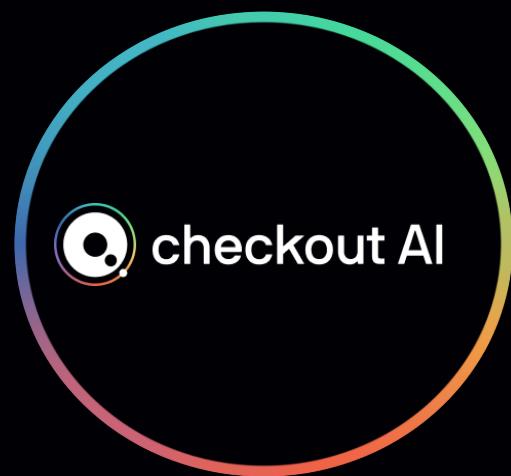


Prompt library

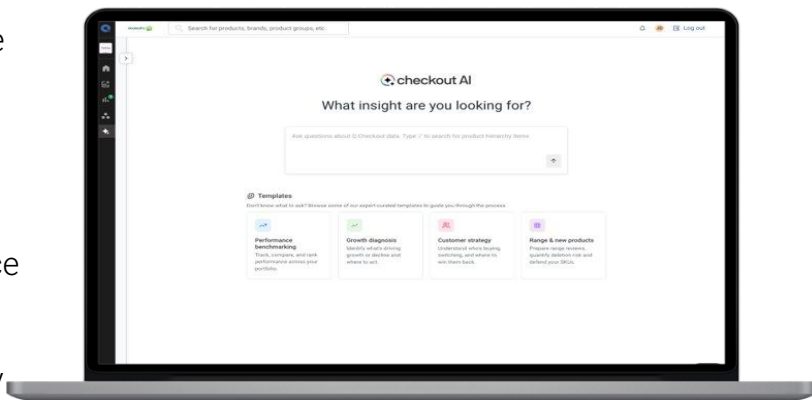
A look at the real commercial questions FMCG teams ask, a great checkpoint for your own planning, even better live inside Q.Checkout AI.



What is Q.Checkout AI?

The people closest to the decision are furthest from the data that should inform it and every hour that gap persists is margin walking out the door.

An AI-powered commercial intelligence assistant, built on real Woolworths transaction data. Ask a question in natural language, get a decision-ready answer in minutes.



Why this library?

Built from the real questions top commercial teams ask every week, so you get expert-level, decision-ready answers from day one. Already trusted by 7,000+ users across FMCG and the Woolworths group.

1. Start here - your first five prompts

Performance overview

"Summarise [your brand] total sales performance this month vs last year."

Getting a feel for how Q.Checkout AI structures a response. A broad, directional question that returns a clear narrative.

Ask. Answer. Act.

1. Start here - your first five prompts

Performance overview

"Summarise [your brand] total sales performance this month vs last year."

Good for: a broad, directional opener - a feel for how responses are structured.

Competitive share

"Is [your brand] gaining or losing share against [competitor] in the last 13 weeks?"

Good for: a focused competitive read, done in seconds instead of manually.

Growth driver

"Is price, mix, or promotions driving [your brand's] average unit price growth?"

Good for: testing analytical depth - the why behind the number.

Category scan

"Which segments in [category] are underperforming and what might be driving it?"

Good for: testing diagnosis, not just retrieval.

Buyer meeting prep

"What should I tell my [retailer] Category Manager about [category] range opportunities?"

Good for: a stretch prompt for client-ready output.

Ask. Answer. Act.

2. Expert templates - the four tiles explained

Click a tile, select a template, and Q.Checkout AI builds you a canvas - a structured, presentation-ready insight narrative. Add context about your objective to tailor the response.

Performance benchmarking

Track, compare, and rank performance across your portfolio. Best for a broad view of where you stand.

Try asking

- "How does [brand] rank within [category] on dollar sales, volume, and customer penetration?"
- "Compare [brand A] vs [brand B] performance over the last quarter."

 **Templates**

Don't know what to ask? Browse some of our expert-curated templates to guide you through the process.



Performance benchmarking
Track, compare, and rank performance across your portfolio.



Growth diagnosis
Identify what's driving growth or decline and where to act.



Customer strategy
Understand who's buying, switching, and where to win them back.



Range & new products
Prepare range reviews, quantify deletion risk and defend your SKUs.

Ask. Answer. Act.

Growth diagnosis

Identify what is driving growth or decline - and where to act. Best for understanding the 'why' behind a number.

Try asking

- "What is driving the decline in [brand] volume over the last 8 weeks?"
- "Diagnose [category] growth - is it new buyers, frequency, or basket size?"

Customer strategy

Understand who is buying, who is switching, and where to win them back. Best for building a customer-first commercial story.

Try asking

- "Is [brand] reaching its target customer profile, or over-indexing on a segment?"
- "Which customer segments are switching from [brand] and where are they going?"

Range and new products

Prepare for range reviews, quantify deletion risk, and defend your SKUs. Best for building a ranging conversation with [retailer].

Try asking

- "Which of [supplier]'s products are most at risk in the next range review and why?"
- "What is the category impact if [SKU] is delisted? What would replace the volume?"

Ask. Answer. Act.

3. Go further - power prompts

Once you are comfortable, these prompts push Q.Checkout AI toward more complex analysis and commercially ready outputs. The follow-up question is often where the real insight is.

Promotional analysis

"Decompose [brand] promotional uplift vs base sales over the last 13 weeks. Is promotional intensity increasing?"

Follow up with

"Is this in line with the category average?"

White space

"Where is [brand] underweight in [retailer] relative to the category benchmark? Where is the white space opportunity?"

Follow up with

"Which states show the biggest gap?"

Switching behaviour

"When customers stop buying [brand], where do they go? Are they switching in-category or leaving altogether?"

Follow up with

"What does the switching pattern tell us about our pricing position?"

Portfolio health

"Rank [brand] portfolio by incremental customer value. Which SKUs bring new buyers to the brand, and which are cannibalising?"

Follow up with

"Which SKU has the best case for increased ranging?"

Ask. Answer. Act.

Perspective shift

"Give me a [retailer] Category Manager's view of [category] performance. What would they be most focused on right now?"

Good for

preparing for a buyer conversation. Role-playing the retailer's perspective before you walk into the room.

Range review story

"Build me a supplier perspective on [category] for an upcoming range review. Lead with what the data says, then the commercial recommendation."

Good for

a high-stakes prompt that delivers something close to presentation-ready. Add your objective context for best results.

01 Be specific

Name your brand, category, and time period. Use the '/' command to select from the product hierarchy.

02 Follow up

Q.Checkout AI holds conversation context within the chat thread. Ask a follow-up - "Why?" and "What should I do?" often unlock the best output.

03 Add your context

The AI knows your data, not your business. Tell it about the event coming up or the conversation you're preparing for.

From question to commercial recommendation, in minutes.
Reach out on

consumer@quantium.com.au | quantium.com

Real data, not estimates - request a live demo.

