

June 2020

Category review: Chips

Retail Analytics

By: Wei Jian Lai



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 mainly came from Budget(older families), Mainstream(young singles/couples), and Mainstream(retirees shoppers). In total contributing 25% of the sales revenue.
- Older and Young family segment have the highest average purchase units per unique customer.
- (Mainstream, young singles/couples) are more likely to pay more per packet of chips than their premium and budget counterparts. They are also more likely to purchase 'Tyrrells' and '270g' pack sizes than the rest of the population.
- Chips transactions increase substantially prior to Christmas. It is a good time to take advantage of this momentum with promotional offers.

02

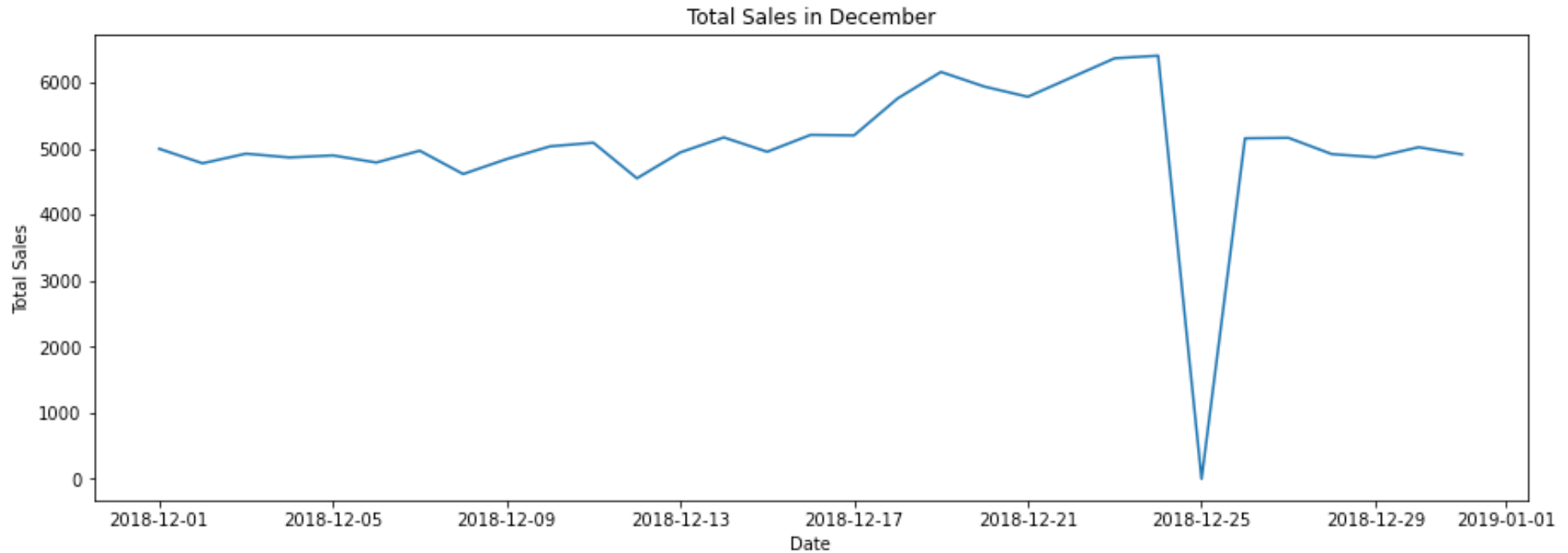
Task 2

- Trial store 77 and 86 experienced significant increase in Total Sales and Customers quantity during the trial period compared to their control stores.
- Trial store 88 experience increase as well, but insignificant compared to its' Control store.

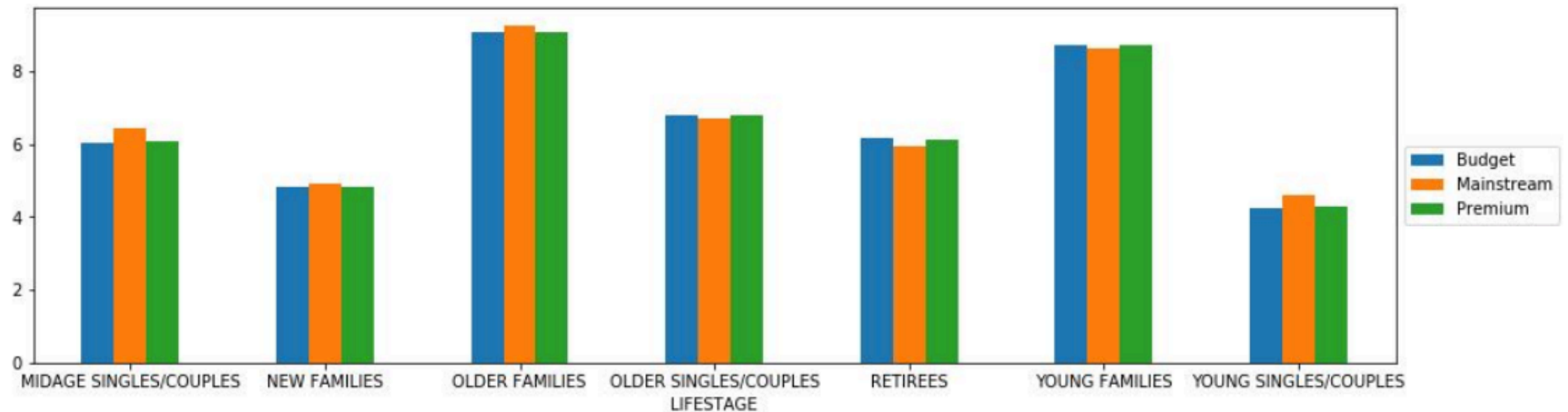
01

Category

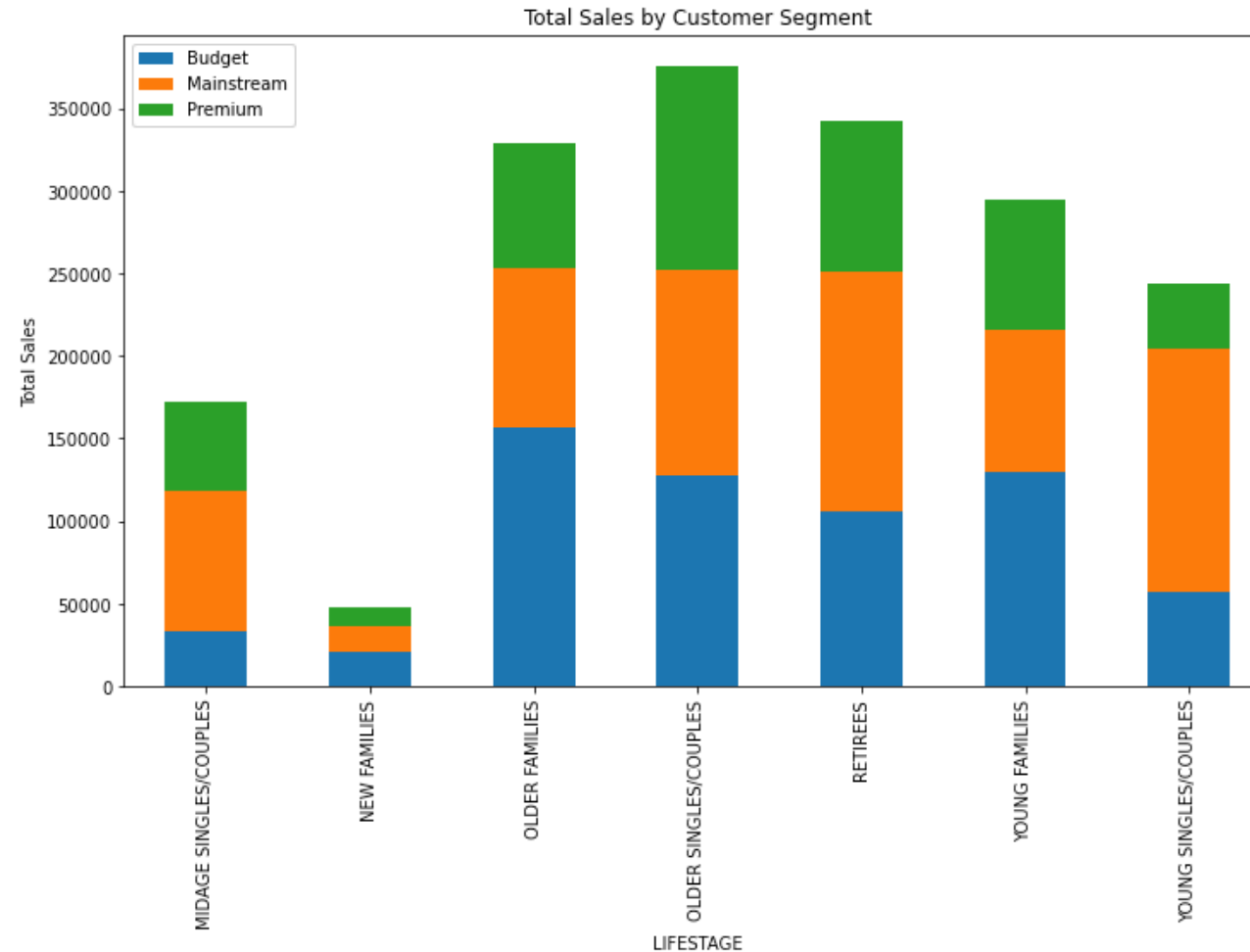
Sales increase steadily approaching Christmas, and return again to early December sales level during New Year Eve. Dipped sales in 25th December was due to shops being non-operational during Christmas.



Affluence doesn't seem to affect quantity of purchase per customer. Older and Young Family segment have the highest average purchase units per unique customer.



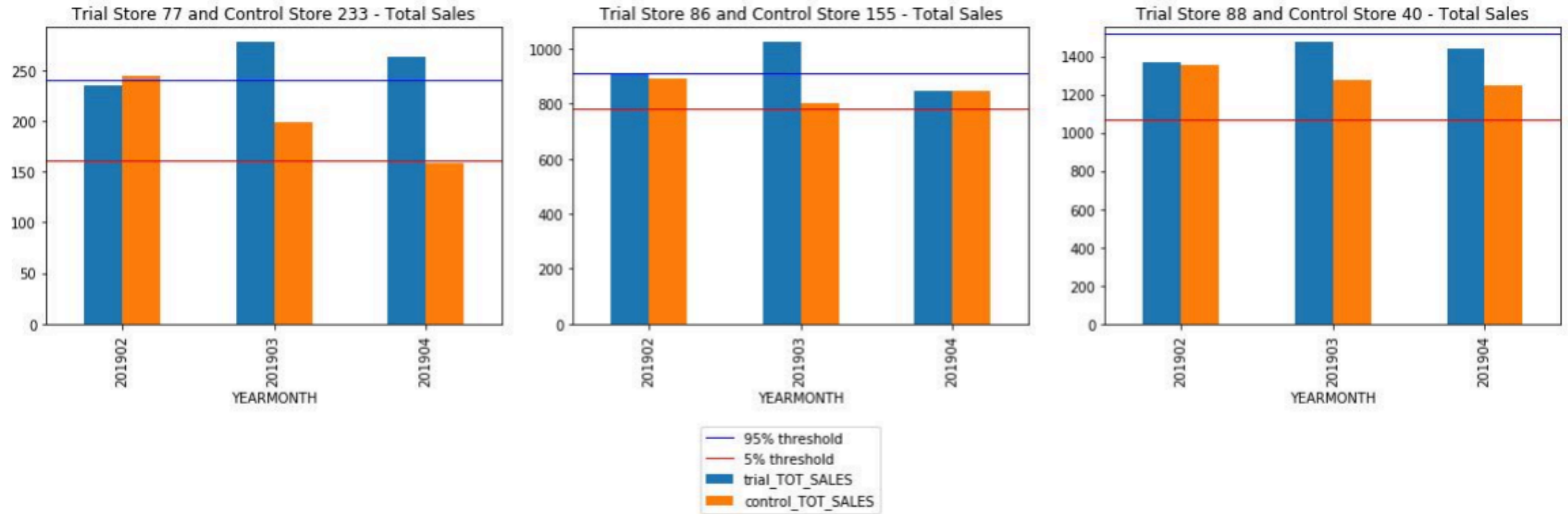
Sales mainly came from Budget - older families, Mainstream - young singles/couples, and Mainstream - retirees. In total, older customers buy more than younger customers. Non-premium customers buy more than premium customers.



02

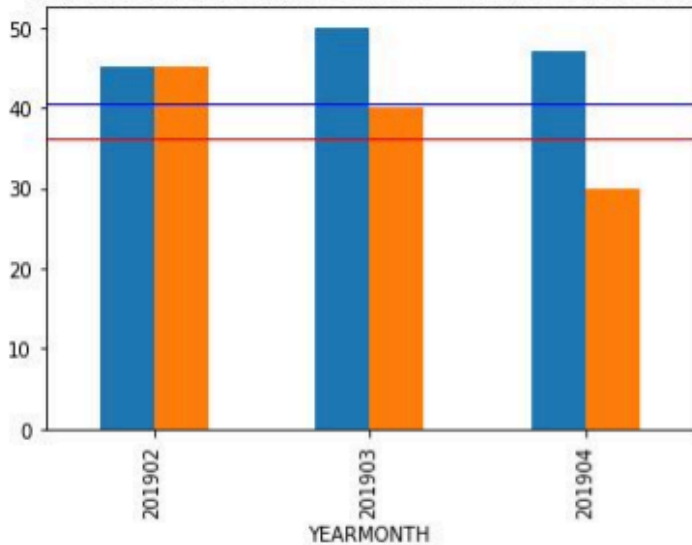
Trial store performance

Trial store 77 second and third month, and trial store 86 second month had significantly higher sales than Control store. Whereas trial store 88 sales increase is insignificant.

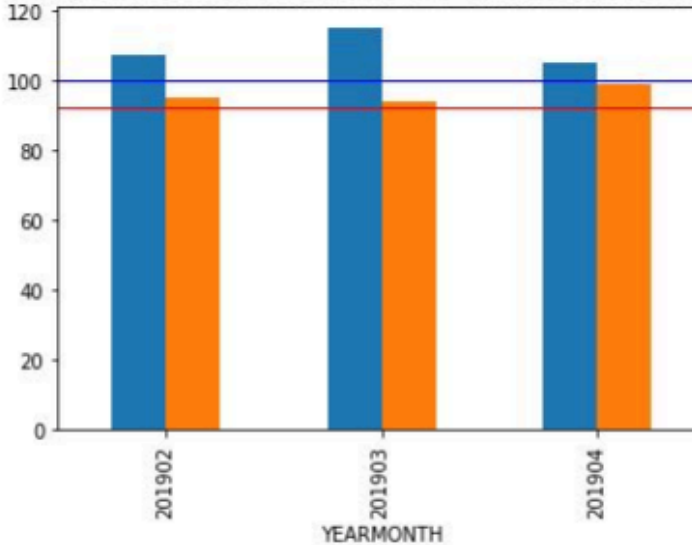


Trial store 77 and 86 had significant increase in number of customers during Trial period compared to Control stores, proving an effective trial run. Whereas trial store 88 customers increase is insignificant.

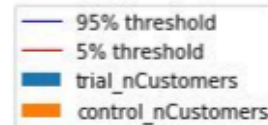
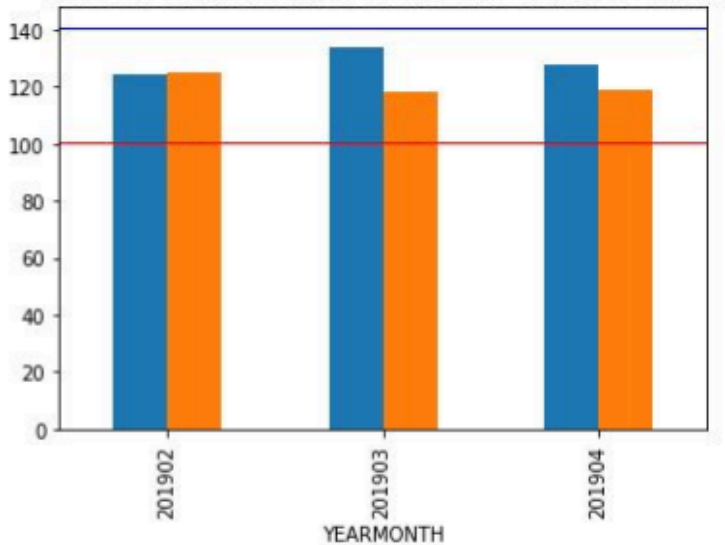
Trial Store 77 and Control Store 233 - Number of Customers



Trial Store 86 and Control Store 155 - Number of Customers



Trial Store 88 and Control Store 40 - Number of Customers



Disclaimer: This document comprises, and is the subject of intellectual property (including copyright) and confidentiality rights of one or multiple owners, including The Quantum Group Pty Limited and its affiliates (Quantium) and where applicable, its third-party data owners (Data Providers), together (IP Owners). The information contained in this document may have been prepared using raw data owned by the Data Providers. The Data Providers have not been involved in the analysis of the raw data, the preparation of, or the information contained in the document. The IP Owners do not make any representation (express or implied), nor give any guarantee or warranty in relation to the accuracy, completeness or appropriateness of the raw data, nor the analysis contained in this document. None of the IP Owners will have any liability for any use or disclosure by the recipient of any information contained in, or derived from this document. To the maximum extent permitted by law, the IP Owners expressly disclaim, take no responsibility for and have no liability for the preparation, contents, accuracy or completeness of this document, nor the analysis on which it is based. This document is provided in confidence, may only be used for the purpose provided, and may not be copied, reproduced, distributed, disclosed or made available to a third party in any way except strictly in accordance with the applicable written terms and conditions between you and Quantum, or otherwise with Quantum's prior written permission