

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 confidence nature of this document.

# Executive summary

01

## Chips analysis

- Stores experience an increase in sales of chips leading up to Christmas, maxing out on Christmas even and returning to normal levels on Boxing day.
- Pack size with highest purchase number is the 175g at 25 % of the total sales.
- Mainstream Customers make up a bulk of the customers, but Older families on Budget make up the highest purchase numbers, followed by Young Mainstream Customers, and Mainstream Retires close out the top 3.
- Kettle Doritos and Pringles are the most popular chips in that order.

02

## Trial store analysis

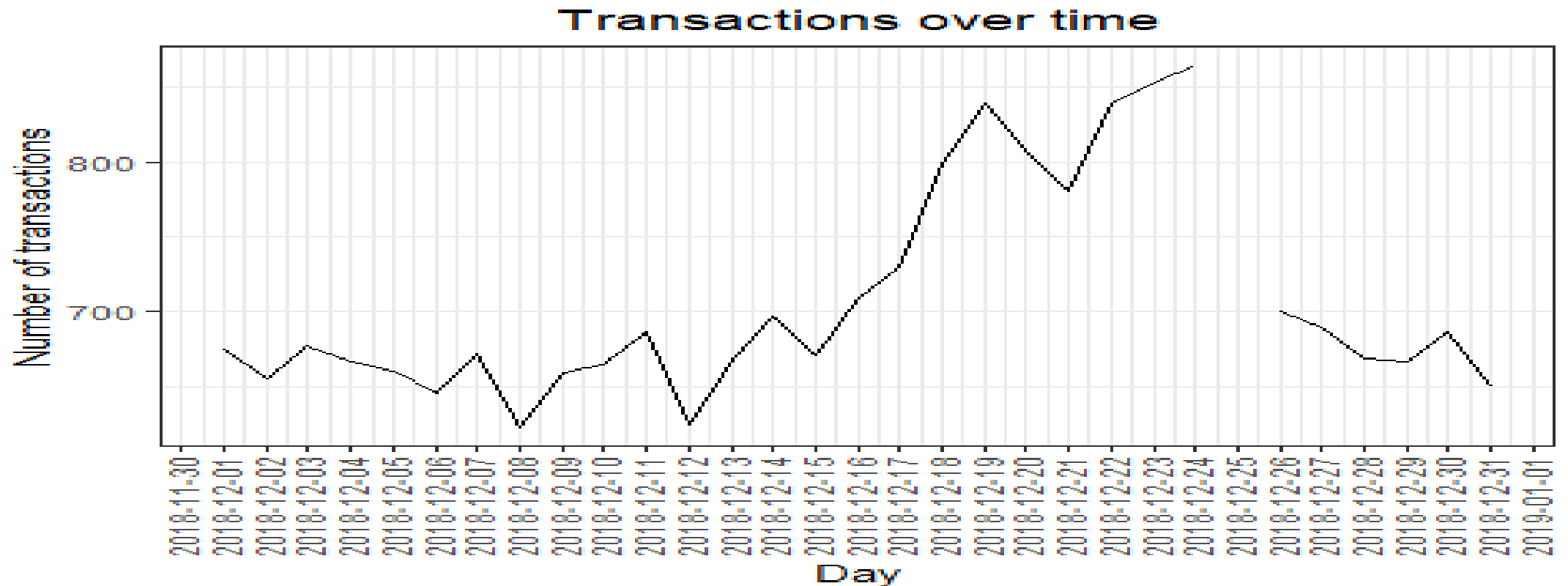
- The results for trial stores 77 and 88 during the trial period show a significant difference in at least two of the three trial months but this is not the case for trial store 86.

# 01

## Customer Analysis

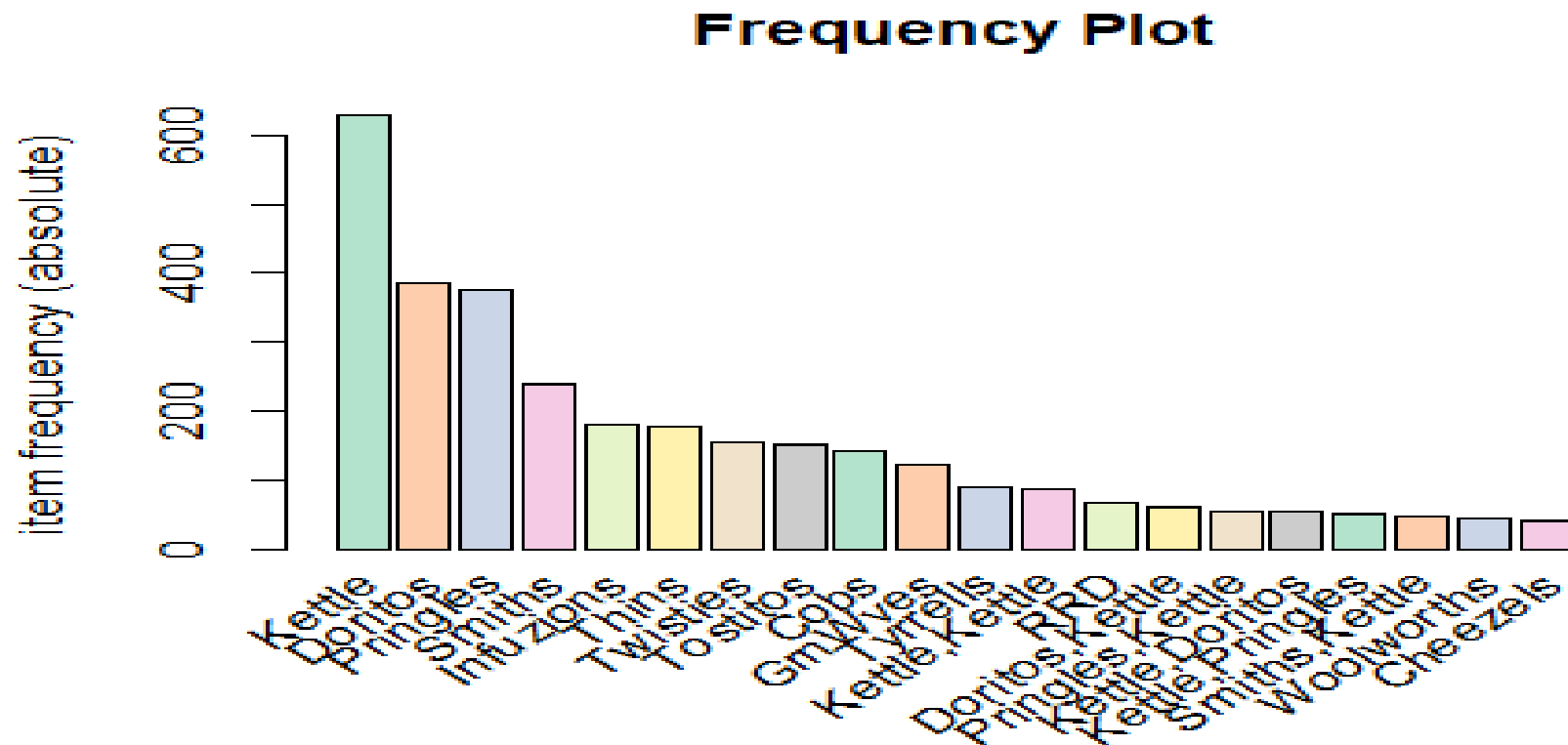
## Sales over a one year period.

The increase in sales of chips start around mid December and max out on Christmas eve before returning to normal levels.



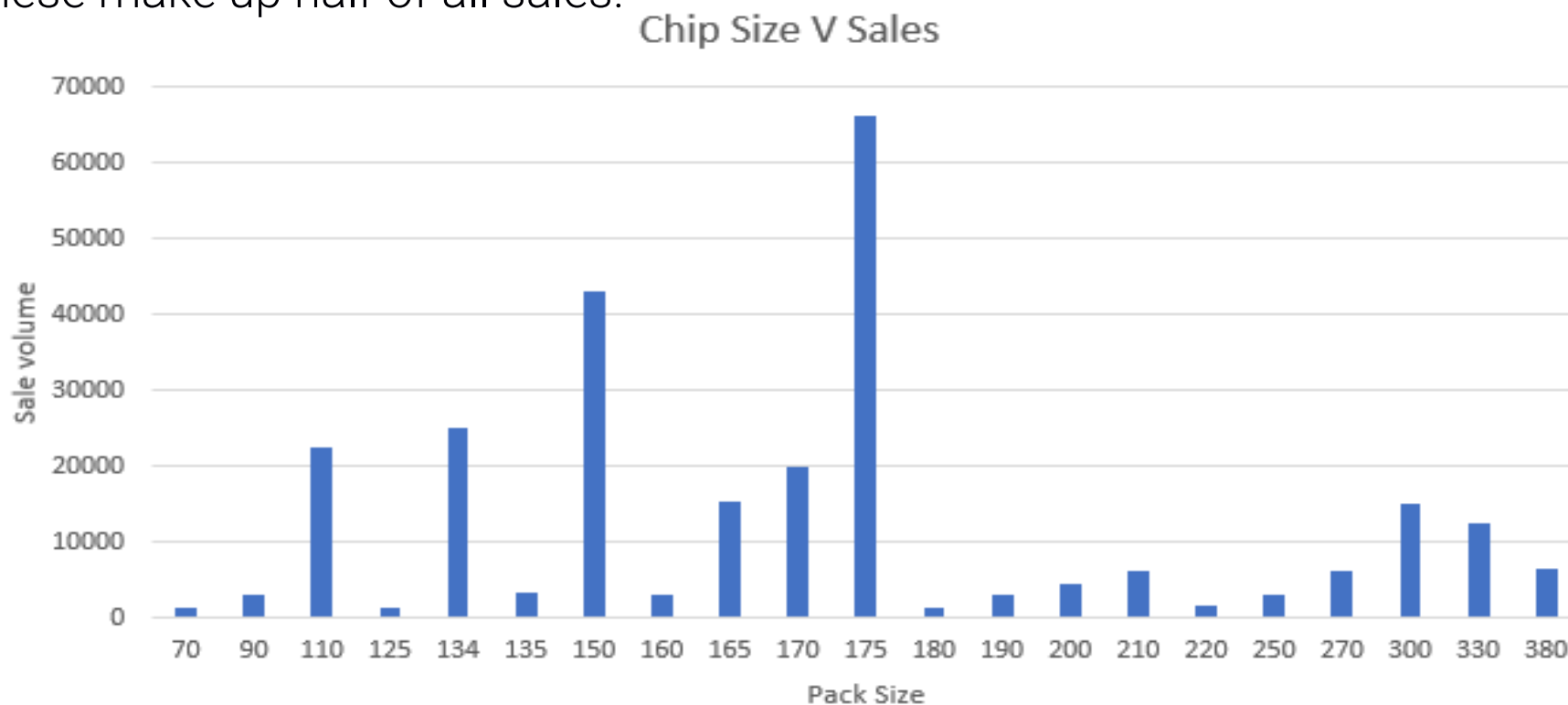
## Chip type.

Kettle, Doritos and Pringles are the most popular with Smith coming in at fourth.

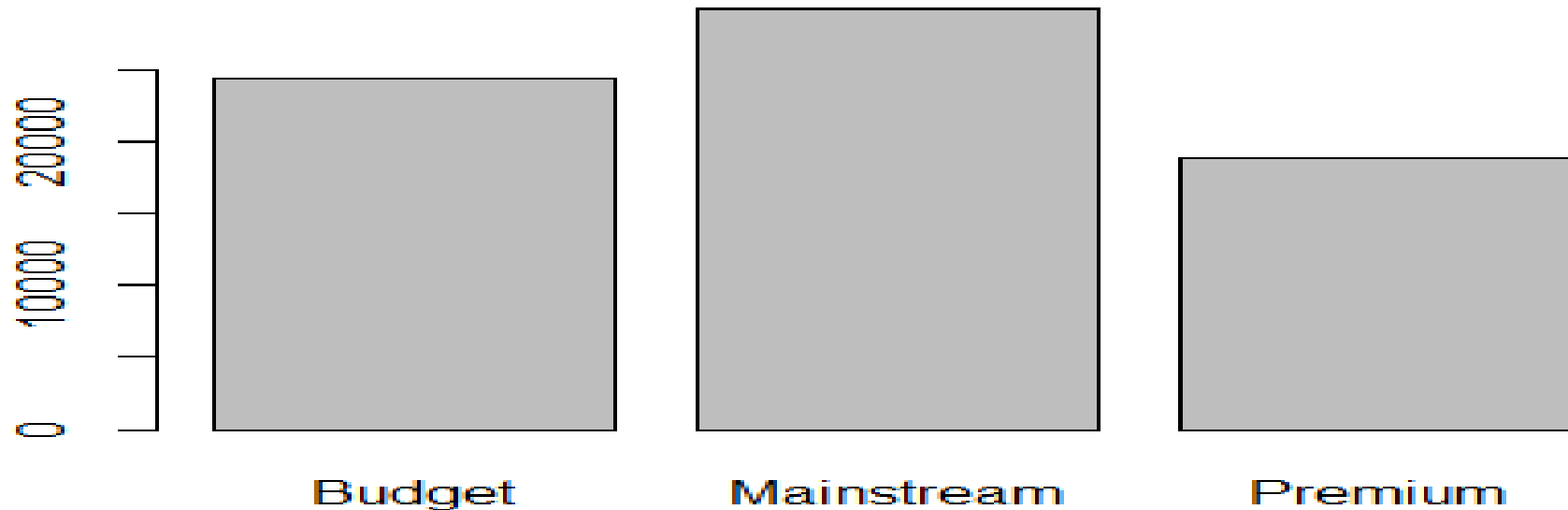


Top 3 most popular weights are 175 at 25%, 150 at 16 %, 134 at 9% of the total sales.

These make up half of all sales.



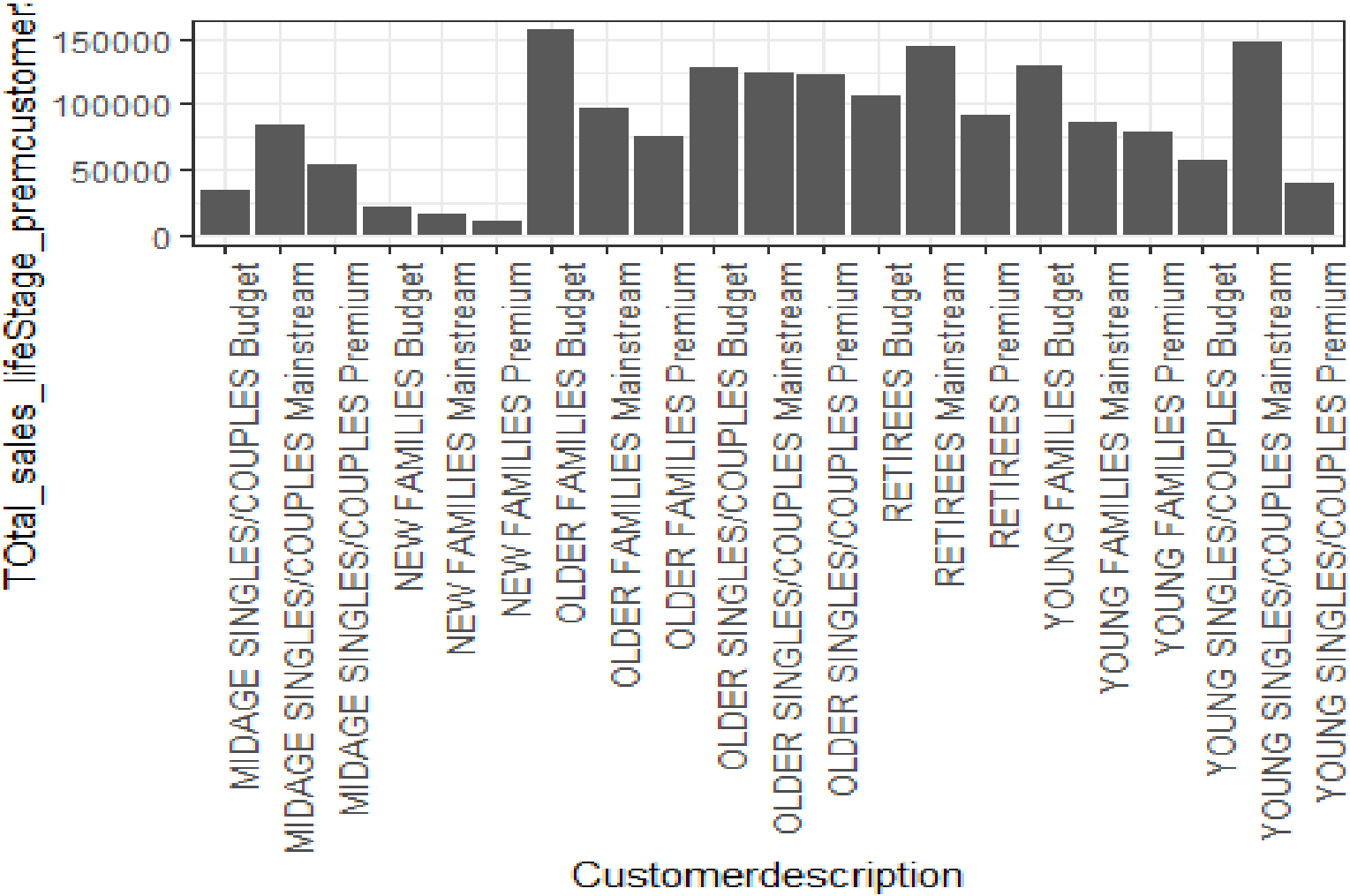
This slide will be commentary on affluence and its effect on consumer buying for the category of chips



Mainstream Families make up the largest faction of customers purchases.  
With premium customers making up the lowest percentage of Chips consumer.



Older families and retirees make up the majority of chips consumers. With Older Families Budget, Retirees Budget and Young budget consumer making the top 3.



## Recommendations.

1. It is advisable to stock up before mid-December as this is when the rise in sales begins.
2. Maintain a high stock of the most popular chips: Kettle, Smiths, Doritos and Pringles during this period.
3. At least half your stock should have the following weights 175 at 25%, 150 at 16 %, 134 at 9%
4. 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. Management needs to target these customers to improve sales.

# 02

## Trial store performance

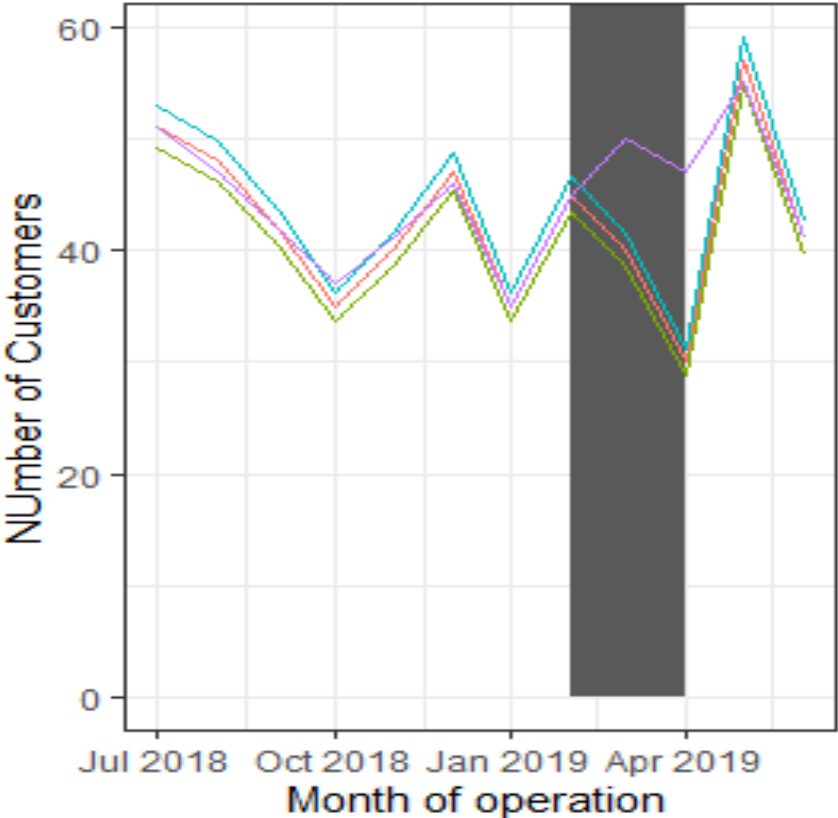
## Explanation of the control store vs other stores

In order to select a control store, we looked at the similarities between the stores based on sales and  
The selected store had the highest value that isn't the control store.  
In this case of trial store 77, the control store is 233, 86 had 155 and 88 had 237.



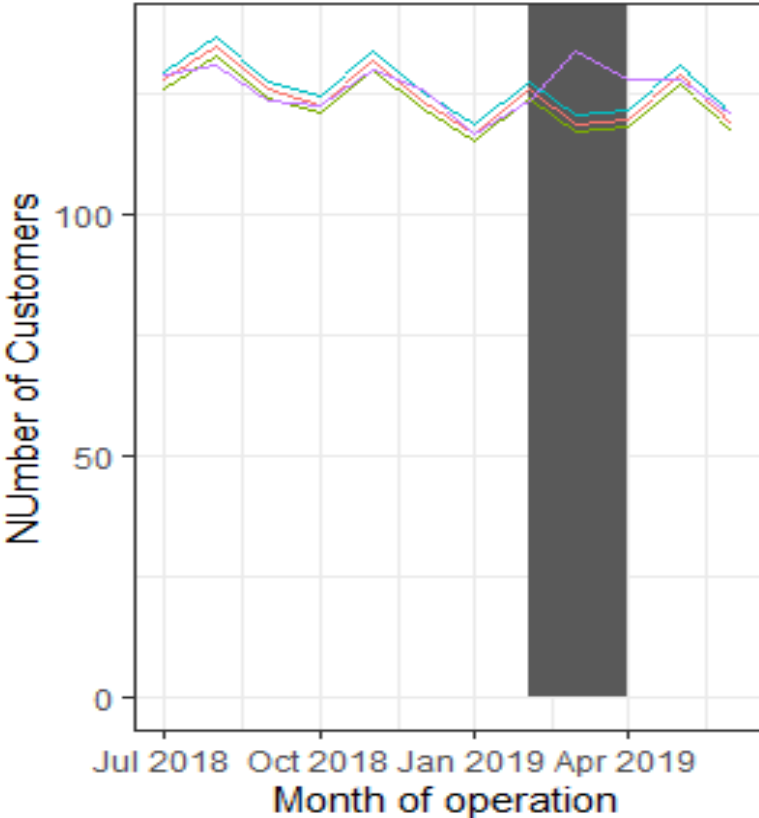
All trial Stores had an increase in the number of sales and customer vistist experienced in the trial period. Thus

NUmber of Customers by month



Store 77

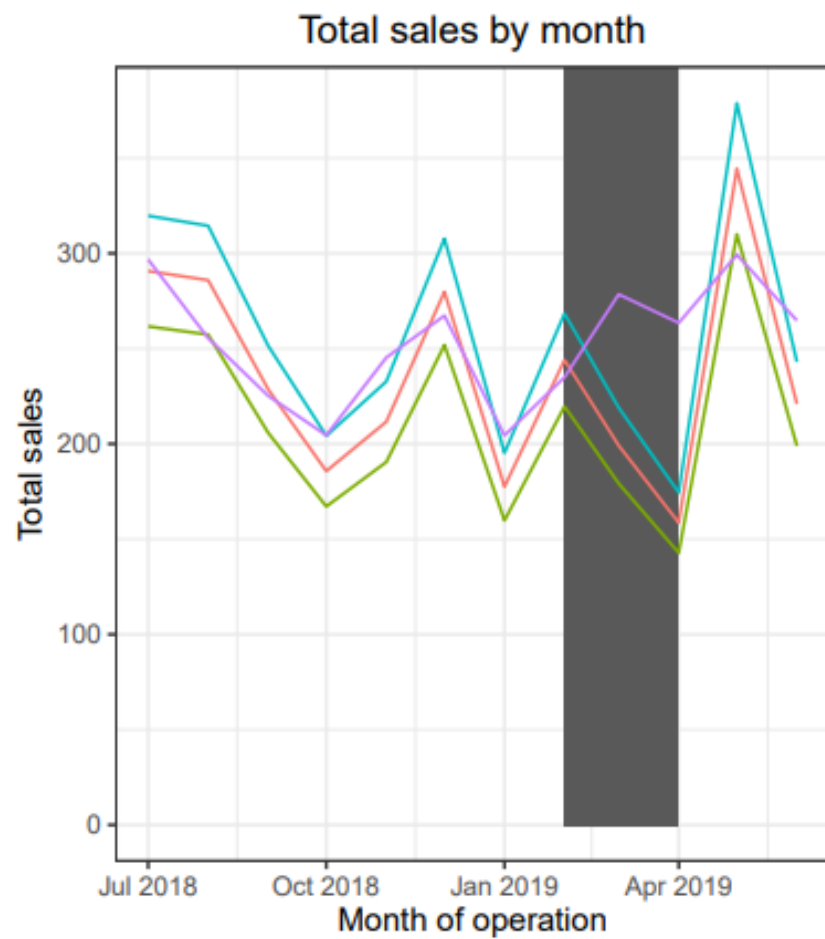
NUmber of Customers by month



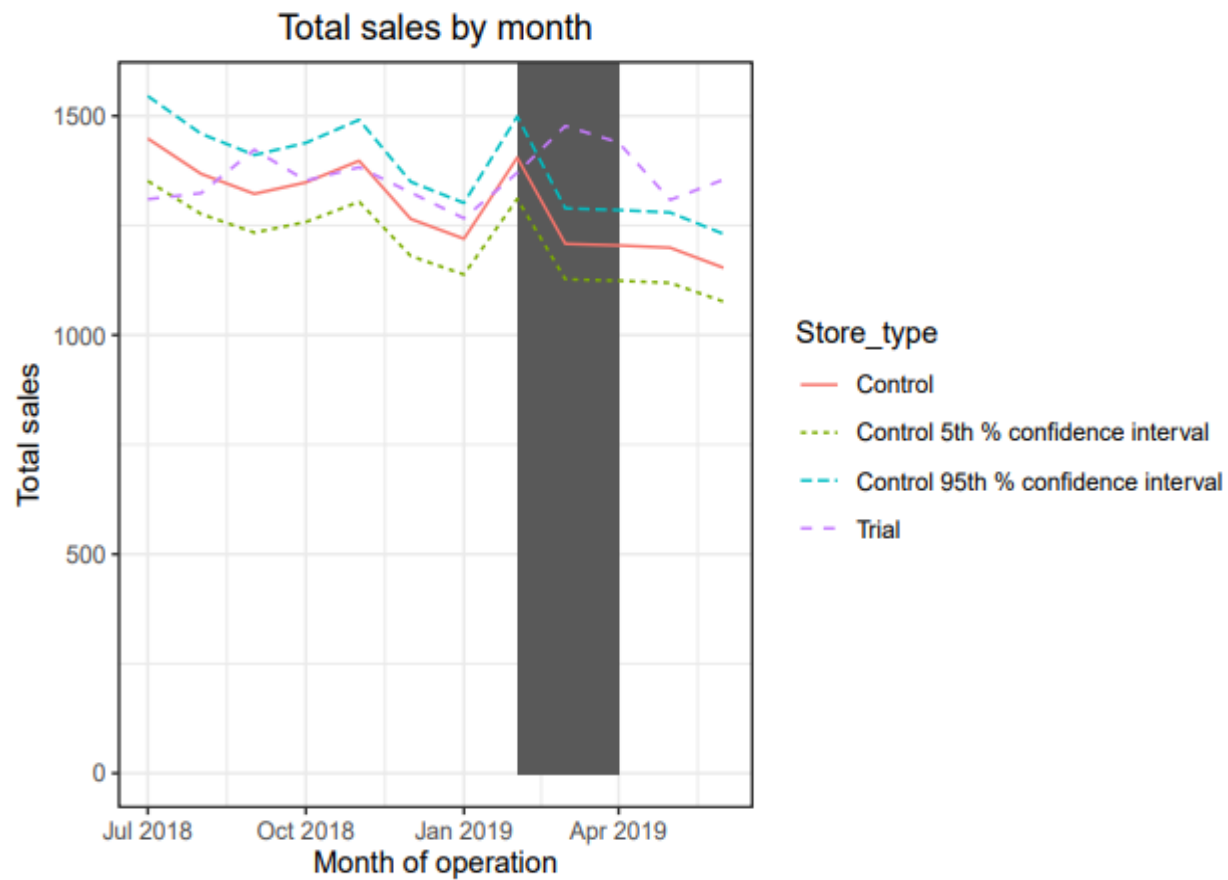
Store 88

Store\_type

- Control
- Control 5th % confidence interval
- Control 95th % confidence
- Trial

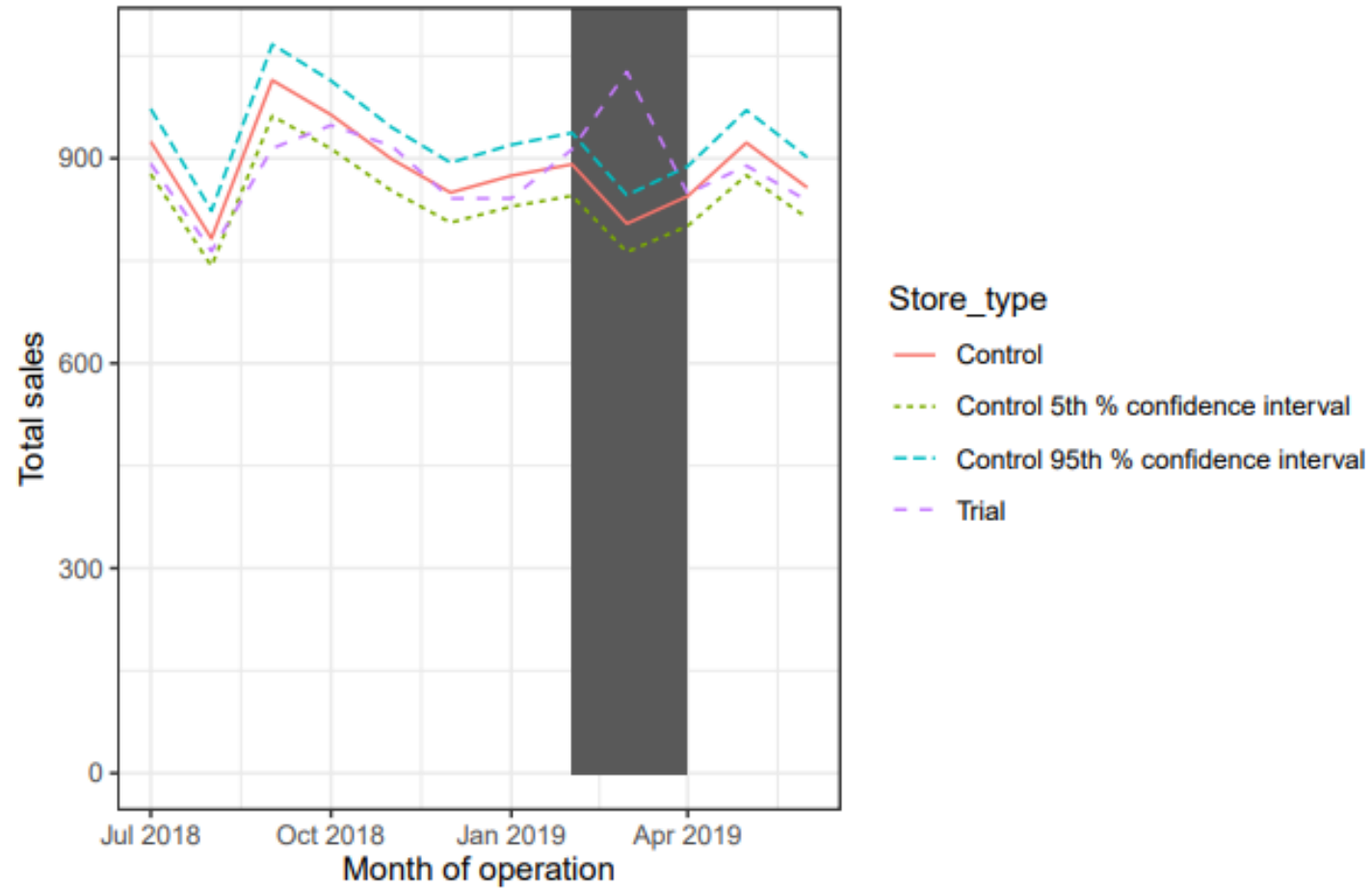


Store 77



Store 88

Total sales by month



## Conclusion

- All trial stores have experienced an increase in the total sales and the number of Customers visiting the stores during the trial period.





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