

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

Task 1

Data preparation and customer analytics

02

Task 2

Experimentation and uplifting testing

01

Category



Overview: your key callout for the category should be included here

Mainstream midage and young singles and couples are more willing to pay more per packet of chips compared to their budget and premium counterparts. This may be due to premium shoppers being more likely to buy healthy snacks and when they buy chips, this is mainly for entertainment purposes rather than their own consumption. This is also supported by there being fewer premium midage and young singles and couples buying chips compared to their mainstream counterparts.

The t-test results in a p-value of 0.03256, i.e. the unit price for mainstream, young and mid-age singles and couples are significantly higher than that of budget or premium, young and midage singles and couples.

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

We have found quite a few interesting insights that we can dive deeper into. We might want to target customer segments that contribute the most to sales to retain them or further increase sales. The most popular brands and pack sizes are below:

Brand	Count	Size	Count
Kettle	5633	175	8171
Pringles	3463	150	5084
Smiths	3295	134	3463
Doritos	3069	110	3061
Infzns	1887	170	2591
Thins	1792	165	1930
RRD	1321	330	1755
Cobs	1318	270	914
Twisties	1317	380	909
Tostitos	1314	210	839

Stretch: Try visualising the proportion of customers by affluence and life stage on this slide



02

Trial store performance

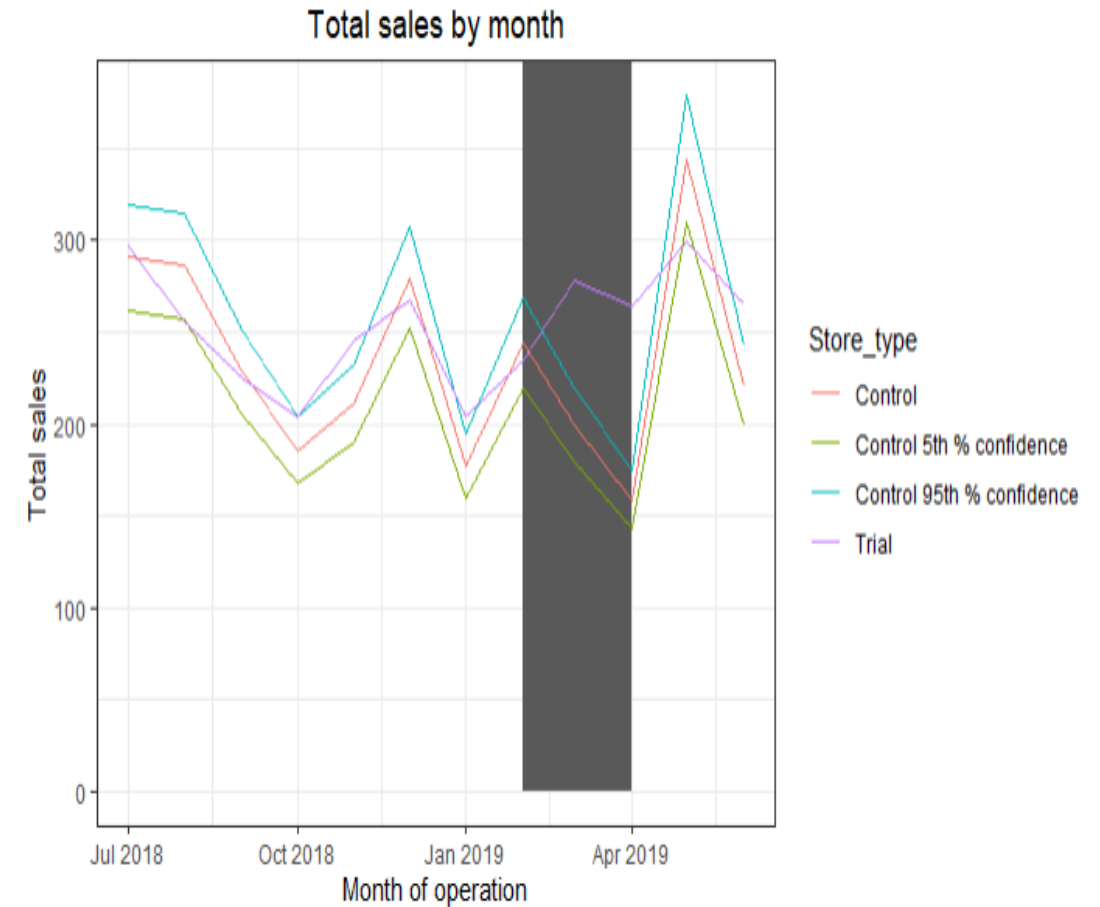
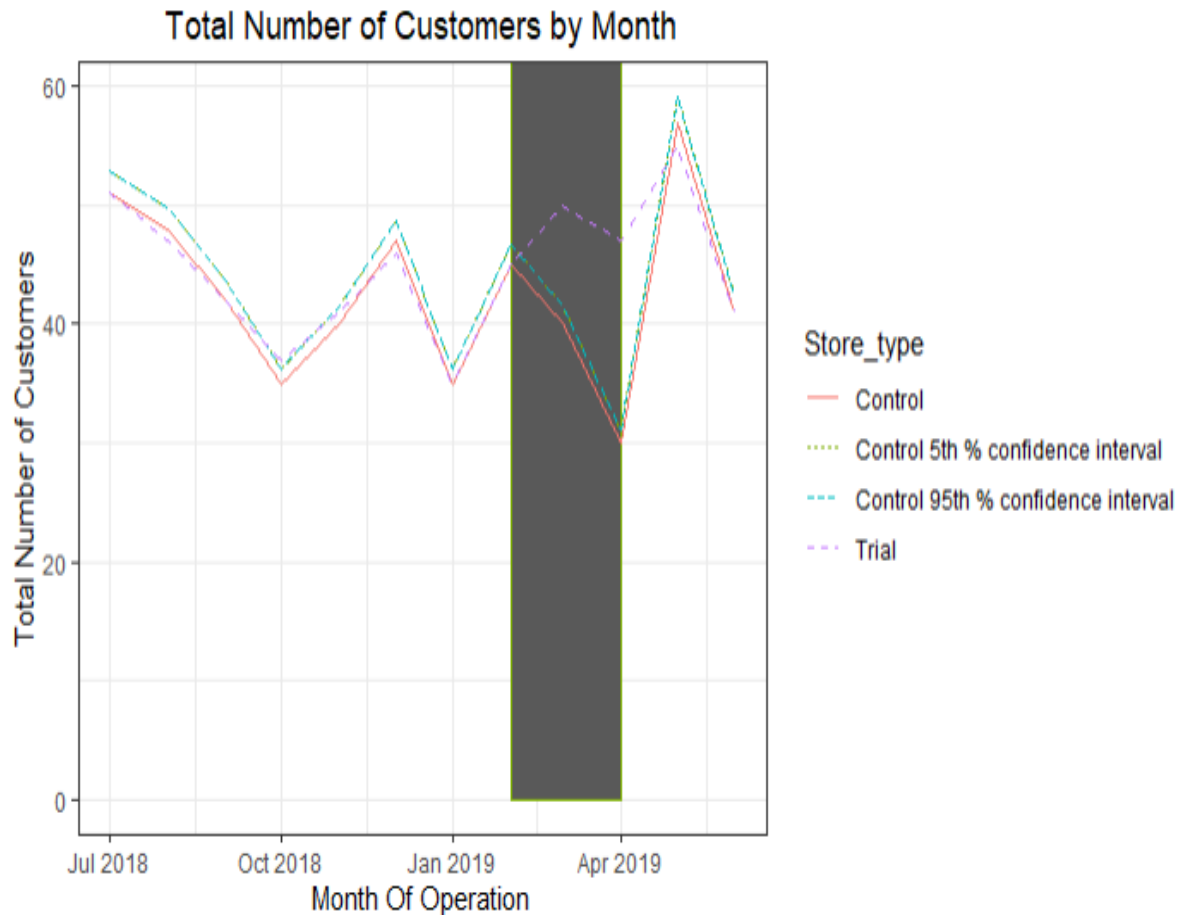
Explanation of the control store vs other stores

The client has selected store numbers 77, 86 and 88 as trial stores and want control stores to be established stores that are operational for the entire observation period.

We would want to match trial stores to control stores that are similar to the trial store prior to the trial period of Feb 2019 in terms of :

- Monthly overall sales revenue
- Monthly number of customers
- Monthly number of transactions per customer

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





Disclaimer: This document comprises, and is the subject of intellectual property (including copyright) and confidentiality rights of one or multiple owners, including The Quantum Group Pty Limited and its affiliates (**Quantium**) and where applicable, its third-party data owners (**Data Providers**), together (**IP Owners**). The information contained in this document may have been prepared using raw data owned by the Data Providers. The Data Providers have not been involved in the analysis of the raw data, the preparation of, or the information contained in the document. The IP Owners do not make any representation (express or implied), nor give any guarantee or warranty in relation to the accuracy, completeness or appropriateness of the raw data, nor the analysis contained in this document. None of the IP Owners will have any liability for any use or disclosure by the recipient of any information contained in, or derived from this document. To the maximum extent permitted by law, the IP Owners expressly disclaim, take no responsibility for and have no liability for the preparation, contents, accuracy or completeness of this document, nor the analysis on which it is based. This document is provided in confidence, may only be used for the purpose provided, and may not be copied, reproduced, distributed, disclosed or made available to a third party in any way except strictly in accordance with the applicable written terms and conditions between you and Quantum, or otherwise with Quantum's prior written permission