

June 2020

CHIPS CATEGORY REVIEW

*Our 17 year history assures best practice in privacy,
security and the ethical use of data.*

02

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
commercial in
confidence nature of
this document.*

Executive Summary

- 1 Older Singles/Couples, Retirees and Older Families are the three highest spending customer segments.
- 2 Layout Change showed increase in sales and number of customers.

01

CATEGORY

04



CUSTOMER SEGMENTS

Elderly customers/families spend more than the younger customers/families. Older singles/couples have spent the highest on chips in the past year. New families have the lowest expenditure compared to all other segments.



CUSTOMER AFFLUENCE

Among the customer segments mentioned previously, Mainstream customers have a consistent expenditure with less variation compared to Budget and Premium customers.



TREND

Rise in expenditure leading up to Christmas was observed after which the sales dips down to normal levels. Bulk buying by customer 226000 was observed on Veteran's Day and Christmas.

TRAGET SEGMENTS

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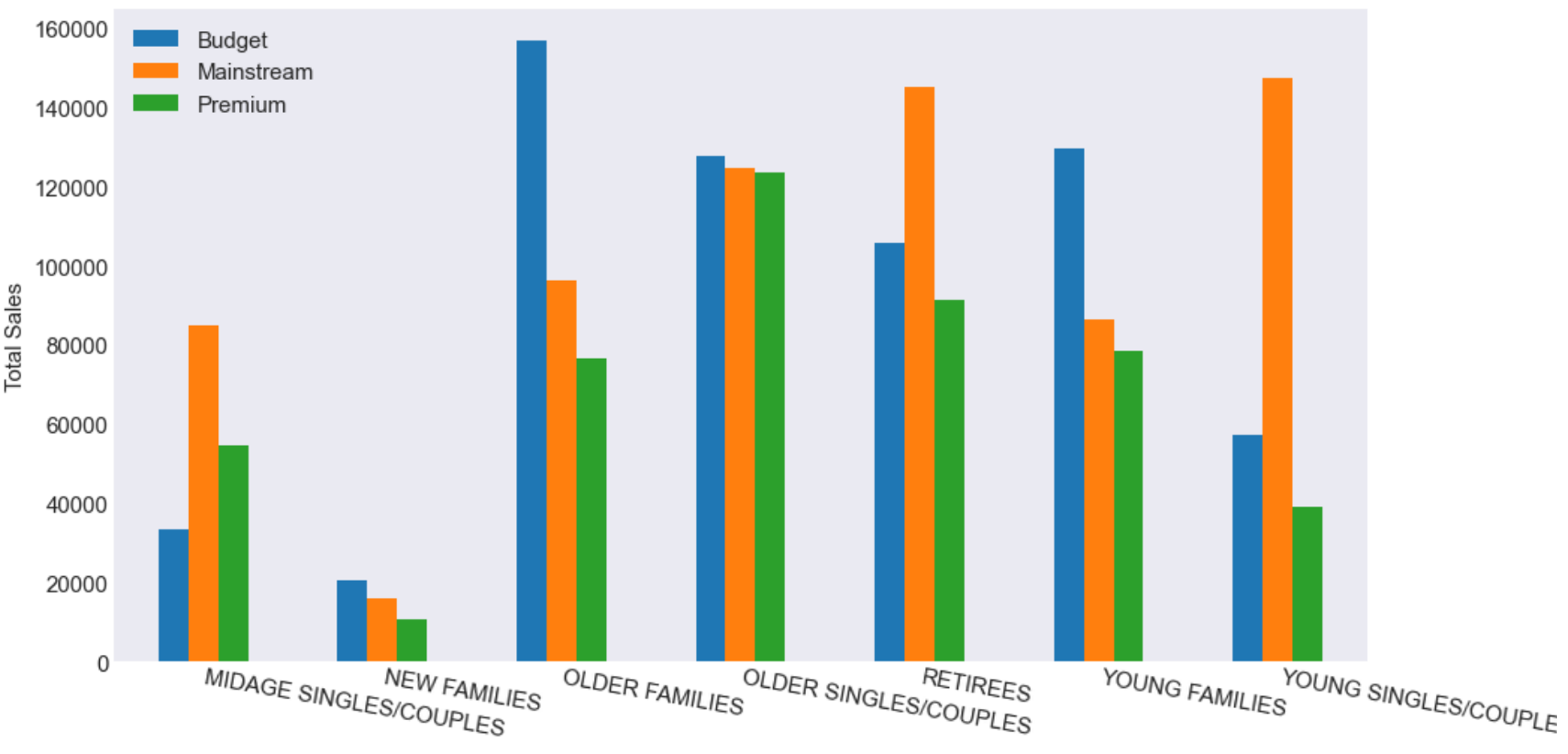
We could focus more on the following customer segements as they generated the highest sales in past year.

BUDGET - OLDER FAMILIES

MAINSTREAM - YOUNG SINGLES/COUPLES AND RETIREES

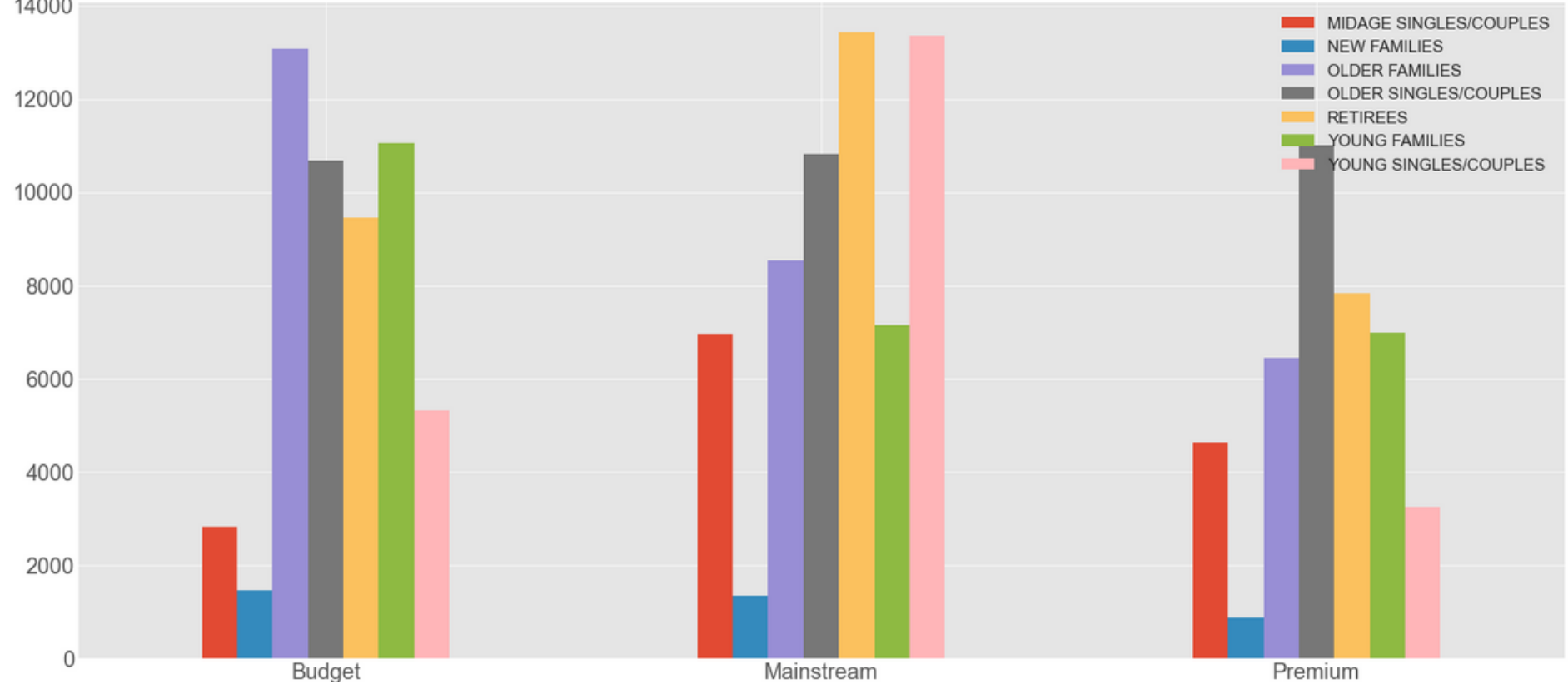
BUDGET - YOUNG FAMILIES

TOTAL SALES

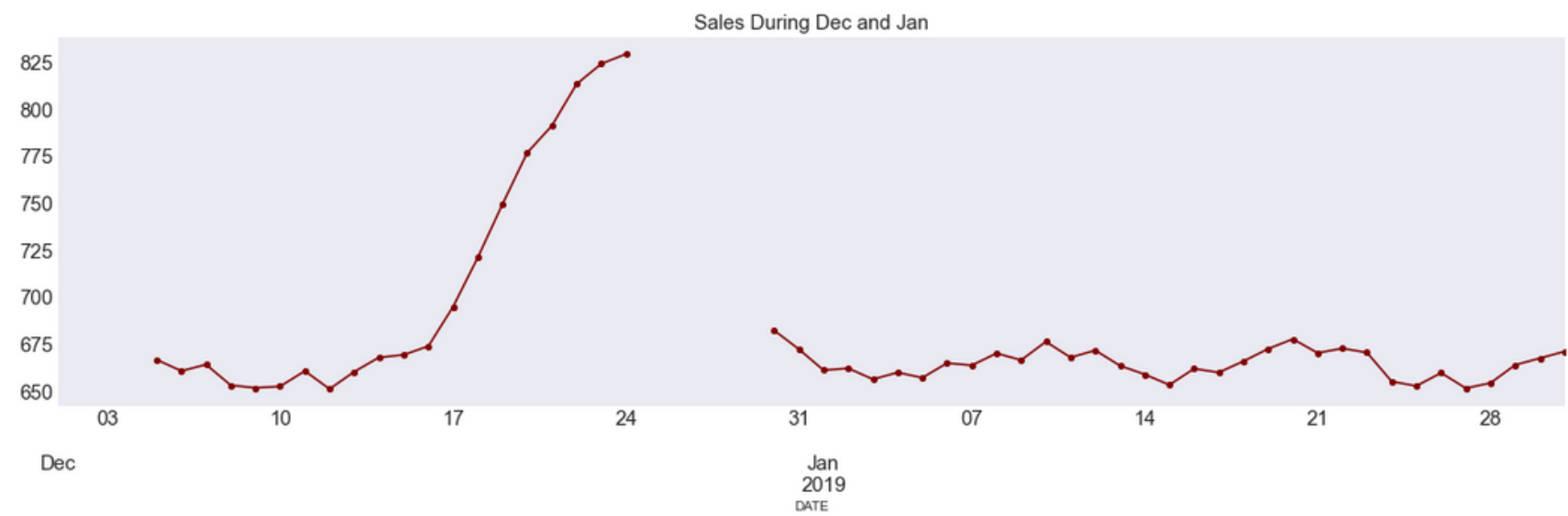
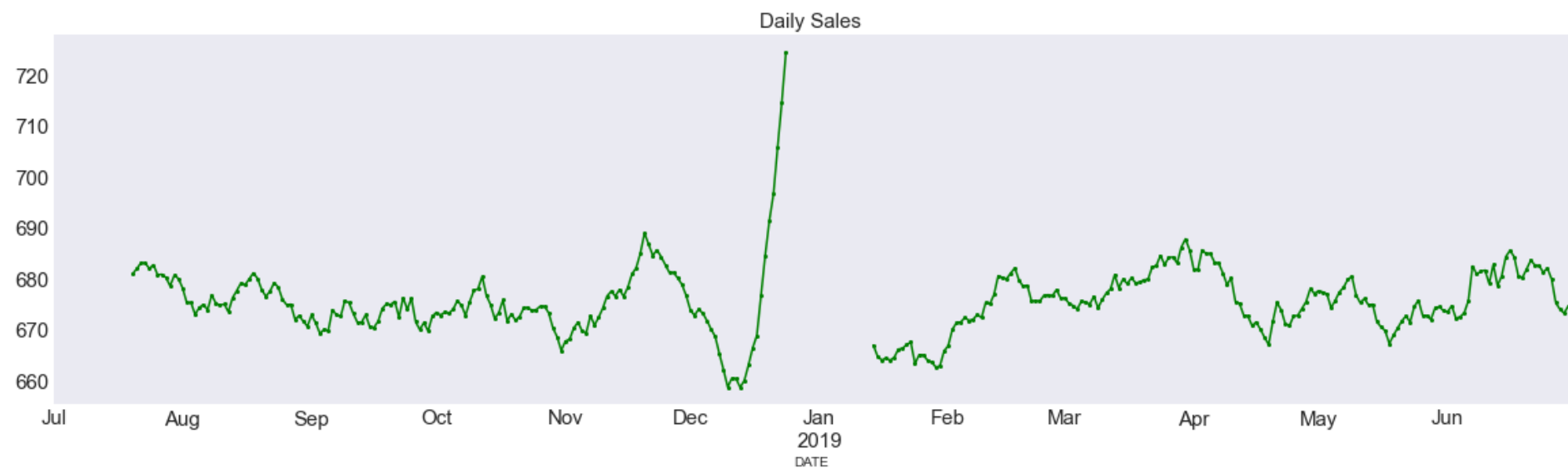


The chart above breaks down sales for each customer segment by affluence for the whole year. We can clearly see which affluence group contributes to high sales under each customer segment.

DECEMBER SALES



The sales during December peaks due to the upcoming holidays and festivities. Budget Older Families, Mainstream Retirees and Premium Older Singles/Couples contribute to high sales during this period.



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TRIAL STORE PERFORMANCE

CONTROL STORES

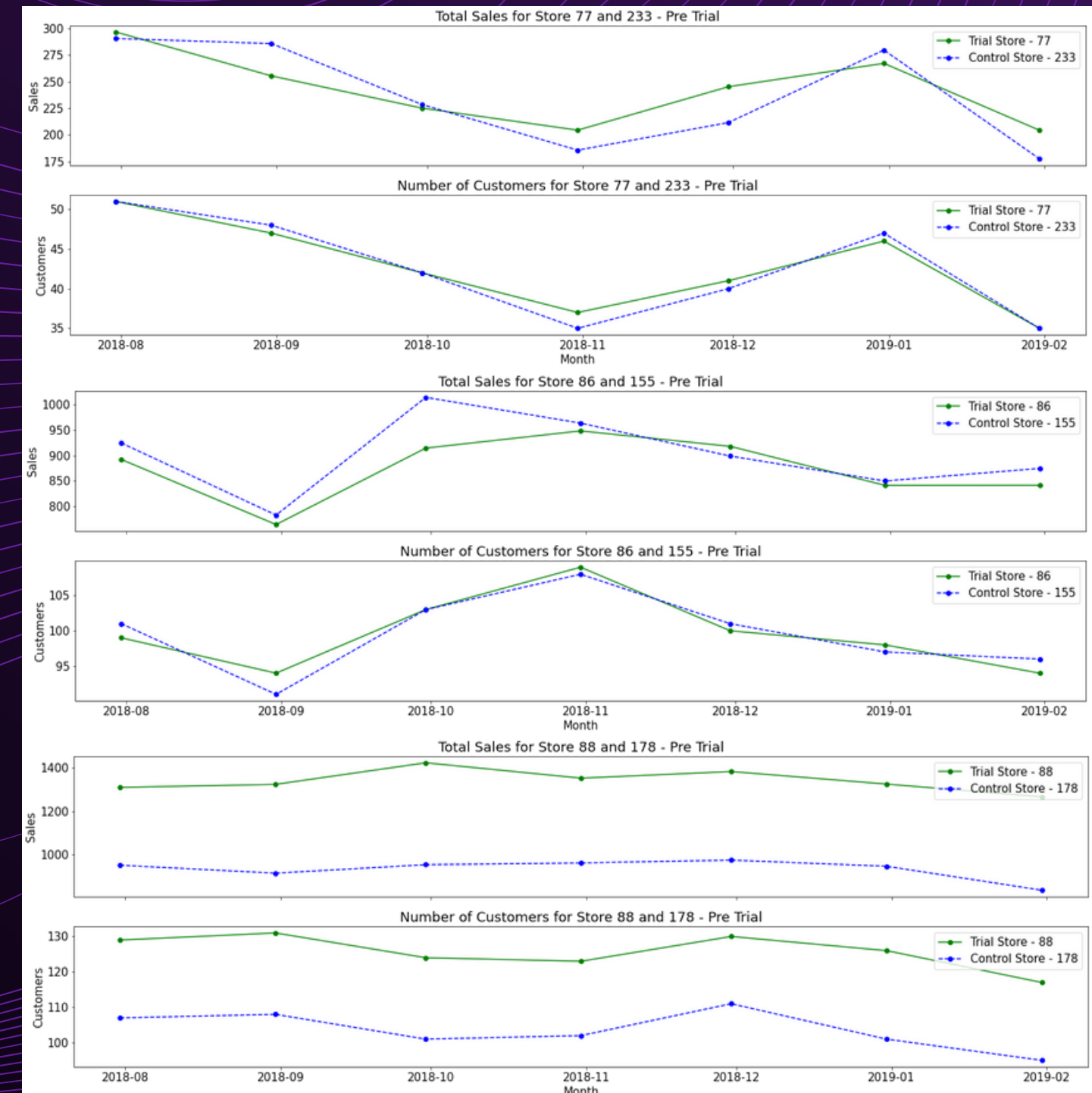


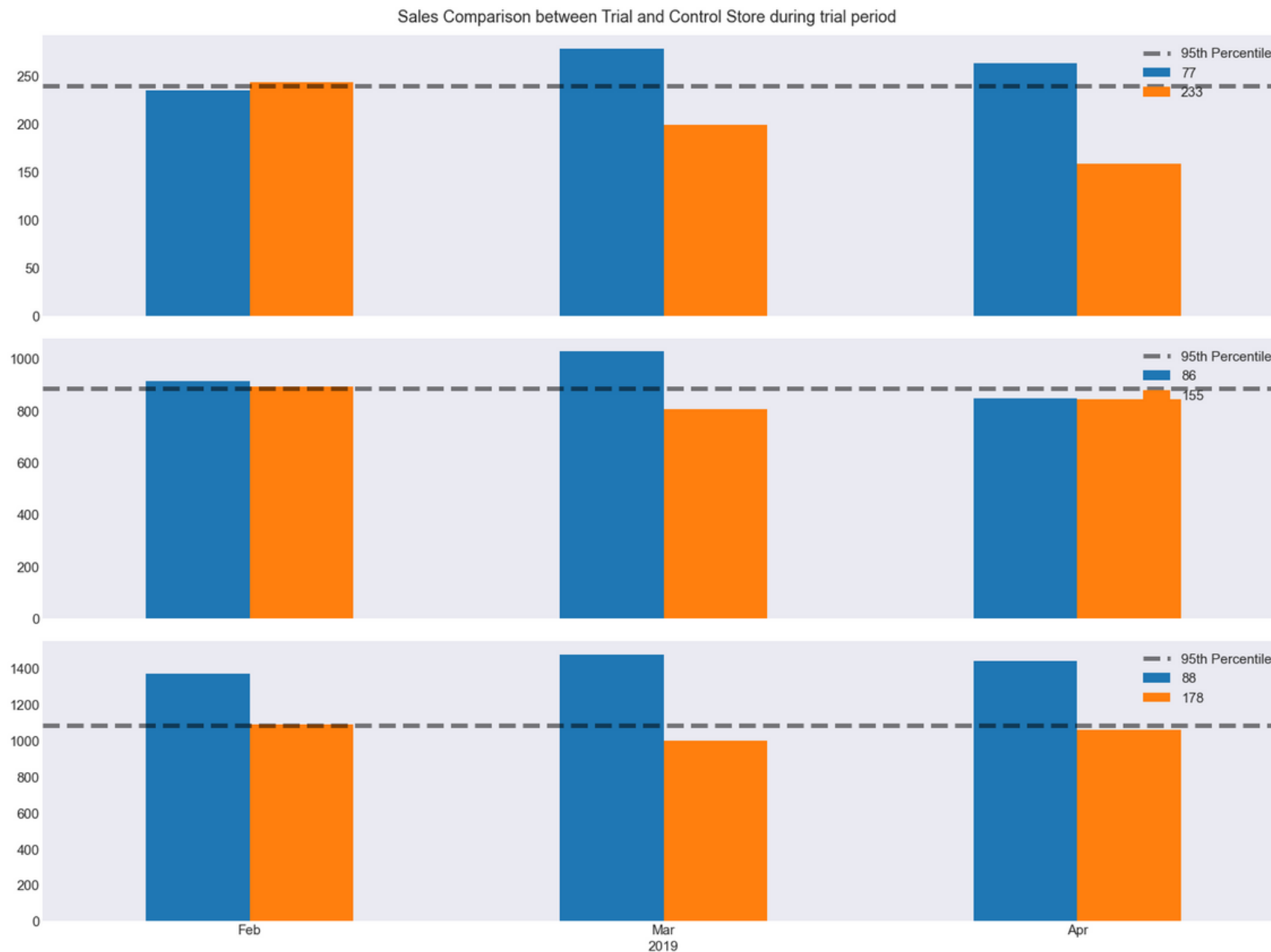
09

Control Stores were chosen based on similarity in sales and number of customer during the pre trial period.

Stores 233, 155 and 178 were the most similar stores for trial stores 77, 86 and 88 respectively

The sales and number of customers plot on the right confirms the similarity.



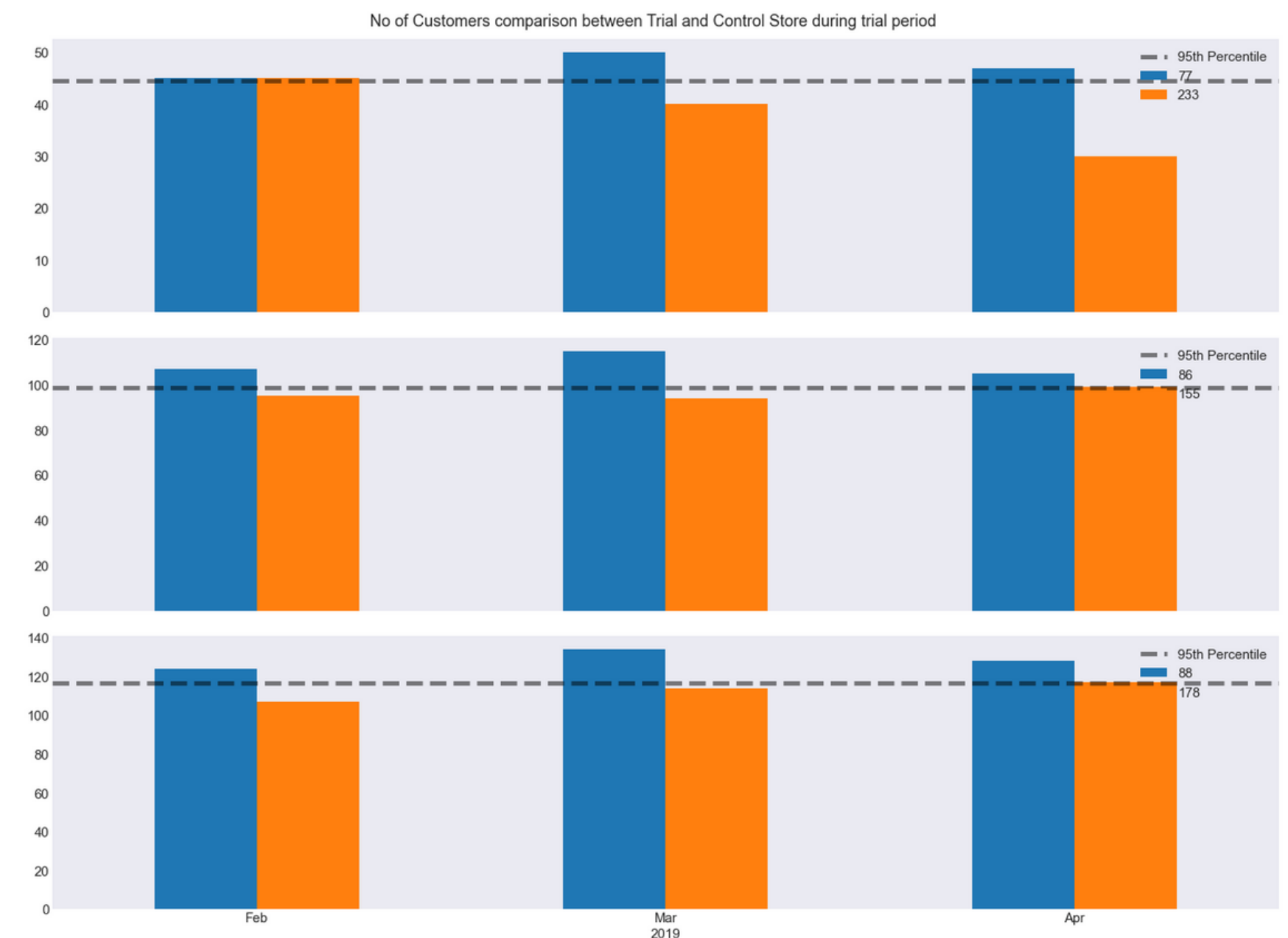


TRIAL SALES

In absolute terms the trial stores performed better than the control stores. March and April showed significantly higher sales.

TRIAL CUSTOMERS

The number of customers also increased during the trial period, again in March and April. Overall, the layout change was success.



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