# Category review: Chips

Retail Analytics

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# 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

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

### Privacy

- We have built our business based on privacy by design principles for the past 17 years
- Quantium 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.

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# Executive summary

**01** Customer Analytics

- The three highest contributing segments to **total sales** are **Mainstream Mid-age Singles/Couples, Premium Retirees** and **Budget Older Singles/Couples** .

- Factor driving sales are **older families have largest total number of chips packets purchased.**

- The **top product** that was purchased was **Kettle Mozzarella Basil and Pesto 175 g** having a count of **3304.**

**02** Trail Store Analysis (Uplift Analysis)

- A trial changing the store layout was implemented in three stores.

- A control store was constructed to reflect the prior performance of the selected trial store.

- The trial saw a significant increase in the total sales and number of customers with a new store layout.
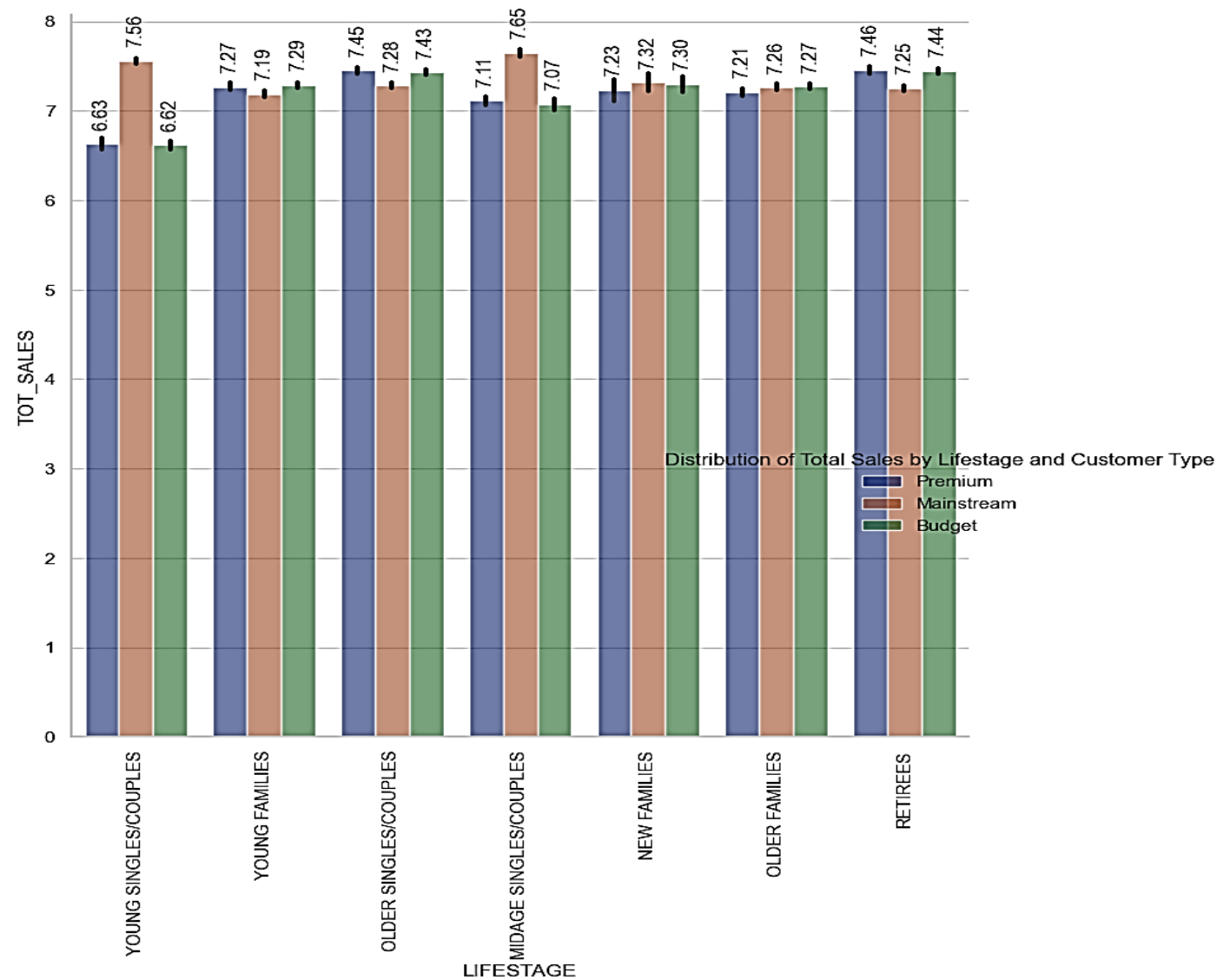
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# 01

## Customer Analytics

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# Older and Younger Families group purchased more number of chips packets.

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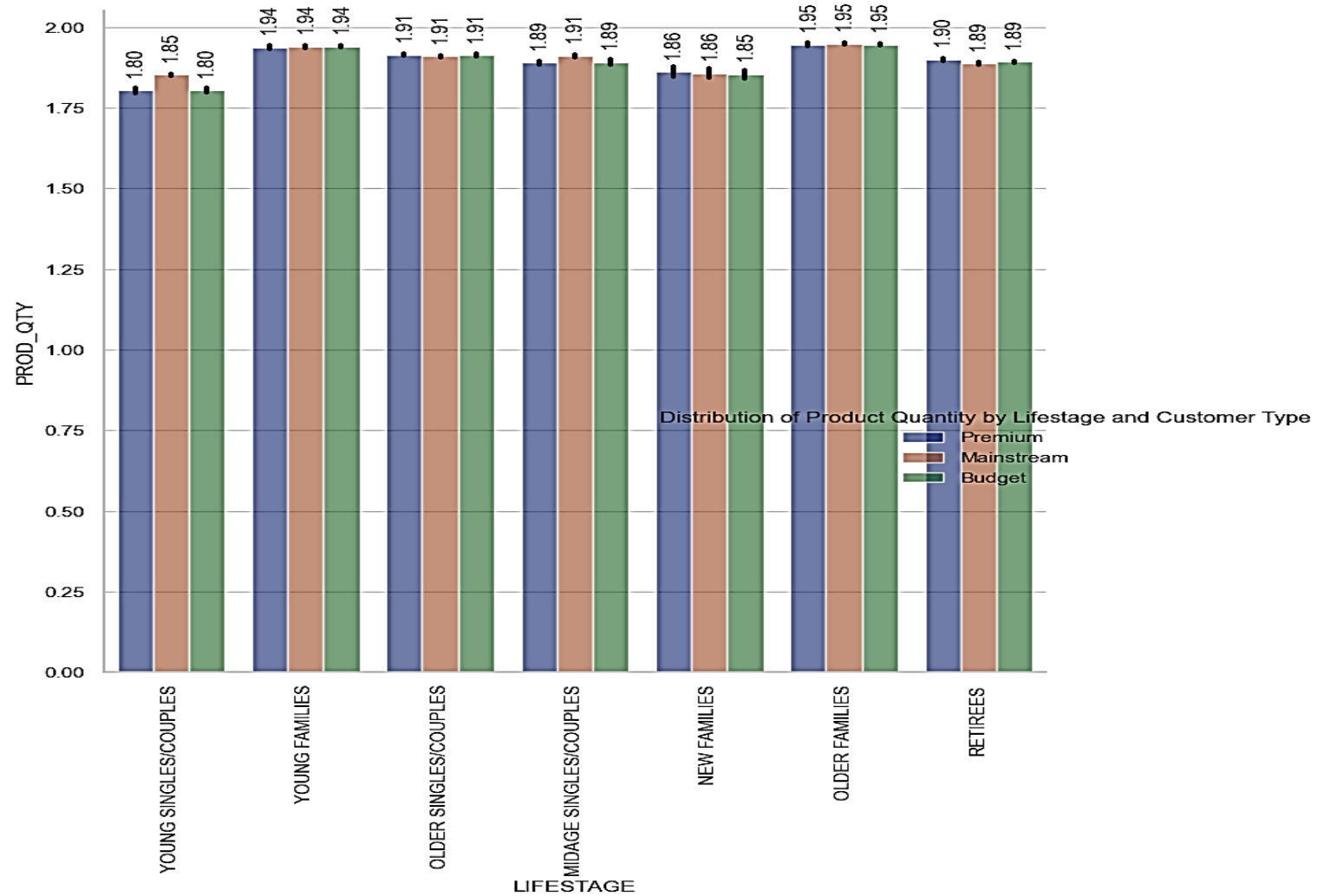
# Instead, Sales are coming from Mainstream Mid-Age Singles/Couples followed by Premium Retirees.



Distribution of Total Sales by Lifestage and Customer Type

# Mainstream Young Singles/Couples have the highest consumption of chips by packet size leading to an increase in the total sales.
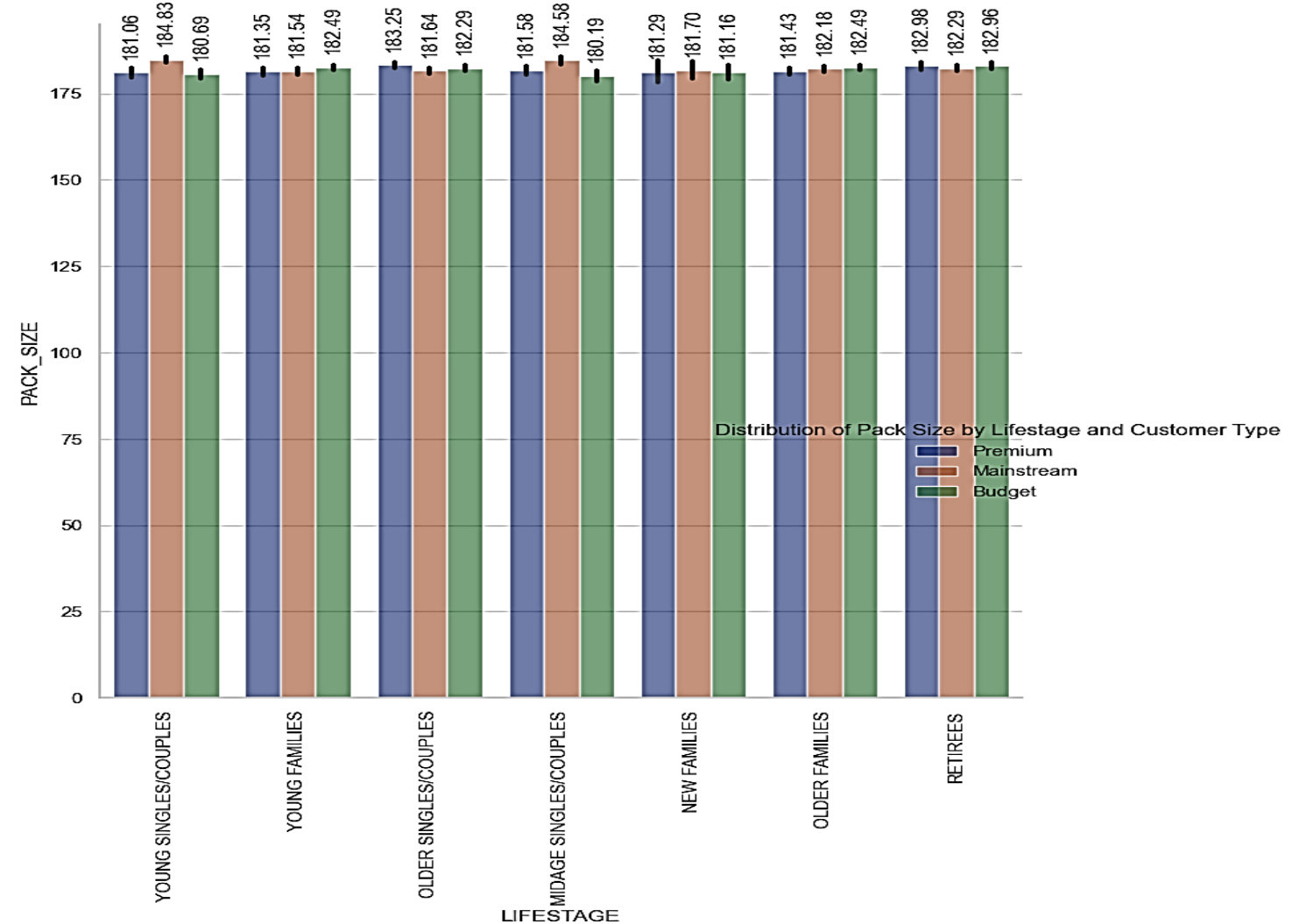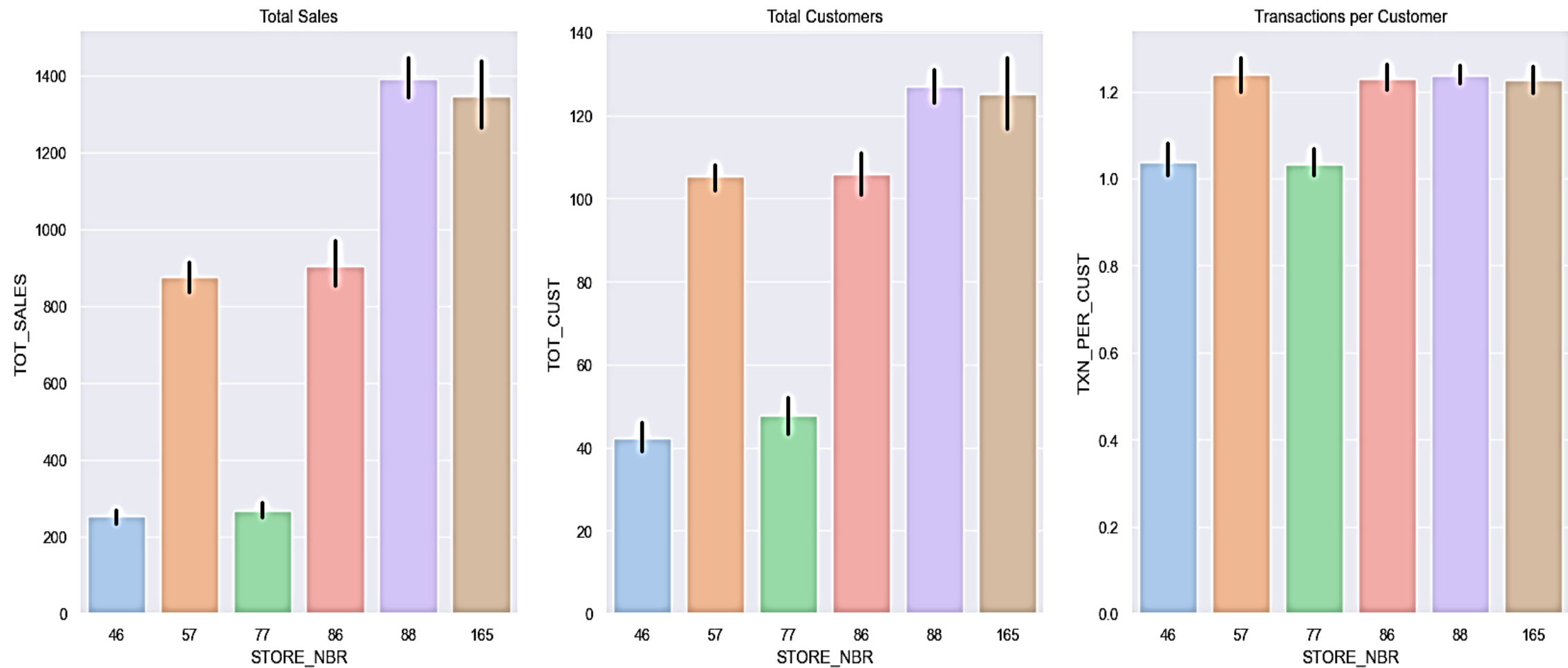
# 02

Trial store performance

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While the other trial stores performed the same as their corresponding control stores, we can see, however, that STORE_NBR 88 slightly out-performed its control store in all attributes. We can also notice that STORE_NBR 86 and 88 show a significant difference in terms of the total sales, but this isn't the case with STORE_NBR 77, whose sales are considerably less.



Comparison of the Total Sales, Total Customers, and Transactions per Customer for Each the Trial Stores and the Control Stores During the Pre-Trial Duration
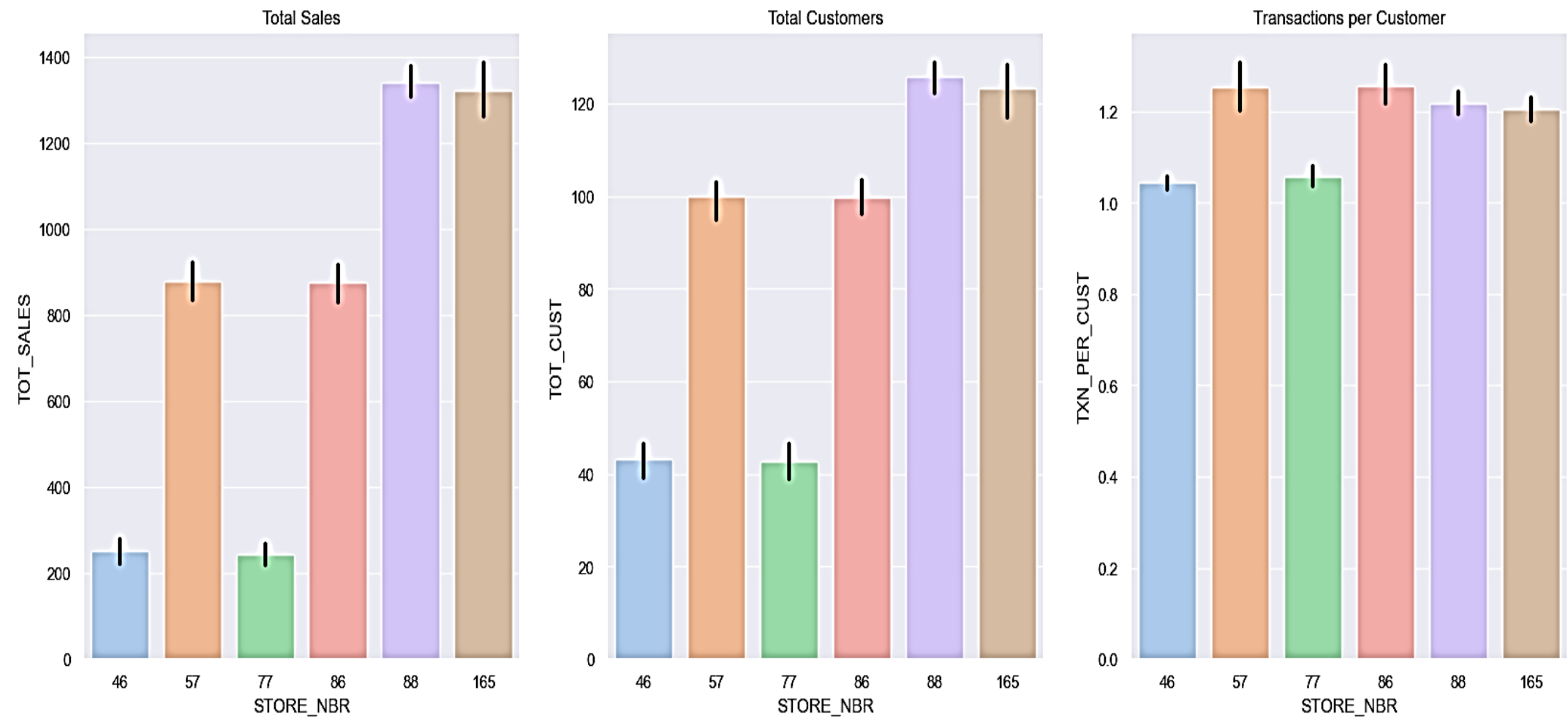
We can, notice that STORE_NBR 88 slightly out-performs its control store, STORE_NBR 165, and still remains the best implementation of the trial of all the trial stores. The driver for this seems to be the purchasing customers rather than purchases per customer, as we can see that with the increase in the total customers, there's also an increase in the total sales almost identically, but the transactions per customer seem to be reasonably high for all the trial stores regardless of the total sales.



Comparison of the Total Sales, Total Customers, and Transactions per Customer for Each the Trial Stores and the Control Stores During the Trial Duration

## Conclusion

→While the other trial stores performed the same as their corresponding control stores, we can see, however, that STORE_NBR 88 slightly out-performed its control store, STORE_NBR 165, in all attributes.

→STORE_NBR 86 and 88 show a significant difference in terms of the total sales, but this isn't the case with STORE_NBR 77, which may be because of the way the trial was implemented for it.

→Due to the maximum difference in the total sales of all the trial stores, STORE_NBR 88 remains the best implementation of the trial.

--> The driver for the increase in total sales seems to be the purchasing customers rather than purchases per customer — the more the customers, the higher the sales.

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