January 2024

Category review: Chips

Retail Analytics

quantium

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
- 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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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.

Executive summary

01 Customer Analytics

Most sales is coming from budget-mid-age single couples, followed by mainstream-young single/couples.

Highest number of customers are in mainstream-young single couples segment.

Mainstream-young single couple & mid-age single couples are tend to spend more per unit.

Mainstream young single couple segment are buying most chips compared to other segment of customers.

Mainstream young single couple prefers to buy TYRRELLS BRAND chips and 270 g pack size which is sold by Twisties.

02 Store Analysis

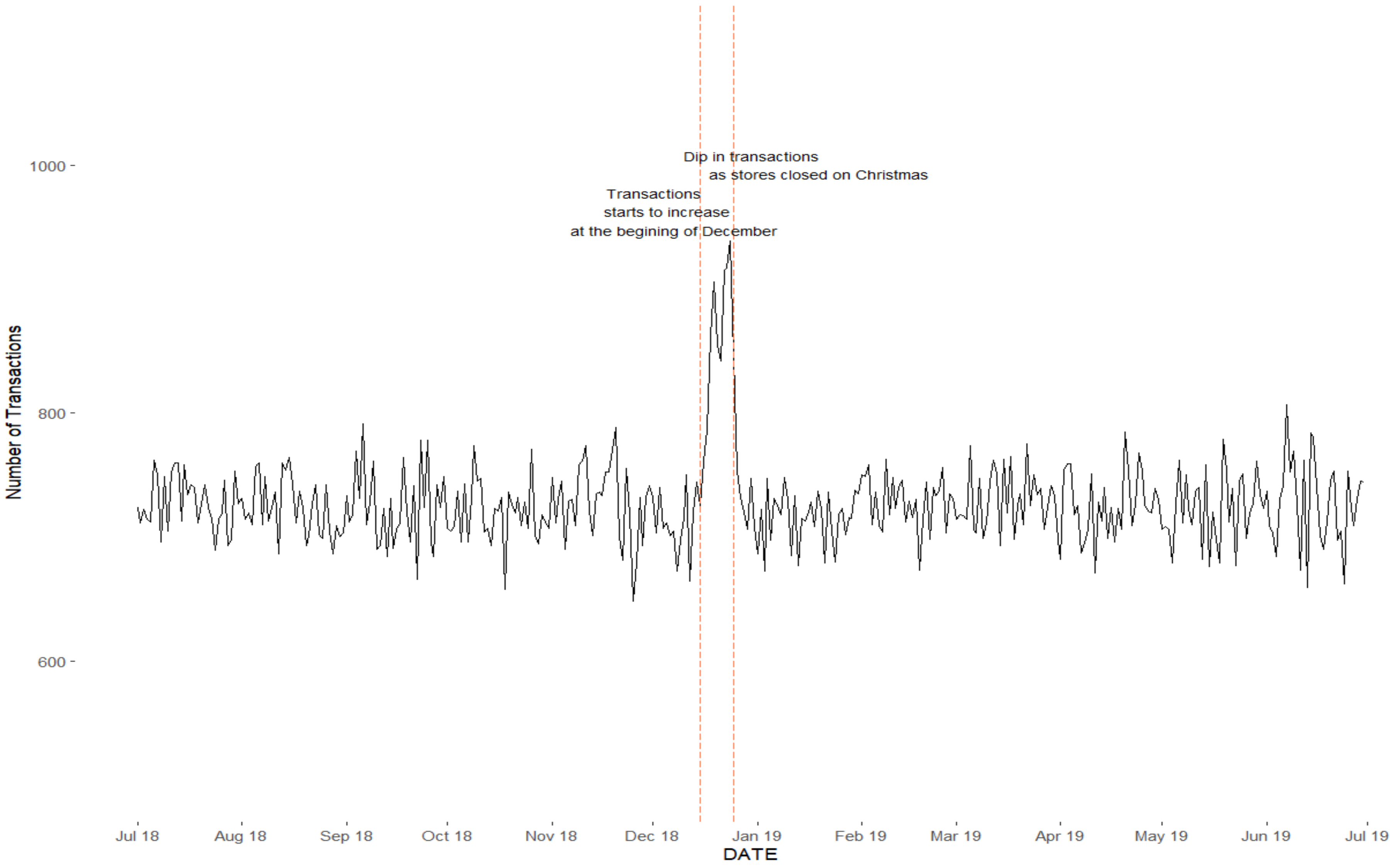
Control store was selected for each trial store to assess the pre-trial performance of trial store.

Trial stores 77, 86 and 88 shows overall increase in total sales and number of customers compared to pre-trial period.

01

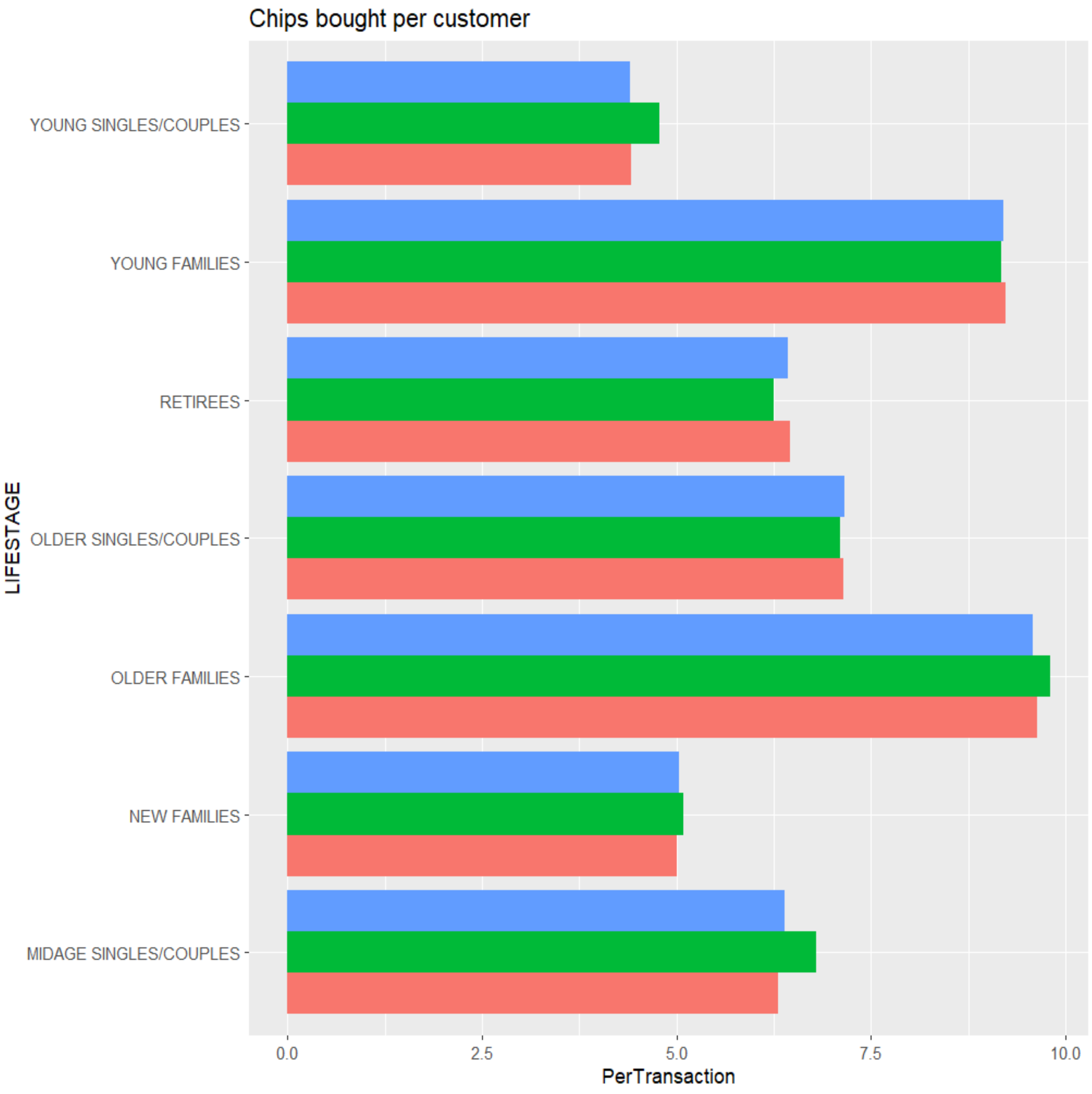
Customer Analytics

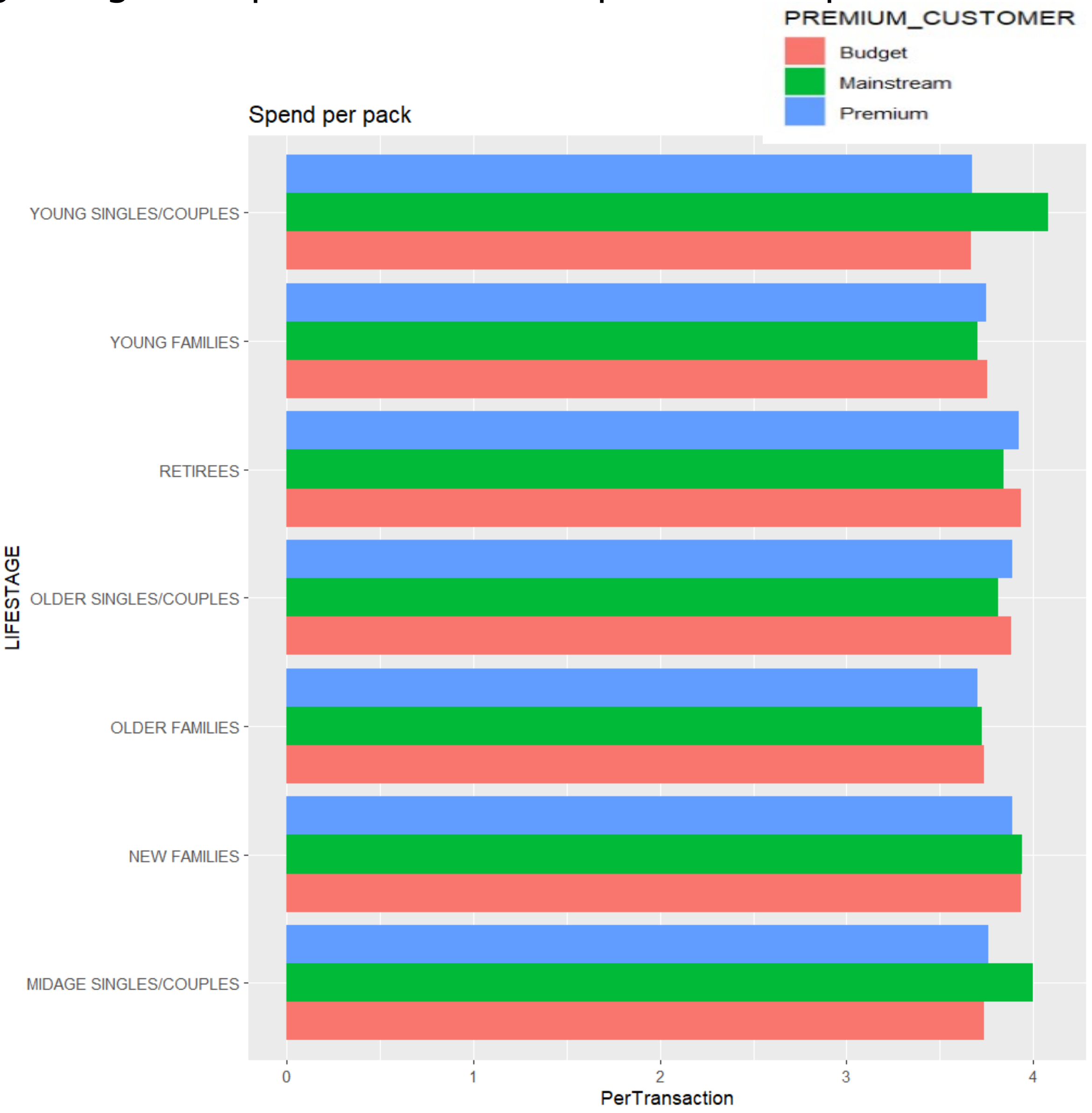
Overview: The rapid increase in transaction as Christmas approaches and a sudden dip on the day of Christmas and return to normal on new year.



Plot in left have Mainstream-Older families segment are buying more chips, followed by Mainstream-Young families.

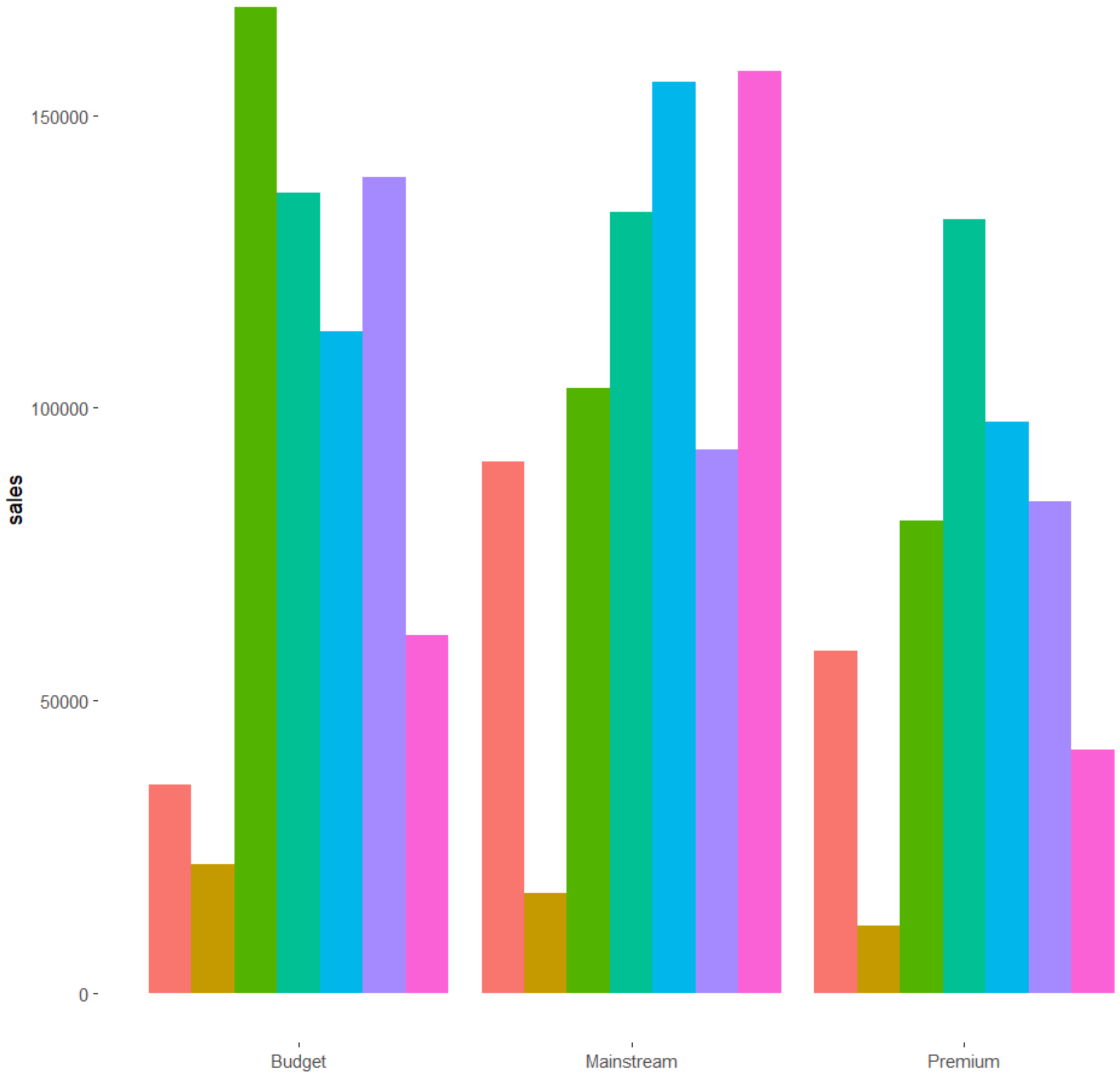
In the right, Mainstream-Young single couple & Mid-age single/couples are tend to spend more per unit.

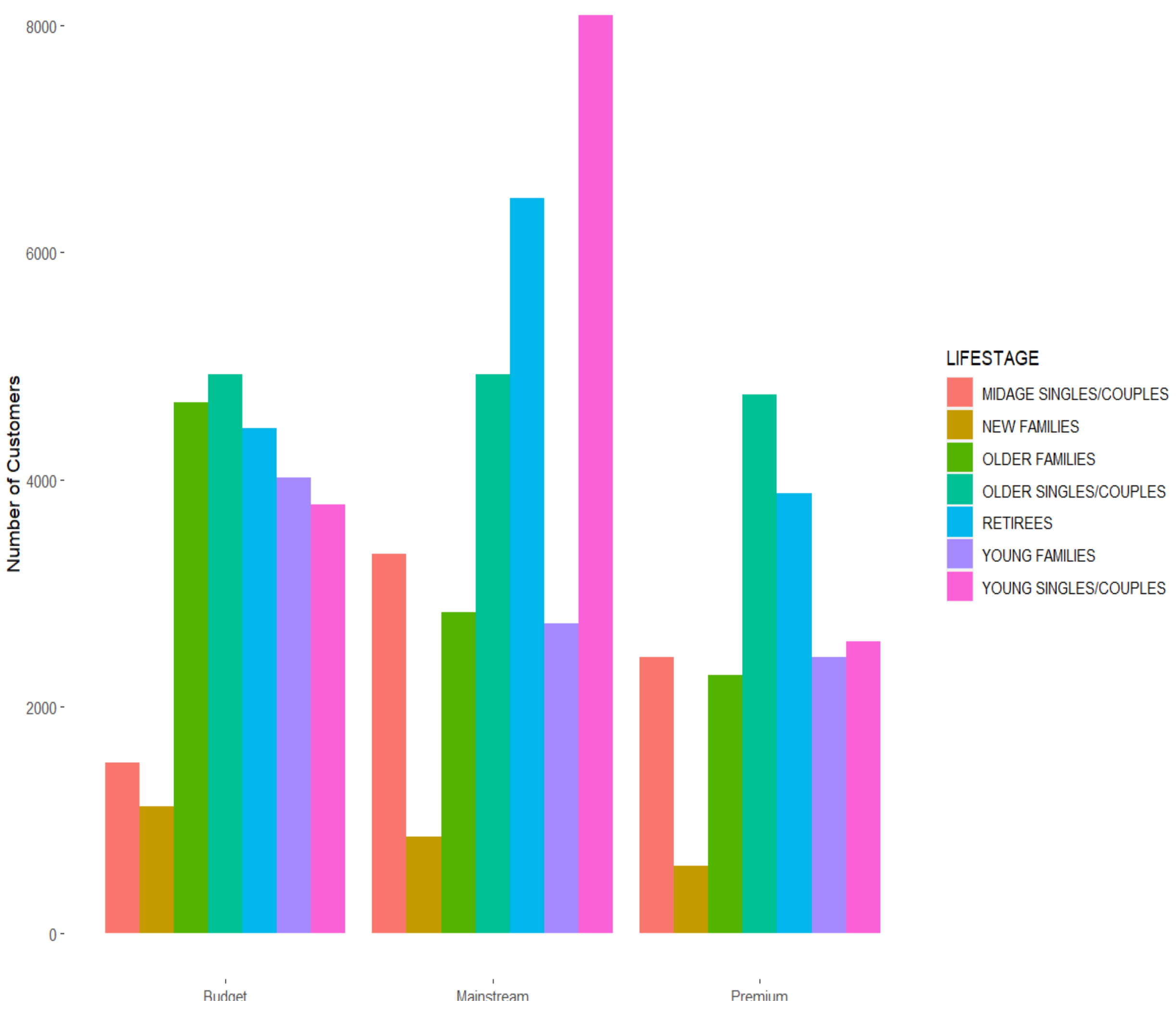




Most sales coming from Budget-midage single/couples, followed by Mainstream-young single/couples.

Highest number of customers are in Mainstream-Young Single/Couples segment that is the reason for more sales in this segment. But this is not the case for Budget-midage sement.





02

Trial store performance

Explanation of the control store vs other stores

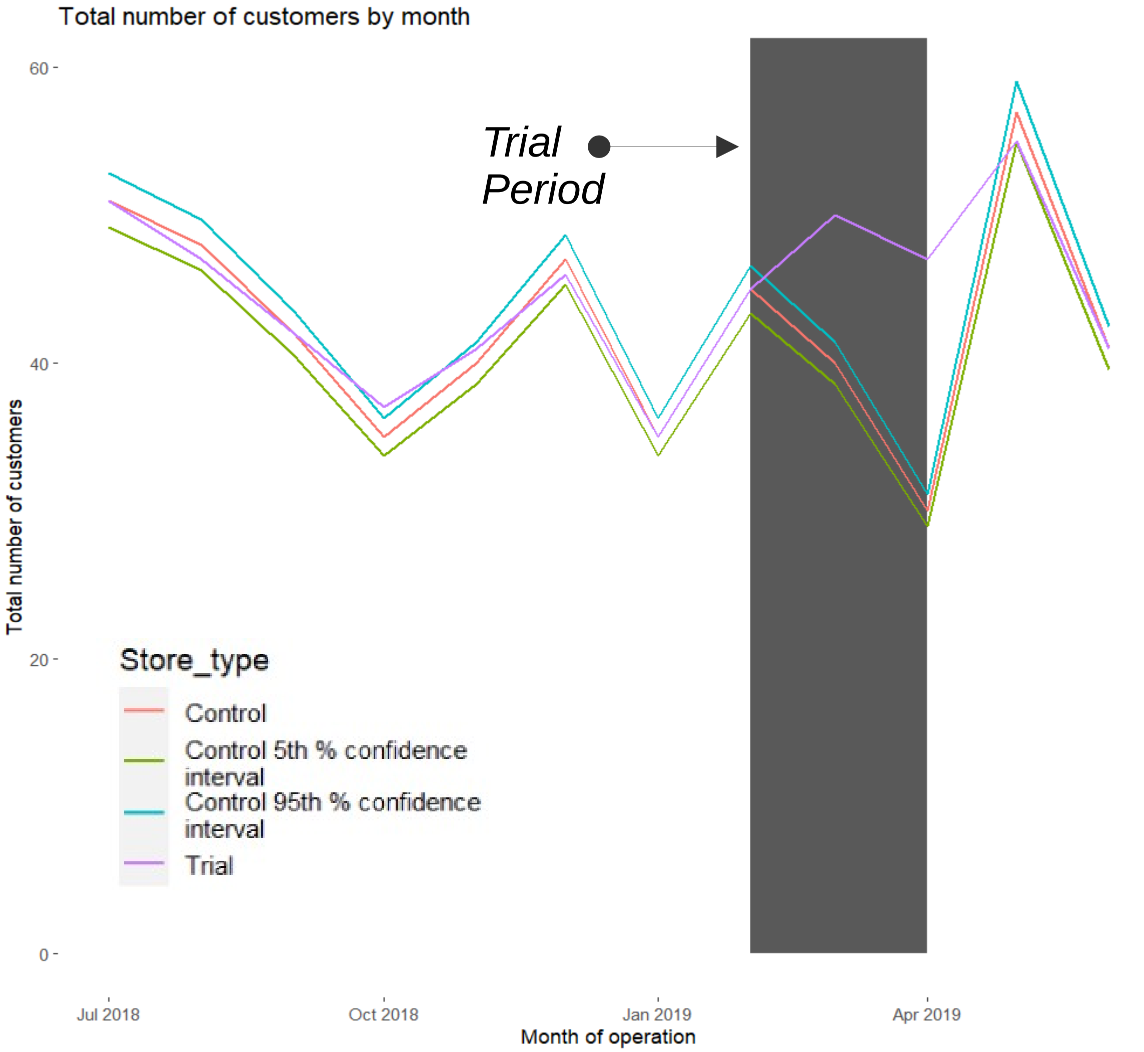
Trial period was from start of February 2019 to end of April 2019, store numbers 77, 86 and 88 are trial stores and client want control stores to be established stores that are operational for the entire observation period.

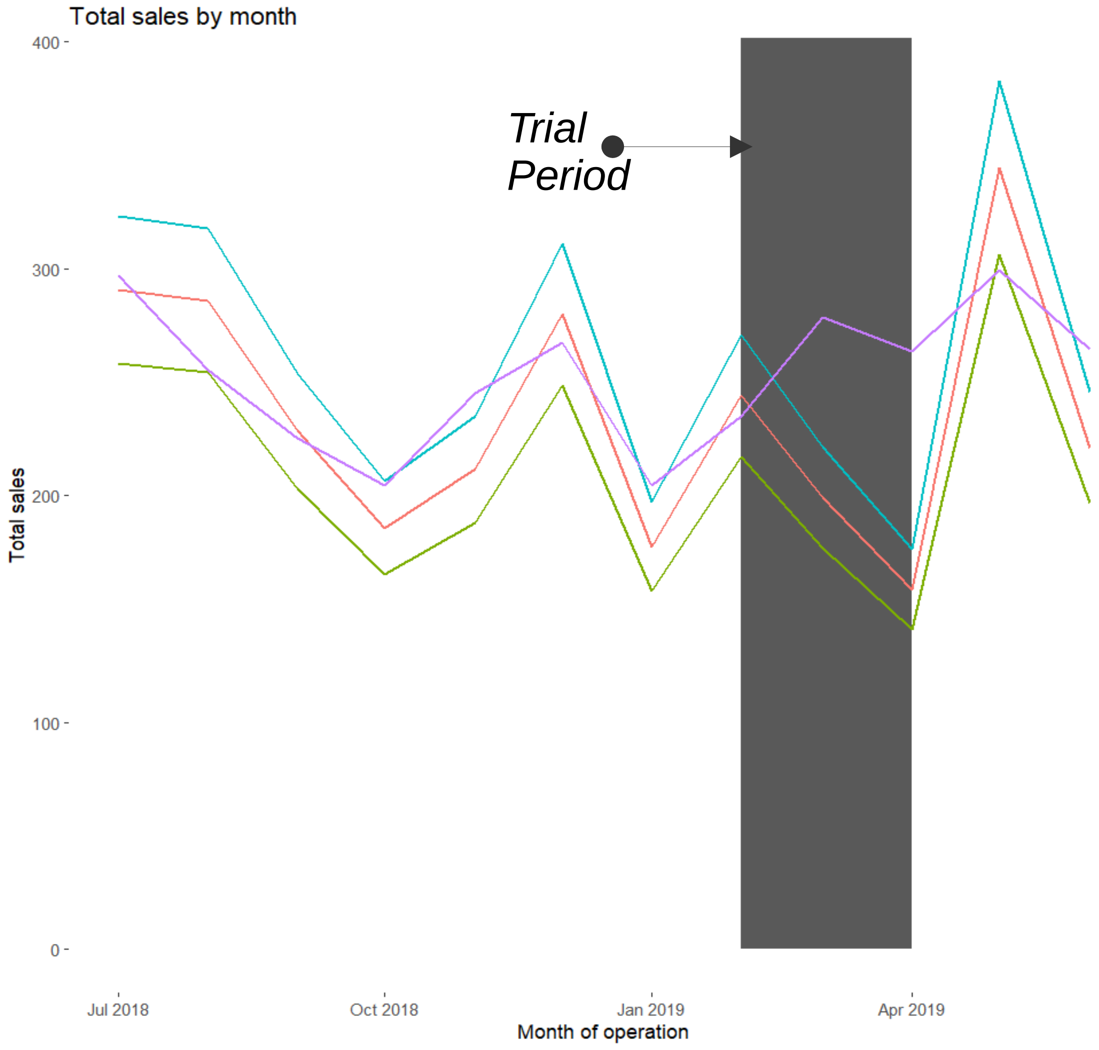
Created function to find out the control stores and it turns out for trial stores 77, 86, 88 the control stores are 233, 155 and 237 respectively.

Trial Store 77 vs Store 233

For Sales: Trial in store 77 is significantly different to its control store in the trial period as the trial store performance lies outside the 5% to 95% confidence interval of the control store in two of the three trial months.

For Customers: The trial is outside the 5th and 95th % confidence interval for customers as well.

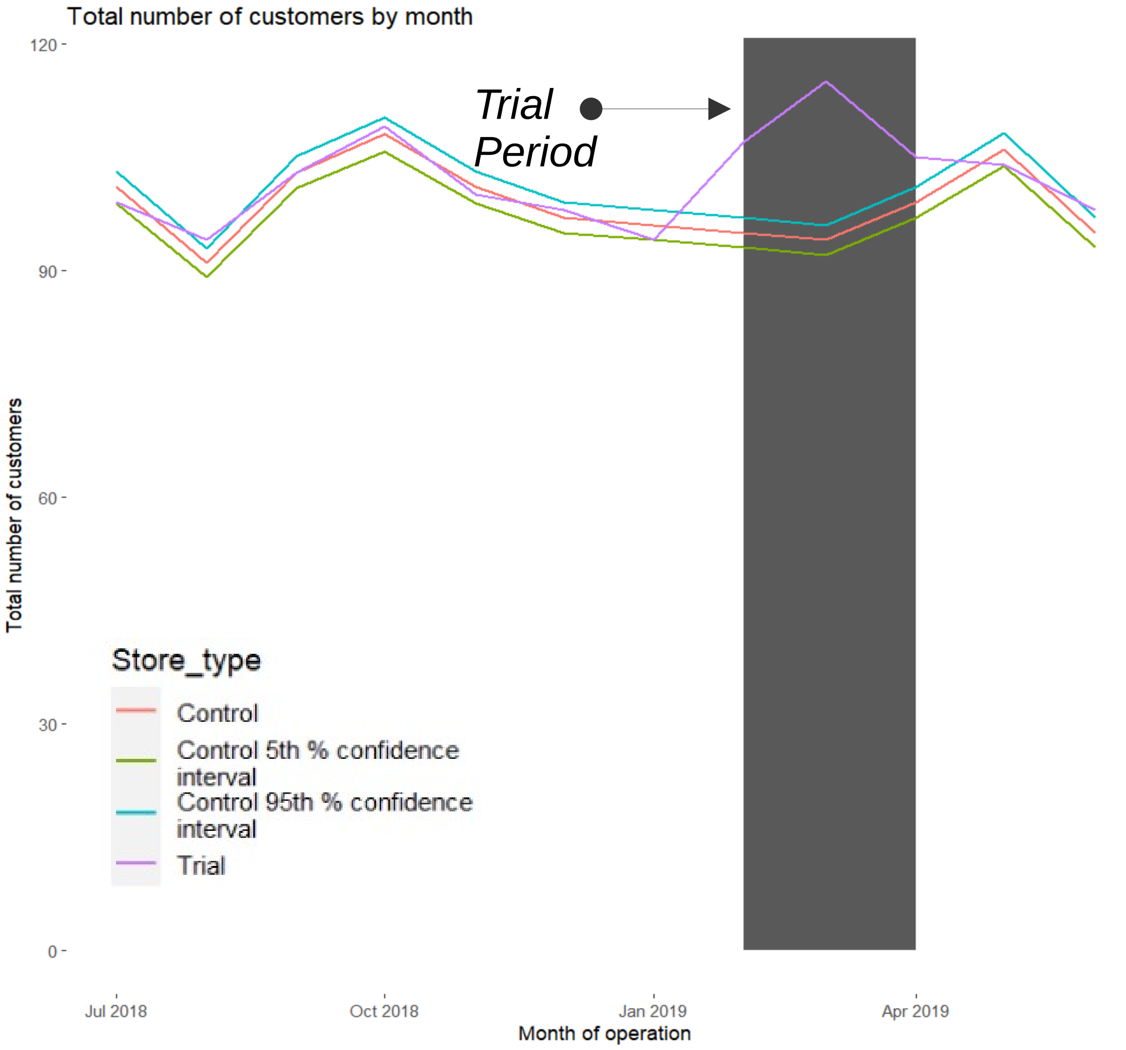


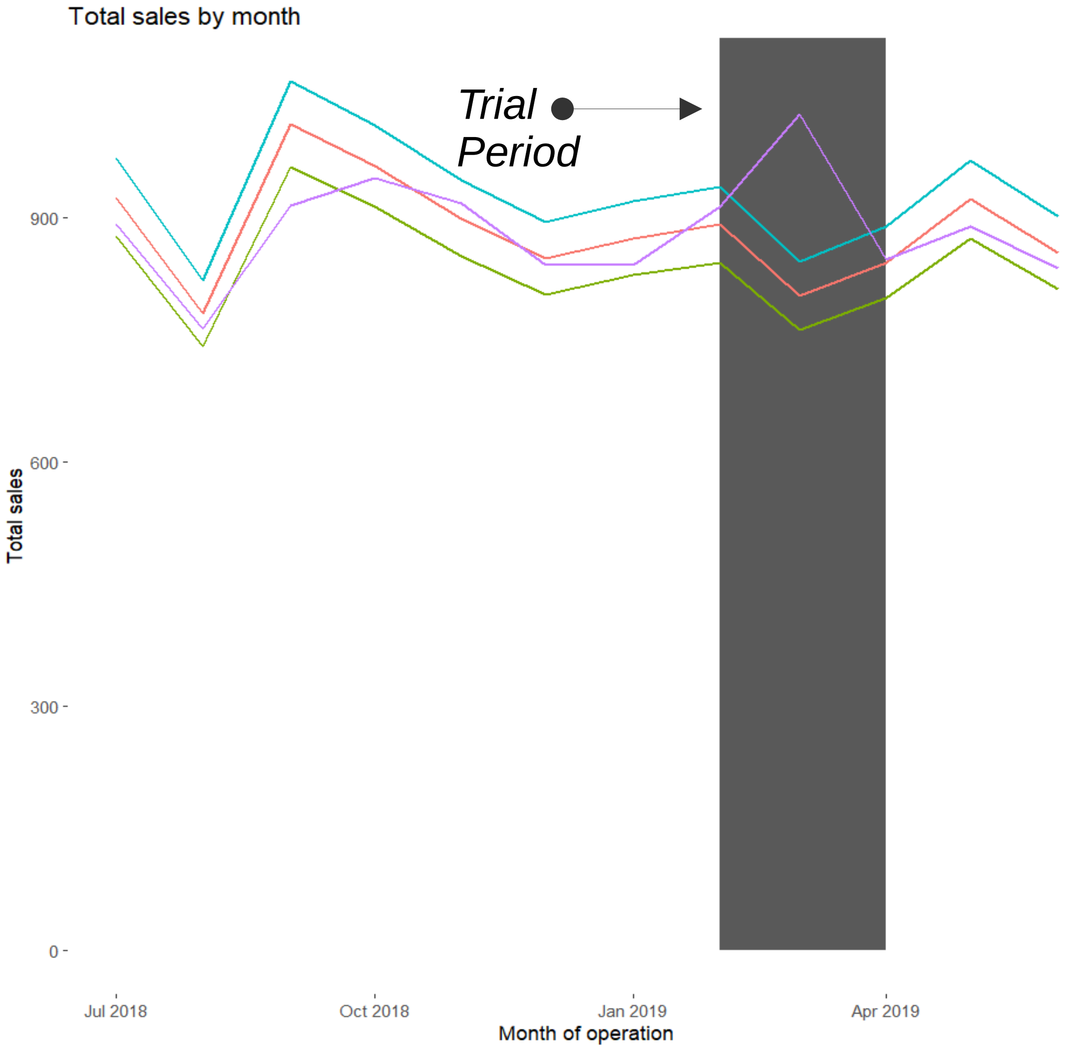


Trial Store 86 vs Store 155

For Sales: Trial in store 86 is not significantly different to its control store as performance lies inside 5% to 95% confidence interval except for one month.

For Customers: The number of customers are higher in all three months, meaning there was an impact on number of customers during trial period but the sales were not relatively higher.





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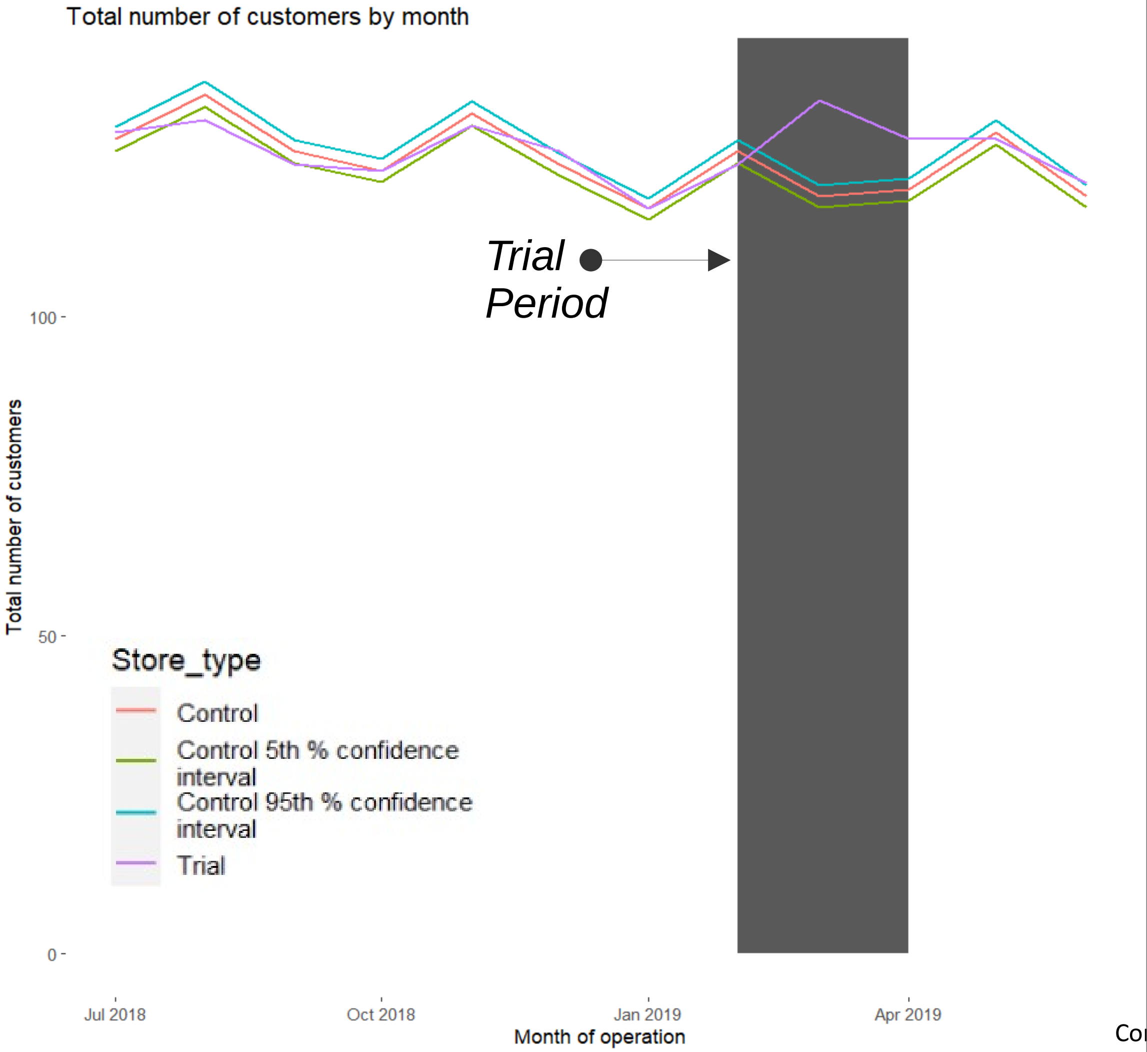
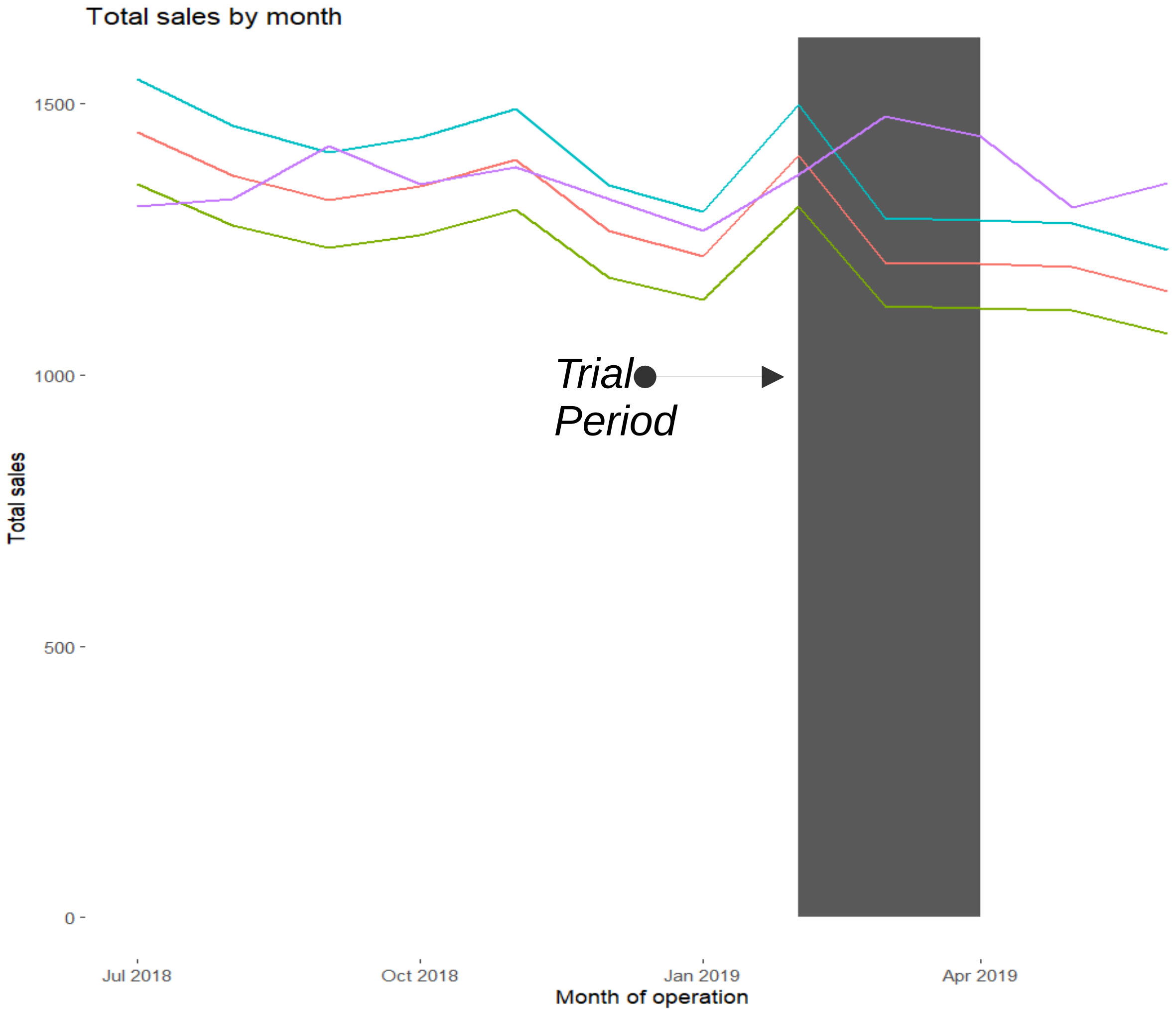
Trial Store 77 vs Store 233

For Sales: This graph shows the trial in store 88 is different to its control store as the performance lies outside 5% and 95% confidence interval for two months i.e., March and April.

For Customers: The total number of customers in trial period is higher than control store.





Conclusion

- Most sales is coming from Budget-Mid-age single/couples,then Mainstream-young single/couples.
- Highest number of customers are in Mainstream-Young Single/Couples segment.
- Except for trial store 86 the other stores shows a significant difference from control stores in at least two months, this should be checked with category manager if something different was laid out in store 86.

Recommendation

- The stock should be higher in the month of December especially before Christmas.
- Increasing the visibility of TYRRELLS BRAND chips and 270 g pack size for Mainstream-young single/couples.
- Emphasizing on Budget-midage single/couples as most sales comes from this segment.
- As the performance in the trial stores shows overall positive impact the trial layout should be rolled out to all their stores.