

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 commercial in confidence nature of this document.

# Executive summary

01

## Task 1

- Sales have mainly from Budget with older families (156863.75), Mainstream with young singles/couples (147582.2), and Mainstream with retirees (145168.95) shoppers.
- The high spend in chips are Budget with older families (21514) and Mainstream with retirees (19970).
- Mainstream with mid-age and young singles/couples are also more likely to pay more per packet of chips.
- Mainstream with young singles/couples is 23% most likely to purchase Tyrrells (1.23) chips.

02

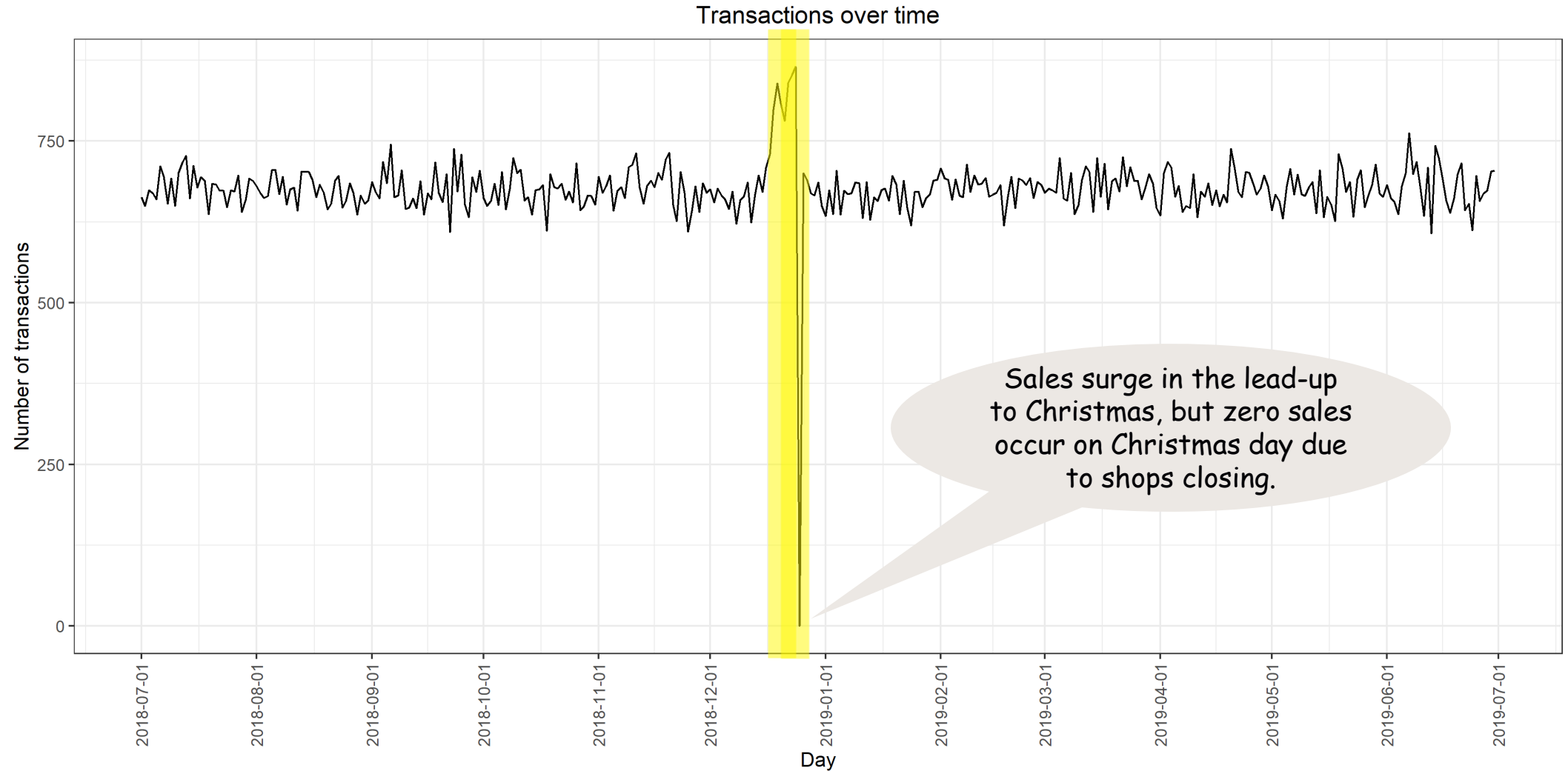
## Task 2

- Control stores 233, 155, 237 for trial stores 77, 86 and 88 respectively. The results for trial stores 77 and 88 during the trial period show a significant difference in at least two of the three trial months but this is not the case for trial store 86.
- Overall, the trial shows a significant increase in sales.

# 01

## Category

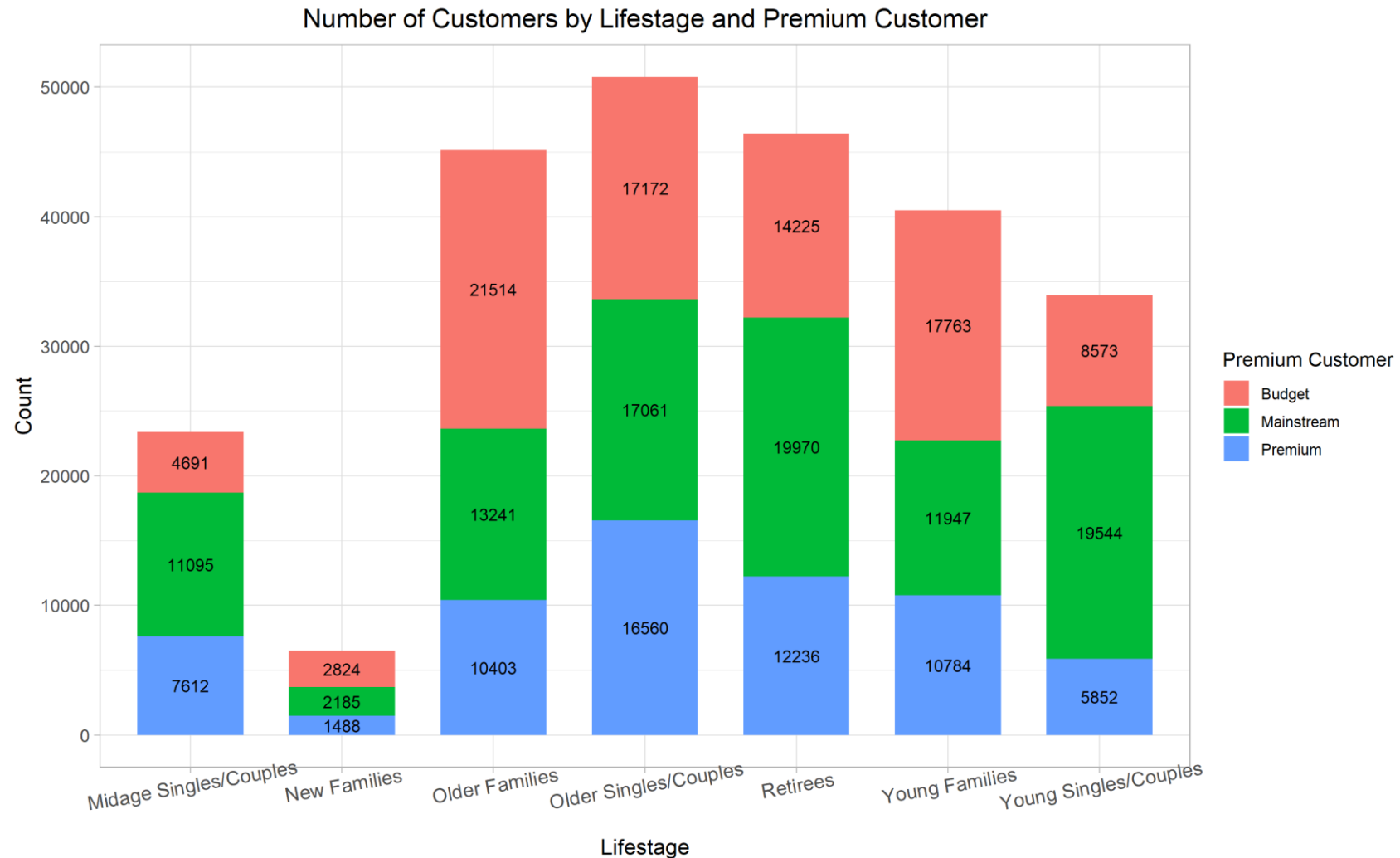
Overview: your key callout for the category should be included here



This slide will be commentary on affluence and its effect on consumer buying for the category of chips



Stretch: Try visualising the proportion of customers by affluence and life stage on this slide



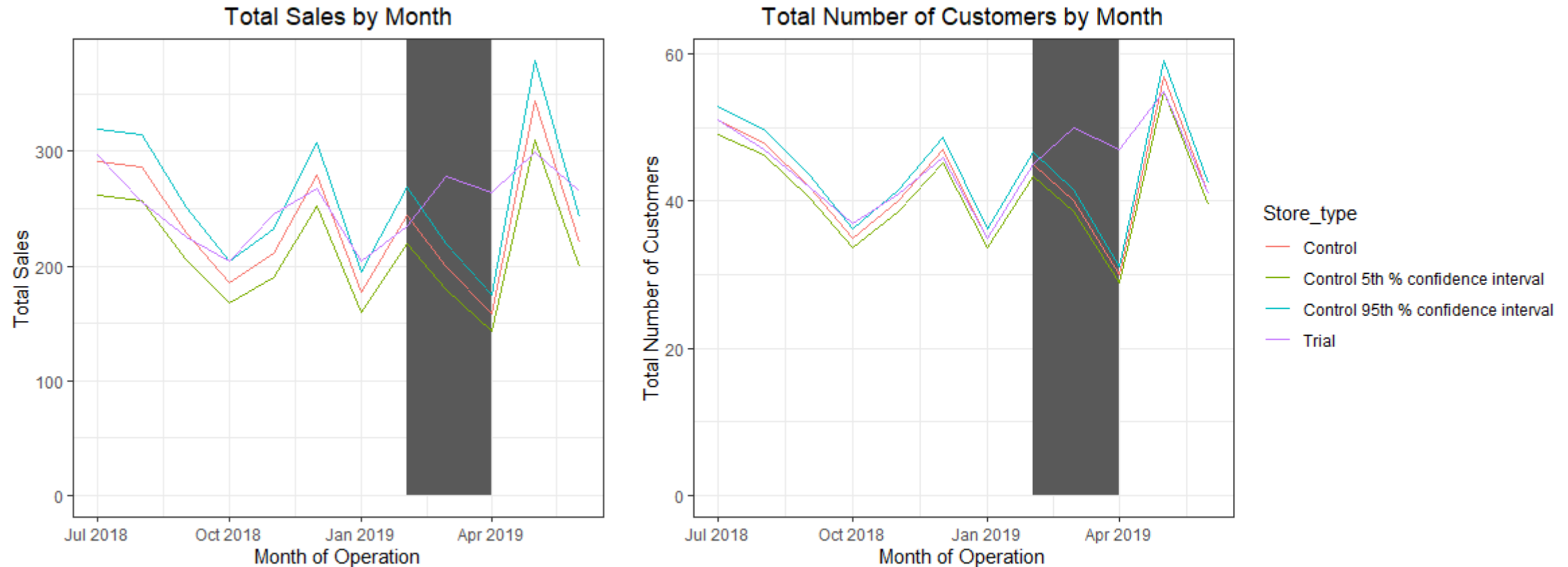
# 02

## Trial store performance



# Explanation of the control store vs other stores

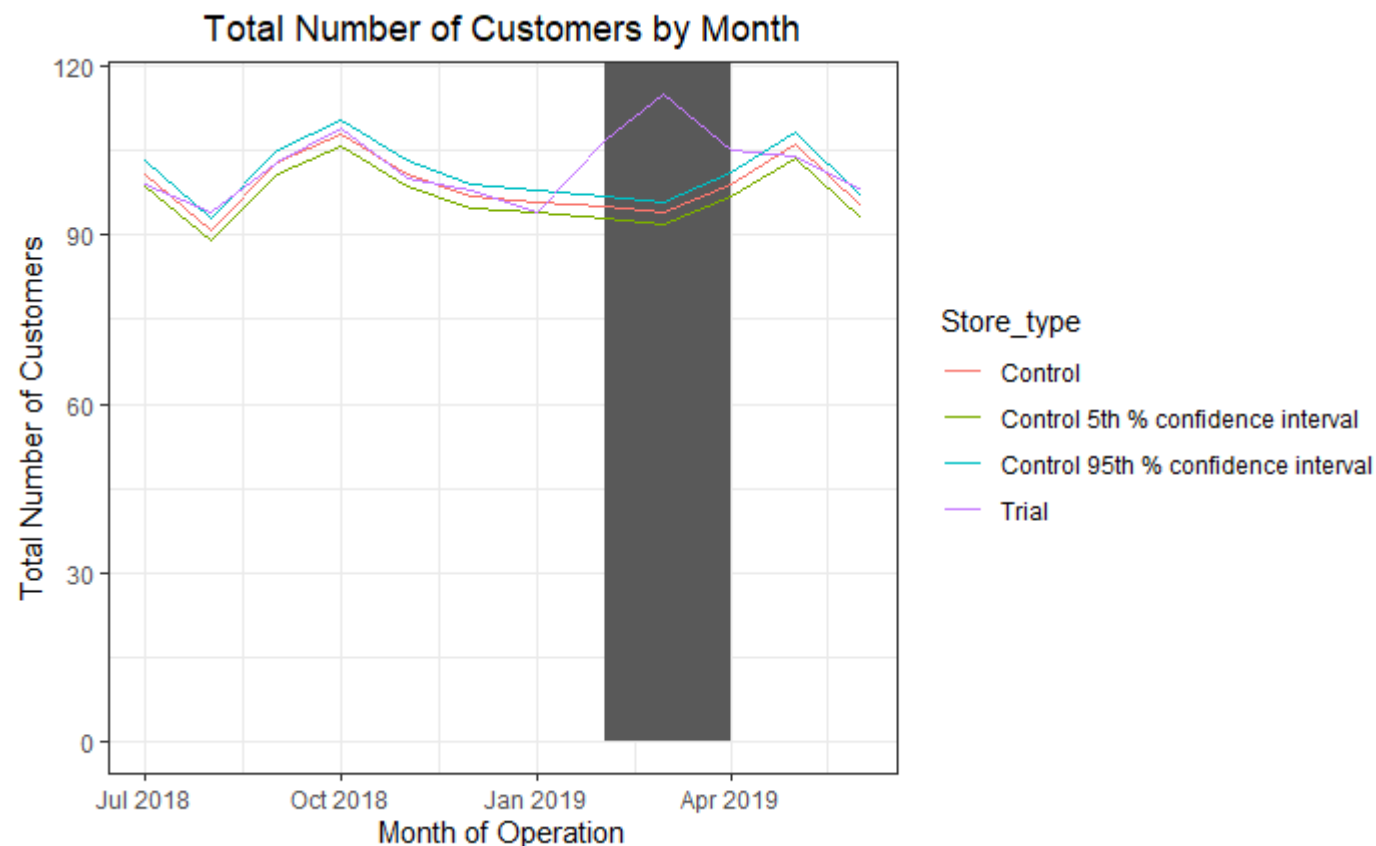
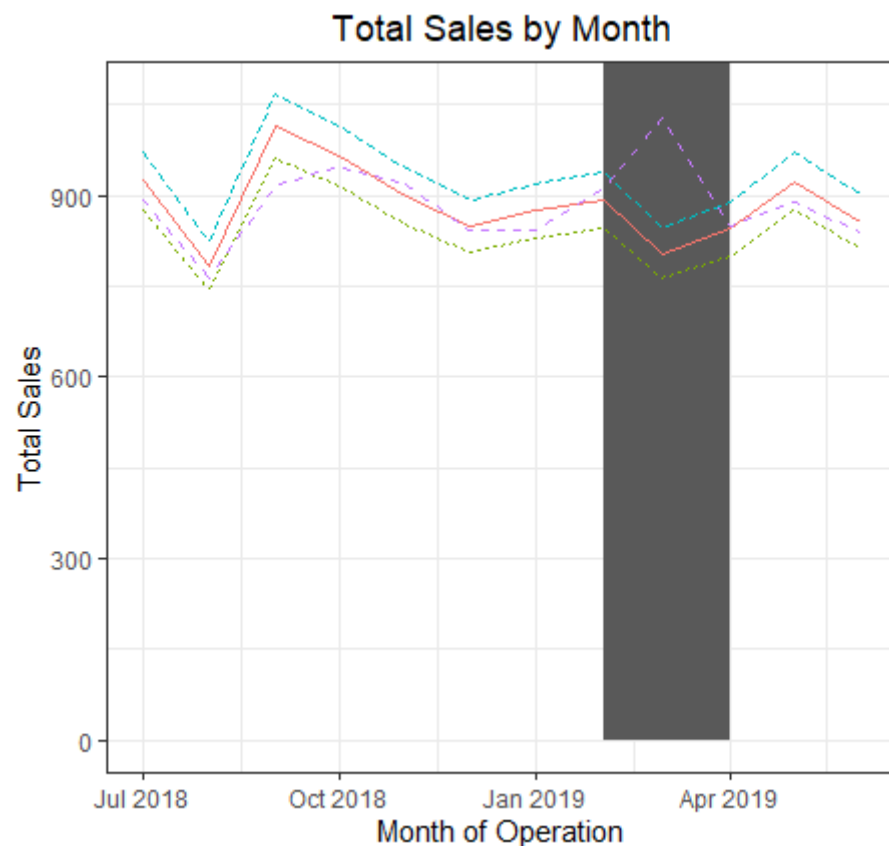
## Trial Store 77 VS Control Store 233



**Sales:** The results show that the 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.

# Explanation of the control store vs other stores

## Trial Store 86 VS Control Store 155

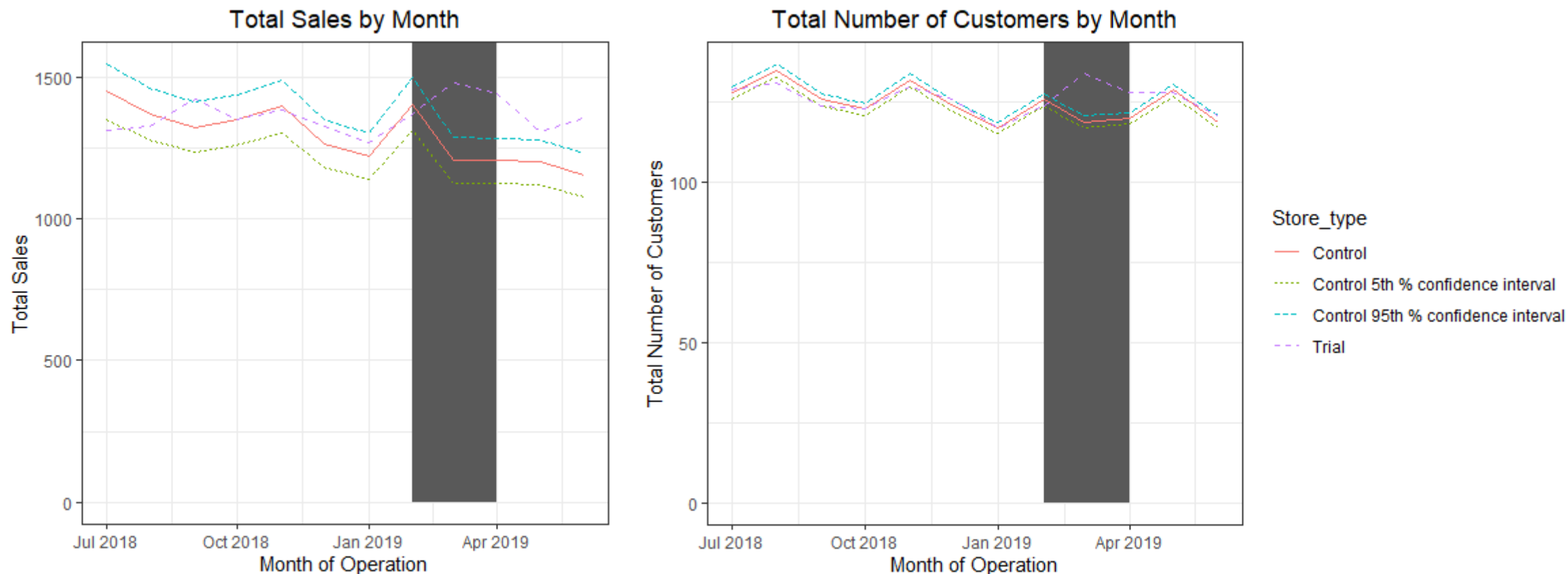


**Sales:** The results show that the trial in store 86 is not significantly different to its control store in the trial period as the trial store performance lies inside the 5% to 95% confidence interval of the control store in two of the three trial months.

**Customer:** The trial significantly increased customer numbers in trial store 86 over three months, but sales were not significantly higher.

# Explanation of the control store vs other stores

## Trial Store 88 VS Control Store 237



**Sales:** The results show that the trial in store 88 is significantly different to its control store in the trial period as the trial store performance lies outside of the 5% to 95% confidence interval of the control store in two of the three trial months.

**Customer:** Total number of customers in the trial period for the trial store is significantly higher than the control store for two out of three months, which indicates a positive trial effect.

Call out of the performance in the trial store, determining if it was successful

### **Conclusion:**

We've found control stores 233, 155, 237 for trial stores 77, 86 and 88 respectively. The results for trial stores 77 and 88 during the trial period show a significant difference in at least two of the three trial months but this is not the case for trial store 86. We can check with the client if the implementation of the trial was different in trial store 86 but overall, the trial shows a significant increase in sales. Now that we have finished our analysis, we can prepare our presentation to the Category Manager.



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