

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

1. Chips transactions increase significantly before Christmas, which can be an advantage with the help of promotional offers.
2. Sales are mainly due to Budget- Older Families, Mainstream- Young singles/couples, and Mainstream- retirees.
3. The high spend in chips for Mainstream- Young singles/couples and Mainstream- retirees is due to there being more of them than others, while Budget- Older Families tend to buy more packets per number of customers.
4. Mainstream- Midage and Young singles/couples are also more likely to pay more per packet of chips.
5. Mainstram- Young singles/couples are 23% more likely to purchase Tyrell Brand chips than any other brand which is 270g.

02

Task 2

1. For the trial stores 77,86 and 88 following are the most suitable control stores: 233, 155, 237 respectively.
2. The results for trial stores 77 and 88 during the trial period, show significant difference in at least 2 of the 3 trial months but this is not the case for trial store 86.

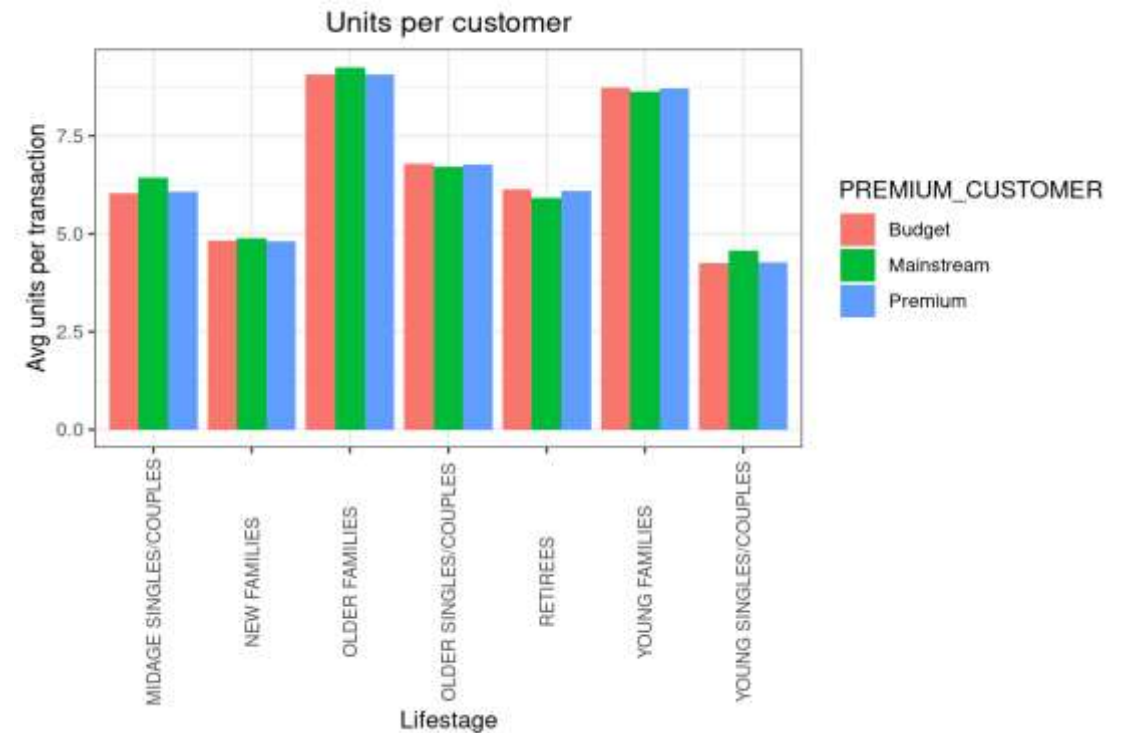
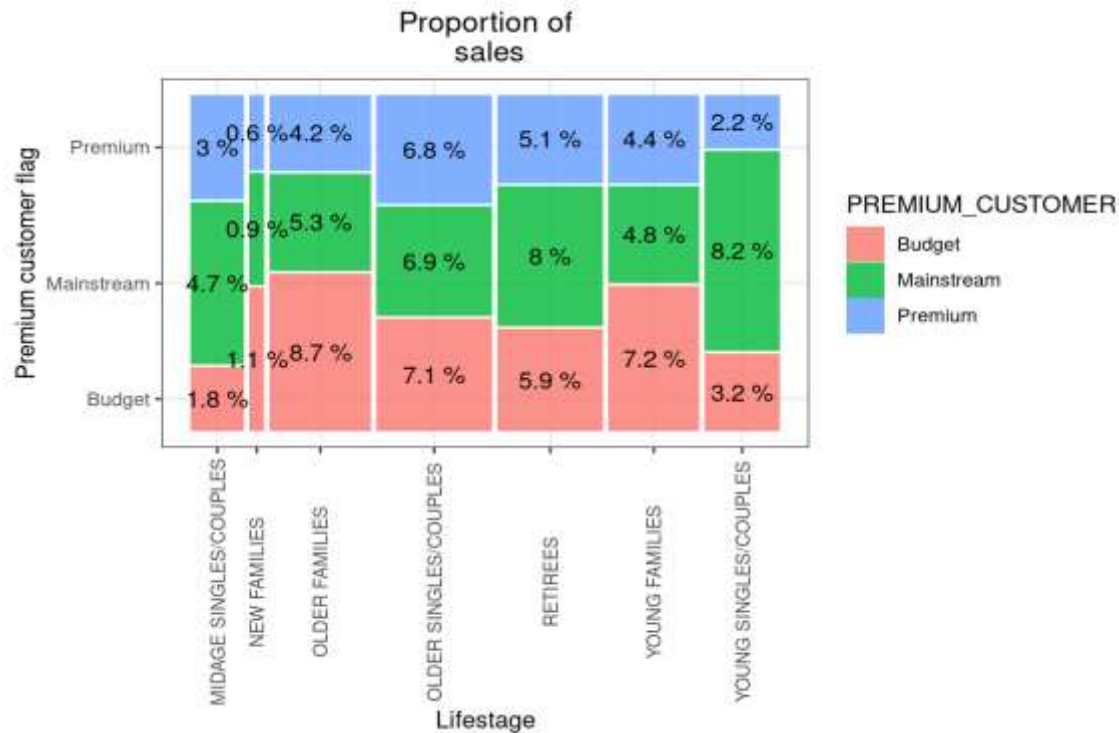
01

Category

- The Sales are increasing steadily as we approach the Christmas and on 25th December the sale is zero as the shops where non-operational.
- The sales in early December period are almost equal to the sales after the Christmas till the New Year's Eve.



- Sales mainly came from the Budget- Older Families, Mainstream- Young Singles/Couples and Mainstream- retirees. In total contributing to the 25% of the sales revenue.
- Older Families have the highest average purchase units per unique customers.



- Mainstream- Young singles/couples are 23% more likely to purchase Tyrell Brand chips than any other brand which is 270g.

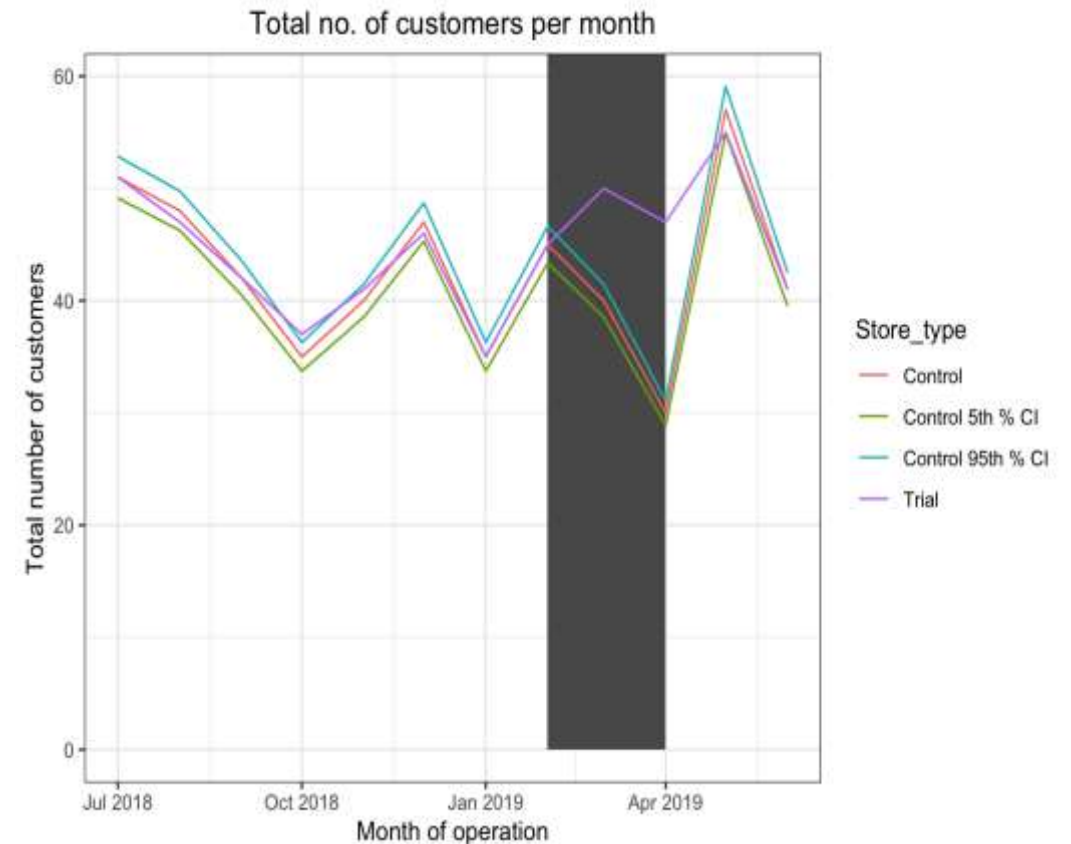
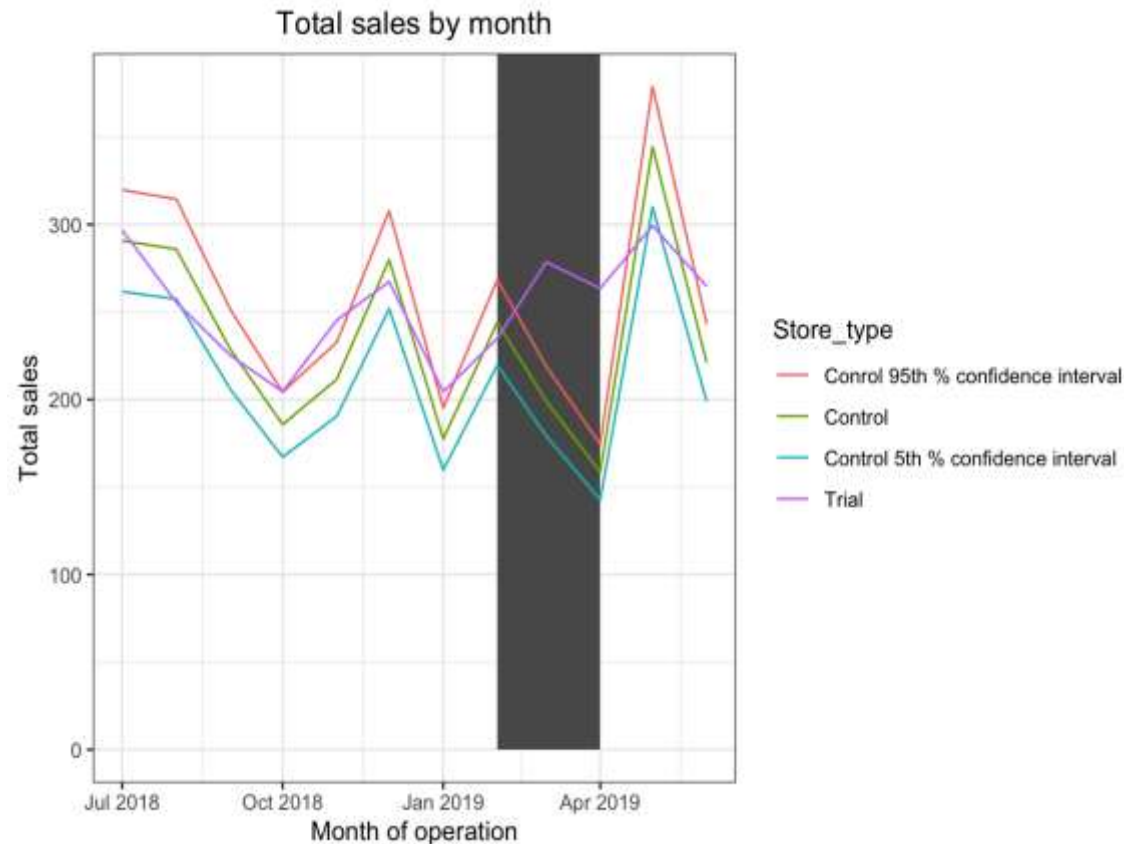
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1:	Tyrrells	0.031552795	0.025692464	1.2280953
2:	Twisties	0.046183575	0.037876520	1.2193194
3:	Doritos	0.122760524	0.101074684	1.2145526
4:	Kettle	0.197984817	0.165553442	1.1958967
5:	Tostitos	0.045410628	0.037977861	1.1957131
6:	Pringles	0.119420290	0.100634769	1.1866703
7:	Cobs	0.044637681	0.039048861	1.1431238
8:	Infuzions	0.064679089	0.057064679	1.1334347
9:	Thins	0.060372671	0.056986370	1.0594230
10:	GrnWves	0.032712215	0.031187957	1.0488733
11:	CheezeIs	0.017971014	0.018646902	0.9637534
12:	Smiths	0.096369910	0.124583692	0.7735355
13:	French	0.003947550	0.005758060	0.6855694
14:	Cheetos	0.008033126	0.012066591	0.6657329
15:	RRD	0.043809524	0.067493678	0.6490908
16:	Natural	0.019599724	0.030853989	0.6352412
17:	CCs	0.011180124	0.018895650	0.5916771
18:	Sunbites	0.006349206	0.012580210	0.5046980
19:	Woolworths	0.024099379	0.049427188	0.4875733
20:	Burger	0.002926156	0.006596434	0.4435967
	brand	targetSegment	other	affinityToBrand

	pack_size	targetSegment	other	affinityToPack
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1:	270	0.031828847	0.025095929	1.2682873
2:	380	0.032160110	0.025584213	1.2570295
3:	330	0.061283644	0.050161917	1.2217166
4:	134	0.119420290	0.100634769	1.1866703
5:	110	0.106280193	0.089791190	1.1836372
6:	210	0.029123533	0.025121265	1.1593180
7:	NA	0.014768806	0.013075403	1.1295106
8:	250	0.014354727	0.012780590	1.1231662
9:	170	0.080772947	0.080985964	0.9973697
10:	150	0.157598344	0.163420656	0.9643722
11:	175	0.254989648	0.270006956	0.9443818
12:	165	0.055652174	0.062267662	0.8937572
13:	190	0.007481021	0.012442016	0.6012708
14:	180	0.003588682	0.006066692	0.5915385
15:	160	0.006404417	0.012372920	0.5176157
16:	90	0.006349206	0.012580210	0.5046980
17:	125	0.003008972	0.006036750	0.4984423
18:	200	0.008971705	0.018656115	0.4808989
19:	70	0.003036577	0.006322350	0.4802924
20:	220	0.002926156	0.006596434	0.4435967
	pack_size	targetSegment	other	affinityToPack

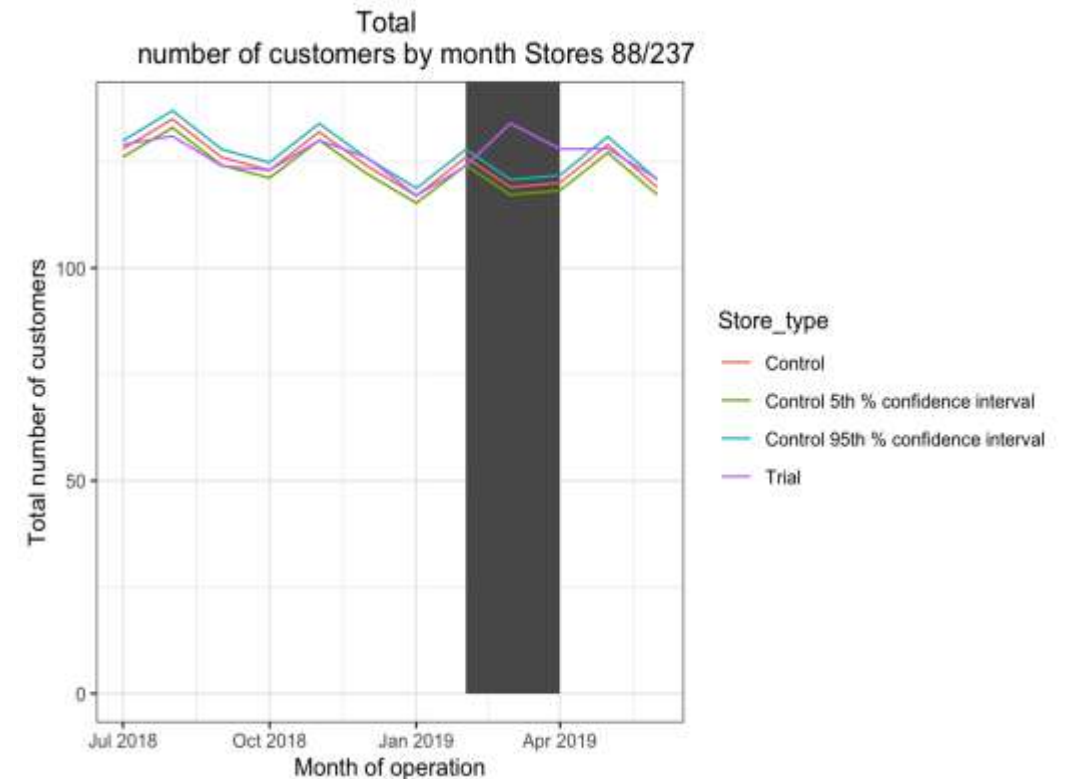
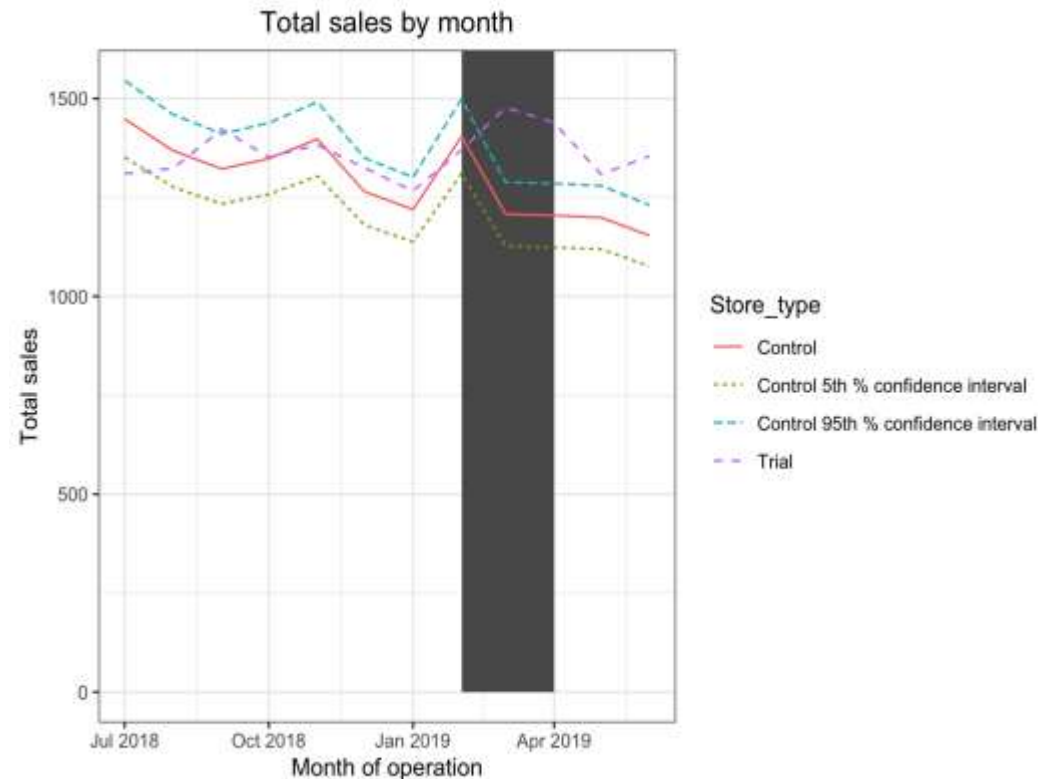
02

Trial store performance

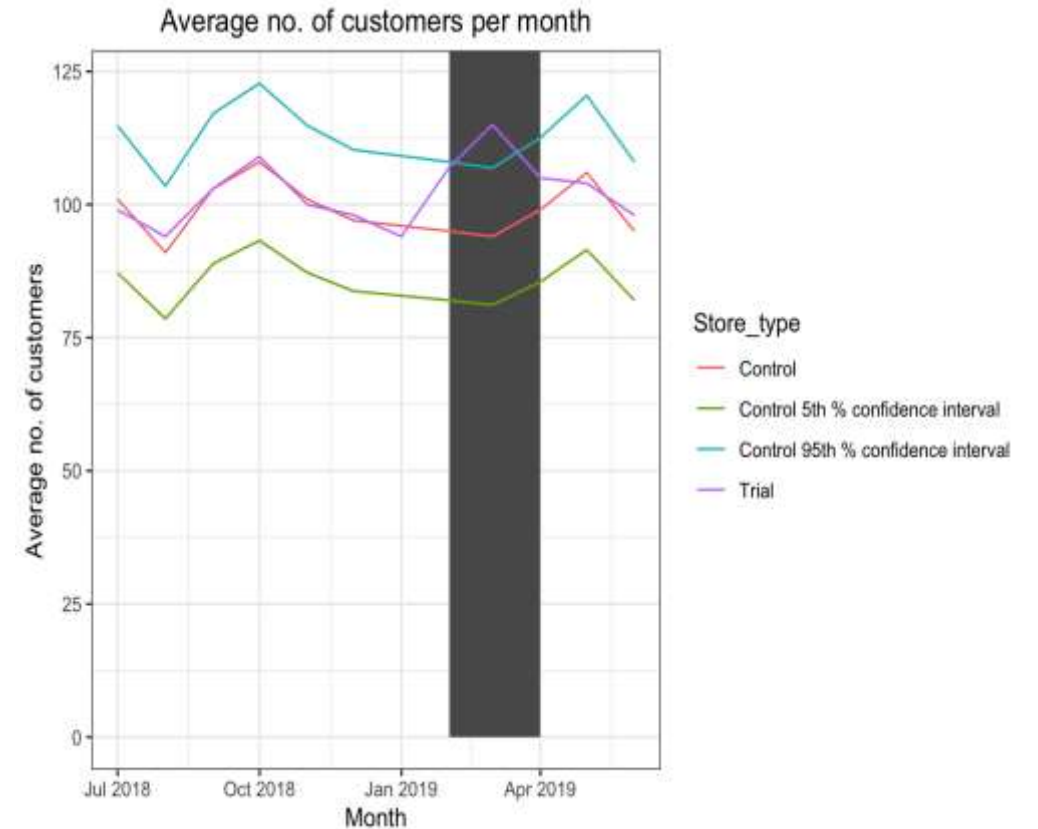
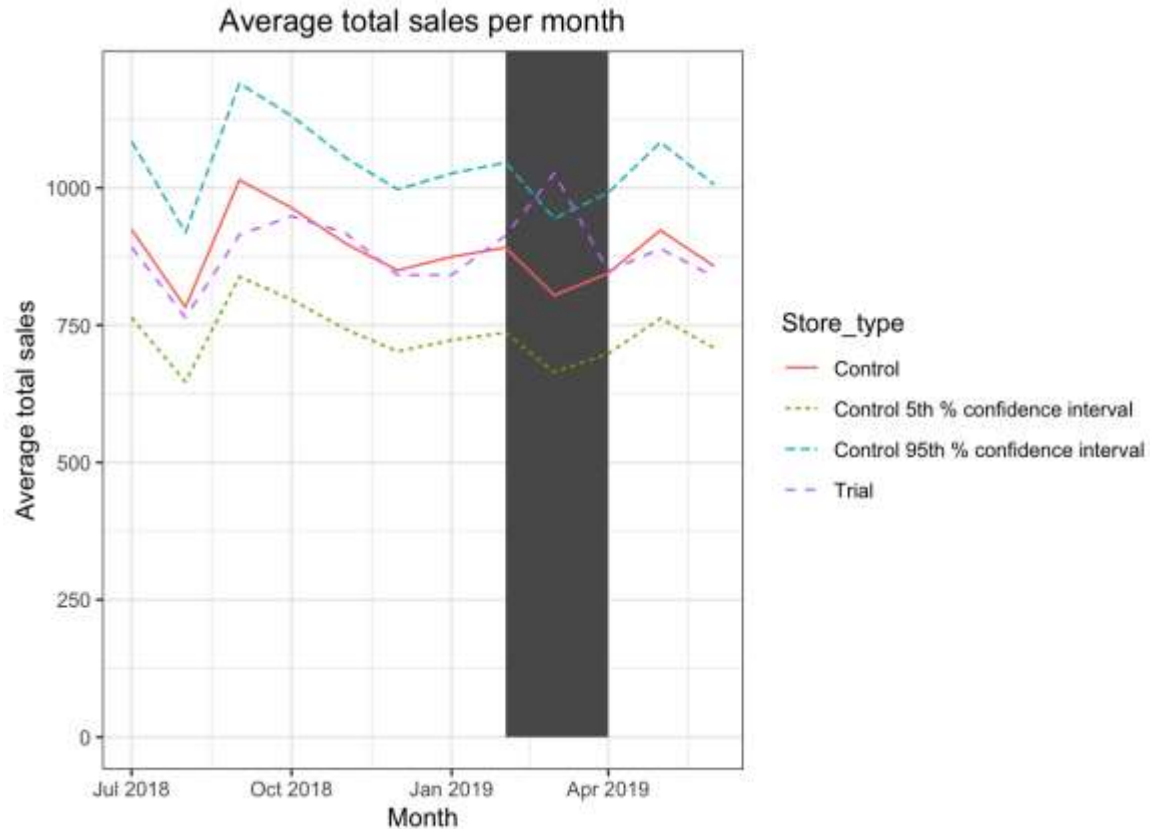
- For the trial store 77, found the control store 233. The trial period was from February 2019 to April 2019.
- The trial period was successful, the sales and the number of customers increased significantly during the trial period.



- For the trial store 88, found the control store .
- The trial period was successful, the sales and the number of customers increased significantly during the trial period.



- For the trial store 86, found the control store 155.
- The trial period was not as successful as other two, the sales and the number of customers increased significantly during the trial period.



Recommendations:

1. The trial period was successful at the stores 77 and 88. But need more details to figure out why was it not that successful at 86.
2. The trial should be implemented in the month of December just before the Christmas as it would generated more sales and help in increase in number of customers.
3. The manager should target Mainstream- Young Singles/Couples and make sure that the Tyrells 270g chips are visible to the group. As this will increase the visibility and impulsive behaviour of the group.



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