

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.

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



Alexx Gonzalez
Pratt Retail Specialties
Project Manager



Kirston Jones
Walmart
Merchant, Moving and Commercial

**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



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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

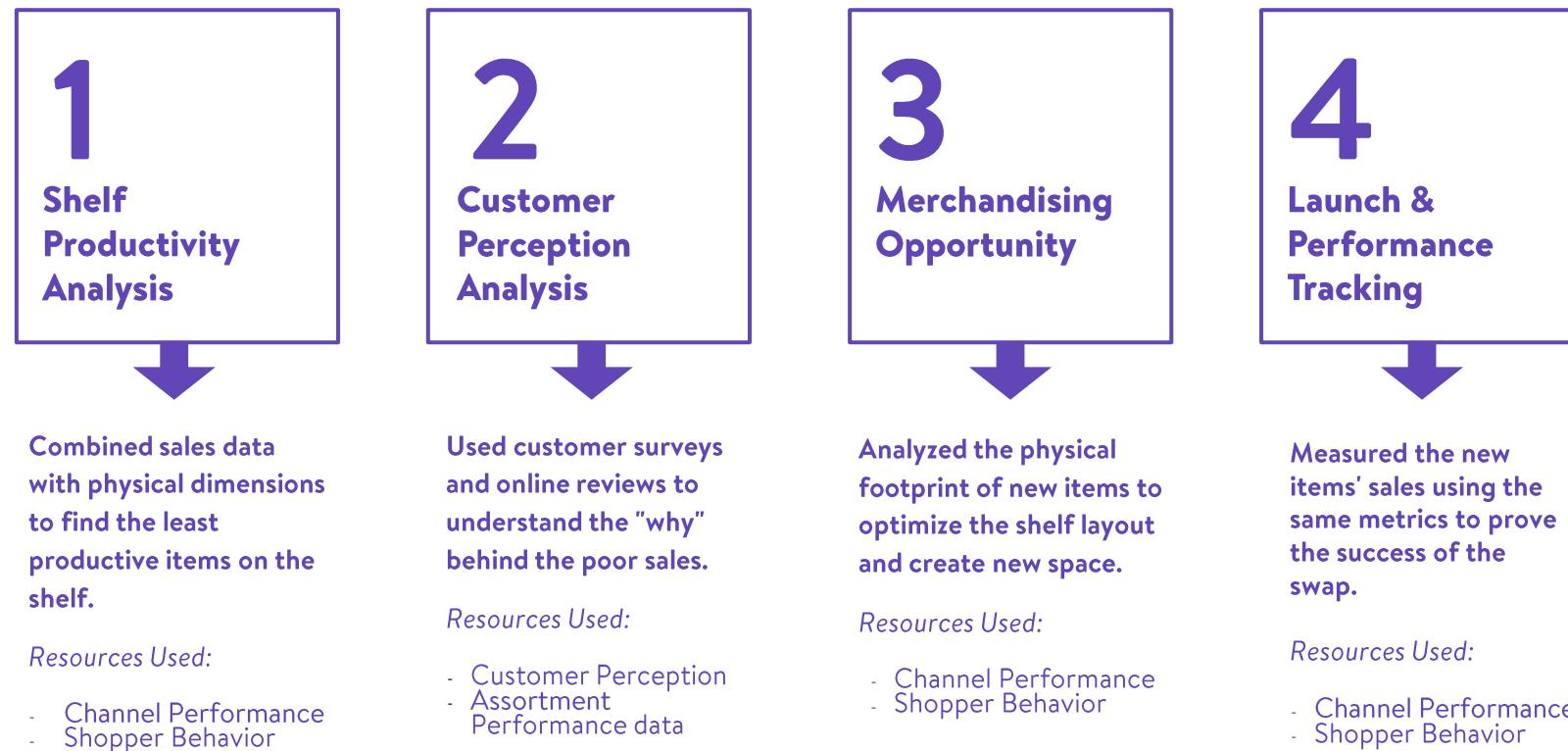
The product assortment wasn't fully aligned with the actual needs and buying habits of the "moving" customer at Walmart.

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.



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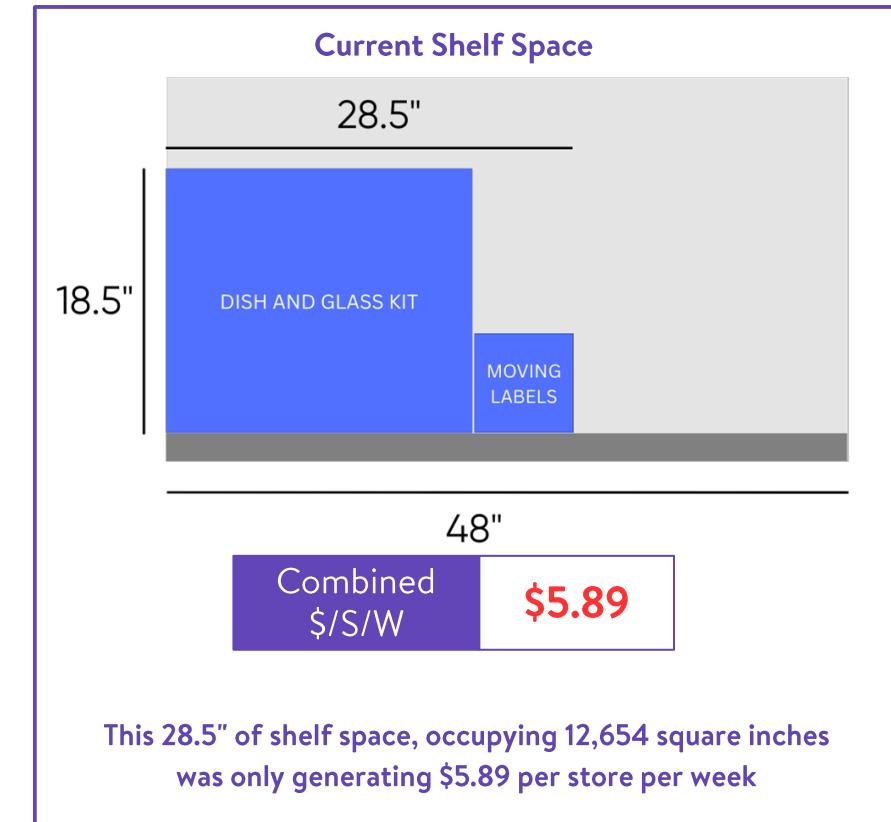
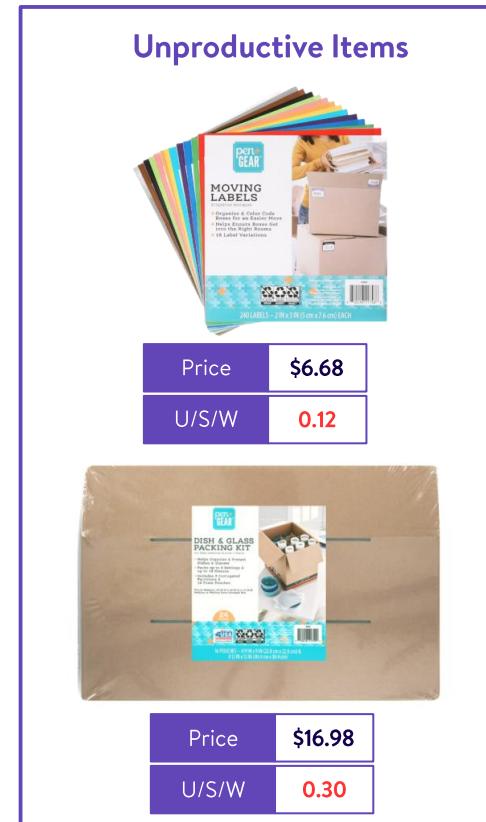
Stage 1: Identifying the 'What'

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.



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

Moving Labels selling only 0.12 units per store per week.



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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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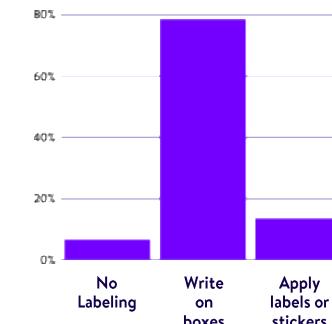
Customer Perception Analysis



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

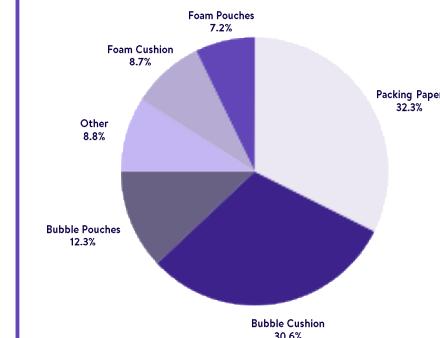
★★★★★ Verified Purchase ⓘ

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.

\$5-10

\$11-15
\$16-20

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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.

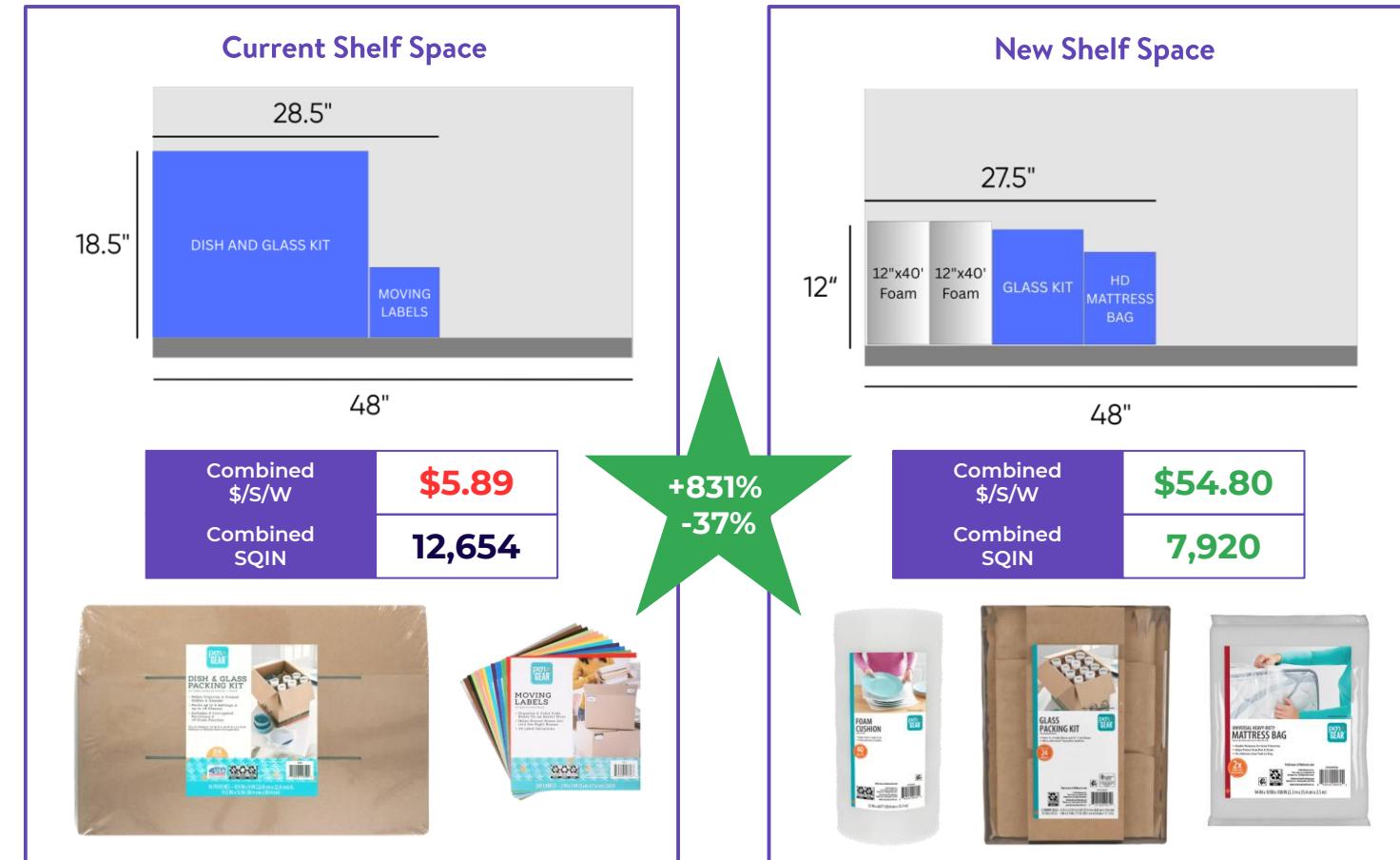
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Merchandising
Opportunity



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.



The Results

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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

+716% USW Lift

Heavy Duty Mattress Bag vs. Moving Labels

+466% USW Lift

New Glass Kit vs. Old Kit

+412% Incremental Annual POS \$

Combined Heavy Duty Mattress Bag, Foam and Glass Kit.

+831% Increase in Average Transaction Value

Combined Heavy Duty Mattress Bag, Foam, and Glass Kit.

13 Inches of New Merchandising Space Created.

- The data-driven swaps resulted in immediate and dramatic lifts across all key performance indicators, from sales velocity to profitability per inch.
- By optimizing the assortment to meet customer needs, we increased the average transaction value for these items by over 800%.



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Key Takeaways

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

Marry the 'What' with the 'Why'



Make Shelf Space a Concrete KPI



Leverage Basket Data to Justify Your Strategy



Integrating qualitative customer feedback with hard POS data allows you to move beyond what is underperforming and confidently explain why to key stakeholders.

Translating raw sales data into dollars per square inch transforms the abstract concept of shelf space into an actionable KPI that drives assortment decisions.

Using basket analysis to confirm high attach-rates is the critical step that justifies unbundling a product and proving the new combination will create a more valuable transaction.

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Thank you.

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