

Feb 2022

# Category review: Chips

Retail Analytics



Done by,  
Sugandh Bansal

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.

# Executive summary

01

## **Customer Trends & Targets Segment**

- Total sale on different life stages
- Monthly sale in year 2018-19
- Total sale on brands
- Total sale based on packet size and customer segment
- Profit by customer segment
- Total sale through year 2018-19

02

## **Trial and control Store Analysis**

- Comparison between trial and control stores in trial and pre trial period
  - 1- Total average number of customers
  - 2- Average price per unit
  - 3- total average customers in different period

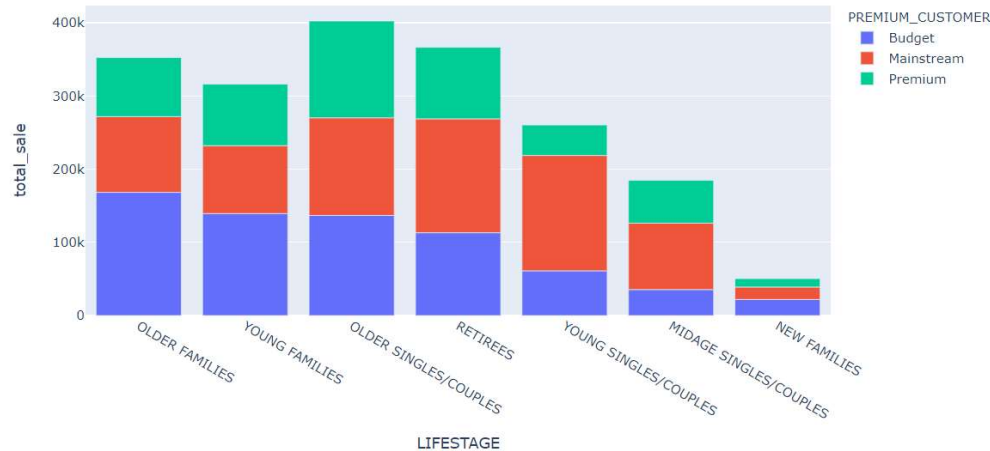
# 01

**Category**



# Customer Trends and Target Segment

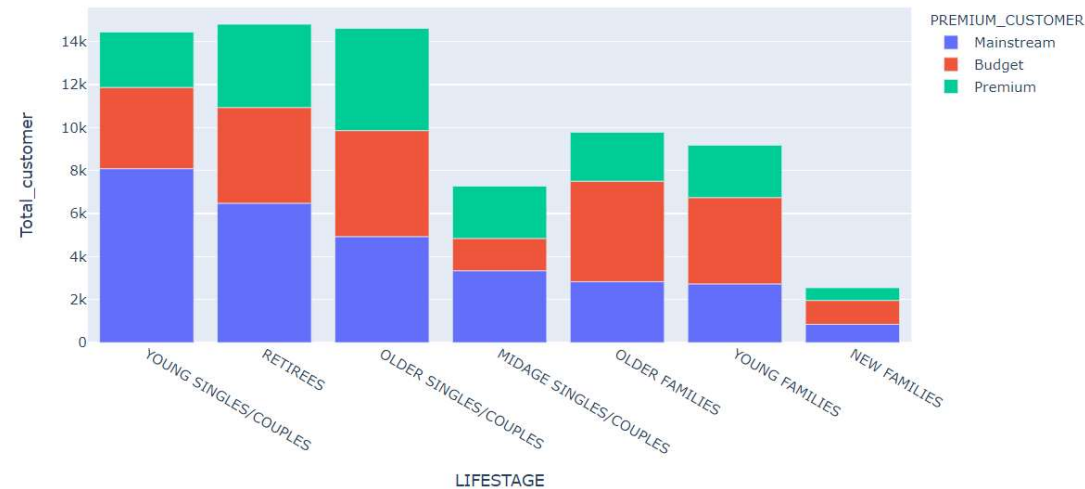
Total sale by different lifestages



The top 3 total sales contributor segment are :  
 Older singles/couples  
 Retirees  
 Older families

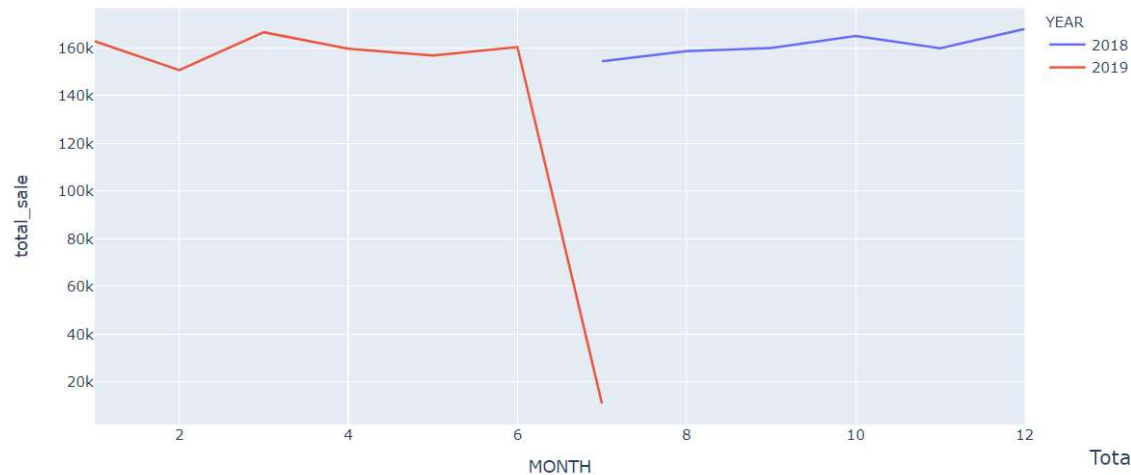
Retirees, young singles/couple and older singles/couples are buying different brands though older families are generating more profit by sales but young singles/couples are buying multi brand chips.

Total number of customer by different lifestages



# Sale through year 2018-19

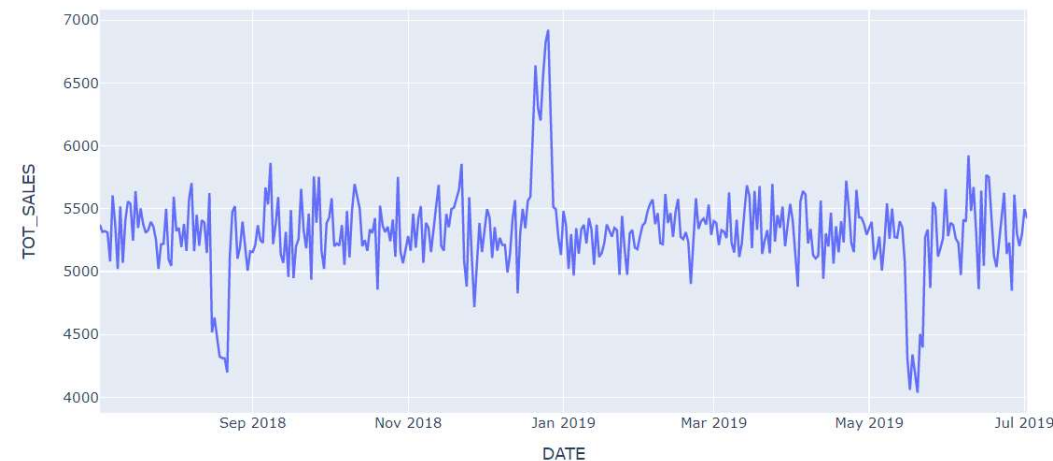
Monthly sale in year 2018 - 2019



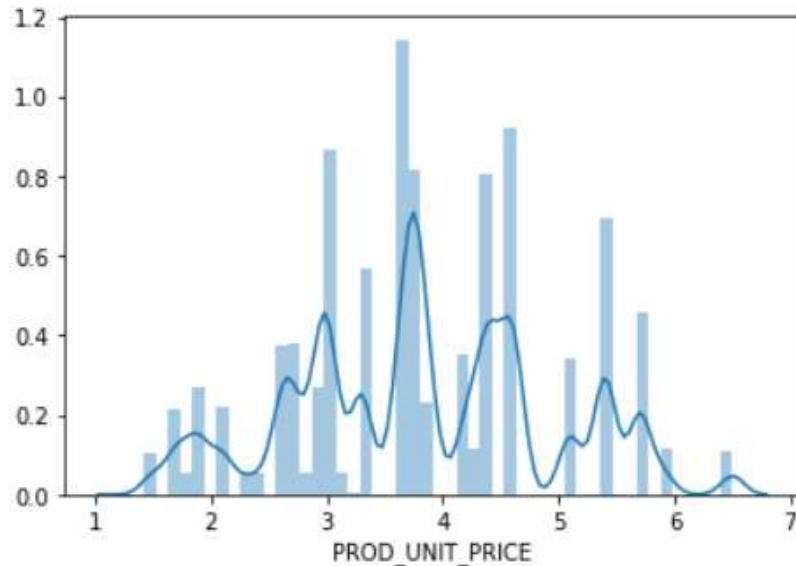
In 2018 from October and December sale was on its peak though in 2019 January and March was on highest

Transactions have been more or less same across different months, only in august and may it was down and in December it was on it's peak. May be because of Christmas

Total sale through year 2018-2019



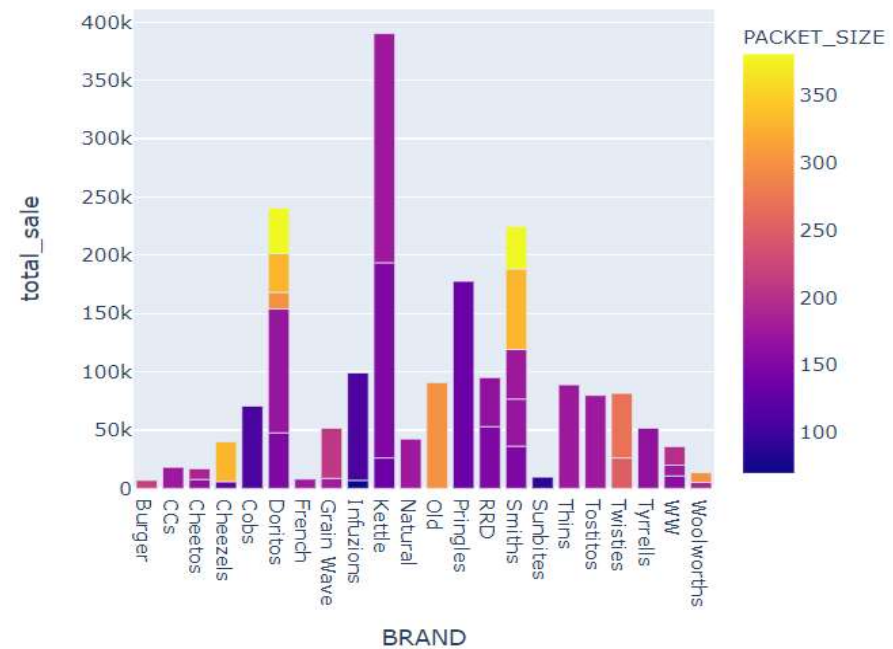
### Price range among products



We can see that maximum transactions are for the price range between 3 to 4.5

Kettle, Doritos and Smiths are the most profit generating brands. 170g and above packet size is more popular and in demand  
Only in Pringles 134g size is popular

### Total sale on brands



Total sale on the base of packet size and premium customers



175 g pack is most popular among these three most profit generating customer segments

As seen earlier as well that budget customers are choosing to buy multi brand packets in one transaction as well and also generating most profit



# 02

## Trial store performance

## control store for trial store (77, 86, 88)

	Trial_Str	Control_Str	scoreNSales	scoreNCust	finalControlScore
0	77	233	0.998779	1.000000	0.999389
1	86	225	0.998202	1.000000	0.999101
2	88	40	0.996386	0.992248	0.994317

shows the most correlated stores (trial store with control store)

We can see on the base of total Sale, number of customer and transaction per customer

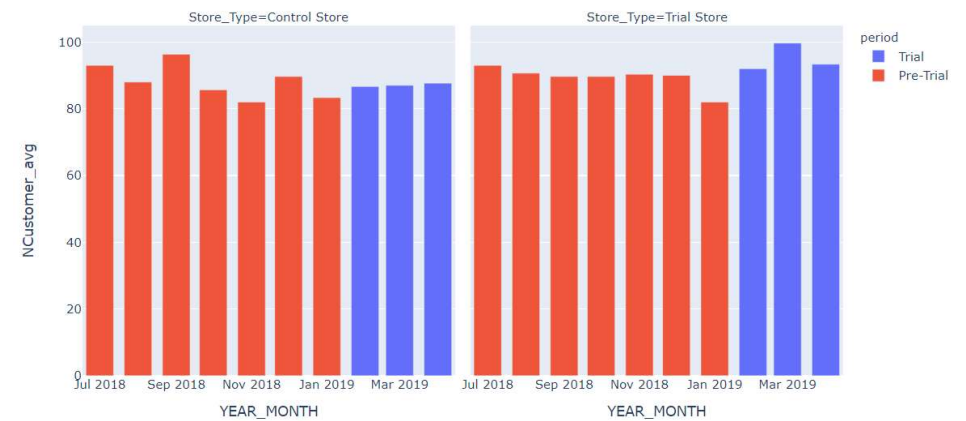
- Trial store 77 : 233 control store
- Trial store 86 : 225 control store
- Trial store 88 : 40 control store

# Explanation of the control store vs other stores

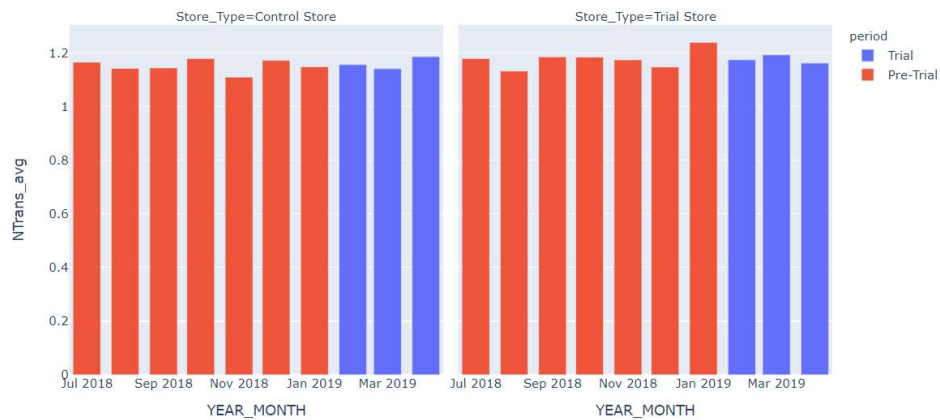
Trial Store and Control Store - Total Average Sale in different time period.html



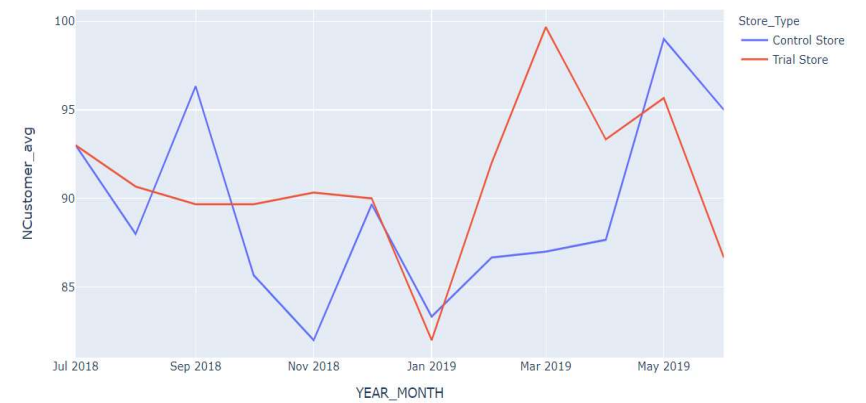
Trial Store and Control Store - Total Average Customer in different period.html



Trial Store and Control Store - Total Average Transaction per customer in different period.html

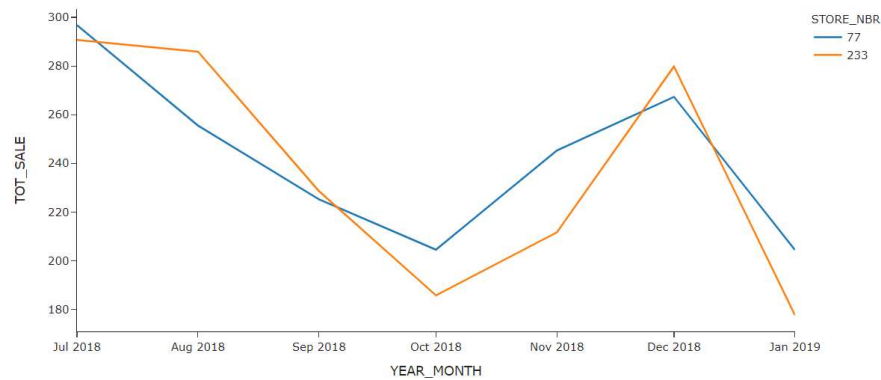


Trial Store and Control Store - Total Average No of Customers comparion - trial and control store

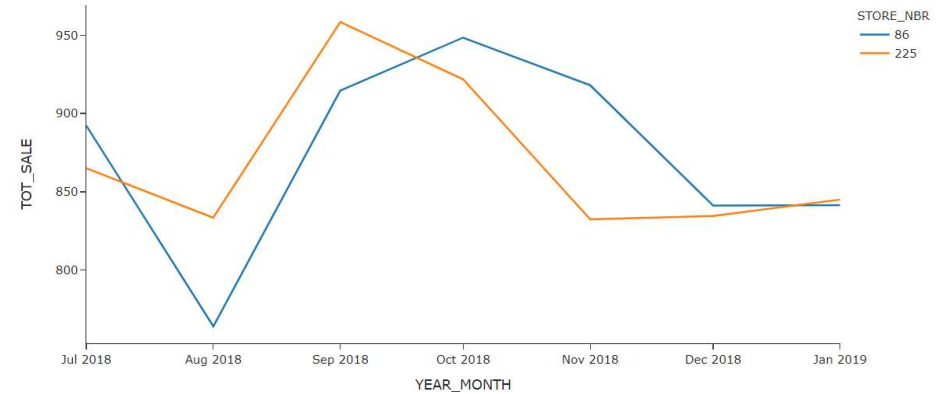


# Total sale performance in the trial store, determining if it was successful

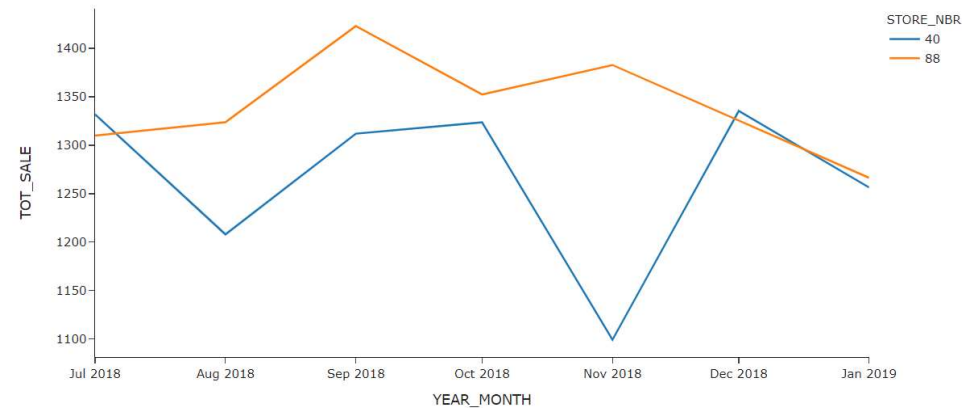
77-233 Trial Store and Control Store - Total Sale.html



86-225 Trial Store and Control Store - Total Sale.html

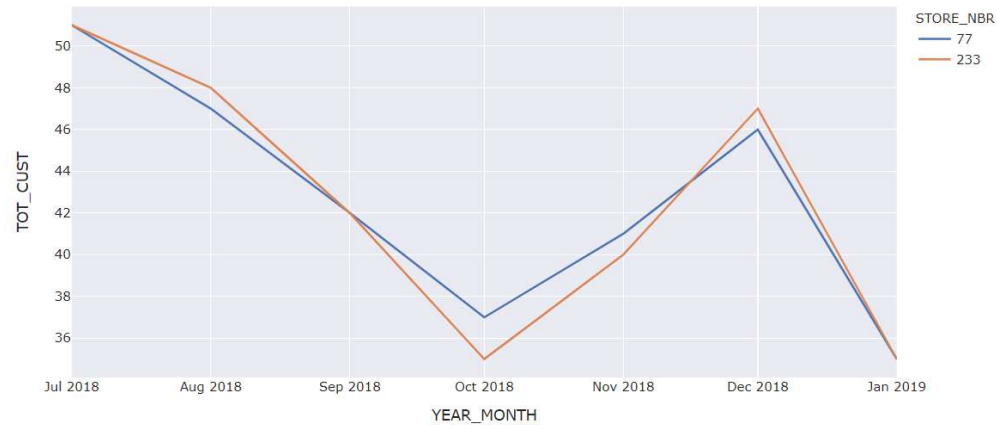


88-40 Trial Store and Control Store - Total Sale.html



# Total customer comparison between trial and control store

77-233 Trial Store and Control Store - Total Customer.html



86-225 Trial Store and Control Store - Total Customer.html

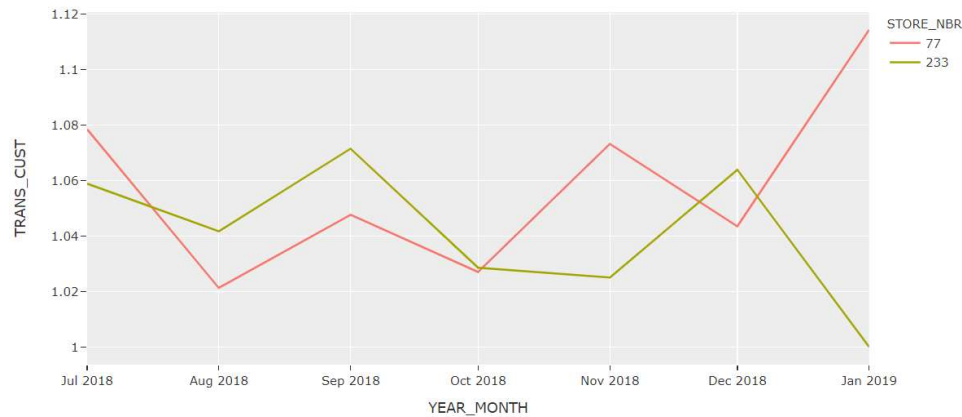


88-40 Trial Store and Control Store - Total Customer.html



# Total transaction per customer comparison between trial and control store

77-233 Trial Store and Control Store - Total Transaction per Customer.html



86-225 Trial Store and Control Store - Total Transaction per Customer.html

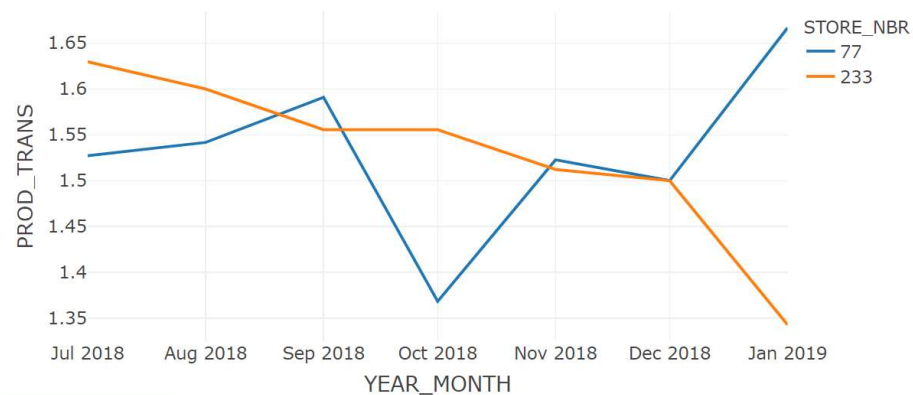


88-40 Trial Store and Control Store - Total Transaction per Customer.html

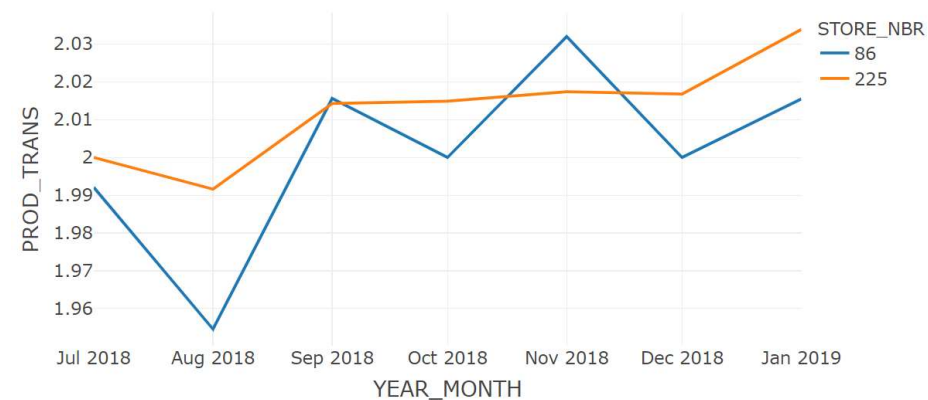


# Total Chips purchase per transaction between trail and control store

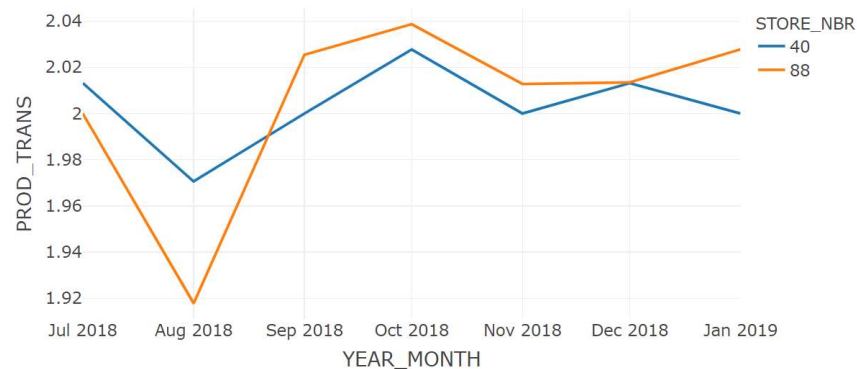
-233 Trial Store and Control Store - Total Chips purchase per Transaction.ht



-225 Trial Store and Control Store - Total Chips purchase per Transaction.ht



3-40 Trial Store and Control Store - Total Chips purchase per Transaction.ht

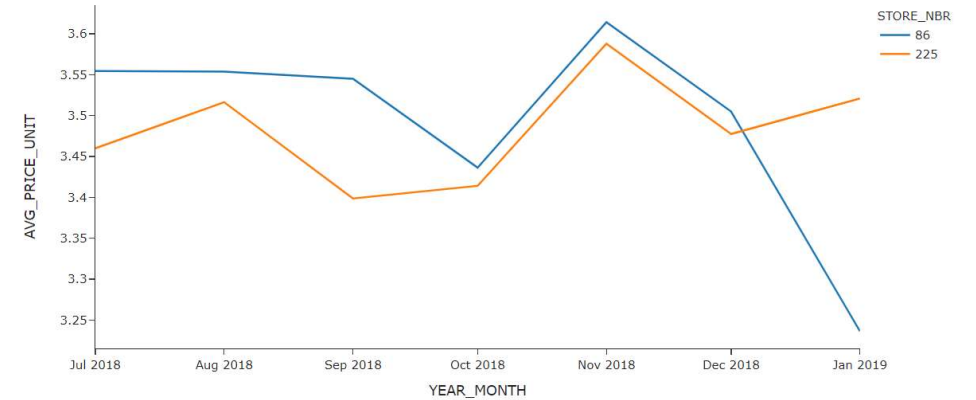


# Total average price per unit

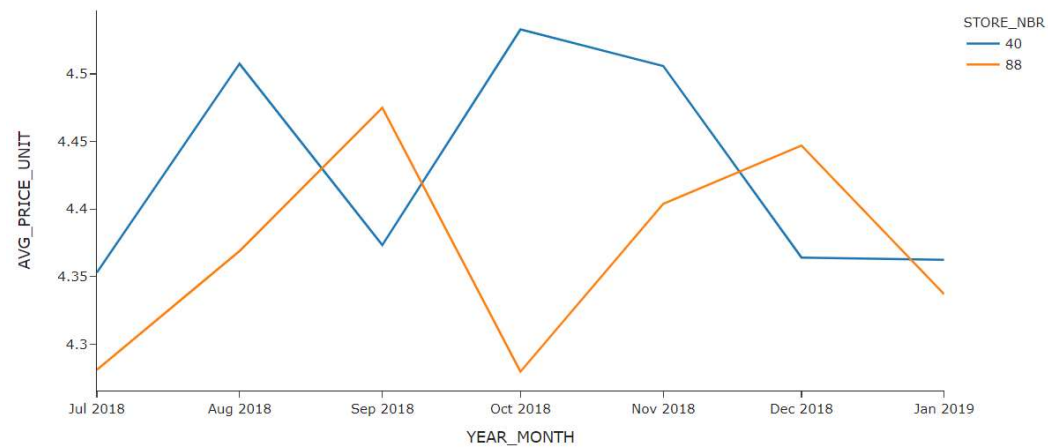
77-233 Trial Store and Control Store - Total Average Price per Unit.html



86-225 Trial Store and Control Store - Total Average Price per Unit.html

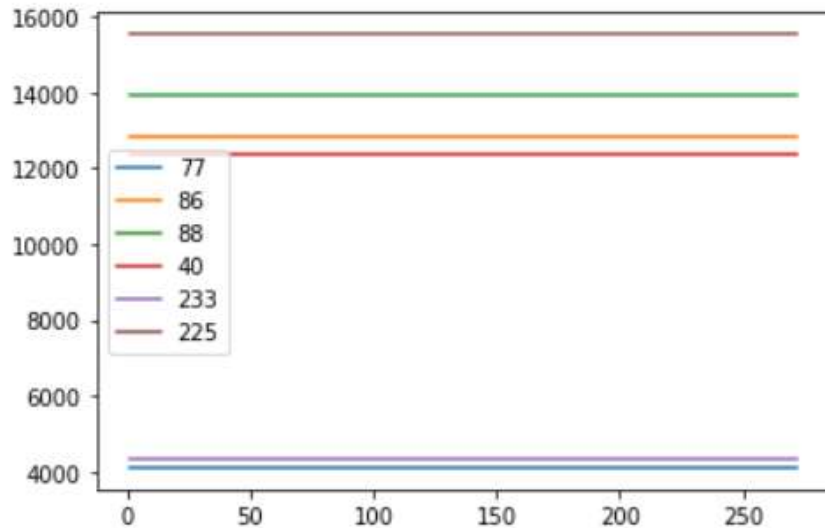


88-40 Trial Store and Control Store - Total Average Price per Unit.html





## Final Insights



The number of sales is significantly higher in all of the three trial period months. This seems to suggest that the trial had a significant impact on increasing the number of transactions in trial store 88 but as we saw, customer numbers were not significantly higher. We should check with the Category Manager if there were special deals in the trial store that were may have resulted in promotion and can attract more customer to come, impacting the results.

- Christmas is an ideal time to increase stock and promotions
- Affluence doesn't seem to affect quantity of purchase per customer. Older and young singles/couples segment have higher average purchase units per customer.
- Sales mainly came from budget –older families, mainstream-young single/couples so that should be the target segment
- The trail stores saw improvement to sales and number of customers in March. It can be possible that this is due to customer trends outside of the trail store layout changes



**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

Classification: Confidential