

August 2020

# Category review: Chips

Retail Analytics



Classification: Confidential



# 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
- 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.

We all have a responsibility to use data for good

Quantum believes in using data for progress, with great care and responsibility. As such please respect the confidence nature of this document.

## Analysis Summary

### Customer Analytics

Budget – Older families, Mainstream – Young Singles/Couples and Mainstream Retirees, customer segments are the biggest consumer group of potato chips.

Sales are highest from 19<sup>th</sup> Dec for the days leading until 25<sup>th</sup> Dec i.e. Christmas.

Most preferred brand of chips for Mainstream – Young Singles/ Couples segment is Tyrells.

Most preferred pack size of chips for the same segment is 270gms. The products with this pack size are from Twisties.

### Trial Layouts at Trial Stores

The trial layouts at trial stores 77, 86 & 88 have been successful in increasing customer footfalls significantly.

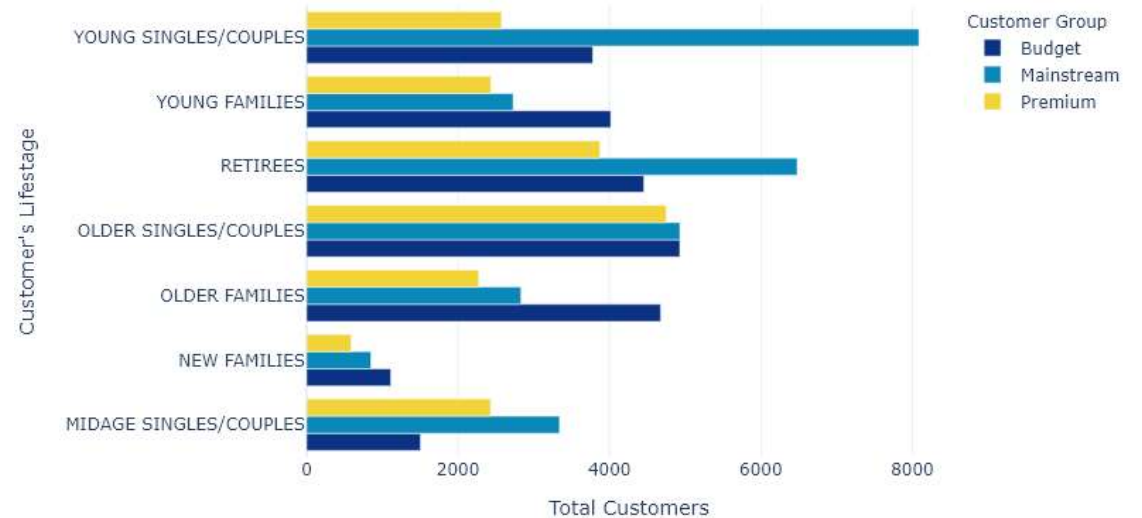
Trial store 86 shows increased Sales for only 1 trial month. To analyze & understand the disparity, more info such as such as offers or discounts (if applied during trial)/ returns/ bad product complains etc. is required.

Based on results of Trial store 77 & 88, Chips segment can implement the layout for other stores as well.

# 01

## Customer Analytics

Overview of Total Customers by Group and Lifestage



# Chips are Sold throughout the Year except on Christmas

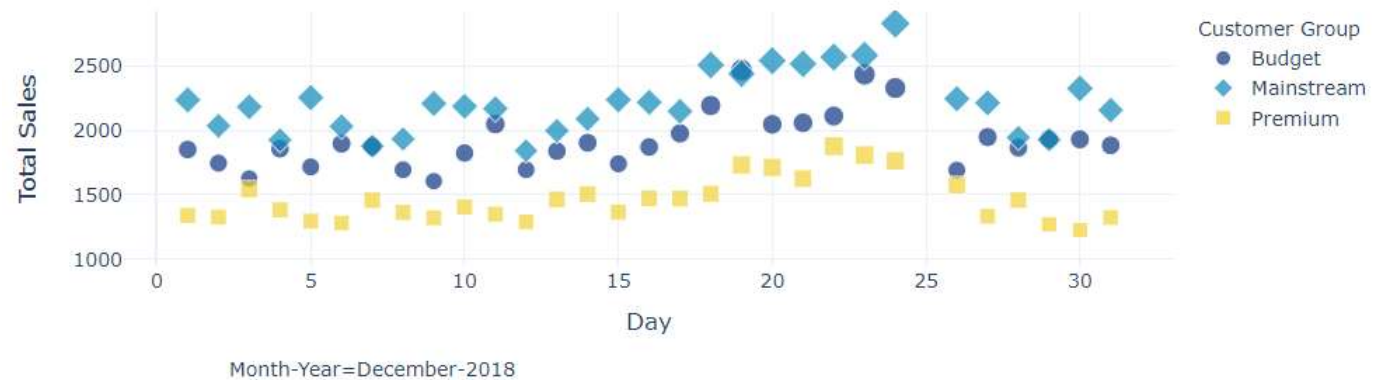
Total Sales for all segments for all days of the year from 01-July-2018 to 31-Jun-2019

All Year Total Sales for Chips



Customer segment wise total sales for Dec-2018 month – No sales for 25<sup>th</sup> Dec as retail is closed

Month-wise Sales



# Chips are purchased No matter Consumer Affluence

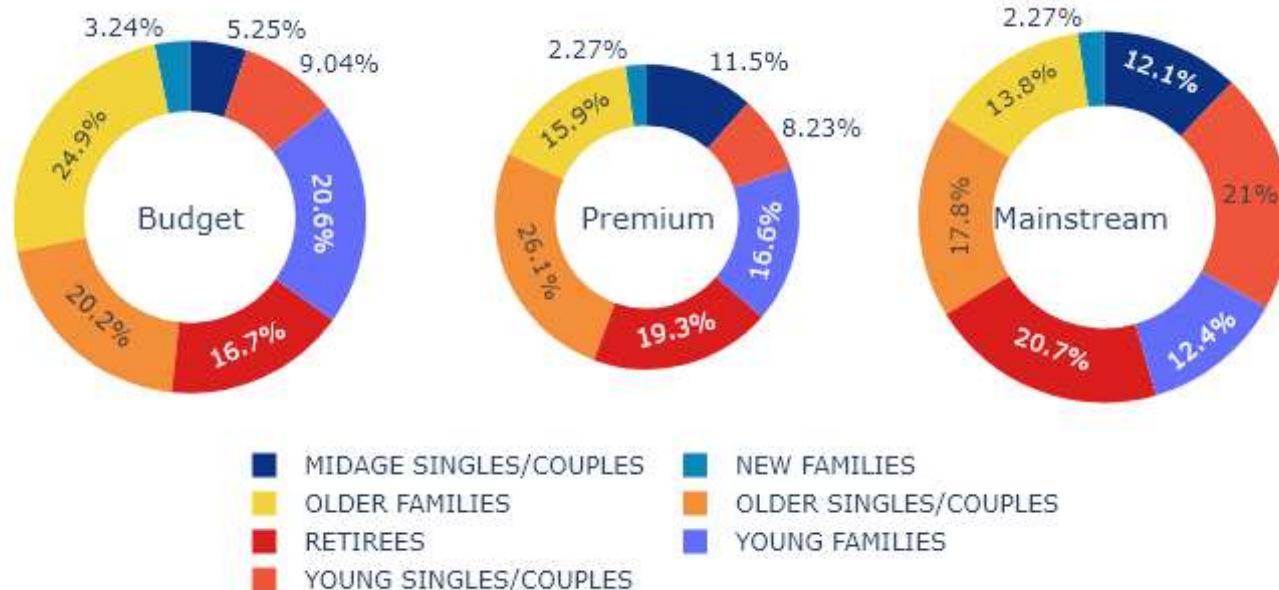
## Purchase Behavior Summary

Proportionately mainstream customers are maximum consumers of potato chips

Budget – Older Families and Mainstream Young Singles/Couples drive the sales higher

Older Singles/Couples make the highest buyers for Premium customer group

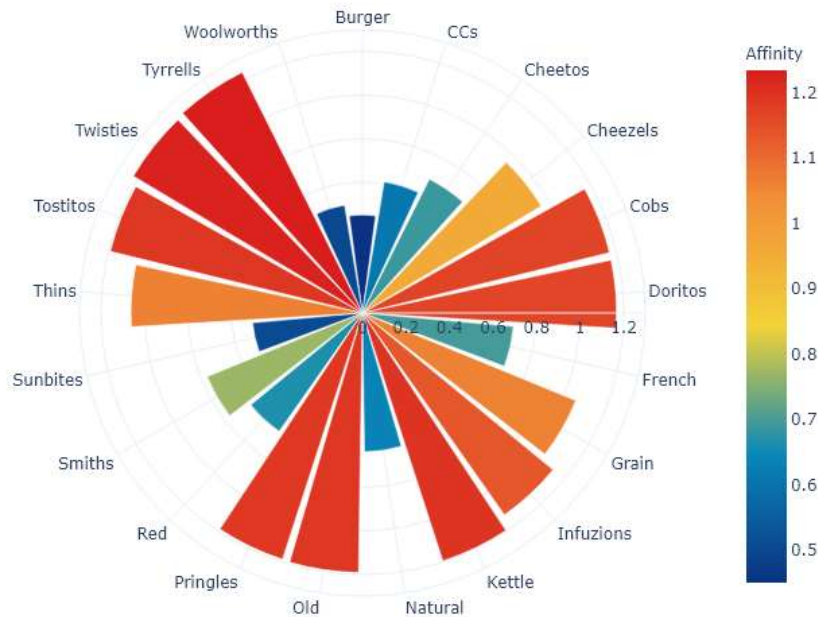
Total Sales by Customer Group and Customer's Lifestage



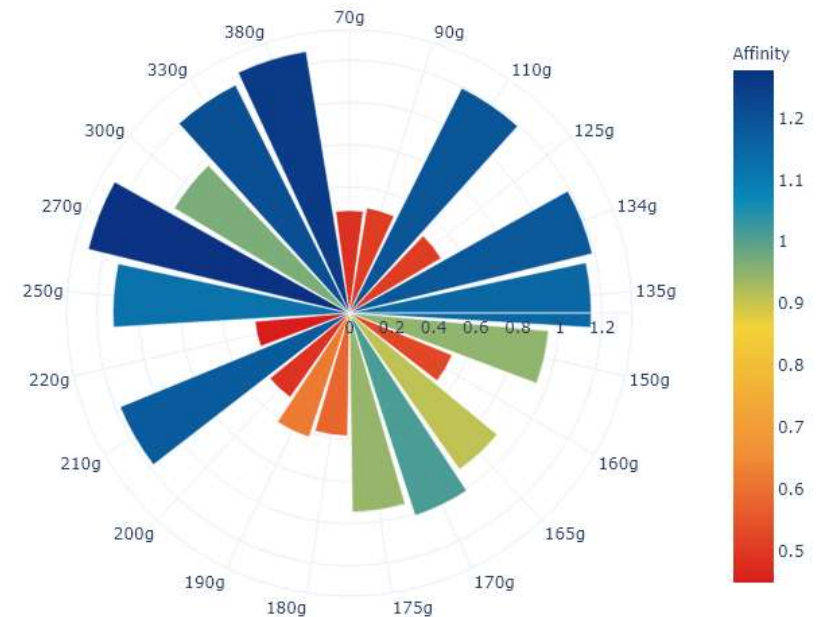


# Chips Preferences

Brand Affinity for Mainstream - Young Singles/Couples Segment



Pack Size Affinity for Mainstream - Young Singles/Couples Segment



Mainstream – Young  
Single/ Couples Segment

Preferred  
Brand

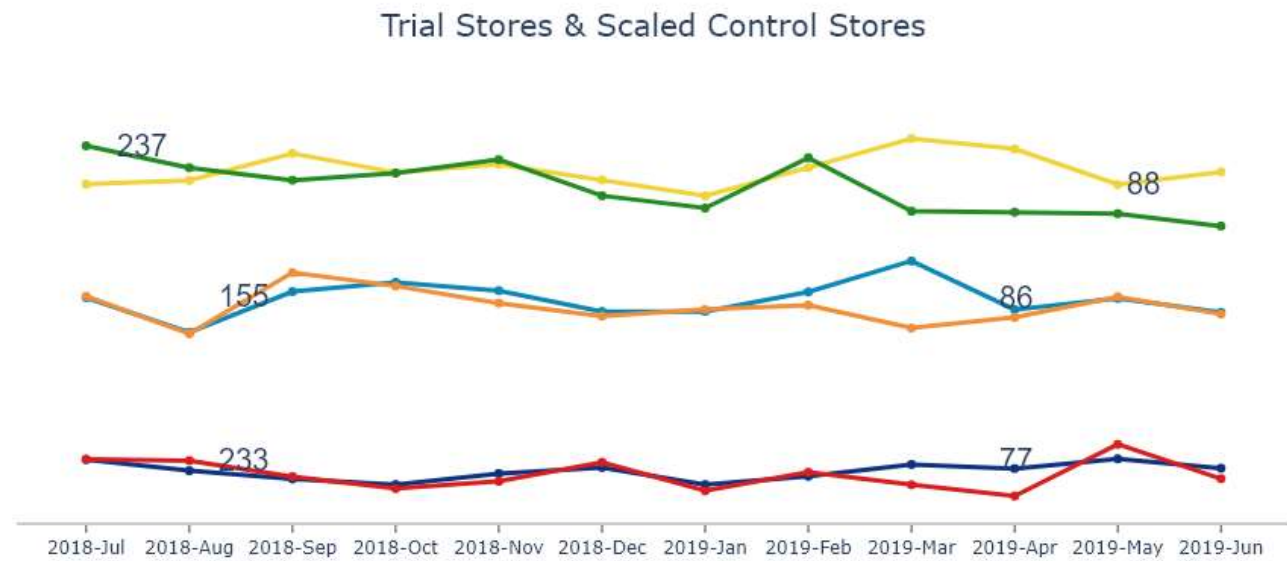
Prefer chips from brands – Tyrells, Twisties & Kettle

Preferred  
Pack Size

270, 380 & 330

# 02

## Trial Store Performance





## Store 77 - Success : 2 out of 3 months

Assessment of Performance of Trial Store 77 with Control Store 233



Pre-Trial  
Performance

Store 233's performance was most similar to trial store 77 before the trial months

Trial-Duration

Store 77 has registered higher sales as compared to scaled control store 233

No. of customers at store 77 also increased as compared to scaled control Store 233

Layout Result

Trial layout has been successful for Mar & Apr 2019

## Store 86 - Success : 1 out of 3 months

Assessment of Performance of Trial Store 86 with Control Store 155



Pre-Trial  
Performance

Store 155's performance was most similar to trial store 86 before the trial months

Trial-Duration

Store 86 has registered higher sales as compared to scaled control store 155 for Feb 2019

No. of customers at store 86 increased for all 3 months of trial

Layout Result

Trial layout has been successful for Feb, Mar & Apr 2019 for attracting customers

## Store 88 - Success : 2 out of 3 months

Assessment of Performance of Trial Store 88 with Control Store 237



Pre-Trial  
Performance

Store 237's performance was most similar to trial store 88 before the trial months

Trial-Duration

Store 88 has registered higher sales as compared to scaled control store 237

No. of customers at store 88 also increased as compared to scaled control Store 237

Layout Result

Trial layout has been successful for Mar & Apr 2019



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