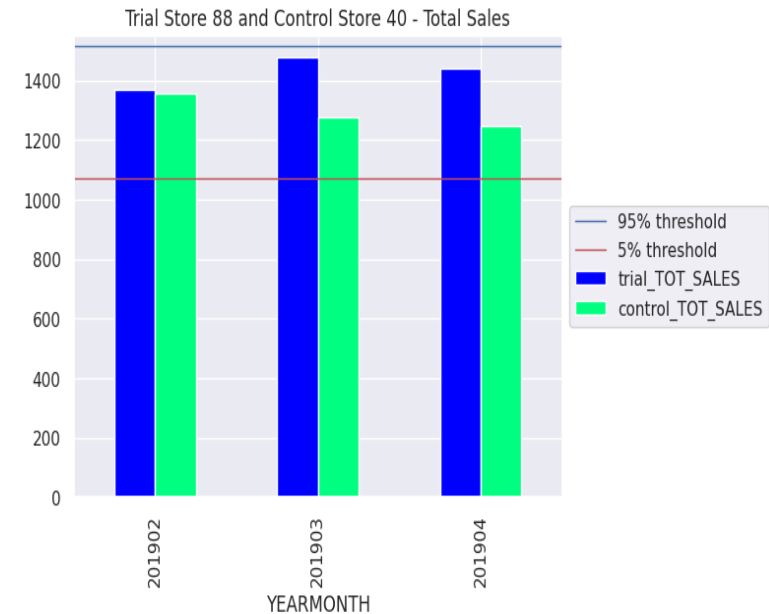
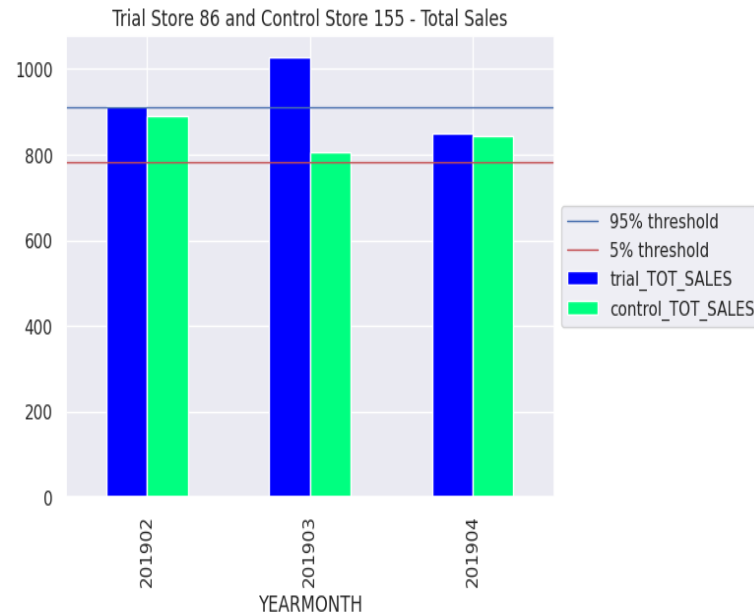
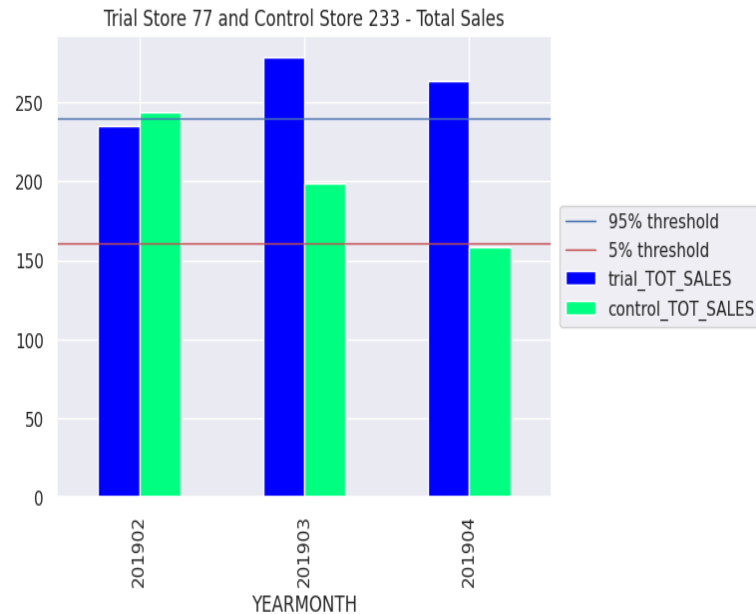




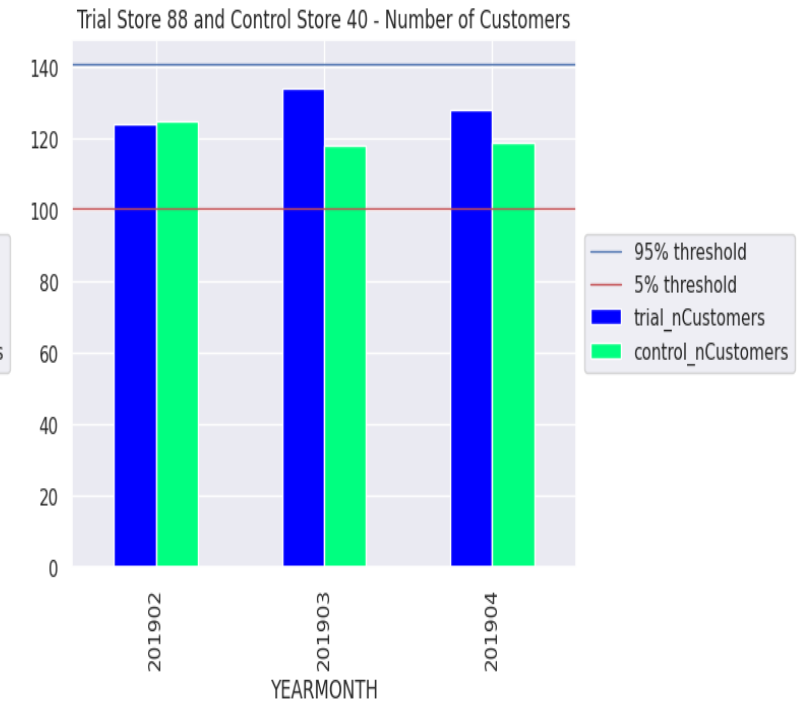
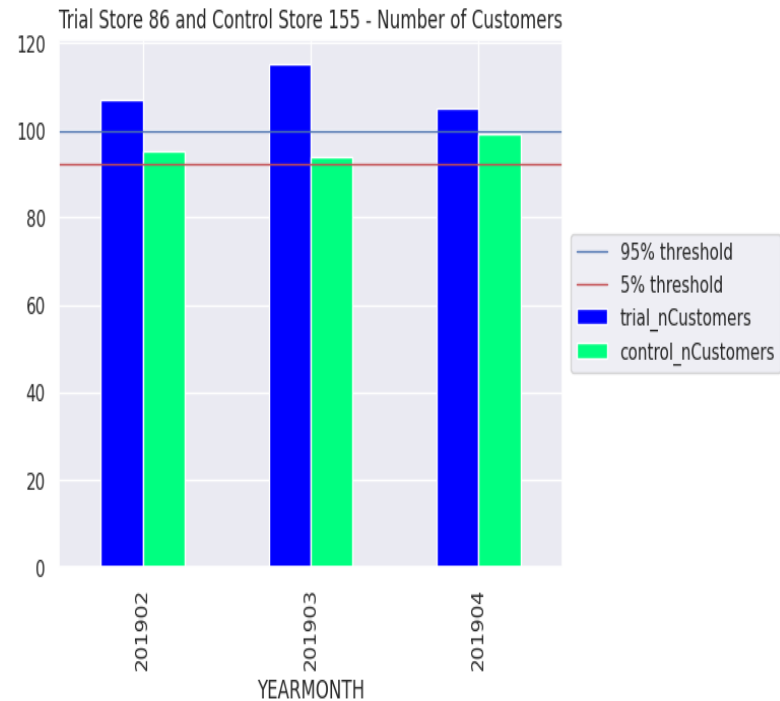
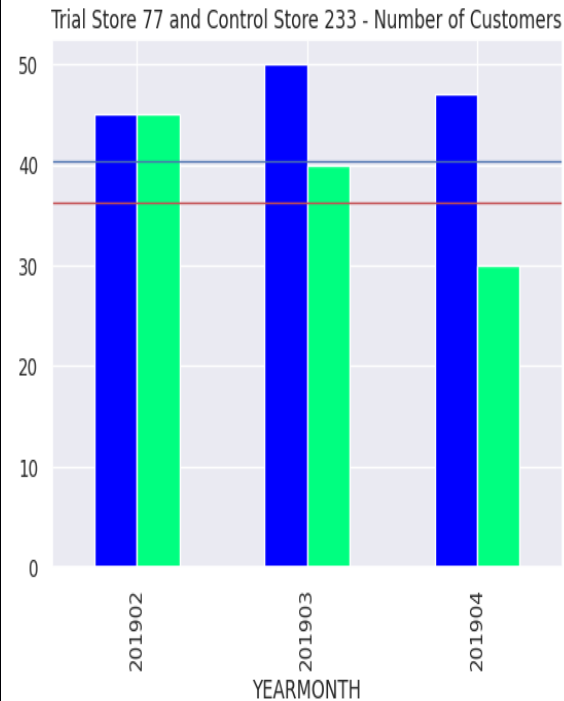
02

Trial store performance

- We can see that Trial store 77 sales for March, and April exceeds 95% threshold of control store. Same goes to store 86 sales March month. Whereas trial store 88 sales increase is insignificant.



- Both trial store 77 and 86 showed significant increase in Total Sales and Number of Customers during trial period. But not for trial store 88. Perhaps the client knows if there's anything about trial 88 that differs it from the other two trial. Overall the trial showed positive significant result





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