

Walmart Data Ventures

Review

FY24 Q1-Q2

Before we dive into our next fiscal year, let's take a look back at some highlights from this one. Walmart Luminate launched two years ago, and we've helped drive progress alongside our Walmart Luminate Charter suppliers and Walmart Merchants. We're thankful for the partnerships that have made it all possible.

From new features and programs to upgrades and enhancements, check out the milestones we hit in our pursuit of revealing the way forward.

Feb
Q1



Customer Perception: Seeing double

We increased the maximum number of customers who complete a survey per quantitative project from 500 to up to 1,000



Channel Performance: Share your reports

Now you can share your analysis with other authorized users for faster decisioning.

Mar



Customer Perception: Stretch your reach

Target customers at the Walmart store level to further understand their purchases throughout new product incubation, mod changes, and more



Channel Performance: Multi-Time Select

Now you can select multi-time frames in same report for comparing performance across standard WMT time selections.

Digital Availability & Transactability

This update to APIs provides visibility to the items that are eligible to transact online for a pick-up or delivery order from the store.

Apr



Shopper Behavior: What's in store

Create and analyze custom segmentation from a custom list of store groups



Customer Perception: Tell us more

Tap customers for fast follow-up research or exclude those who have recently participated in projects



Channel Performance: Vendor Performance Scorecard

Revolutionize your line reviews with our canned report for conversations between merchants and suppliers.



Walmart Volt Mod Plans

Scout your modulsars without searching the store using modular Images and Plans in the Walmart Volt app.

May
Q2



Shopper Behavior: Online baskets

Build omnichannel Customer Decision Trees and Customer Priority rankings, or compare in-store and online customer behavior in Assortment Deep Dive



Customer Perception: Easier insights

Export aggregated tables to gain deeper understanding of your project insights more efficiently



Channel Performance: Built for speed

Pre-built reports for the Omni OTIF dataset means creating customized reports by carrier, DC, or PO faster than ever

Jun



Shopper Behavior: Sales Waterfall and Compare and Filter by Channel (PID 100K)

Now you can compare sales contributions from Sales Units, Price Effect, Product Mix, and among New and Delisted Products in the Performance in Detail report. Additionally, you can now Filter by and Compare by Channel in the Performance in Detail (100K) report to see new granular insights by additional breakdowns



Channel Performance: Dig deeper

Enhancements to Omni Sales, DC Inventory, OMNI OTIF, and more enable customized reports and the ability to track metric performance across additional dimensions

July



Shopper Behavior: Assortment Deep Dive: Customer Priority Demographics

Now you can see key demographics in the Customer Priority table. Identify products that resonate with key demographic splits across age, gender, income.



Customer Perception: Beyond words

Sentiment Analysis processes the emotional tone behind written customer feedback in quantitative surveys and categorizes language as positive, neutral, or negative

Walmart Data Ventures Review FY24 Q3-Q4

Aug
Q3



Shopper Behavior: Performance Enhancements

Derive crucial business insights faster with this cloud-based platform upgrade boasting heightened processing technology and increased security



Customer Perception: Connect with a Researcher

Connect with our team of research aces directly within the Customer Perception module to ask questions to help you as you build your project



Channel Performance: Compare your Reports

Access year over year change for sales, cost, margins, returns and AUR-related metrics in Channel Performance Report Builder

Sep



Customer Perception: Qualitative Enrichment Variables

Cut to your favorite customer clips for qualitative projects, filtering video responses by question or by added qualitative data enrichments



Channel Performance: Self-Serve API

Generate API keys without dependence on manual handoffs (for developers)



Walmart Volt Pay from Scan

Pinpoint on-hand inventory like never before in the Walmart Volt app.

Oct



Shopper Behavior: Shopper Demographics

Get the macro data picture by assessing product performance across demographic splits like age, gender, and income



Channel Performance: API Certified Partner Program

Hire proven 3rd parties with the launch of the Walmart Luminate API certification program

Nov
Q4



Customer Perception: Powered by More Data

Find the right customers with UPC and purchase location based hyper-targeting, or try out any of the other 983 customer targeting variables we added throughout this year

Dec



Shopper Behavior: Email Alerts

Automatically get an email alert when your report is complete, or get your team involved by seamlessly sharing reports



Customer Perception: Compare

Create custom views and gain deeper insights by visualizing the results of multiple respondent groups side by side, with the added option to apply statistical testing to pressure-test your results



Channel Performance: Getting Granular

Monitor more of your business with over 600 new data attributes released this calendar year in Channel Performance

Jan



Customer Perception: In-App Researcher Collaboration

Implement best practice recommendations from our expert researchers with just a few clicks in a new, streamlined user experience



Shopper Behavior: Assortment Deep Dive Performance Enhancements

Enjoy a cloud-based platform upgrade for the Assortment Deep Dive, boasting enhanced security and faster performance



Channel Performance: Looking Good

Experience an upgraded Insights Dashboard user interface with more accessible tools, personalized data, and new exciting features

Before we dive into our next fiscal year, let's take a look back at some highlights from this one. Walmart Luminate launched two years ago, and we've helped drive progress alongside our Walmart Luminate Charter suppliers and Walmart Merchants. We're thankful for the partnerships that have made it all possible.

From new features and programs to upgrades and enhancements, check out the milestones we hit in our pursuit of revealing the way forward.