

# Woolworths Retail Data Dashboard - User Guide

Vegetable · Onion · Mushroom Industries

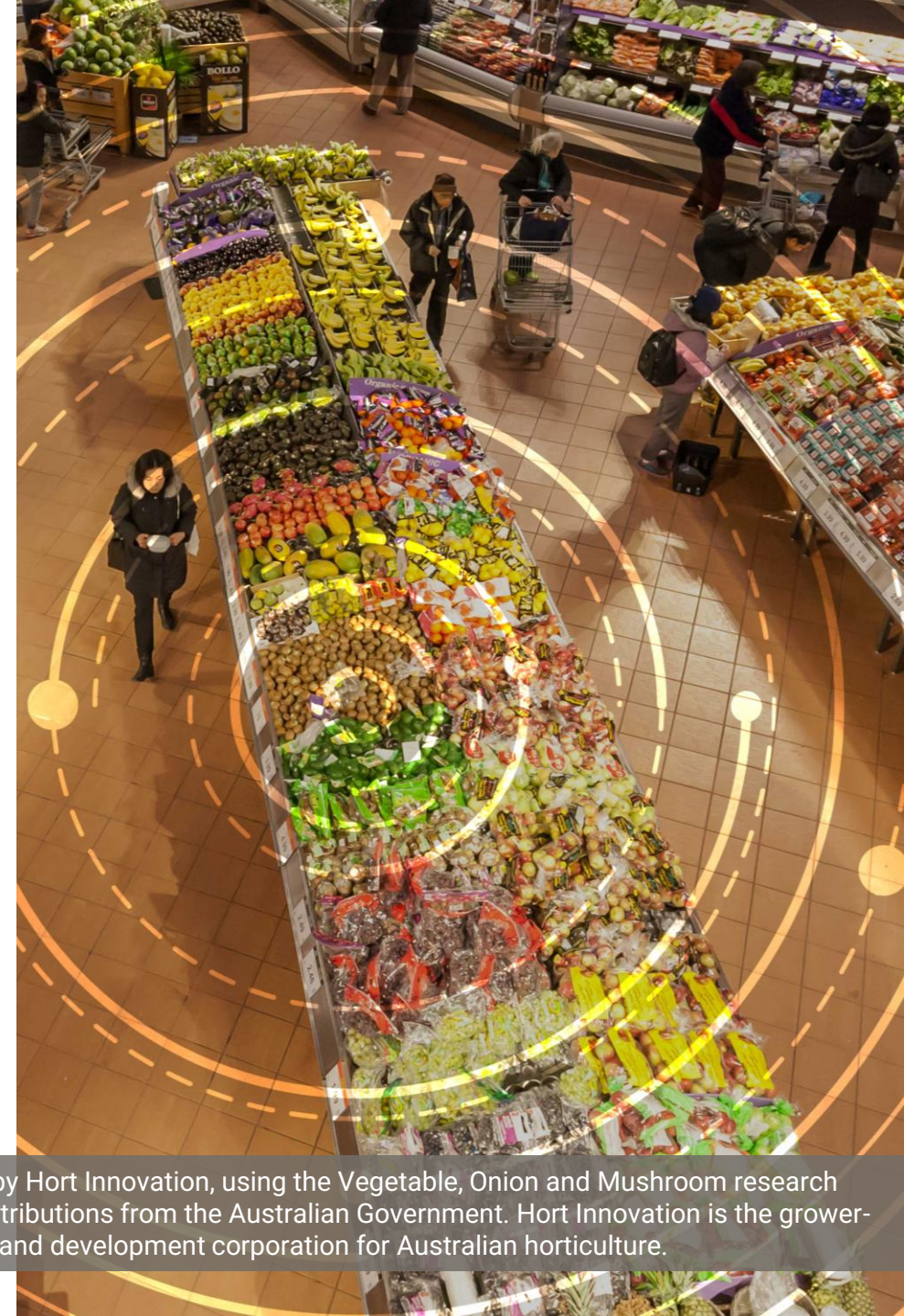
MT25003 – Quantum Scan Tracking FY25/26

## What this guide covers

- Requesting and setting up your access
- Navigating the dashboard and using filters
- Understanding and interpreting Woolworths retail data reports
- Finding support and training resources



This project has been funded by Hort Innovation, using the Vegetable, Onion and Mushroom research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.



# Project overview and objectives

For the majority of the industry, this will be the **first time having direct, self-service access** to Woolworths scan data & customer insights – purpose-built for the vegetable, onion and mushroom industries.

The dashboard aims to deliver four key outcomes for the industry:

## Equip levy payers



Self-service intelligence

On-demand access to the same calibre of retail intelligence previously only available to large FMCG companies.

## Smarter decisions



Data-driven strategies

See how pricing affects volume, which pack sizes drive sales, and where seasonal opportunities exist – backed by real data.

## Build industry capability



Training & support

Monthly webinars, how-to guides and interpretation support to build data confidence across the industry.

## Drive growth



Measurable impact

A 1% uplift in Woolworths vegetable sales equates to >\$30M annually for the industry. Data-driven decisions make that achievable.

# Where does the dashboard data come from?



## Woolworths Scan Data & Shopper Data

- Woolworths holds ~37% of Australia's grocery market, serving ~16.4m customers per week – an equivalent to 18.5m weekly transactions
- The dashboard uses **Woolworths scan data** (dollar sales, volume, units, price) and **shopper data** (customer-level behavioural data)
- Data in this analysis covers all transactions in Woolworths Supermarkets – Online and Instore
- Shoppers are classified using **Woolworths shoppers segmentations** (e.g. lifestage, affluence, generation, CREST) to reveal who is buying and how
- Data in the dashboard will be updated on a weekly basis and will have a one month delay (near-live data)
- Dashboard will cover all Vegetables, Onions and Mushrooms covered by levies

~37%

of Australian grocery market

~16m

customers per week

1,100+

stores across Australia

9.8m+

Everyday Rewards members

# How to get access to the Hort Innovation dashboard

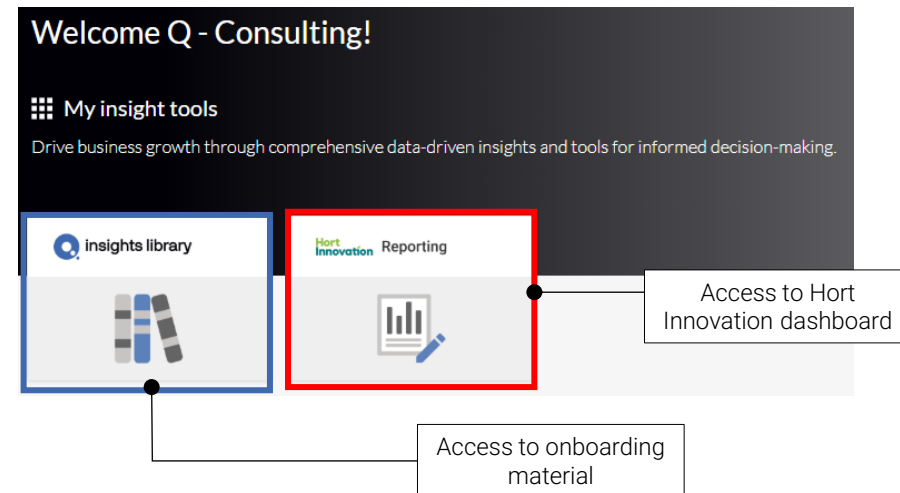
## 1. Register

- Complete the **Hort Innovation access request form**, providing all required details.  
[Hort Innovation access form](#)
- Quantum and Hort Innovation will verify your **levy-paying status** and set up your company and users.
- You will receive a confirmation email from **Quantum Product Support** once set up is complete.

## 2. Log in

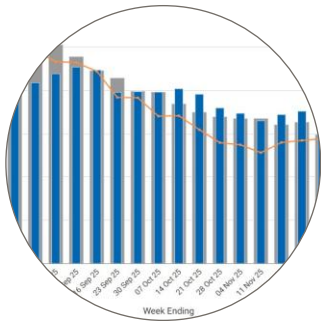
- Go to <https://www.portal.quantium.com/> and sign in with your password.
- Accept the **Portal Terms & Conditions** on first login.
- Open the **Hort Innovation tile** from your dashboard (shown below) and accept the dashboard-specific T&Cs.

Quantum Portal – find the Hort Innovation tile



# Five reports to drive smarter decisions

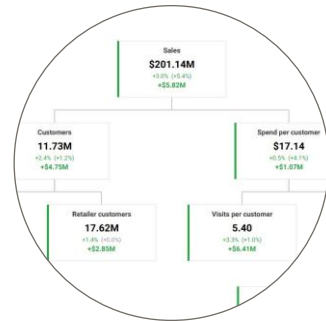
## Trended Performance



Track performance over time with dual-metric charts and YoY benchmarking.

*Are there seasonal patterns in my category?*

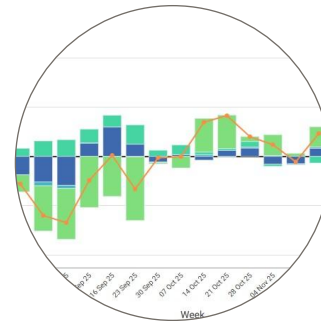
## Key Driver Tree



Decompose sales into fundamental drivers: customers, spend, visits and pricing.

*What is driving my sales growth or decline?*

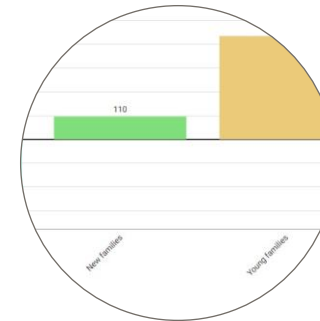
## Key Drivers over time



See how each driver contributes to weekly performance over time.

*Is a price increase being offset by volume loss?*

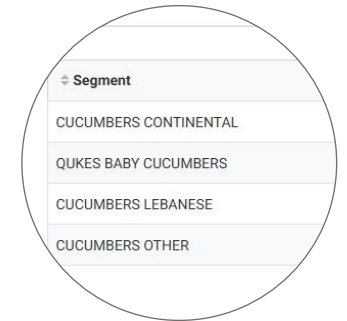
## Customer profiling



Segment shoppers by generation, lifestyle or affluence to find growth audiences.

*Which demographics should I target next?*

## Top & Bottom Performers



Rank segments or products by sales, volume, visits and pricing metrics.

*Which SKUs should I prioritise or delist?*

# Need help? Here's how to get support

Our product support team is here to help with access, technical issues, and dashboard questions.

01

## Email support

Email [Gi.Lee@quantium.com.au](mailto:Gi.Lee@quantium.com.au) or [wendy.hubbard@horticulture.com.au](mailto:wendy.hubbard@horticulture.com.au)

For access requests, login issues, and general enquiries. Response within 1–2 business days.

02

## Monthly webinars

One-hour sessions each month covering dashboard features, data interpretation, and category insights.

Recordings available on the portal. Invitations will be sent out to registered dashboard users and through Hort Innovation communication channels.

03

## Self-service resources

How-to guide, Quick Reference guide, video tutorials/recordings of past webinars, and a comprehensive Dashboard glossary will be made available on the Quantum Portal alongside the dashboard.



# Thank you

[Gi.Lee@quantium.com.au](mailto:Gi.Lee@quantium.com.au)

[wendy.hubbard@horticulture.com.au](mailto:wendy.hubbard@horticulture.com.au)

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