June 2020

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

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.

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.

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Executive summary

01

Chips Category Review

• Mainstream Single type/Young and Intermediate Facilitator has the highest chip expenditure per purchase.
• Old Families (Budget) have the highest purchase frequency, followed by Singles/Young Companion (Mainstream) and finally Retirees (Mainstream) contributing to a total of 25% of sales revenue.
• Chips Brand Kettle is a brand that is very much bought in all stores.
• Single/Young and Half-Age Companions are one of the segments that have Doritos as the highest buying brand while Smiths for the other segments.
• The size of the chip that is very often purchased is 175 grams with dimensions of 150 grams for all segments.
• Chip deals multiply just before Christmas which can be an advantage with the boost of promotional offers.

02

Store Analysis

• Trial stores 77 and 86 saw a significant increase in total sales and number of customers during the trial as compared to control stores.
• Trial shop 88 is facing an increase as well but not as good as shop 77 and 86.

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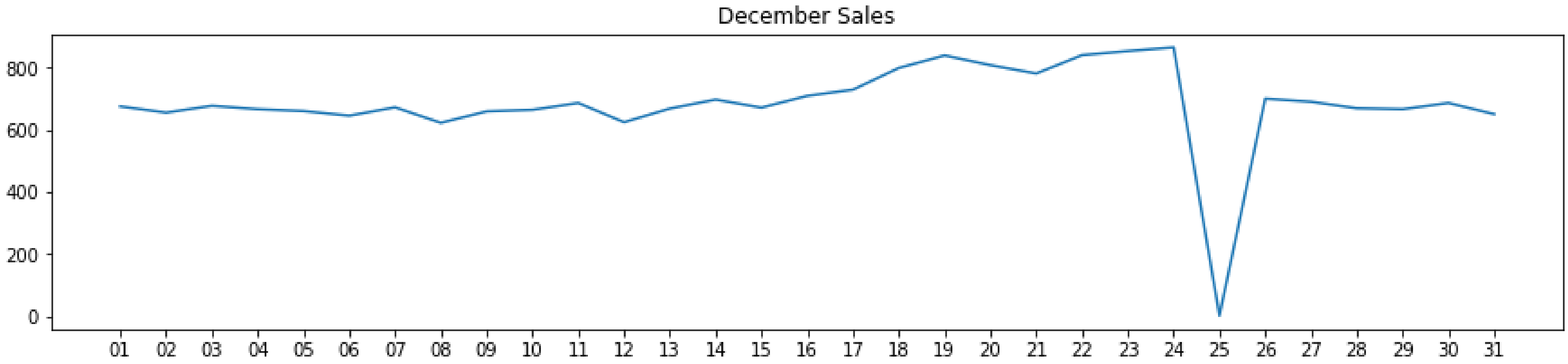
01

Chips Category Review

- The day without transactions is Christmas, which is when the shops are closed so there is a decrease in sales on December 25 because the shops are not operating.
- Sales continued to grow as Christmas approached and returned to early December sales levels throughout New Year's Eve.



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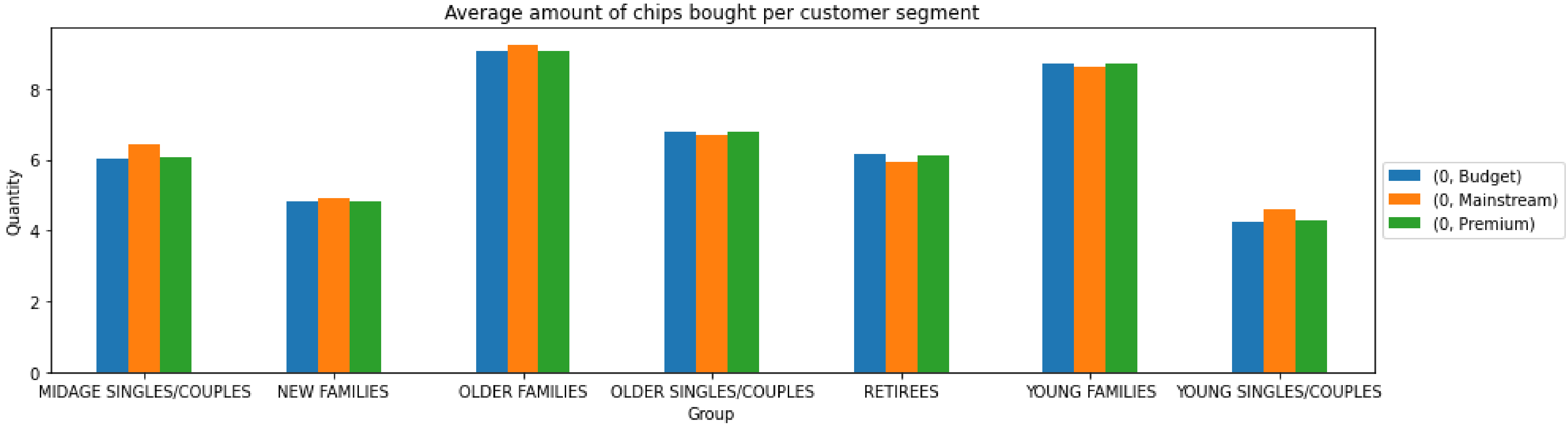
- The main sales come from Budget- old families, Mainstream- single/young companions, and Mainstream- retirees. In total contributed 25% of sales revenue.
- Old and Young Family segments have the highest average unit purchases per unique customer



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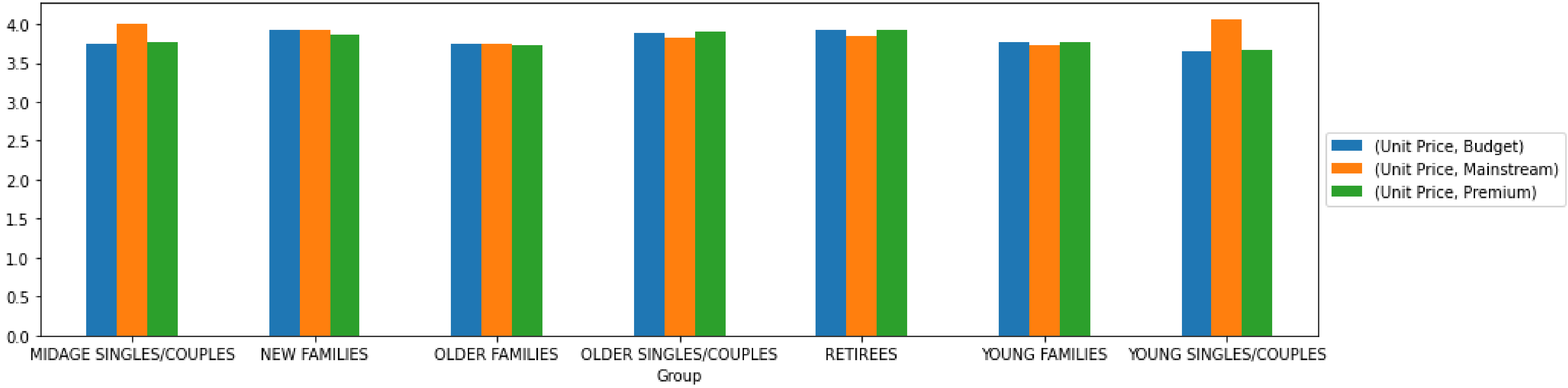
• The most important sales come from Budget - elderly families, Mainstream - single/young couples, and Mainstream - retirees. What's more, older customers buy more than younger customers. Non-premium customers buy more than premium customers.



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02

Trial store performance

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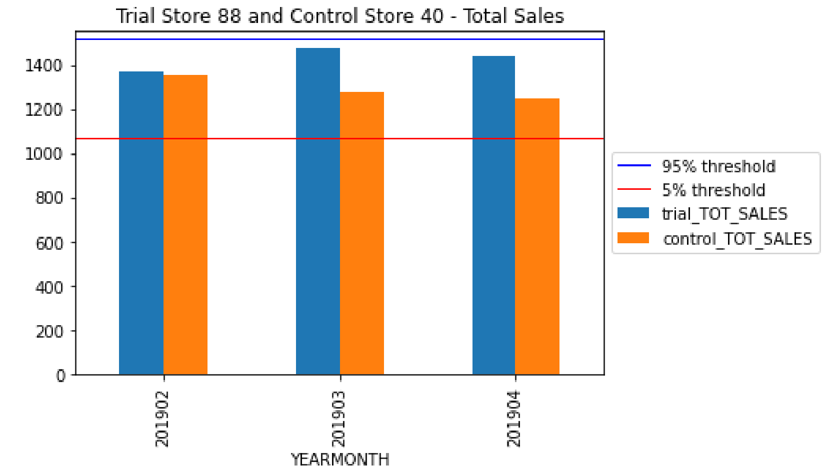
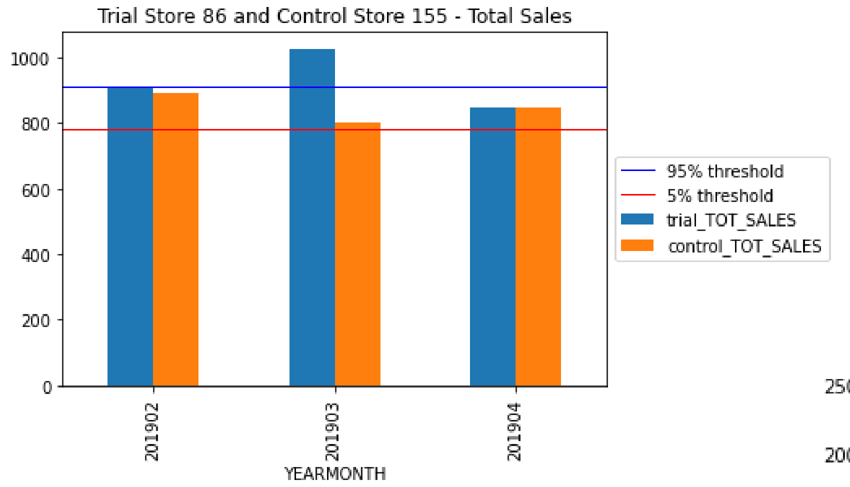
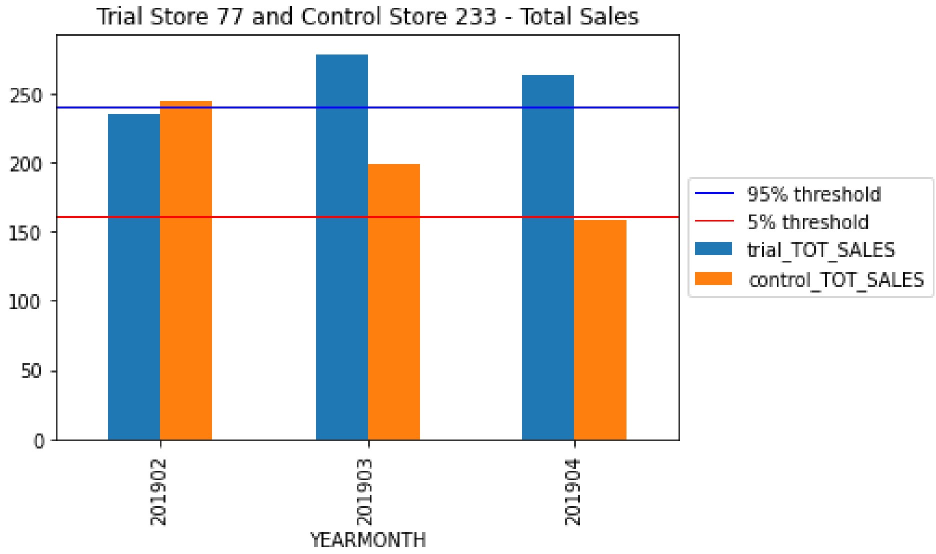
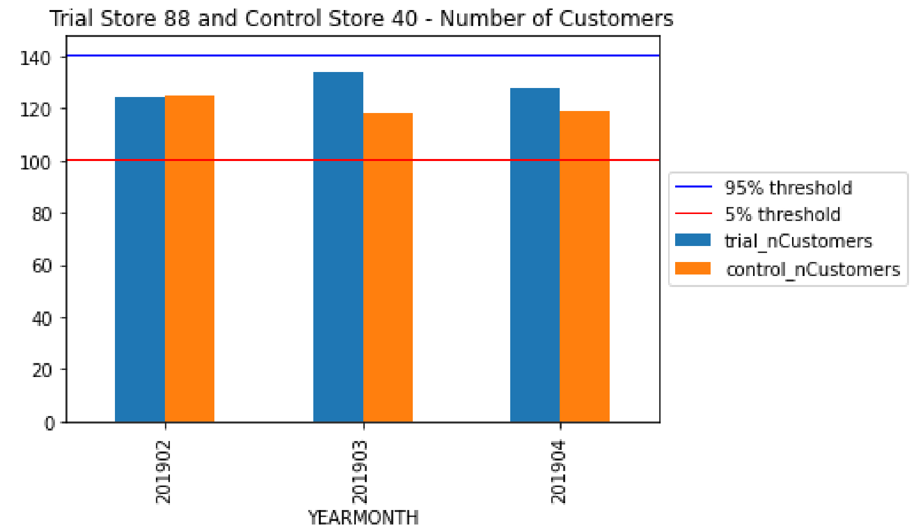
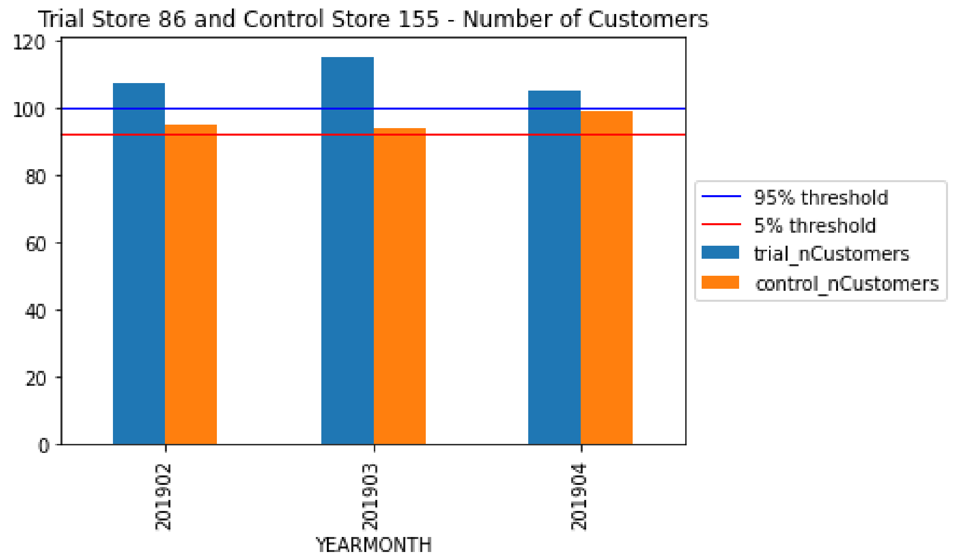




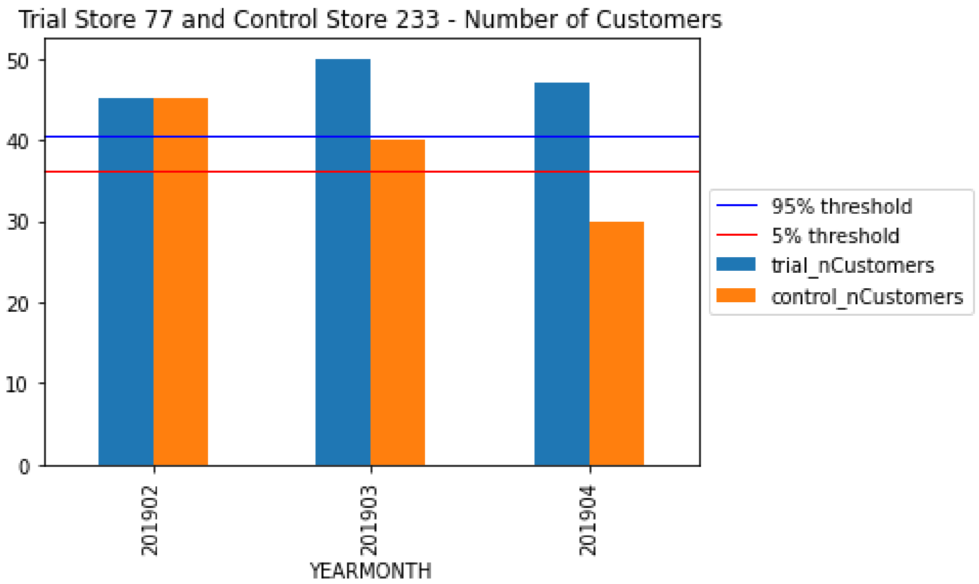
- We see that the February, March and April sales of the trial store 77 exceed the 95% threshold of the control store. The same applies to 86 sales for every 3 test months.
- While the sales increase in the test store 88 is insignificant.







1. Trial store 77: Control store 233
2. Trial store 86: Control store 155
3. Trial store 88: Control store 40
4. Both trial store 77 and 86 showed significant increase in Total Sales and Number of Customers during trial period. But not for trial store 88. Perhaps the client knows if there's anything about trial 88 that differs it from the other two trial.
5. Overall the trial showed positive significant result.



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