

Windi Pangesti

June 2021

Customer Retail Analytics

Category review: Chips



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 confidence nature of this document.

Executive summary

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Task 1

- Generally, Sales increase significantly in December before Christmas day on 25th December
- Top 3 highest sales: Budget - Older Families, Mainstream - Young Singles/Couples, Mainstream - Retirees
- We found that high spend for (Mainstream - Young Singles/Couples) and (Mainstream - Retirees) are mainly due to the fact that there are more customers in these segment compared to others buyers.
- Despite Older families not having highest customers, but they have the highest average units of purchase for each segment, which contributes to their high total sales.
- in general for all segments, brand chips kettle has the most frequently purchased brand and burger is the lowest.
- most frequent chips size purchased is 175g pack size.

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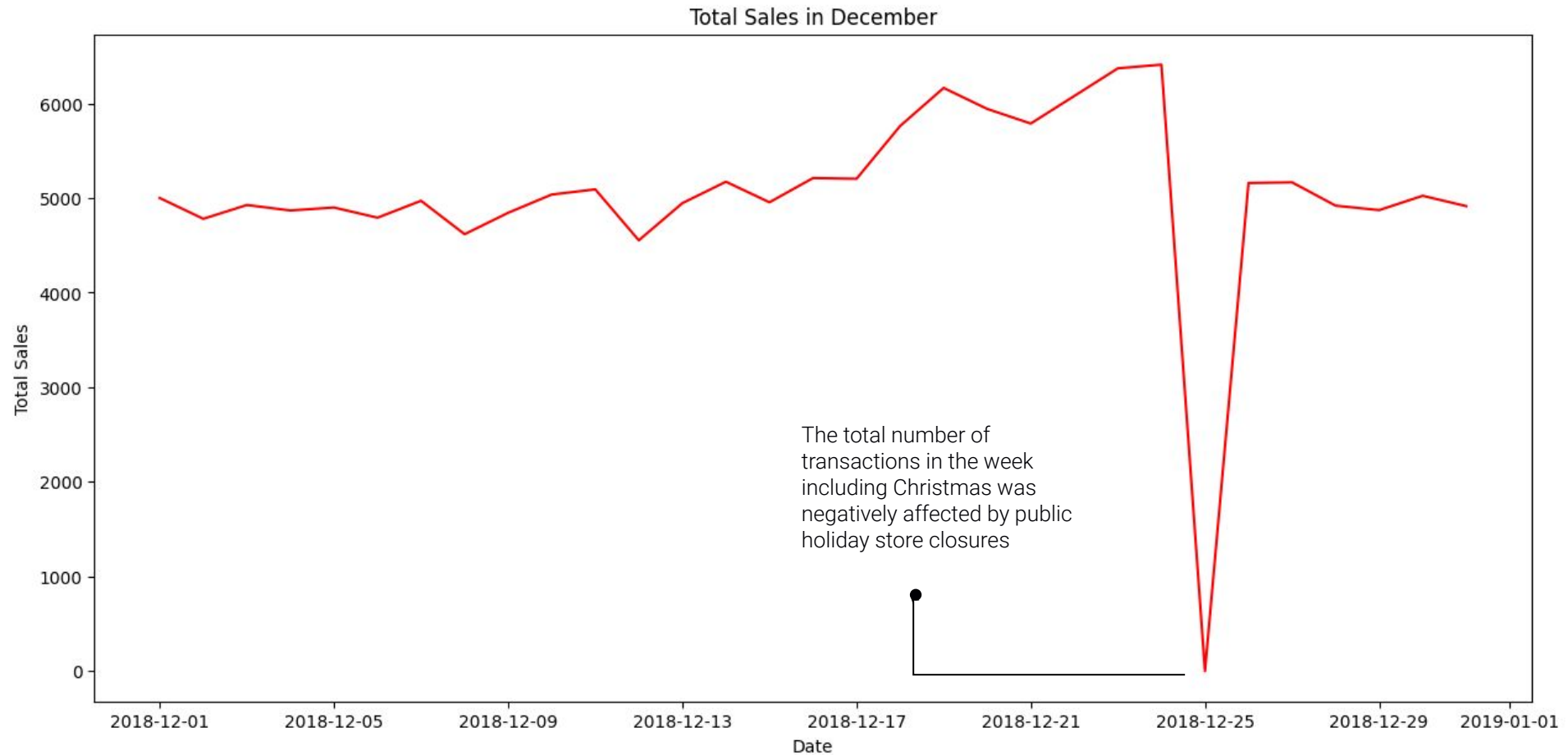
Task 2

- One control store was selected for each trial store and the values of metrics were compared in trial and pre trial period.
- 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.

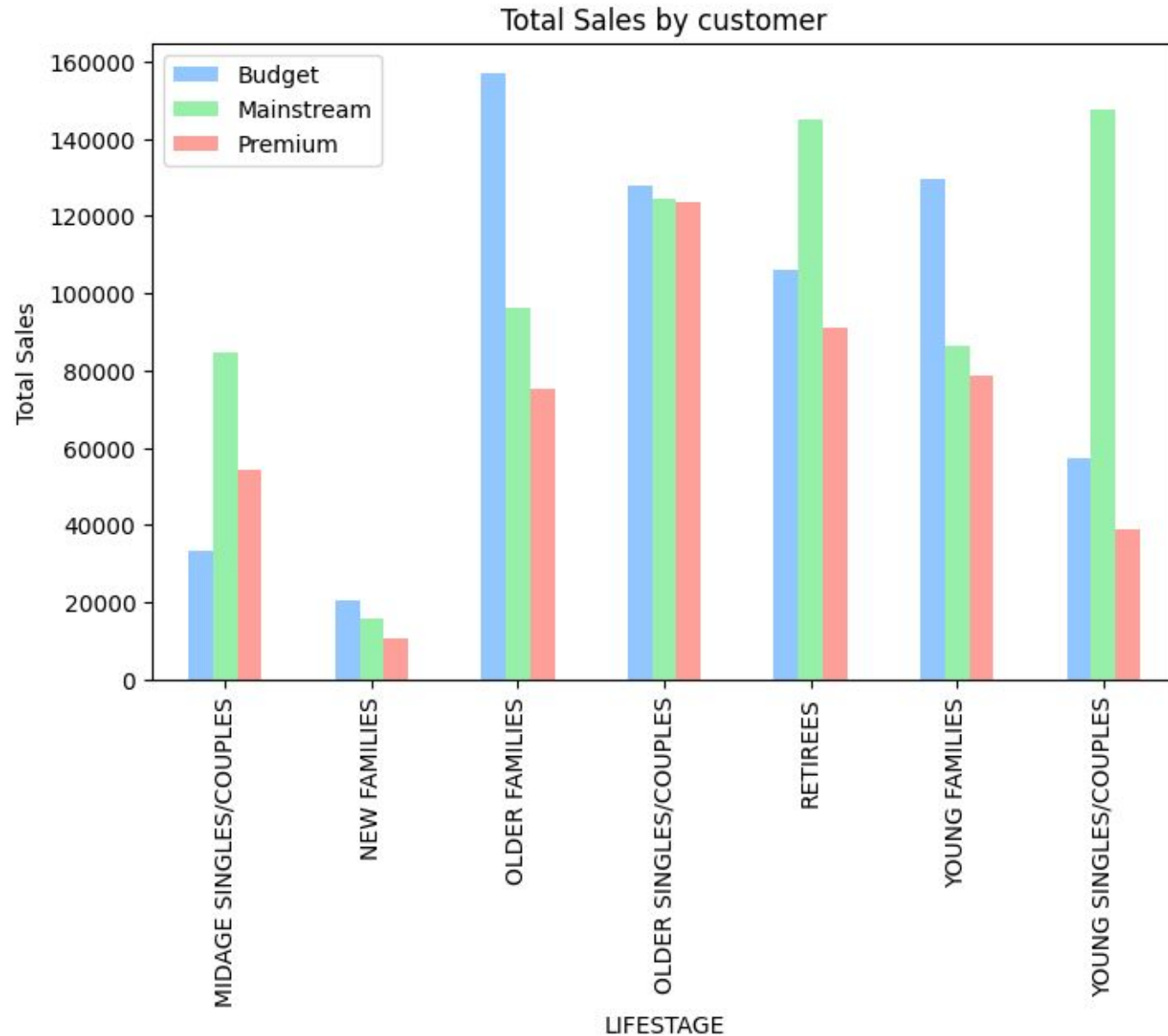
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Customer Analysis

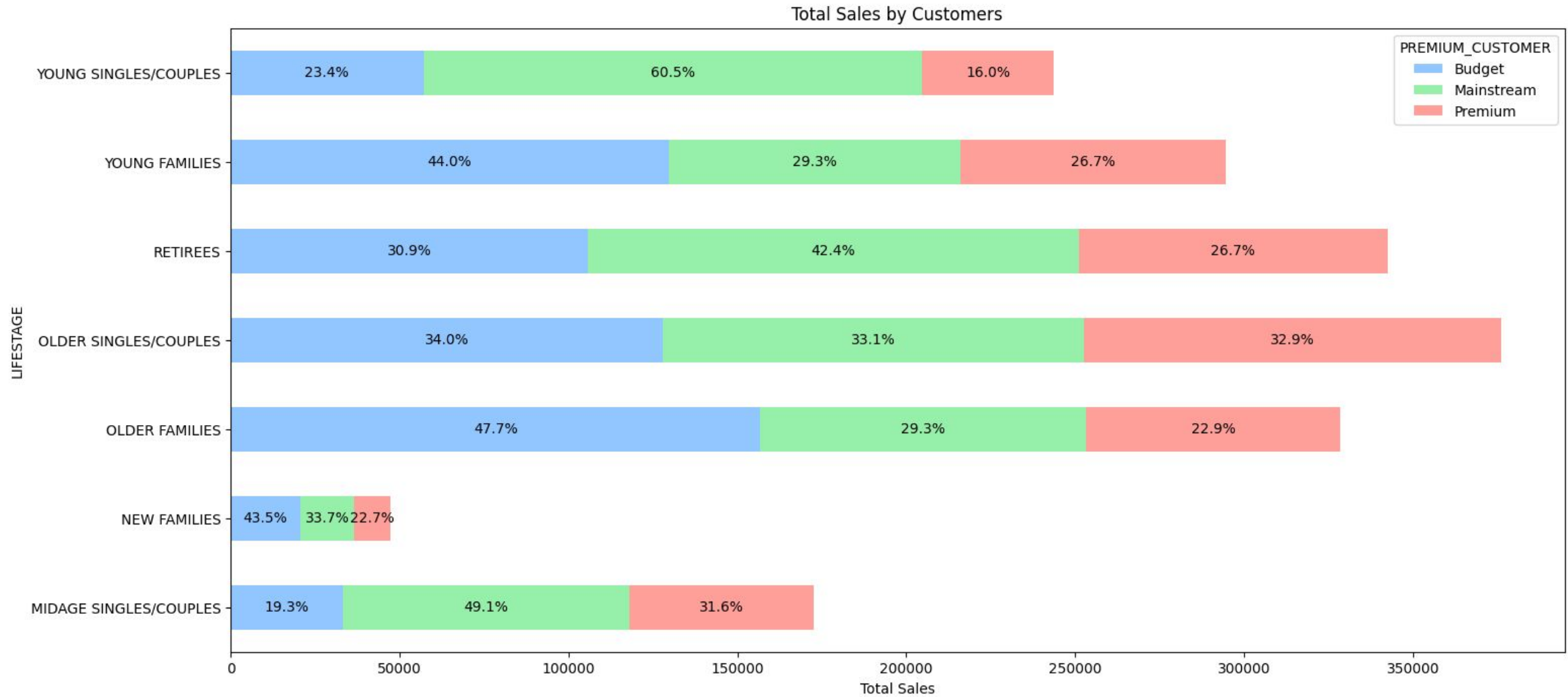
Sales increased steadily closer to Christmas and return again to early December sales level during New Year Eve. There is no transaction on December 25 due to most retail stores are closed during Christmas.



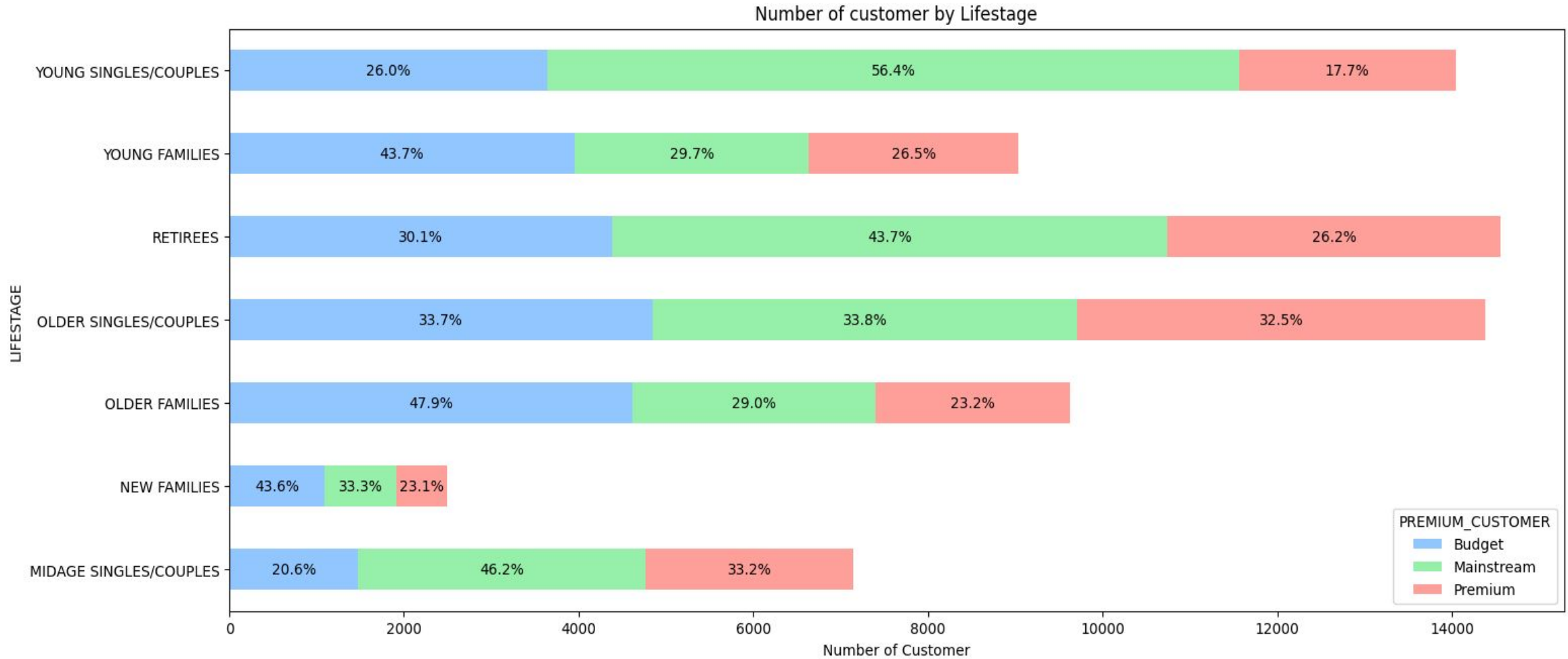
Sales mainly came from Budget - older families, Mainstream – young singles/couples, and Mainstream – retirees.



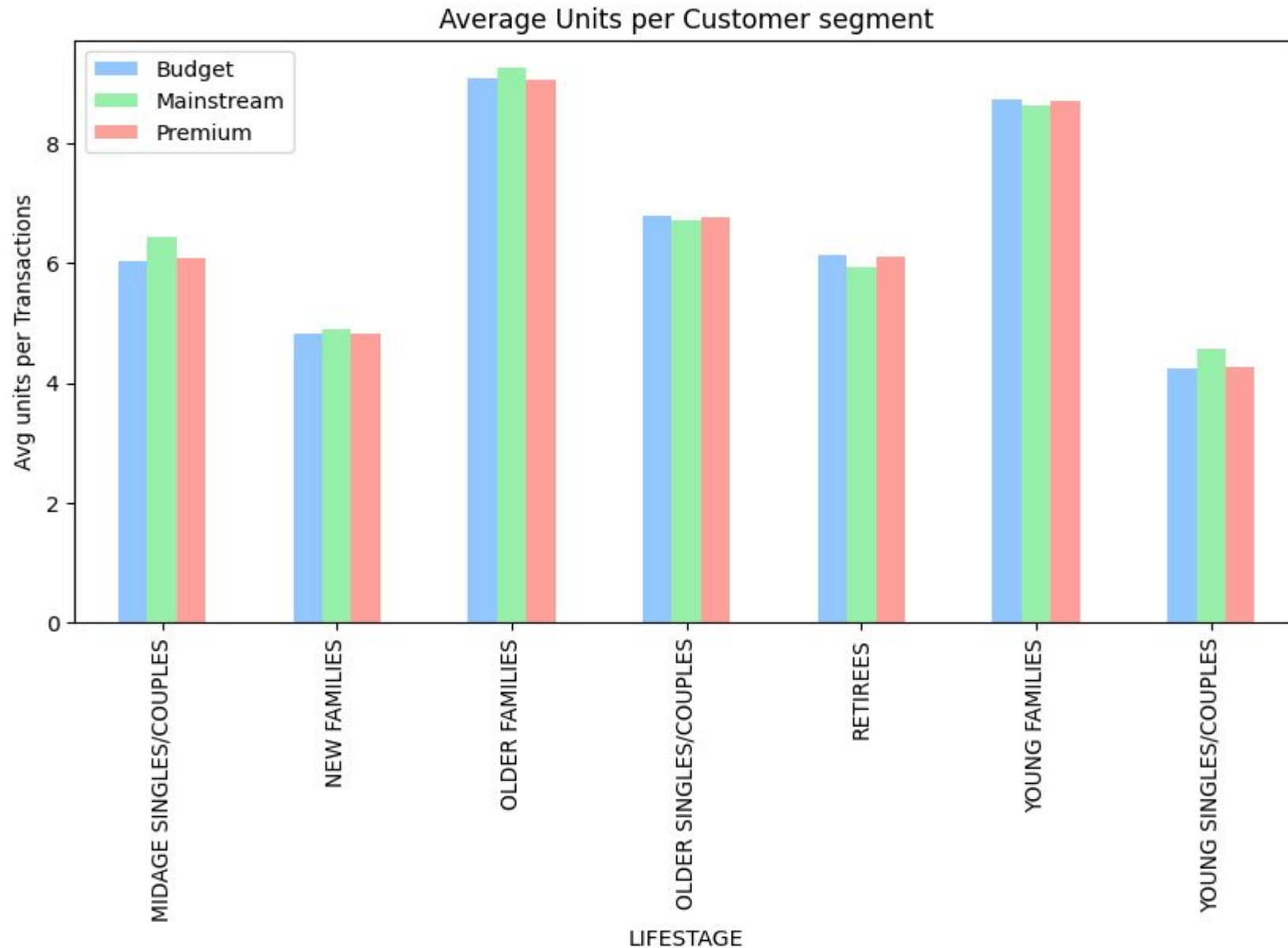
In total, older customers buy more than younger customers



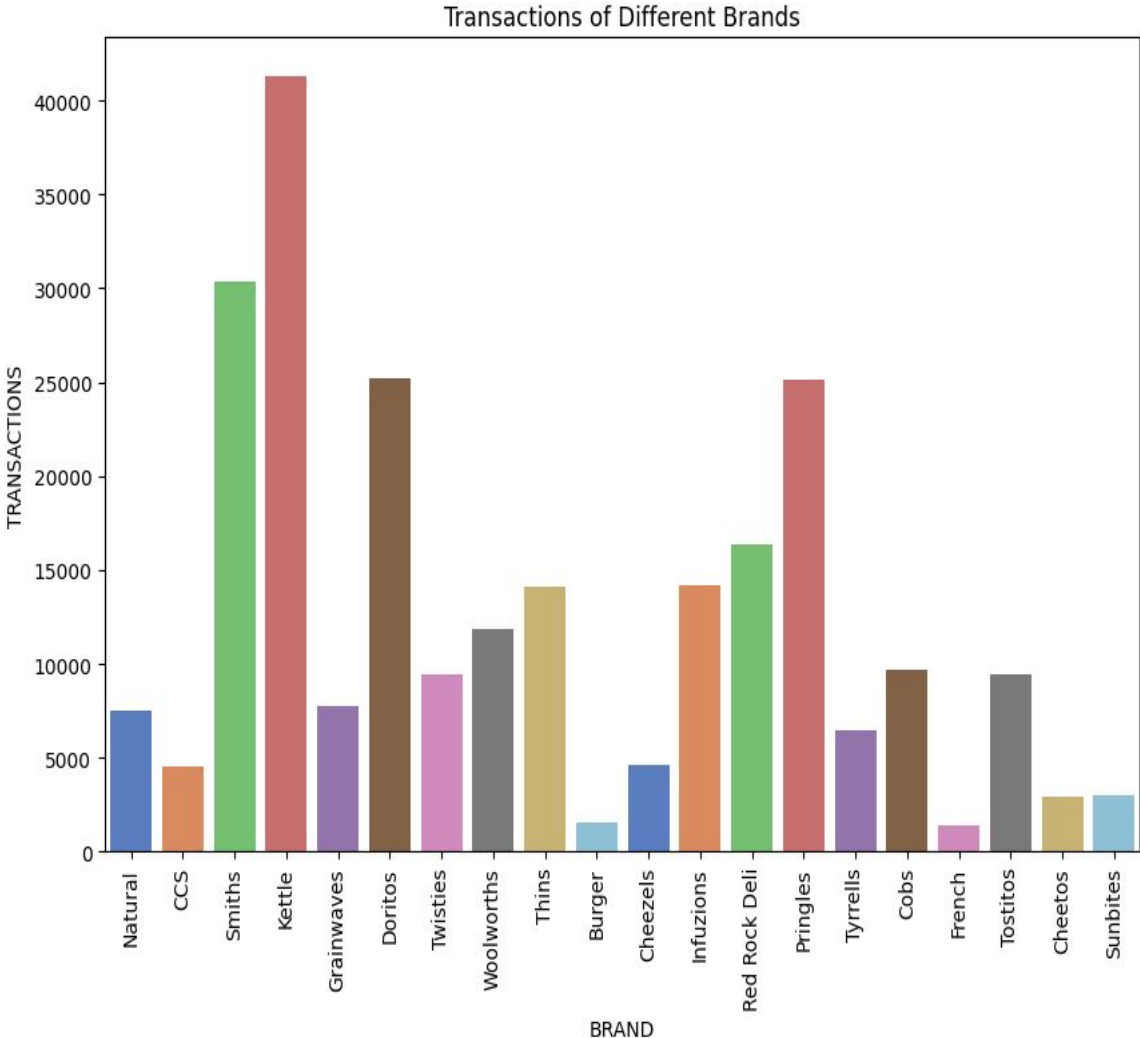
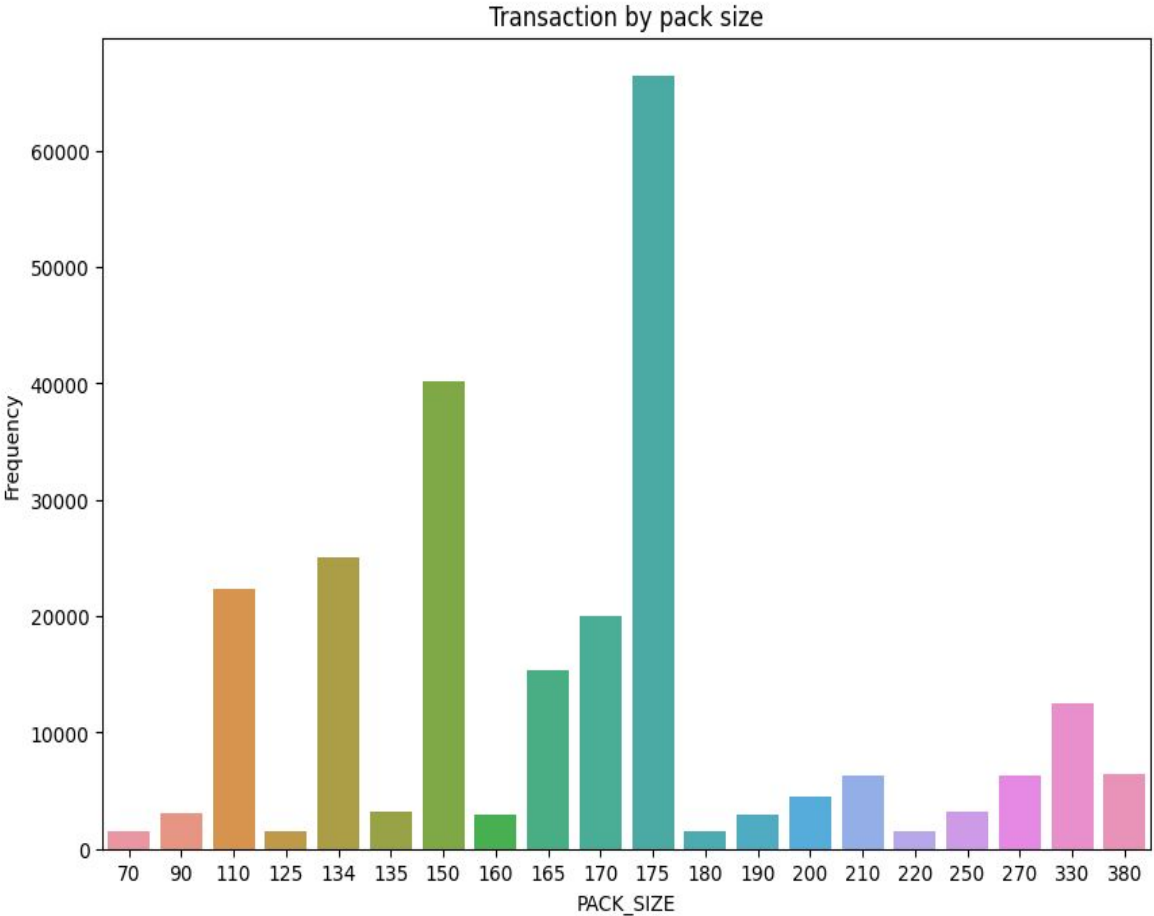
Mainstream Young Singles & Couples make up the largest proportion of Snacking Chips shoppers; Mainstream Retirees also have a significant share



Older and Young Family segment have the highest average units per customer.



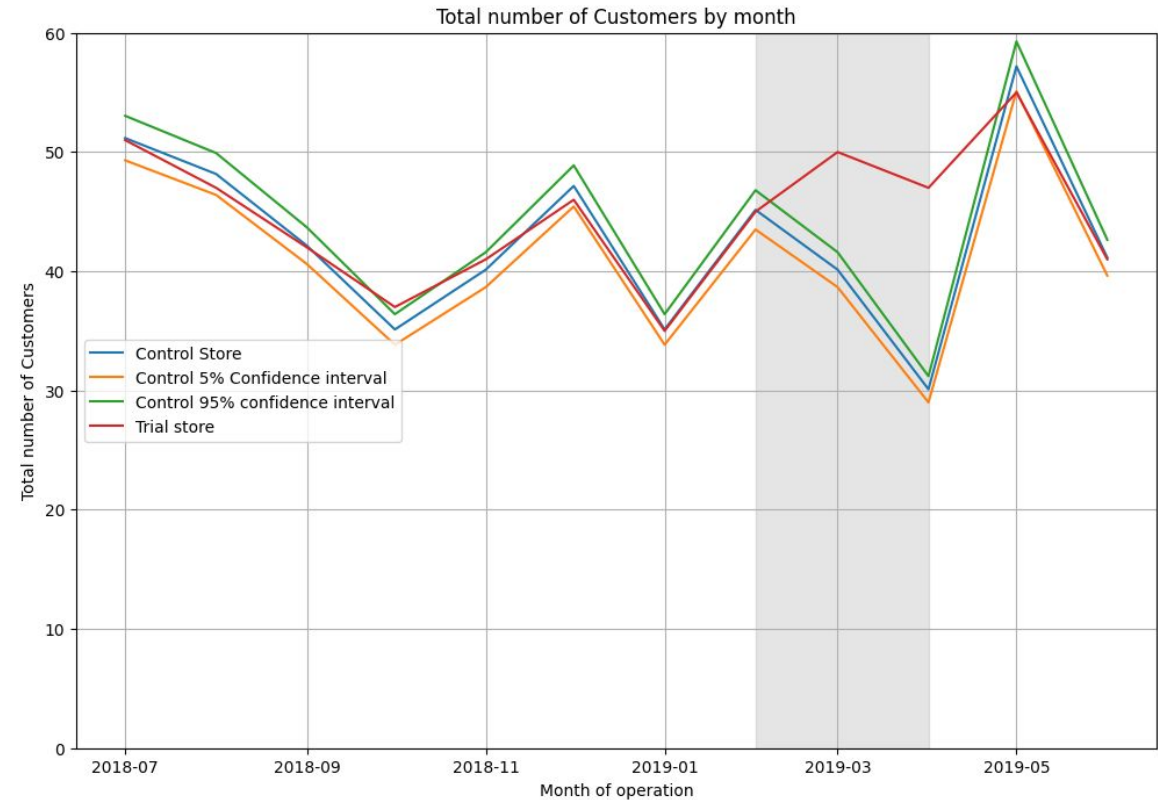
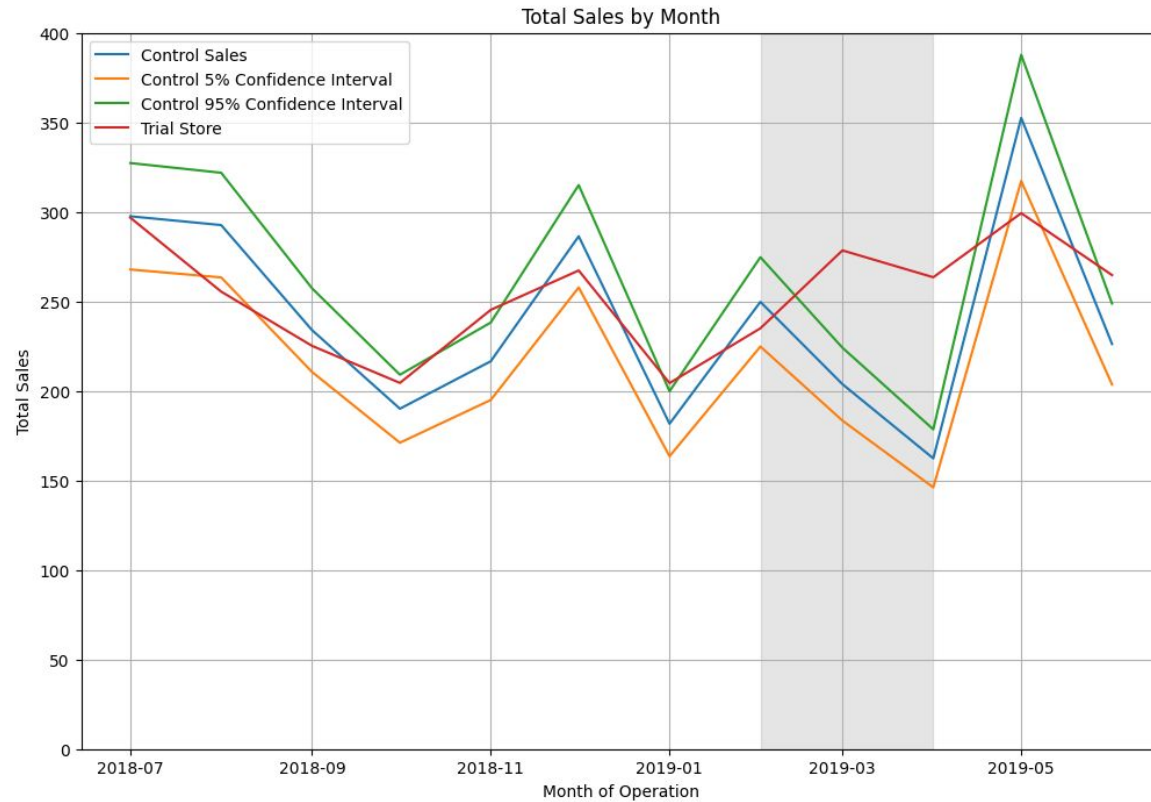
Kettle is the most popular brand followed by Smiths, Doritos, and Pringles. Also, 175-gram packets are the most sold.



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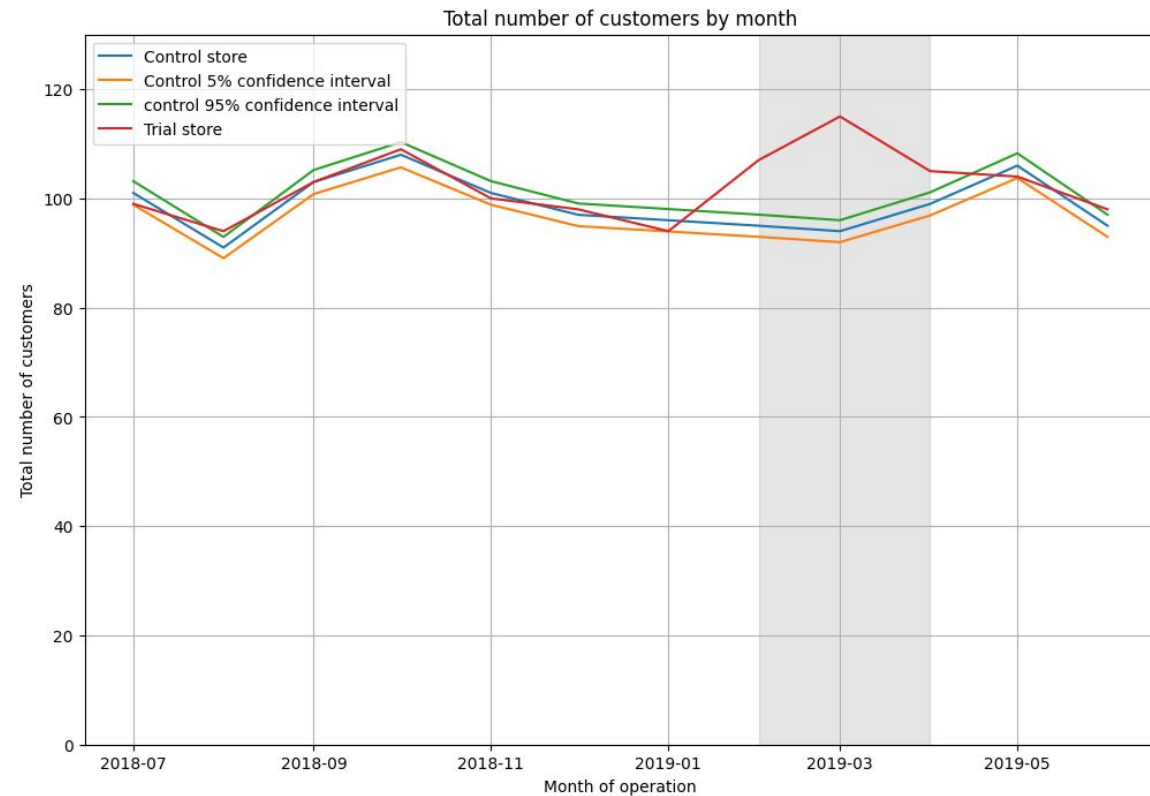
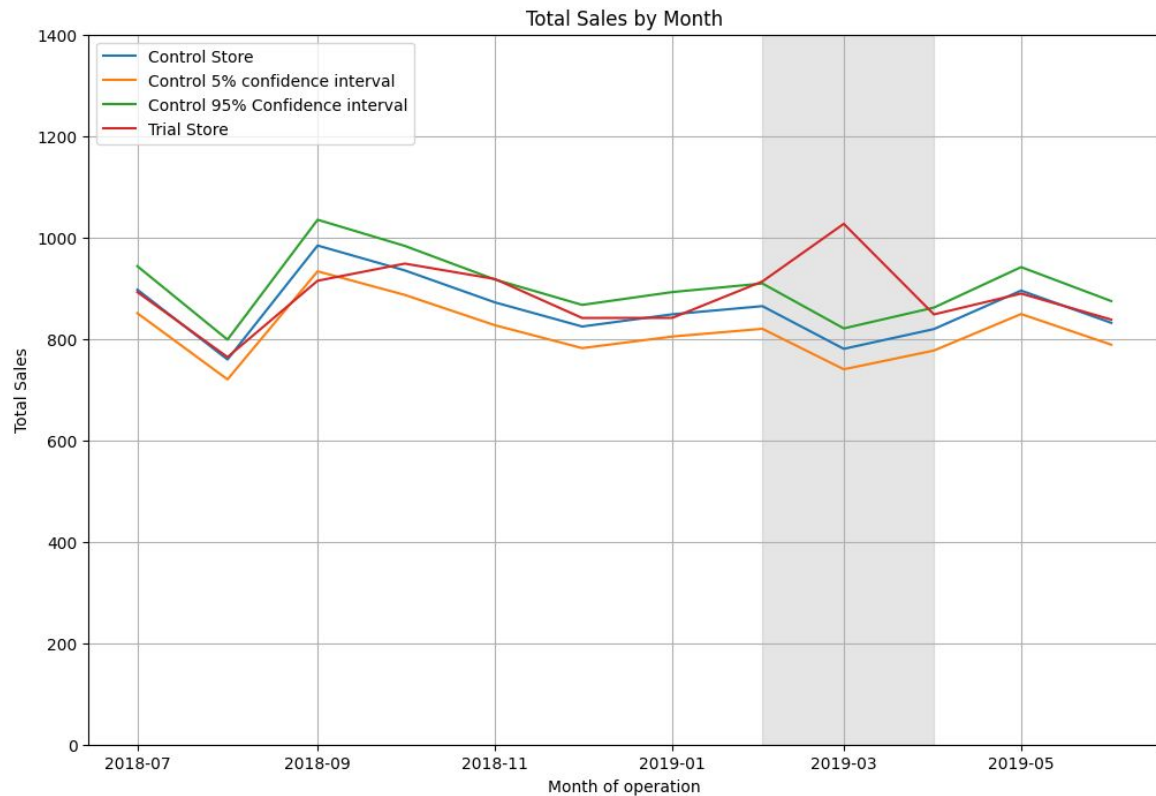
Trial store performance

Trial store 77 vs Control store 233



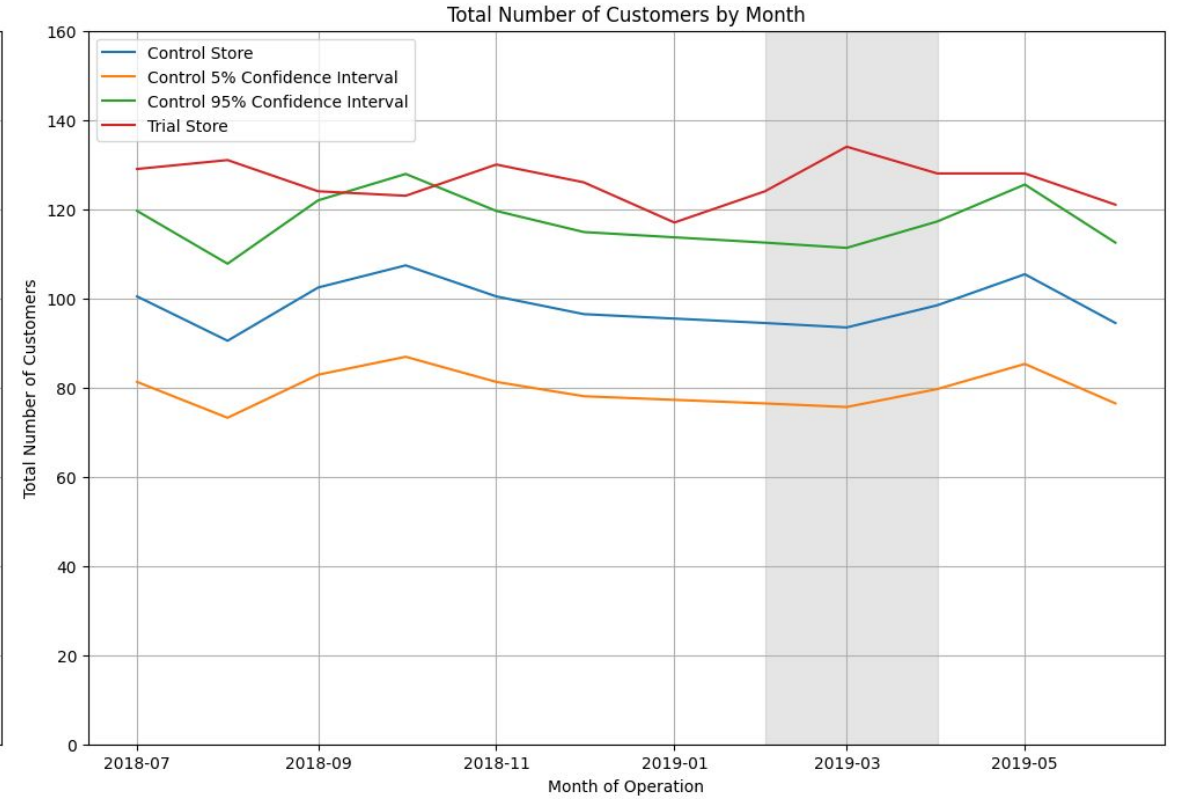
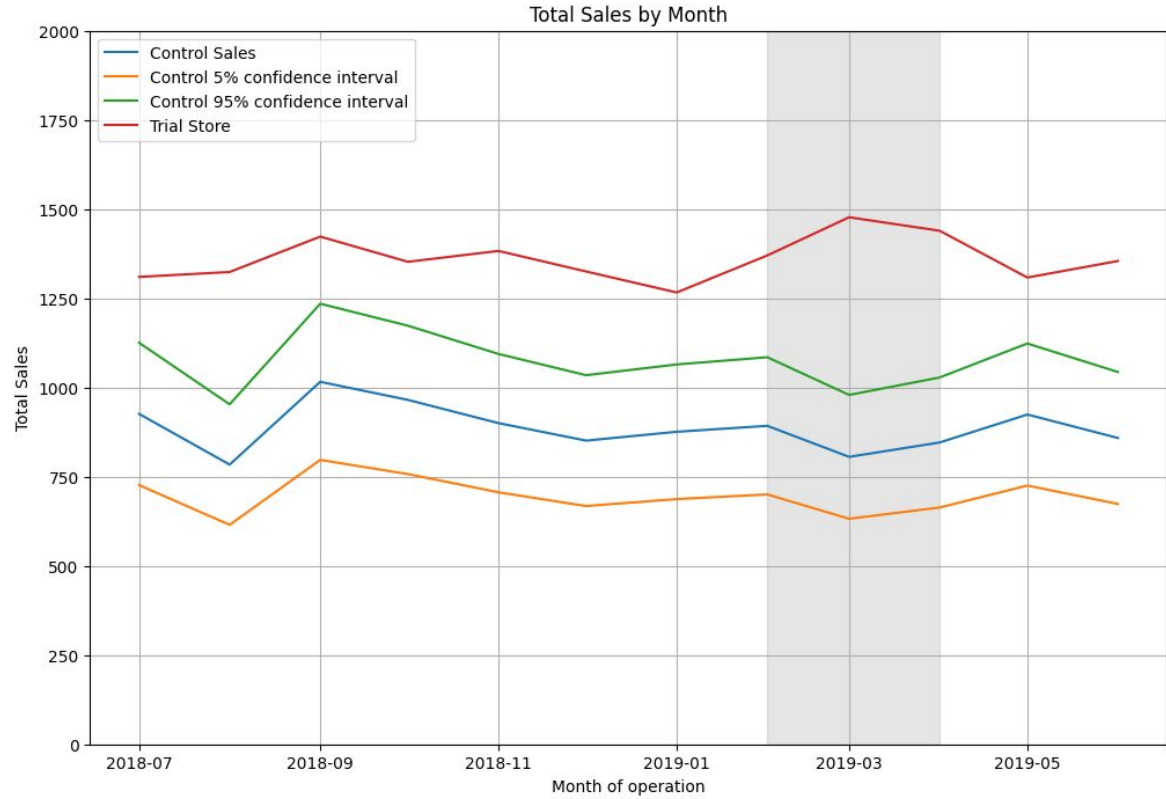
The results show that sales and number of customers the trial in store 77 is significantly different to its control store 233 in the trial period. The trial store performance lies outside the 5% and 95% confidence intervals in the two of the 3 trial months

Trial store 86 vs Control store 155



Customers quantity for trial store 86 during the trial period show a significant difference in at least two of the three trial months.

Trial store 88 vs Control store 237



The results show that sales and number of customers the trial in store 88 is significantly different to its control store 237 in the trial period. The trial store performance lies outside the 5% and 95% confidence intervals in the two of the 3 trial months.

Recommendation :

1. Transaction increase before christmas on December. So, it is a good opportunity to increase total sales or promotion at this moment and also stocks should be high in December before the Christmas.
2. Chips brand Kettle, Smiths, Doritos, and Pringles should be kept in stocks as they are the most sold
3. Mainstream young singles/couples, retirees are the account for a great share of chips sale so they need much attention
4. Despite Older Families not having the highest population, they have the highest frequency of purchase, which contributes to their high total sales.so, We can give promotions that encourage them to buy more quantity of chips per purchase. and increase the average unit purchase price per customer
5. Control stores 233, 155, 237 for trial stores 77, 86, and 88 respectively would be a good choice.



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