

## SCINTILLA CASE STUDY



**Inspire**  
2025

This case study was shared live at Walmart Data Ventures Inspire Event, October 29, 2025.

# The Data-Driven Swap:

## Turning Customer Insights into Category Growth

### Overview

Pratt Retail Specialties tackled the challenge of maximizing on-shelf productivity and profitability in the Moving & Storage category by building a data-driven framework. This framework identified underperforming products they could recommend delisting, unlocking 13 inches of profitable shelf space. By combining sales data, customer insights, and basket analysis through Scintilla, they presented a defensible business case that led to smarter assortment decisions and more valuable transactions.



**Alexx Gonzalez**  
Pratt Retail Specialties  
Project Manager



**Kirston Jones**  
Walmart  
Merchant, Moving and Commercial

### Key Takeaways

- 1 By translating raw sales data into dollars per square inch, Scintilla transformed the abstract concept of shelf space into a concrete, actionable KPI that drove assortment decisions
- 2 Integrating qualitative customer feedback from Scintilla with hard POS data allowed them to move beyond what was underperforming and confidently explain why to key stakeholders
- 3 Leveraging basket analysis to confirm high-attach rates for accessories was the critical step that justified unbundling a product kit and proved the new combination would create a more valuable transaction

**We have to take the data  
and marry it with the  
[Walmart] customer, to  
figure out the Why  
behind the What.**

**Alexx Gonzalez**  
Pratt Retail Specialties  
Project Manager



# The Opportunity



## Scintilla Case Study: Pratt Retail Specialties

### Is the shelf working for them?

In-store optimization efforts left Pratt facing a cross-department move to a new Walmart merchandising team and an unoptimized assortment that didn't fully align with customer needs. To prepare, Pratt spent over 6 months monitoring a 500-store test in Scintilla and discovered three main challenges:

#### Compounded Pressure

The entire Moving & Storage category was moving from Department 3 to Department 12, bringing intense scrutiny and new performance expectations.

#### Inefficient Shelf Space

Underperforming products were taking up valuable shelf real estate, limiting potential sales and profitability.

#### Missed Customer Needs

The product assortment wasn't fully aligned with the actual needs and buying habits of the "moving" customer at Walmart.

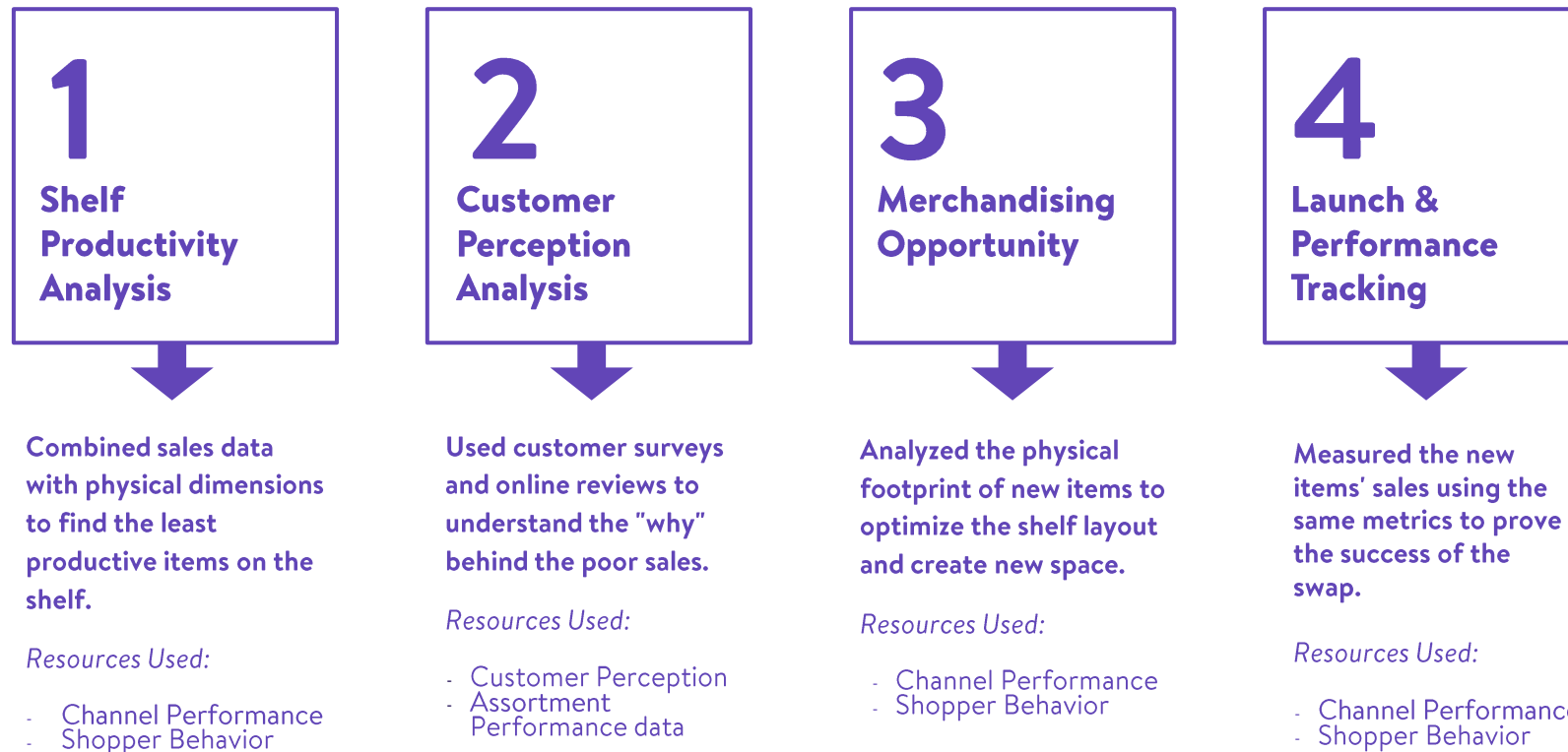
# The Approach



# Scintilla Case Study: Pratt Retail Specialties

## A 4-Stage Analytical Framework

Pratt developed a framework to improve the productivity of their shelf space and other category items. Throughout, Pratt paired Scintilla insights with shelf space metrics.





# Scintilla Case Study: Pratt Retail Specialties

## Stage 1: Identifying the ‘What’

Their first step involved using **Channel Performance Report Builder** to run a Shelf Productivity Analysis. This allowed them to quantify the value of their shelf space, down to the Units per Store per Week (U/S/W) in sales.

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### Shelf Productivity Analysis



Dish & Glass Kit selling only 0.30 units per store per week.

Moving Labels selling only 0.12 units per store per week.

#### Unproductive Items



Price \$6.68

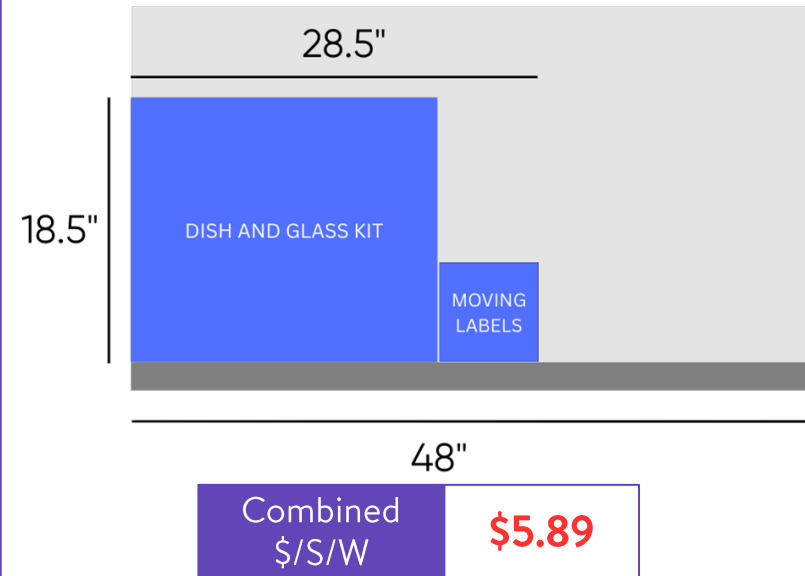
U/S/W 0.12



Price \$16.98

U/S/W 0.30

#### Current Shelf Space



This 28.5" of shelf space, occupying 12,654 square inches was only generating \$5.89 per store per week





# Scintilla Case Study: Pratt Retail Specialties

## Stage 2: Identifying the ‘Why’

Next, they heard directly from verified Walmart customers in **Customer Perception** and via reviews left on Walmart.com. These insights equipped them with a crucial understanding of how the category was shopped and informed their next steps.

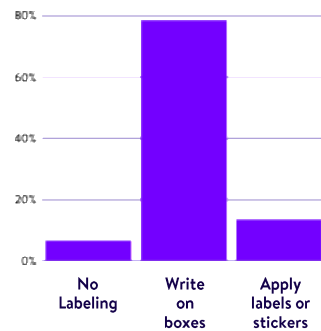
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### Customer Perception Analysis

Online reviews for other products showed a clear gap in the market for a more durable, "heavy duty" mattress bag.

Surveys revealed a split customer preference for cushioning materials (foam, paper, bubble), indicating the all-in-one kit was not ideal.

#### Moving Labels

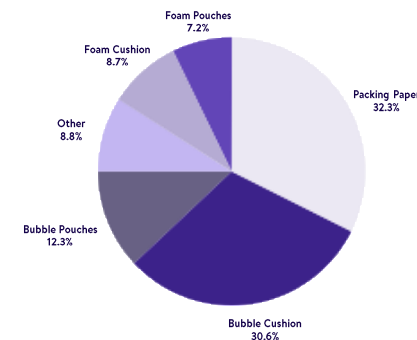


★★★★★ Verified Purchase ⓘ  
Just wasn't very heavy duty

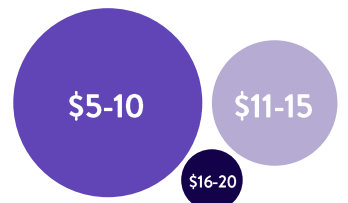
★★★★★ Verified Purchase ⓘ  
Too thin.

★★★★★ Verified Purchase ⓘ  
too thin

#### Dish & Glass Kit



94% of the participants stated they would not pay more than \$15.00 for a glass packing kit.





# Scintilla Case Study: Pratt Retail Specialties

## Stage 3: Planning the Move

By factoring in their performance data and the Voice of the Customer, Pratt's updated assortment saw an improvement in productivity, despite a 37% reduction in shelf space.

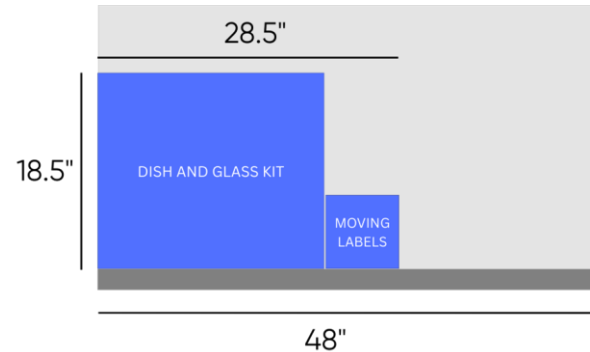
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Merchandising Opportunity

Replacing the 21" Dish & Glass Kit with a new 8" Glass Kit created 13 inches of new, profitable space on the shelf.

This new space was used to merchandise a high-demand roll of foam cushioning.

Current Shelf Space



Combined  
\$/S/W

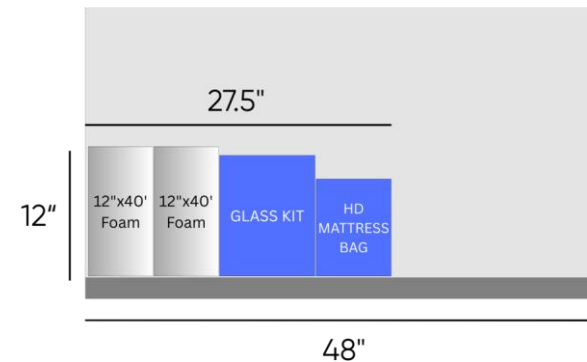
**\$5.89**

Combined  
SQIN

**12,654**



New Shelf Space



Combined  
\$/S/W

**\$54.80**

Combined  
SQIN

**7,920**



**+831%**  
**-37%**

# The Results



# Scintilla Case Study: Pratt Retail Specialties

## Stage 4: A Story of Explosive Growth

Pratt tracked the launch in both **Shopper Behavior** and **Channel Performance** and watched as the data-driven approach led to a significant improvement in performance.

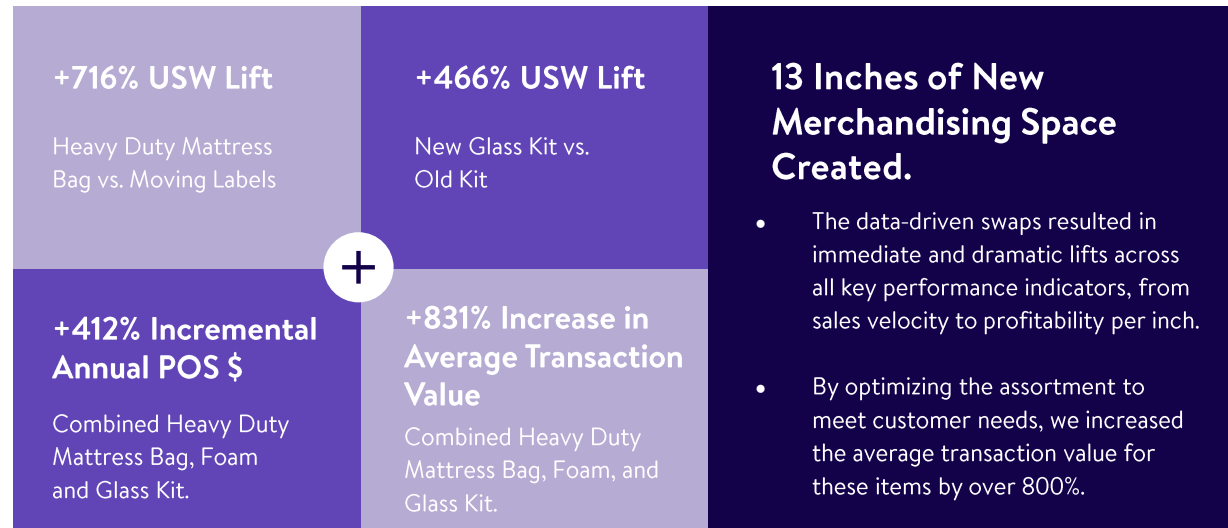
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### Launch & Performance Tracking



The new products dramatically outperformed the old ones, with the Heavy Duty Mattress Bag seeing a 716% U/S/W increase and the Glass Kit seeing a 466% increase.

### Results - Launch to Date

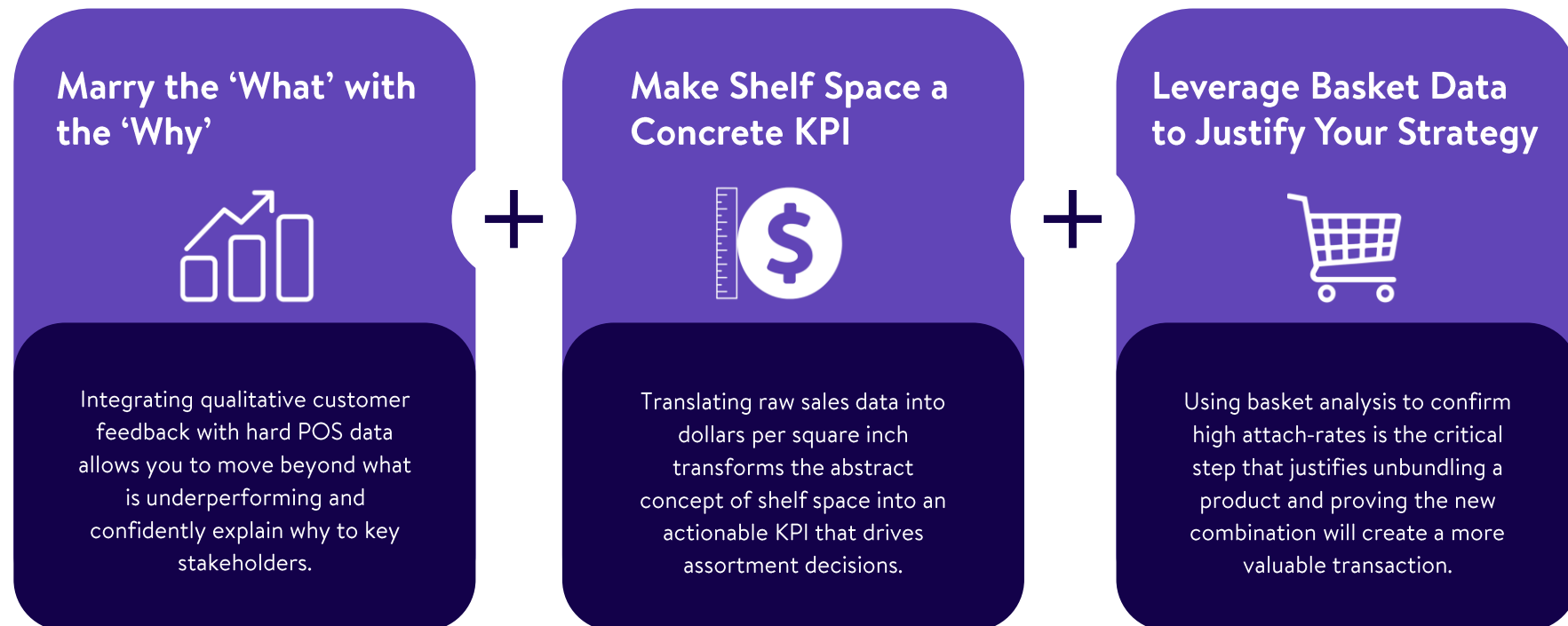




# Scintilla Case Study: Pratt Retail Specialties

## Key Takeaways

In total, the success of their 4-Step process provided the following takeaways:



## SCINTILLA CASE STUDY

# Thank you.



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