

Walmart Data Ventures

# Scintilla

Answers with impact:

How **Scintilla Shopper Behavior** reports deliver a new breadth & depth of shopper data



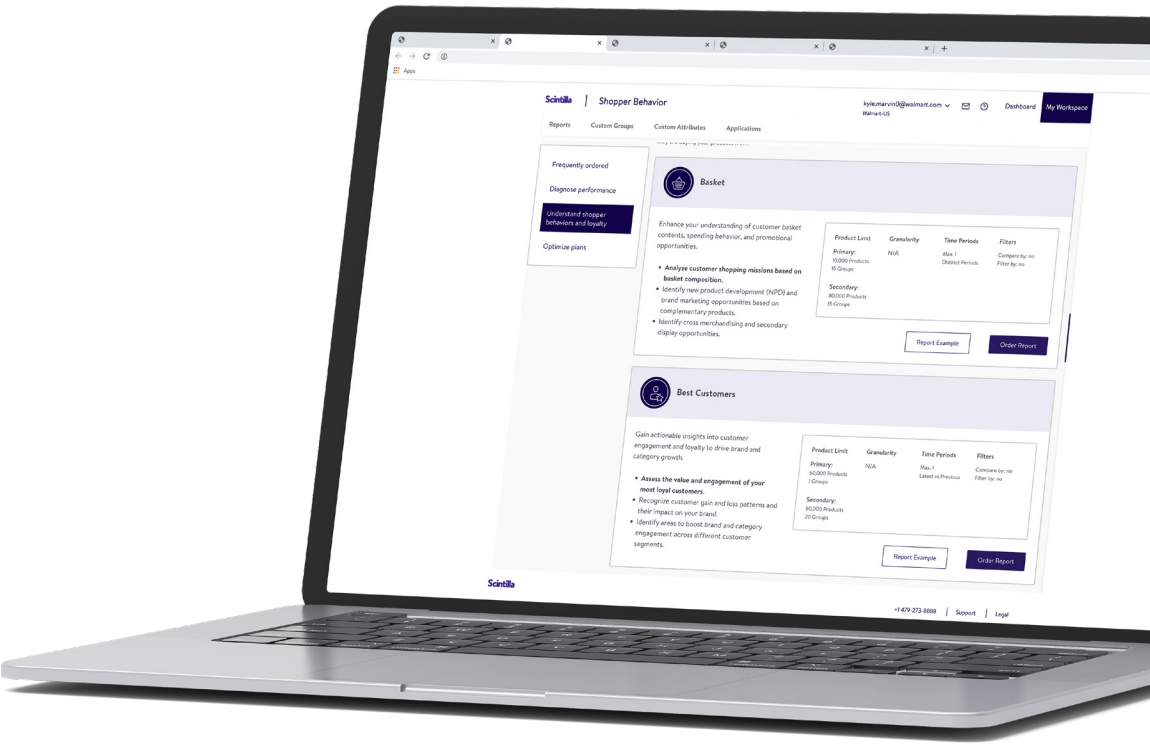
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# Scintilla Shopper Behavior

Scintilla Shopper Behavior enables you to know your customer on a deeper level. Gain actionable insights into the profiles and behaviors of your category and brand shoppers based on Walmart shopper transactional data.



Note: Shopper data is anonymous and aggregated data available for analysis through the Shopper Behavior module. No individual customer’s data is accessible.

\*First-party data, data from 52 through October 2022, based on \$

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# Scintilla Shopper Behavior



**Diagnose the performance** of categories, brands, products, geographies, and channels—and how shoppers are driving it.



**Understand how shoppers are interacting** or switching with your brands and categories so you can win with your most important customers.



**Optimize product ranges**, new products, incrementality, and promotions.

# Table of Contents

The span of Shopper Behavior reports gives you the ability to diagnose performance, understand customer behaviors, and optimize plans

**Diagnose** performance of categories, brands, products, geographies, and channels through the shopper lens



**Performance**  
(In Detail, Group, Express)



**Multichannel**  
(All Shoppers, Repeat Shoppers)



**Hourly Daily**



**Test & Control**  
(Control Store Group  
Creation, Evaluation)

**Understand** shopper behaviors like loyalty, cross-shopping, switching, repeating, and more



**Cross Shop**



**Best  
Customers**



**Basket**



**Switching**  
(Standard, Channel, Over Time)



**Trial & Report**



**Shop Across  
Time**



**Source of  
Value**

**Optimize** plans for product assortment, new products and promotions



**New Product  
Evaluation**  
(Evaluation and Selection)



**Where Sold**



**Promotions**



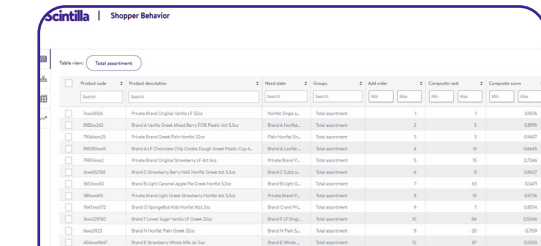
**Assortment**



**Assortment  
Deep Dive**

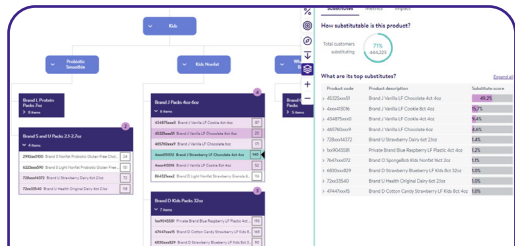
# Assortment Deep Dive

Go further with these complements to the foundational reports



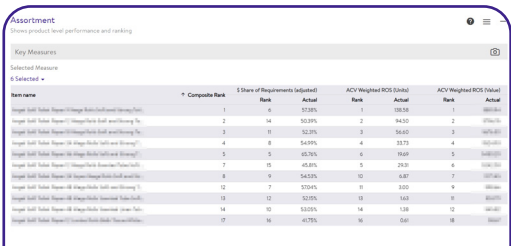
**Assortment Performance**  
Composite Product Rankings

Reveal which products are performing well (or not well) within your assortments



**Path to Purchase**  
Customer Decision Trees

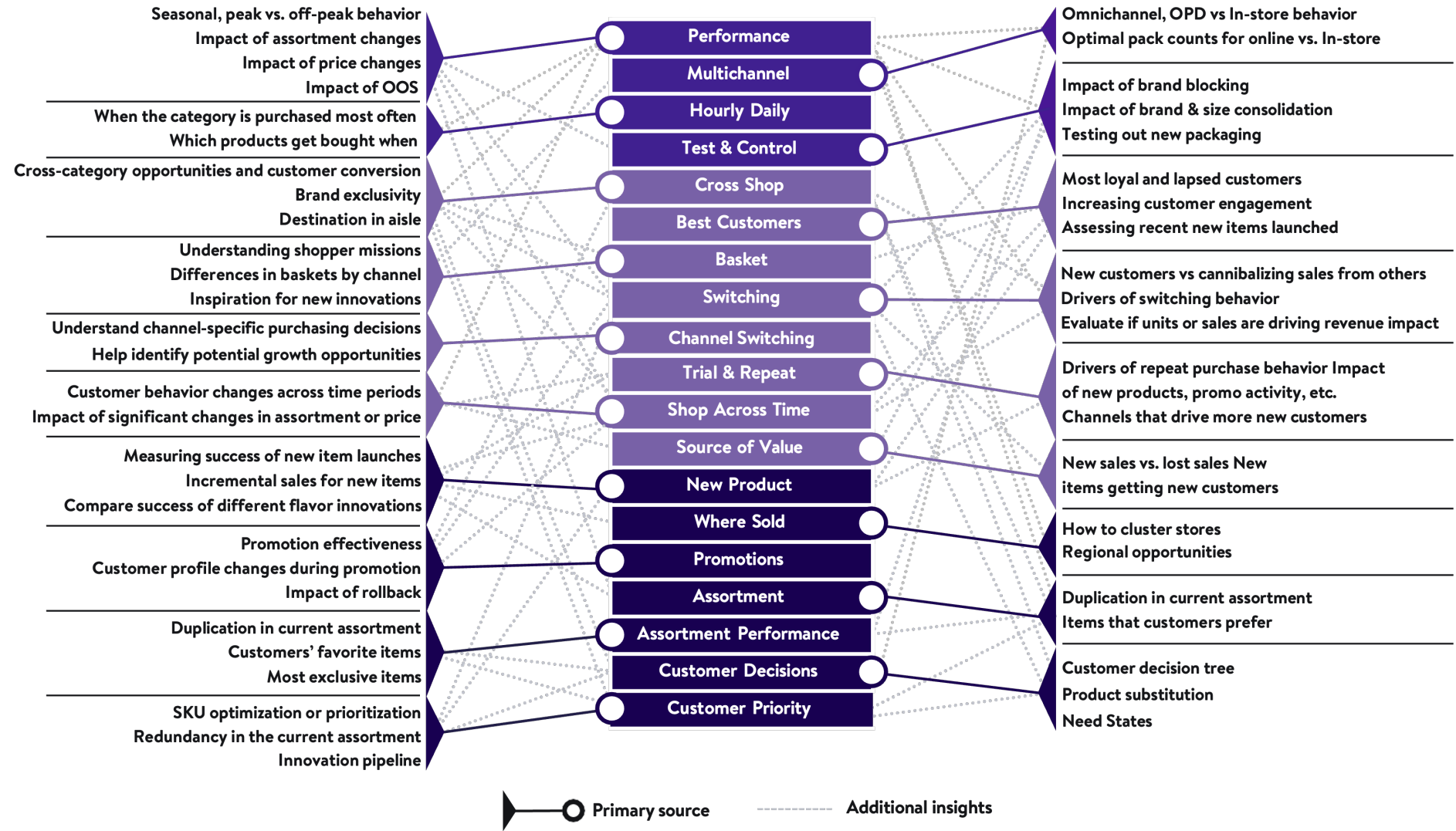
Identify potential category trends and white space opportunities to pioneer new offerings



**Customer Priorities**  
Product Priority Rankings

Optimize customer-first assortments and strategies to adapt to customer behaviors

# Choose a report that best suits your business needs or gather deeper insights from multiple reports







# Performance (In Detail, Group, Express)

Identify customer profiles and behavior metrics so you can benchmark both over- and under-performance in the category and track the impact of events



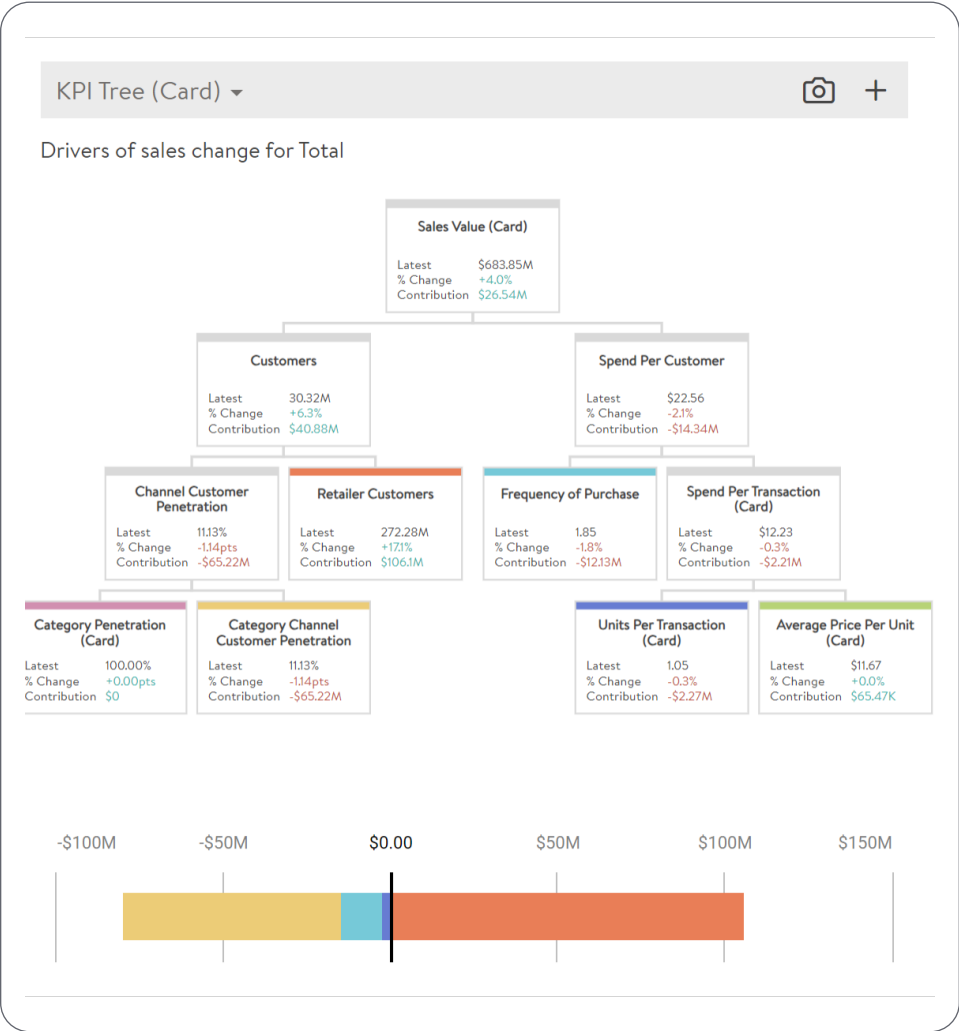
A key piece of the Performance reports, the KPI tree provides an at-a-glance visual of how key customer metrics contribute to topline sales changes.

## Performance In Detail

Unlock insights into product, brand, and category with the Performance in Detail report including up to 100,000 products.

## Performance Group

Gain category insights with Performance Group report including up to 400,000 products.



# Performance (In Detail, Group, Express)

This report helps you answer:

## Behaviors:

- What customer behaviors drive sales?
- How does the performance of a product, brand, or segment compare to the wider category?

## Trends:

- What trends can you see in customer KPIs over time?

## Timing:

- How does customer behavior differ in peak vs. non-peak periods?

See a more complete picture with **Scintilla**:



## Shopper Behavior

The **Best Customers** and **Source of Value** reports can provide deeper understanding of the customer segments most important to your product.



## Customer Perception

Engage with digital shoppers to understand why they are less likely to purchase your product than in-store customers.



## Channel Performance

Engage with digital shoppers to understand why they are less likely to purchase your product than in-store customers.



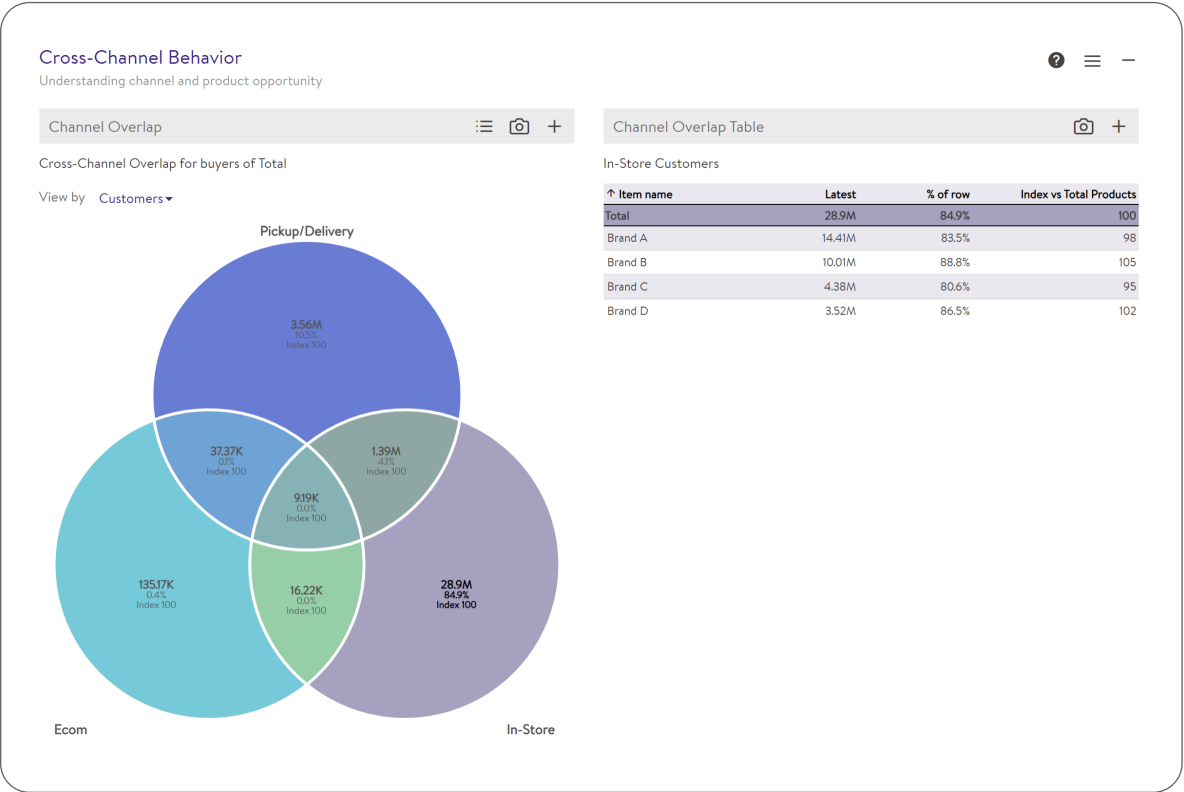
## Digital Landscapes

Understand how likely Walmart shoppers are to convert across the digital sales funnel from browsing to purchase.



# Multichannel (All Shoppers, Repeat Shoppers)

Understand how customers shop within and across channels and compare product performance to identify growth opportunities



Discovering overlaps in channel shoppers can help you gain insights into how multichannel shoppers differ from single channel ones.

## Multichannel All Shoppers

Track product group multichannel customers and how they differ from single-channel customers, including all shopper data, including data from one-time shoppers.

## Multichannel Repeat shoppers

Track Walmart’s multichannel customers and how they differ from single-channel customers, including data from shoppers who have purchased the product at least 3 times across 2+ channels



# Multichannel (All Shoppers, Repeat Shoppers)

This report helps you answer:

### Behaviors:

- What are the differences in baskets by channel?
- What are the driving factors affecting product performance groups by channel?

### Trends:

- What are the top products purchased in a channel?

### Timing:

- How does seasonality affect multichannel customers and how much they spend?

See a more complete picture with **Scintilla**:



### Shopper Behavior

Where Sold and Hourly Daily reports can add additional texture to multichannel data.



### Customer Perception

Engage repeat customers to investigate why your most valuable shoppers prefer specific channels.



### Channel Performance

Establish proactive reports and triggers to monitor your omni-channel metrics and get ahead of emerging trends.



### Digital Landscapes

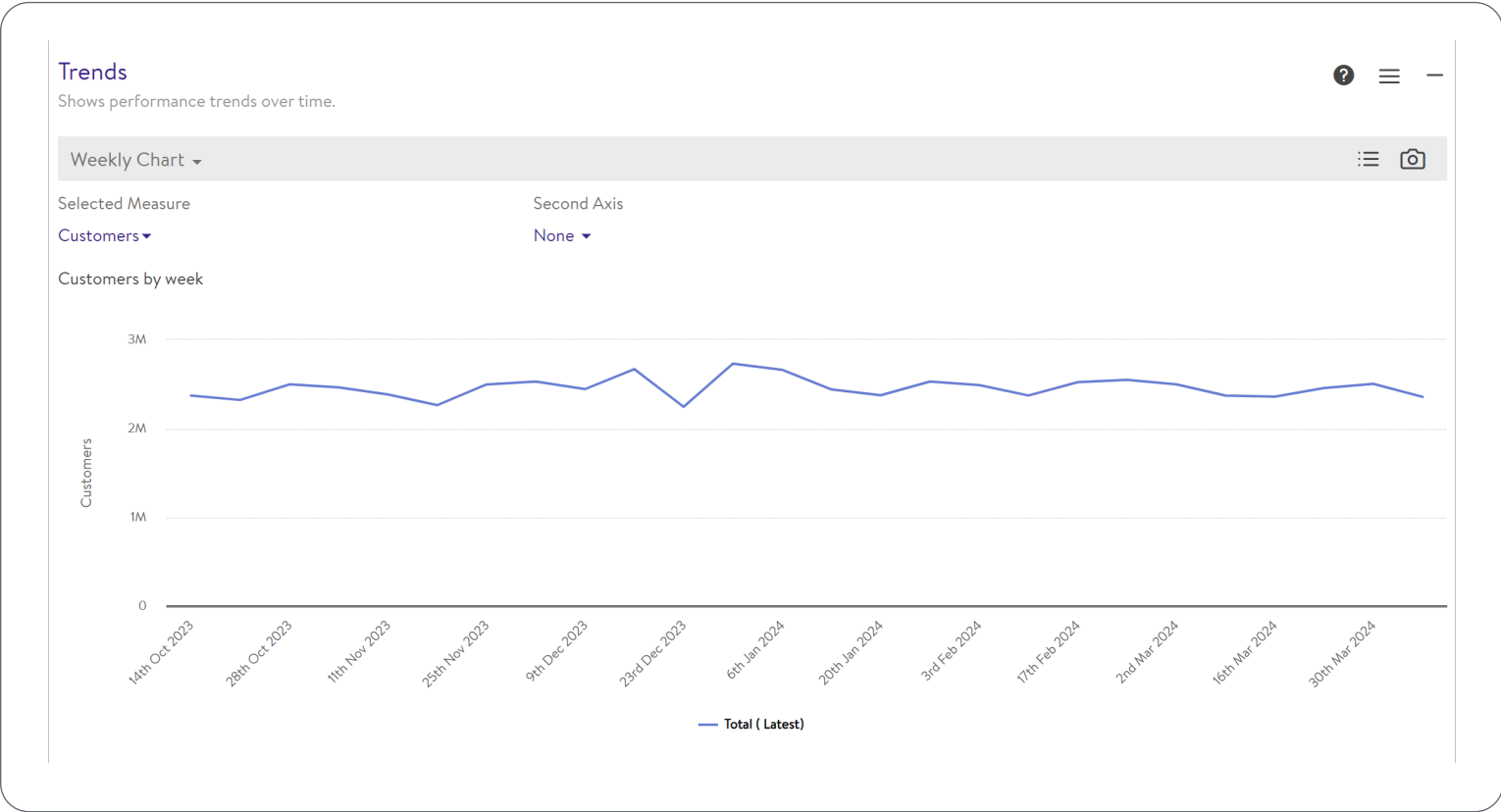
Discover deeper insights into how your products stack up against others in your category on Walmart.com and in the Walmart mobile app by investigating your Session Share.





# Hourly Daily

Detail KPIs by day of the week, hour of the day, and even drill down into exact peaks for key customer metrics



Track when the busiest shopping times are for certain products and optimize potential sales drivers



# Hourly Daily

This report helps you answer:

## Behaviors:

- How can I reach new customers or increase basket size of existing customers?
- When do various customer segments purchase the most often?

## Trends:

- What is the aggregated hourly and daily sales trend for a selected time period?

## Timing:

- Does day of week or time of day matter in terms of which products my customers are buying?

See a more complete picture with **Scintilla**:



## Shopper Behavior

Pair these findings with the **Basket** report to spot new trends or the **New Product Evaluation** report to check ramp-up traffic.



## Customer Perception

Investigate specific spikes or viral trends by asking customers what drove their purchases and recommendations.



## Channel Performance

Note your inventory levels being impacted by hourly spikes realized as negative OPD metrics.



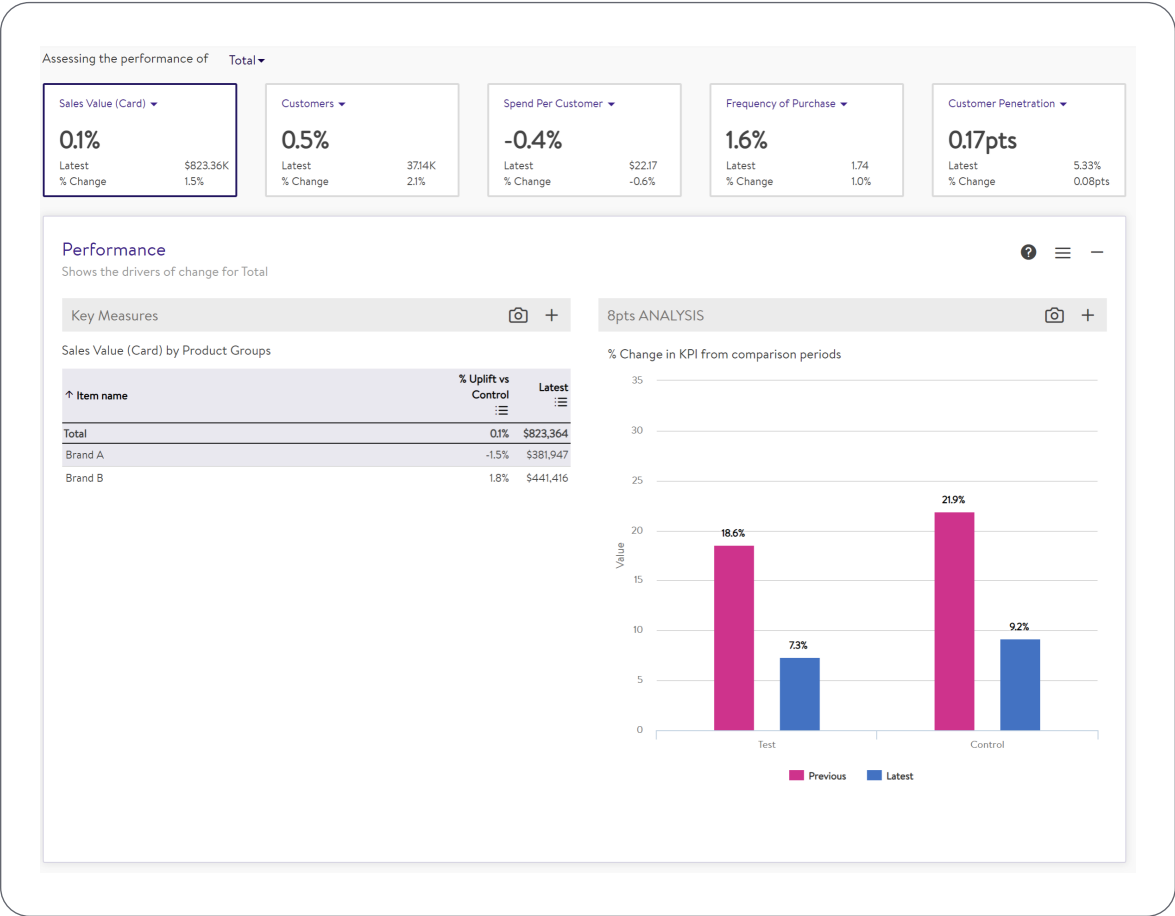
## Digital Landscapes

Learn what days Walmart shoppers are most likely to browse for your products on Walmart.com and the Walmart mobile app and when they're most likely to purchase.



# Test & Control (Control Store Group Creation, Evaluation)

Create optimal control store groups and assess how test stores perform against controls, determine success based on metrics, and identify customer profiles



## Control Store Group Creation

Create the optimal control group for your test stores, ensuring accurate performance comparison.

## Test & Control Evaluation

Gain insights into how new concepts compete against controls. Assess the impact of a test on sales and customer metrics by comparing performance of test stores against control stores for detailed insights.



# Test & Control (Control Store Group Creation, Evaluation)

This report helps you answer:

## Behaviors:

- Control Store Group Creation: Which stores are the best-fit control stores based on sales and customer data?
- Evaluation: Can testing new packaging improve product perception?
- Evaluation: How have customer profiles changed with the test being run?

## Trends:

- Evaluation: Which product groups performed the best against other groups?

## Timing:

- Evaluation: Are your products gaining or losing loyalty over time?

See a more complete picture with **Scintilla**:



## Shopper Behavior

Validate your test & control suppositions with **Assortment Deep Dive** and **Performance in Detail**.



## Customer Perception

Before launching a new brand or product, explore naming tests in isolation and run a Barriers to Entry study.



## Channel Performance

Dig into your sales data metrics to gain insight into current item performance or gaps to support findings.



## Digital Landscapes

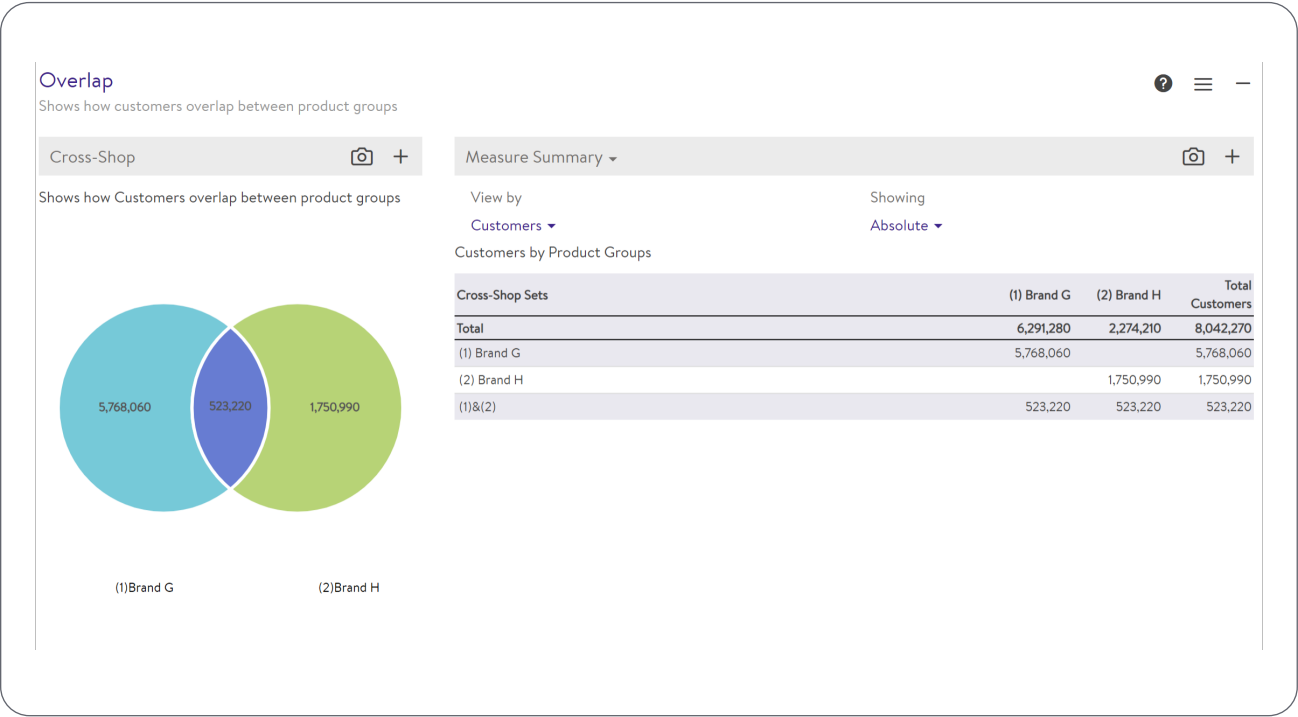
Understand how your products stack up against others in your category by examining Session Share.





# Cross Shop

Analyze how customers shop across different products and brands and quantify the opportunity of bringing customers into your brand or category



Learn the why behind product-crossing behaviors to plan next steps aimed at improving customer loyalty



# Cross Shop

This report helps you answer:

Behaviors:

- What percentage of customers are buying a brand or category exclusively?
- How much do customers cross-shop between product tiers?

Trends:

- How likely are customers to switch brands if what they want is not available on shelf?

Timing:

- How does the profile of customers buying products differ from those who also buy other products?

See a more complete picture with **Scintilla**:



Shopper Behavior

Follow-up with the **Basket** and **Switching** reports to understand how to meet and market to customer needs.



Customer Perception

Launch a video study to learn about customer experiences with your products firsthand.



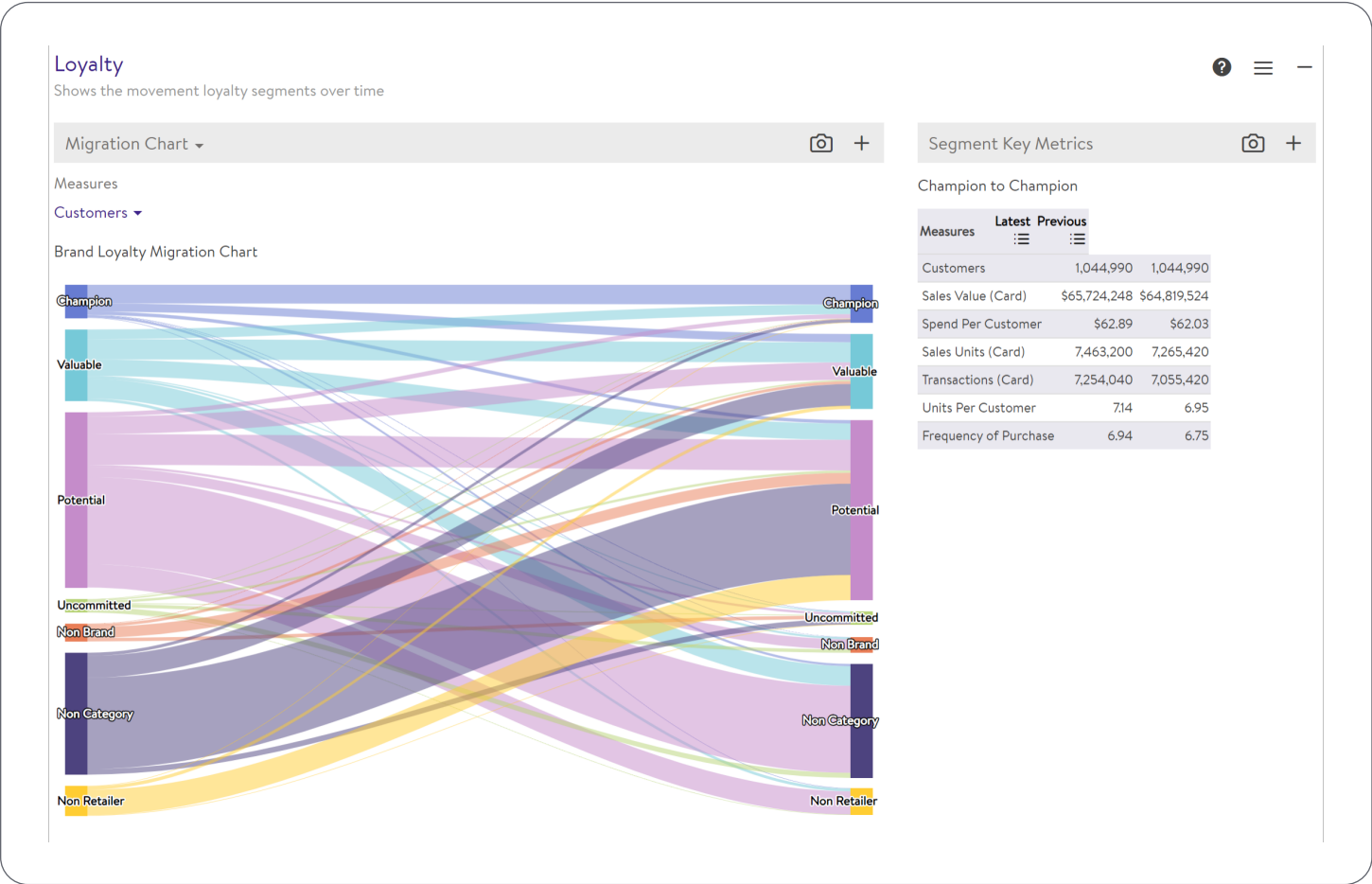
Channel Performance

Investigate your item in an omni-channel environment to refine assortment and replenishment strategies.



# Best Customers

Define who your most loyal customers are, analyze their product interactions based on spend, and discover new audiences to engage



See customers who have increased, decreased, or maintained their loyalty to the brand



# Best Customers

This report helps you answer:

**Behaviors:**

- Where is an opportunity to increase customer engagement?
- Are you attracting new customers who did not buy the category previously?

**Trends:**

- What type of customers are most loyal to your brand?

**Timing:**

- Why did lapsed customers stop buying? Which products didn't they buy?

See a more complete picture with **Scintilla**:



**Shopper Behavior**

Dig deeper with the **Shop Across Time** and **Switching** reports to build a loyalty story and better understand your customers.



**Customer Perception**

Target new and lapsed customers over time to understand why product appeal can fluctuate, and layer data enrichments to track shifts across sub-audiences



**Channel Performance**

Cross-reference loyalty data with geographic boundaries to heat map your markets and identify expansion opportunities.



**Digital Landscapes**

Go beyond customer loyalty to learn about your products add-to-cart and purchase rate to improve Conversion opportunities





# Basket

Discover what products are in the same basket as yours and gain understanding of how baskets and shopping trips can change by customer profile and channel

Top Products

Shows the top product associations with the focus product group

Products

Product Level

Product Group

Profile By

All

Top products associated with the focus product group

Item Name	Composite Rank	Key Measures				Additional Key Measures			
		Transactions	Customers	Product Penetration	↓ Significance	Sales Value	Sales Units	Avg Spend per Basket (Focus)	Avg Spend per Basket (Total)
Total		26,815,490	14,960,770			\$319,242,397	31,141,540	\$11.91	\$122.08
PRIVATE BRAND PAPER TOWELS	1	5,220,390	3,574,040	19.47%	13.21%	\$57,294,676	6,524,390	\$10.98	\$144.01
TOP JOB TRASH BAGS	20	282,410	220,350	1.05%	8.08%	\$1,801,318	422,960	\$6.38	\$117.58
SPARKLE PAPER TOWELS	2	1,049,700	833,420	3.91%	6.95%	\$13,559,069	1,129,900	\$12.92	\$158.25
MOIST BATH TISSUE	15	399,610	348,660	1.49%	6.89%	\$4,868,087	437,320	\$12.18	\$149.64
PRIVATE BRAND FACIAL TISSUE	10	649,000	516,660	2.42%	6.79%	\$8,079,972	730,460	\$12.45	\$151.71
SCOTT PAPER TOWELS	26	227,250	179,930	0.85%	6.57%	\$2,942,934	248,490	\$12.95	\$154.19
PRIVATE BRAND TRASH BAGS	3	1,456,150	1,271,620	5.43%	6.47%	\$18,852,872	1,665,200	\$12.95	\$177.52
VIVA PAPER TOWELS	14	489,790	378,370	1.83%	6.23%	\$6,354,652	522,920	\$12.97	\$162.07
CONTAINERS	53	40	40	0.00%	5.97%	\$465	40	\$11.64	\$135.19
SCOTTIES FACIAL TISSUE	27	232,650	183,630	0.87%	5.62%	\$2,534,809	266,220	\$10.90	\$143.12
DISH LIQUIDS	4	2,885,430	2,375,470	10.76%	4.97%	\$34,431,855	3,446,600	\$11.93	\$169.69
DISH GELS	30	178,580	161,050	0.67%	4.57%	\$2,586,622	199,770	\$14.48	\$195.19
SPONGES	7	908,530	837,340	3.39%	4.46%	\$11,472,079	1,032,290	\$12.63	\$187.79
LIQUID LAUNDRY DETERGENT	5	2,961,420	2,338,160	11.04%	4.46%	\$36,997,366	3,445,750	\$12.49	\$173.50
NAPKINS	12	794,630	648,350	2.96%	4.44%	\$10,721,741	890,840	\$13.49	\$172.59

Analyze how baskets with your products compare to competing ones



# Basket

This report helps you answer:

Behaviors:

- What other categories interact with my category in a basket?
- Are there merchandising opportunities with products that regularly feature in the same basket?

Trends:

- What are the top products purchased with your products?

Timing:

- How often do customers visit the same store?

See a more complete picture with **Scintilla**:



Shopper Behavior

Take basket engineering to a new level with the **Cross-Shop** and **Multichannel** reports to fine-tune product strategies.



Customer Perception

Identify opportunities to engage customers through in-store product placement, digital product descriptions, and meaningful cross-brand partnerships.



Channel Performance

Cater to peak seasons for your basket behaviors by setting rules for inventory alerts and observing key distribution points.



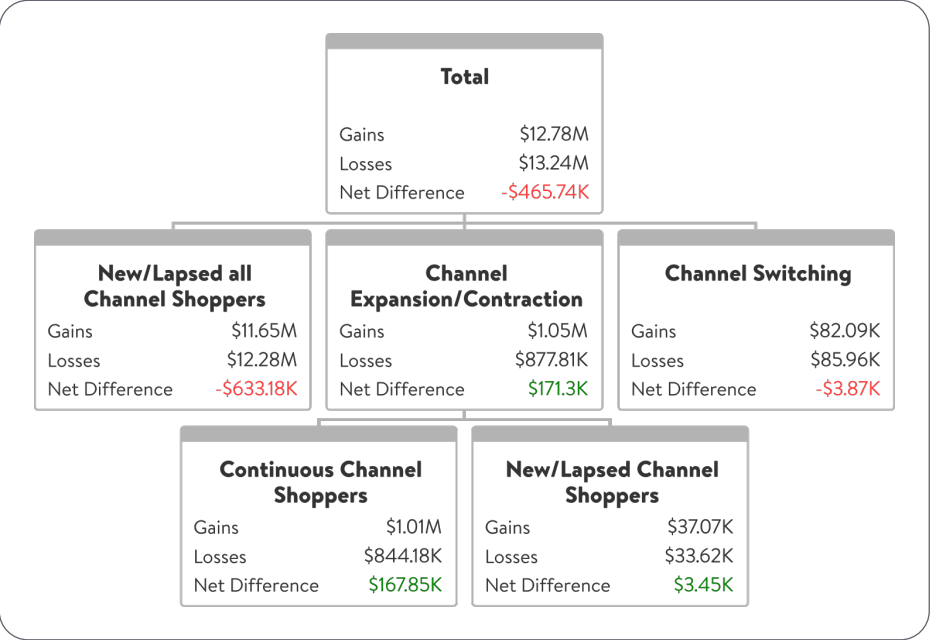
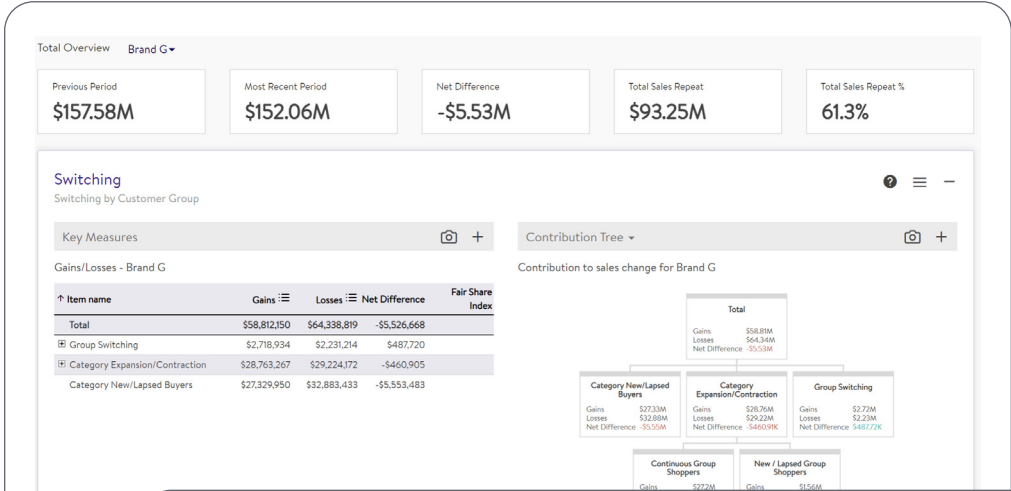
Digital Landscapes

Discover how your products stack up against the average and best in your category.



# Switching (Standard, Over Time, Channel)

Learn how customers switch spend or units in and out of a category to determine what is driving this behavior



## Switching (Standard)

Gain deeper insights into why customers are switching between brands and what it means for your products. Evaluate whether shopper behavior trends are affected by brand-switching or volume-based unit spending.

## Switching Over Time

Understand the long-term evolution of your product group sales, uncover switching patterns, and track customer behavior over multiple time periods.

## Channel Switching

Gain deeper understanding of channel-specific purchasing decisions across Walmart’s ecosystem. Understand where Walmart shoppers are purchasing your products. Are they loyal to purchasing in a single channel, like in-store, or are they are switching between in-store, online, and pickup and delivery—or a varying degree of all four?



# Switching (Standard, Over Time)

This report helps you answer:

## Behaviors:

- What types of customers have lapsed from your product or brand?
- Which customer profiles are spending more on your product or brand?
- Is revenue impact driven by switching on units or sales?

## Trends:

- What is the appeal of your product vs. total products in the report?
- How has consumer spending shifted as an outcome of macroeconomic trends?

## Timing:

- What was the impact of significant Out Of Stocks—where did these customers go?

See a more complete picture with **Scintilla**:



## Shopper Behavior

Pair switching data with the **Assortment** and **Test and Control** reports to hypothesize new strategies.



## Customer Perception

Create a target audience of Lapsed Buyers and ask what influenced their decision to switch products or brands.



## Channel Performance

Trace your switching trends upstream to replenishment patterns for new insights.



## Digital Landscapes

Track how pre-purchase behaviors trend over time by examining Session Conversion.





# Channel Switching

This report helps you answer:

**Behaviors:**

- Where are my target customers shopping?
- Do shoppers purchase my product consistently from a single channel, or do they swap channels when shopping my brands or products?

**Trends:**

- Which customers are most likely to swap channels?
- Should I consider alternative channel-based advertising?

**Timing:**

- How often did customers switch their purchase channel during a specific period?
- How do promotional periods impact channel purchasing decisions?

See a more complete picture with **Scintilla**:



**Shopper Behavior**

Understand which channels Walmart shoppers are switching between when purchasing your products to help focus your advertising spend to reach your target customer.



**Customer Perception**

Dig deeper to understand why Walmart shoppers are switching spend from one channel to another using qualitative research.



**Channel Performance**

Discover new opportunities to help enhance your product distribution for Walmart shoppers.



**Digital Landscapes**

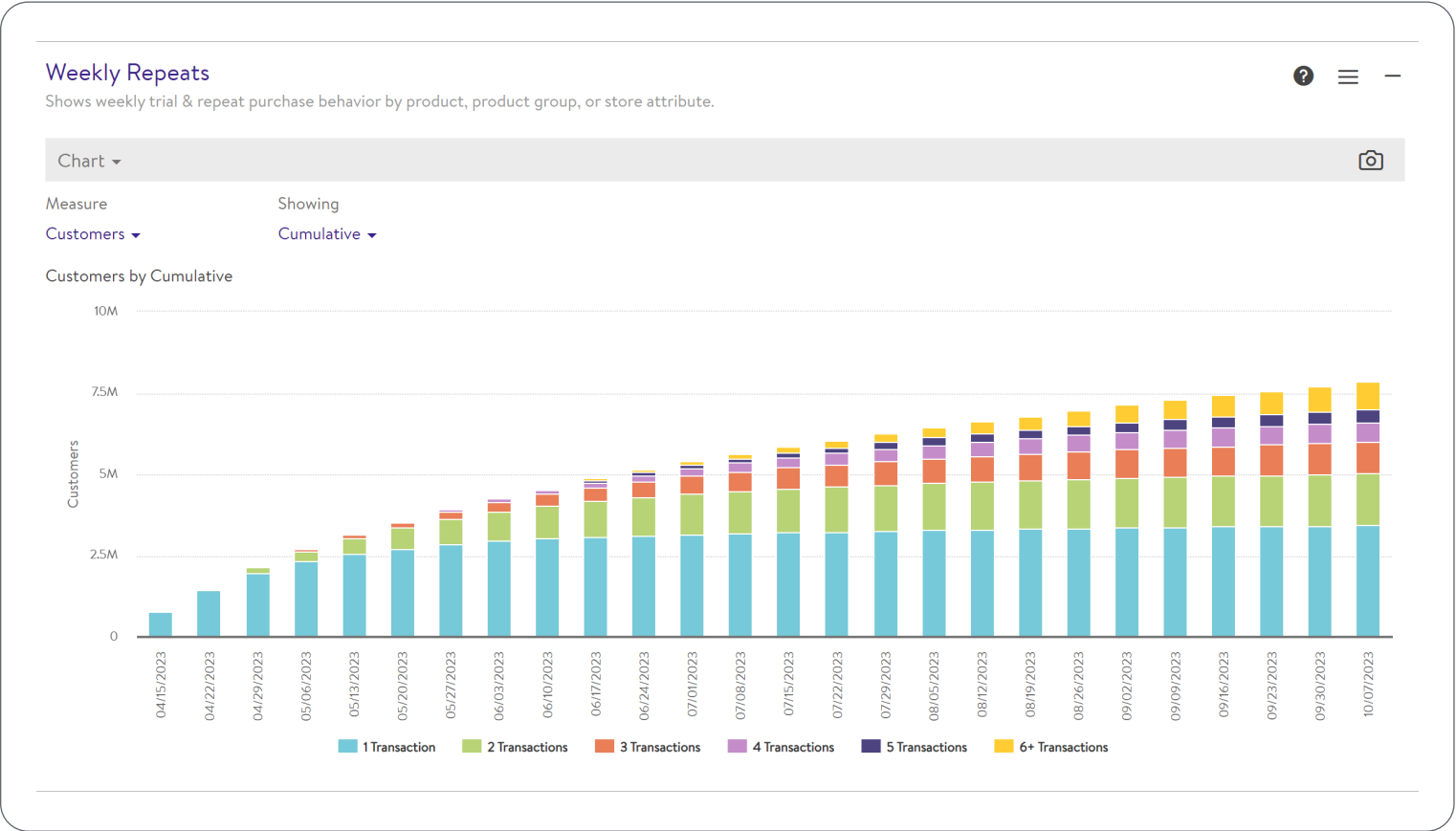
Uncover customers' pre-purchase online shopping behavior that led to any changes in channel spend to help plan media campaigns.





# Trial & Repeat

Understand how customers trial and repeat purchases, plus measure the effect of promotional activity and launches



Examine trial & repeat rates to discover which weeks are most successful at driving trialist customers



# Trial & Repeat

This report helps you answer:

## Behaviors:

- Which channels generate trials and attract new customers faster?
- How has trial and repeat behavior supported growth in the category?

## Trends:

- Which product has the strongest repeat rate?

## Timing:

- How has repeat purchase behavior changed over time?

See a more complete picture with **Scintilla**:



## Shopper Behavior

Explore the **Cross Shop** and **Assortment Deep Dive** reports to find opportunities for customer acquisition.



## Customer Perception

Watch customers react to product concepts or messaging with a video survey to understand what will drive repeat purchase behavior with category shoppers



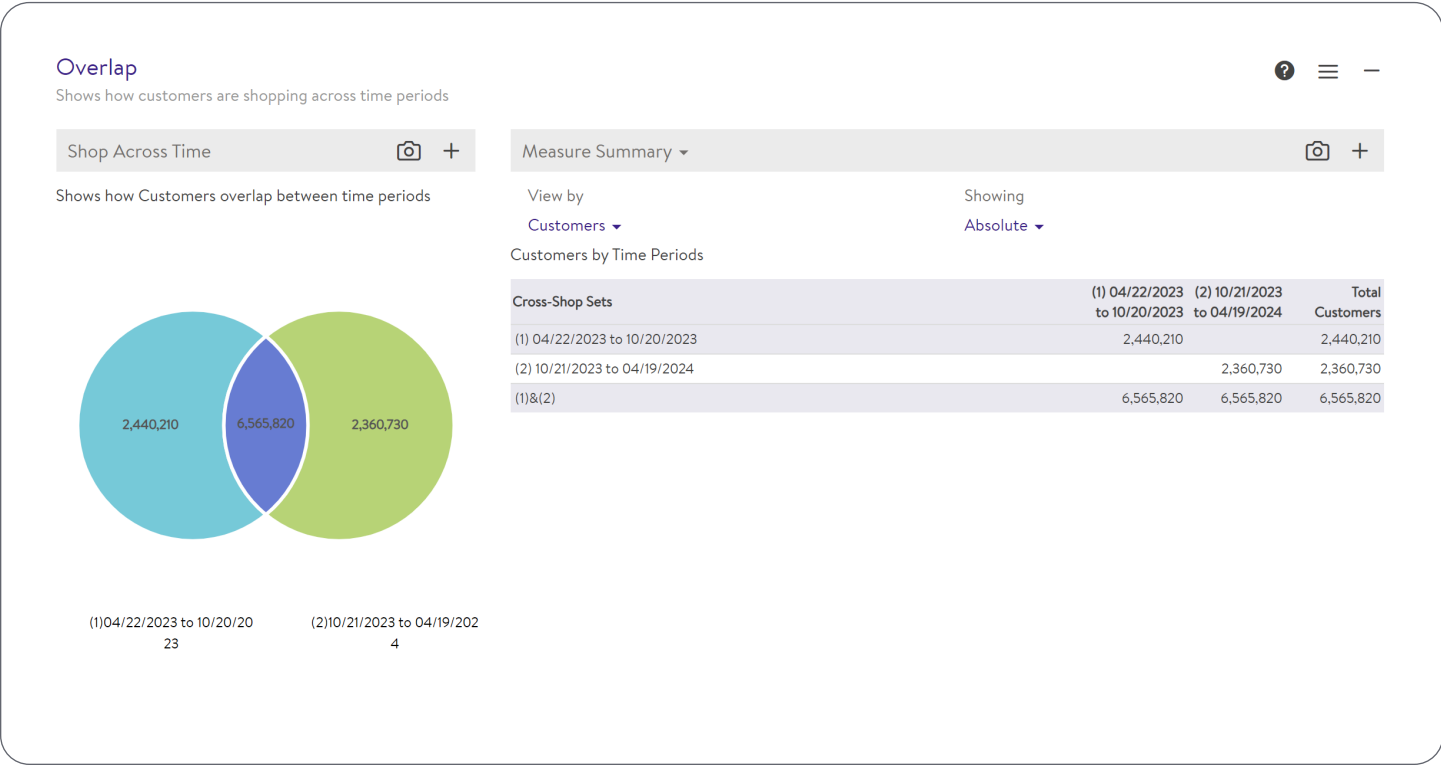
## Channel Performance

Check your nil pick and out-of-stock trends by region, market, or store to gauge the impact of replenishment on trials and lapses.



# Shop Across Time

Evaluate how many customers were attracted to a promotion and compare sales and behaviors before, during, and after to spot growth opportunities



By tracking purchasing behaviors through time periods you can evaluate how many customers were attracted to promotional events



# Shop Across Time

This report helps you answer:

Behaviors:

- How do different customer segments shop across seasonal and non-seasonal periods?
- How many customers did a promotion convert to also buy in the post period?

Trends:

- What proportion of customers bought my brand only when it was on promotion?

Timing:

- What was the impact on the category when the assortment changed in a specific week?

See a more complete picture with **Scintilla**:



Shopper Behavior

Confirm your findings with nuanced reports like **Promotions, Where Sold, Best Customers**, and **Source of Value** for deeper understanding.



Customer Perception

Target customers based on transactional behaviors around specified time periods for sentiment snapshots.



Channel Performance

Turn supply-chain factors from past events into proactive alerts to make sure you're ahead of the next one.



Digital Landscapes

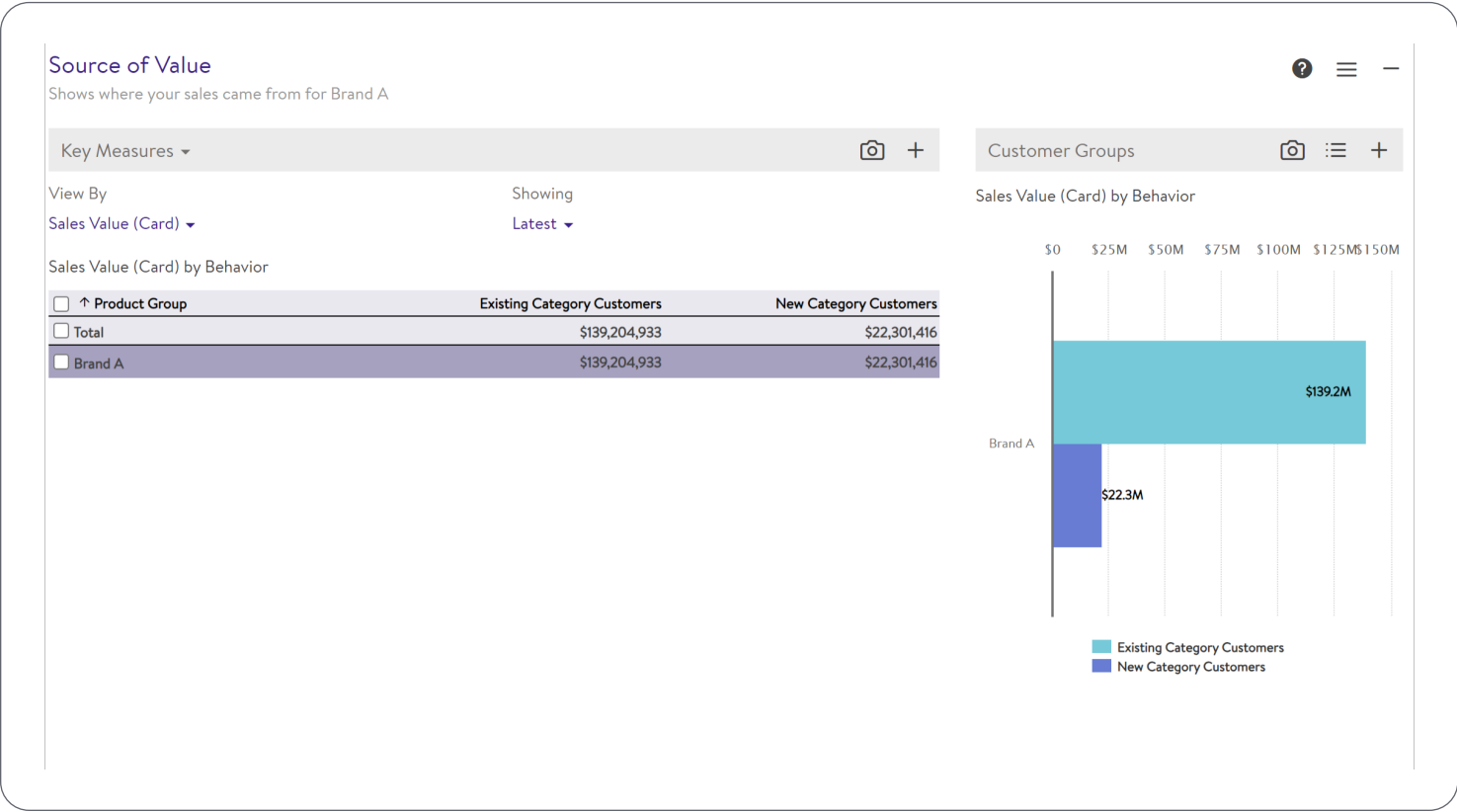
Understand how promotional periods and seasonality affect pre-purchase behaviors.





# Source of Value

Assess the impact of new product development or assortment change on the category to understand where sales are coming from



By tracking purchasing behaviors through time periods you can evaluate how many customers were attracted to promotional events



# Source of Value

This report helps you answer:

## Behaviors:

- What proportion of sales were from new category customers or existing customers spending more?
- Did my customer profile change when we passed along price increases?

## Trends:

- Where did new products launched last quarter get sales from?

## Timing:

- Did the analyzed event drive sales that exceeded expectations to the category?

See a more complete picture with **Scintilla**:



## Shopper Behavior

Capitalize on category incrementally with the **Cross Shop** and **Promotions** reports for targeted promotions.



## Customer Perception

Zero-in on why shoppers aren't purchasing a product by surveying a target audience of Lost/ Infrequent Category Buyers.



## Channel Performance

Get the bigger picture with concise views for year-by-year and region-by-region data.



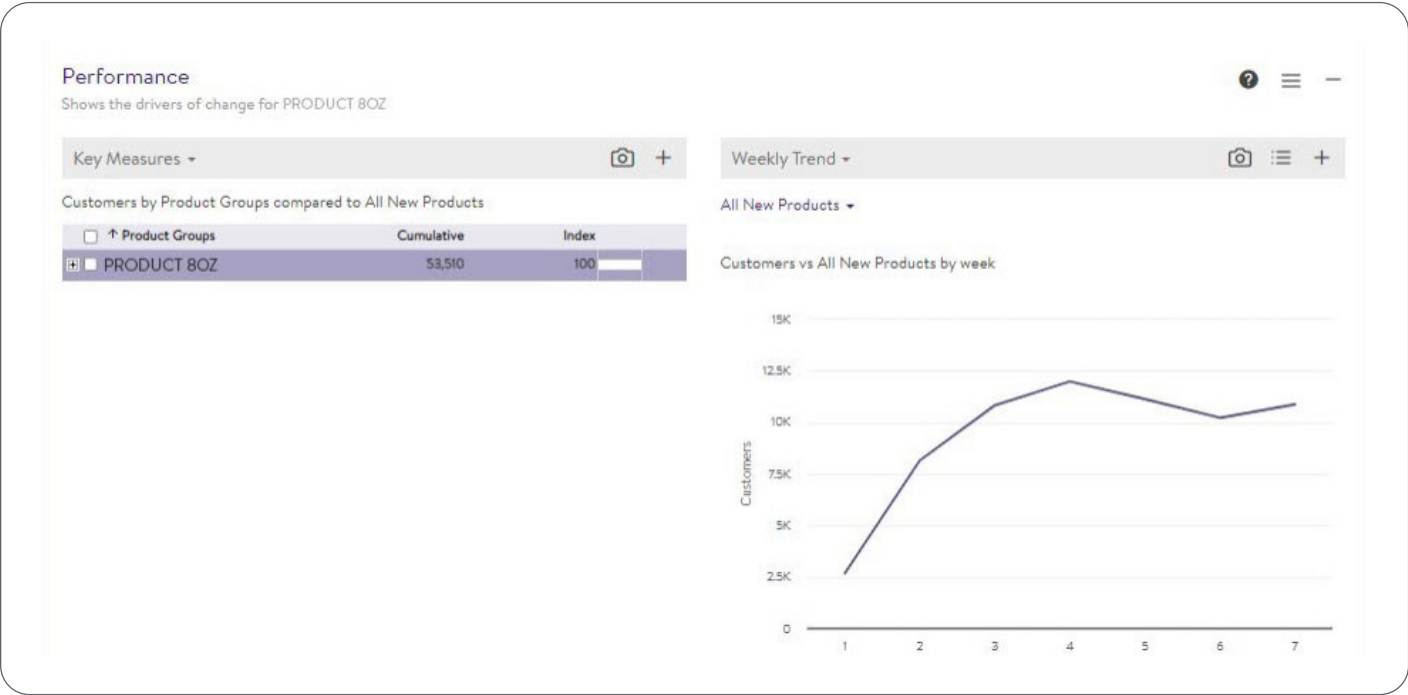
## Digital Landscapes

Leverage session share to gain a broader sense of your products position relative to the rest of the category.



# New Product (Selection, Evaluation)

Identify new product launches and evaluate how a new product performed post launch and benchmark it against other launches in the category



## New Product Selection

Identify all recent product launches within your category, pinpointing launch dates for comprehensive analysis, comparison, and for use in the New Product Evaluation report.

## New Product Evaluation

Track and compare the performance of your new product launch. By dialing into performance metrics, you can determine if a new product brought new revenue into the category.



# New Product (Selection, Evaluation)

This report helps you answer:

### Behaviors:

- New Product Selection: Which new products have been launched?

### New Product Evaluation:

- How has your new product performed compared to other new launches in the category
- Are new items incremental? Are they attracting new customers?

### Trends:

- New Product Evaluation: Which channels attract new customers faster?

### Timing:

- New Product Selection: What are the launch dates for your new products?
- New Product Evaluation: Are there certain weeks that drive stronger product launches?

See a more complete picture with **Scintilla**:



## Shopper Behavior

Pair **New Product Evaluation** data with **Switching** and **Performance in Detail** to watch your product shape the category week by week in granular detail.



## Customer Perception

Use transactional targeting to consult early adopters on first impressions and marketable reactions.



## Channel Performance

Track your new product progress with API integration for sales and inventory data, refreshed daily or even near real-time.



## Digital Landscapes

Review your new products growth and how it attracts category shoppers using Session Share and Session Conversion.



# Where Sold

Analyze product success by variables all the way down to individual store level to pinpoint the where and why of under- and over-performance

Performance

Shows the drivers of change for Total

STORE PERFORMANCE

↑ Item name	Sales Value		Customers		Sales Units		Transactions		Average Price Per Unit	
	Latest	Previous	Latest	Previous	Latest	Previous	Latest	Previous	Latest	Previous
Total	\$381,525,969	\$364,760,174	16,363,570	15,680,100	40,923,350	38,598,120	39,839,270	37,551,630	\$9.32	\$9.45
AK	\$647,216	\$573,896	26,310	22,120	55,220	48,290	53,340	46,890	\$11.72	\$11.88
AL	\$11,462,513	\$11,124,775	490,440	463,800	1,295,180	1,225,930	1,264,920	1,195,740	\$8.85	\$9.07
AR	\$8,210,548	\$7,990,495	337,780	326,950	923,980	880,930	904,300	861,490	\$8.89	\$9.07
AZ	\$9,237,039	\$9,010,549	402,620	395,430	974,330	939,840	948,380	913,140	\$9.48	\$9.59
CA	\$23,362,033	\$21,999,151	930,560	892,320	2,383,340	2,233,420	2,308,790	2,161,170	\$9.80	\$9.85
CO	\$6,659,954	\$6,325,896	289,140	273,370	698,660	653,890	682,200	637,490	\$9.53	\$9.67
CT	\$2,174,929	\$2,006,891	107,610	100,460	245,960	222,370	238,910	215,710	\$8.84	\$9.03
DC	\$258,273	\$225,067	12,640	14,030	28,750	25,850	27,840	24,770	\$8.98	\$8.71
DE	\$794,218	\$729,535	36,960	33,270	83,260	76,300	80,780	73,600	\$9.54	\$9.56
FL	\$33,255,016	\$32,050,912	1,627,760	1,578,390	3,704,590	3,546,160	3,608,910	3,453,170	\$8.98	\$9.04
GA	\$17,004,439	\$16,543,583	770,760	754,840	1,852,200	1,768,740	1,803,740	1,719,000	\$9.18	\$9.35
HI	\$1,116,120	\$948,994	42,620	35,570	97,300	82,790	91,580	78,400	\$11.47	\$11.46
IA	\$5,516,910	\$5,205,043	225,270	209,110	568,850	529,870	553,640	514,770	\$9.70	\$9.82
ID	\$2,141,696	\$1,972,772	91,430	83,540	212,550	195,030	205,780	188,560	\$10.08	\$10.12
IL	\$12,202,102	\$11,727,926	500,240	480,170	1,273,270	1,210,890	1,238,370	1,178,240	\$9.58	\$9.69

Because store performance is paramount to product performance, use this report to scope regional opportunities



# Where Sold

This report helps you answer:

Behaviors:

- Which products are underperforming in a store, state, region, and more?
- Which are the highest performing stores for my products and product groups?

Trends:

- Which stores should I use to trial a new product launch?

Timing:

- After moving to a brand block, how are stores performing and what was the impact?

See a more complete picture with **Scintilla**:



Shopper Behavior

Follow key variables like customer count and sales value through the **Multichannel** and **Test & Control** reports for full-spectrum sales insights.



Customer Perception

Conduct a Path to Purchase study to better understand if the in-store location of a product is affecting its sales performance.



Channel Performance

Take your most interesting figures and track them daily– or even in real time–with simple APIs.



Digital Landscapes

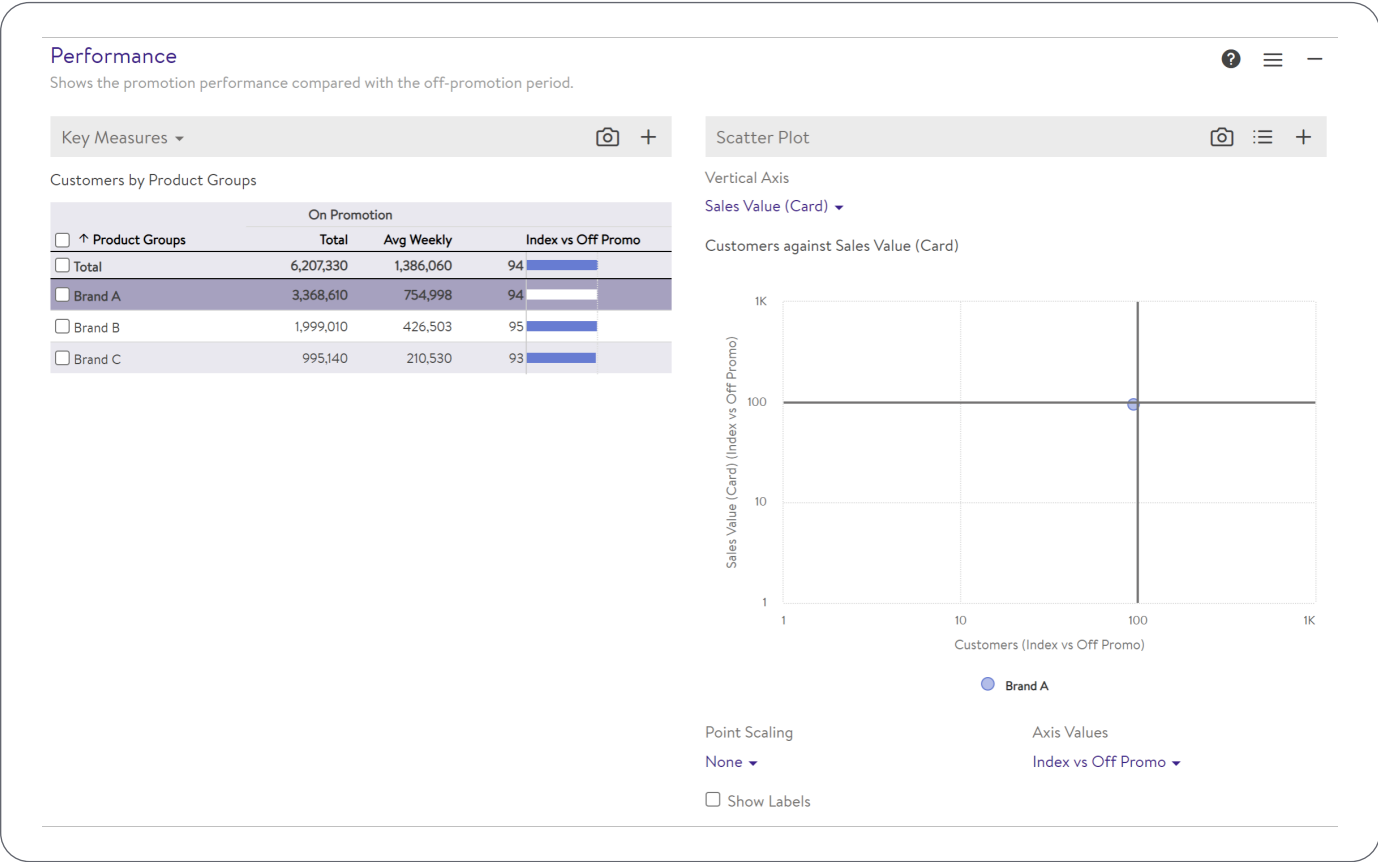
Go beyond the store and see how your products are performing online before shoppers make a purchase.





# Promotions

Dial into KPIs to understand how promotions performed and what you can do differently next time



Analyze how promotionally-driven the category is to plan for future events



# Promotions

This report helps you answer:

## Behaviors:

- Did rollback bring new customers into the category?
- What types of customers are buying my promoted products and how does this compare to the category?

## Trends:

- How much in incremental sales did my promotion bring?

## Timing:

- What combinations of products are customers putting in their baskets the most during the promotion period?

See a more complete picture with **Scintilla**:



## Shopper Behavior

Employ **Shop Across Time** and **Trial and Repeat** to benchmark promotions against each other and evaluate long-tail sales growth.



## Customer Perception

Run a post-purchase evaluation test to understand what drove customers to make their purchase—was it awareness of the promotion, or something else?



## Channel Performance

Measure how your supply chain responds to increased demand by tracking out-of- stocks and nil picks.



## Digital Landscapes

Understand how promotions affect pre-purchase behavior in Walmart.com and Walmart mobile app customers.



# Assortment

Compare how products in your category perform based on a combination of sales and customer measures to inform and support assortment reviews

Assortment

Shows product level performance and ranking

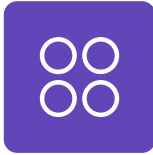
Key Measures

Selected Measure

6 Selected

Item name	↑ Composite Rank	\$ Share of Requirements (adjusted)		ACV Weighted ROS (Units)		ACV Weighted ROS (Value)	
		Rank	Actual	Rank	Actual	Rank	Actual
Angel Soft Toilet Paper 9 Mega Rolls Soft and Strong Toil...	1	6	57.38%	1	138.58	1	\$881.94
Angel Soft Toilet Paper 12 Mega Rolls Soft and Strong To...	2	14	50.39%	2	94.50	2	\$796.76
Angel Soft Toilet Paper 18 Mega Rolls Soft and Strong To...	3	11	52.31%	3	56.60	3	\$676.30
Angel Soft Toilet Paper 24 Mega Rolls Soft and Strong T...	4	8	54.99%	4	33.73	4	\$524.93
Angel Soft Toilet Paper 36 Mega Rolls Soft and Strong T...	5	5	65.76%	6	19.69	5	\$450.29
Angel Soft Toilet Paper 12 Mega Rolls Scented Tube Soft ...	7	15	45.81%	5	29.31	6	\$242.03
Angel Soft Toilet Paper 24 Super Mega Rolls Soft and Str...	8	9	54.53%	10	6.87	7	\$171.45
Angel Soft Toilet Paper 48 Mega Rolls Soft and Strong T...	12	7	57.04%	11	3.00	9	\$98.66
Angel Soft Toilet Paper 48 Mega Rolls Scented Tube Soft...	13	12	52.15%	13	1.63	11	\$53.79
Angel Soft Toilet Paper 48 Mega Rolls Scented Linen Tub...	14	10	53.05%	14	1.38	12	\$45.82
Angel Soft Toilet Paper 12 Jumbo Rolls Bath Tissue White...	17	16	41.75%	16	0.61	18	\$8.67

Comparison can be key when fine-tuning assortment choices. This report can show you which products resonate with customers



# Assortment

This report helps you answer:

Behaviors:

- Which products sell the most and are purchased by the most customers and are in widest distribution?
- Which products have the highest customer loyalty?

Trends:

- What are the highest and lowest performing products by customer profile?

Timing:

- How did each product perform in the category over time?

See a more complete picture with **Scintilla**:



Shopper Behavior

Pair this data with Cross Shop and Switching reports to reveal new modular opportunities or inform line reviews by proving category incrementality.



Customer Perception

Create compelling product expansion arguments by asking customers where they want to see your products.



Channel Performance

Evaluate your top stores to uncover opportunities for product expansion and improve market share.



Digital Landscapes

Discover which of your products and brands have the highest rate of conversion online to identify opportunities to discuss in-store modular options with your Merchant.



# Assortment Deep Dive

## Assortment Performance

Review product performance in the assortment with customer metrics like loyalty, repeat, favorite, share, basket spend, and more

Scintilla | Shopper Behavior

Table view: Total assortment

<input type="checkbox"/>	Product code	Product description	Need state	Groups	Add order	Composite rank	Composite score
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
<input type="checkbox"/>	7xxx36126	Private Brand Original Vanilla LF 32oz	Nonfat Single a...	Total assortment	1	1	0.9576
<input type="checkbox"/>	8182xx262	Brand A Vanilla Greek Mixed Berry FOB Plastic 4ct 5.3oz	Brand A Nonfat...	Total assortment	2	5	0.8976
<input type="checkbox"/>	71064xxx25	Private Brand Greek Plain Nonfat 32oz	Plain Nonfat Sin...	Total assortment	3	3	0.9407
<input type="checkbox"/>	818290xxx5	Brand A LF Chocolate Chip Cookie Dough Greek Plastic Cup 4...	Brand A Lowfat ...	Total assortment	4	31	0.6645
<input type="checkbox"/>	79874xxx2	Private Brand Original Strawberry LF 4ct 6oz	Private Brand P...	Total assortment	5	15	0.7346
<input type="checkbox"/>	3xxx102768	Brand C Strawberry Berry NAS Nonfat Greek 6ct 5.3oz	Brand C 5.3oz a...	Total assortment	6	8	0.8427
<input type="checkbox"/>	3653xxx82	Brand B Light Caramel Apple Pie Greek Nonfat 5.3oz	Brand B Light G...	Total assortment	7	63	0.5471
<input type="checkbox"/>	385xxx613	Private Brand Light Greek Strawberry Nonfat 4ct 5.3oz	Private Brand P...	Total assortment	8	51	0.5736
<input type="checkbox"/>	7647xxx072	Brand O SpongeBob Kids Nonfat 16ct 2oz	Brand O and Pr...	Total assortment	9	7	0.8574
<input type="checkbox"/>	3xxx229760	Brand T Lower Sugar Vanilla LF Greek 32oz	Brand F LF Singl...	Total assortment	10	84	0.5046
<input type="checkbox"/>	6xxx21123	Brand N Nonfat Plain Greek 32oz	Brand N Plain S...	Total assortment	11	20	0.7159
<input type="checkbox"/>	404xxx9647	Brand E Strawberry Whole Milk Jar 5oz	Brand E Whole ...	Total assortment	12	87	0.5033
<input type="checkbox"/>	820423xxx0	Brand M Whole Milk Creamy Blueberry 8oz	Brand M Whole ...	Total assortment	13	107	0.4780
<input type="checkbox"/>	70xxx23891	Brand D Original LF 8ct 48oz	Brand D Packs ...	Total assortment	14	17	0.7223
<input type="checkbox"/>	366xxx176	Brand B Light Strawberry Blueberry Greek Nonfat 6ct 5.3oz	Brand B Light G...	Total assortment	15	78	0.5137
<input type="checkbox"/>	70805xxx11	Brand R Probiotic Honey Vanilla Greek 32oz	Probiotic Hone...	Total assortment	16	25	0.6958
<input type="checkbox"/>	81xxx9182	Brand A NAS Vanilla Plastic Cup 5.3oz	Brand A NAS SI...	Total assortment	17	129	0.4404

Analyzing across metrics and over time can help you gain insights into why some products are gaining popularity



# Assortment Deep Dive

## Assortment Performance

This report helps you answer:

Behaviors:

- Which products are purchased by the most customers?
- What are the strongest and weakest products in the category?

Trends:

- What customer behaviors are driving sales trends over time?

Timing:

- Which products haven’t sold in recent weeks?

See a more complete picture with **Scintilla**:



Shopper Behavior

Drive better merchant meetings by building a behavioral profile along with the **Performance in Detail** and **Basket** reports.



Customer Perception

Secure help from customers in evaluating your modular, assortment, and promotions to shape your priorities.



Channel Performance

As you identify new behavioral and performance indicators, set proactive alerts and recurring reports in Report Builder to plan ahead.



Digital Landscapes

Explore which of your UPCs perform best online.

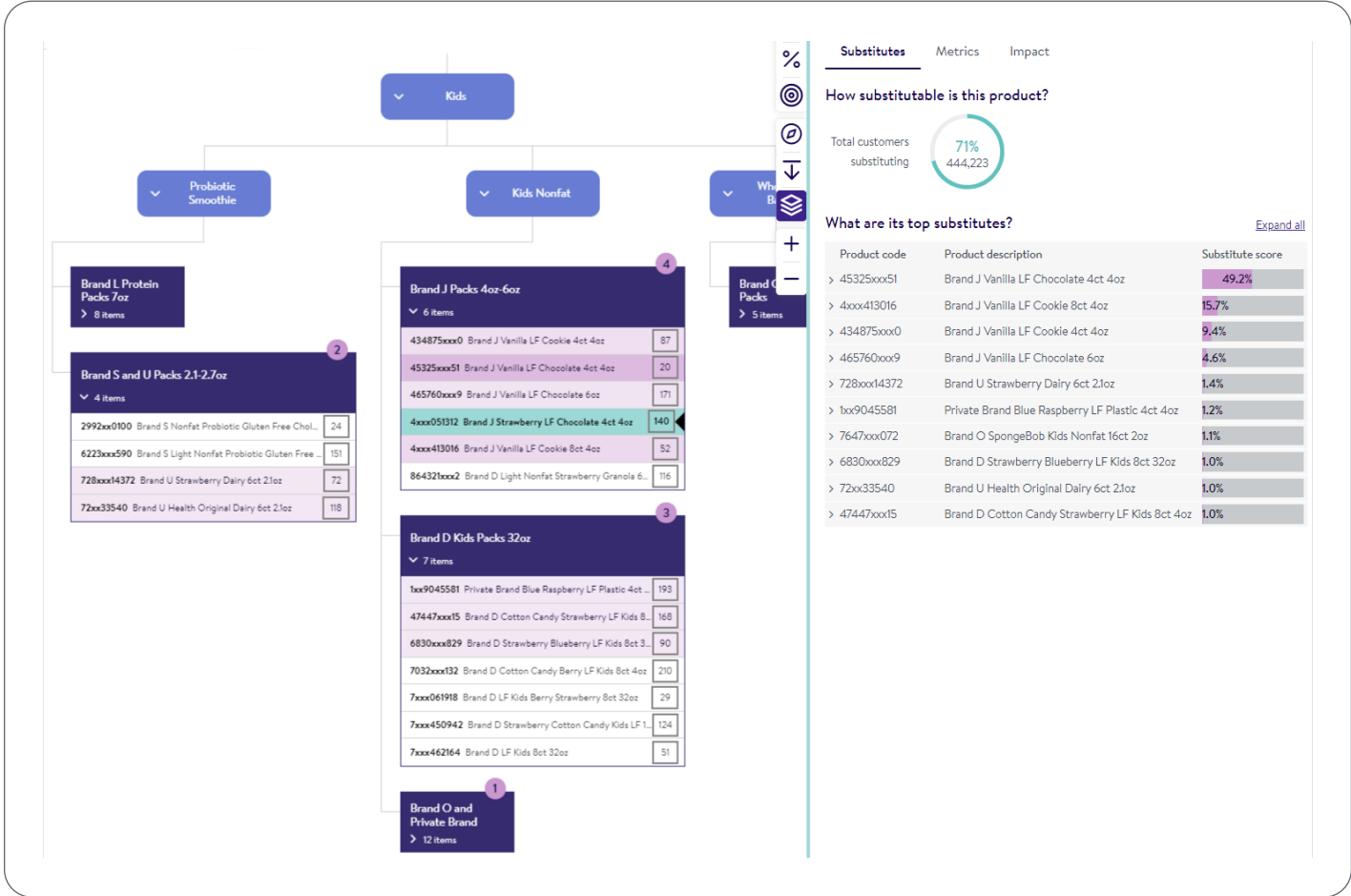




# Assortment Deep Dive

## Customer Decisions

Identify customers’ needs and whitespace in an interactive decision tree that leverages best-in-class product substitution science



Determine how substitutable products are and how important brand is to customers



# Assortment Deep Dive

## Customer Decisions

This report helps you answer:

### Behaviors:

- What percentage of sales does each of the customers’ needs represent?
- Which product attributes or other factors drive customer purchase decisions in this category?

### Trends:

- How do customers shop – is it by brand, pack size or attributes like “ultra-premium” or “soft”?

### Timing:

- What does the performance of each SKU in the category over time and across multiple metrics look like?

See a more complete picture with **Scintilla**:



### Shopper Behavior

Pair these insights with **Basket** and **Multichannel** reports to identify undiscovered shopper missions and cater to their basket building needs.



### Customer Perception

Evaluate whether your assortments really meet customer needs with a survey to test price, sentiment, modular placement, and more.



### Channel Performance

Pioneer new sales opportunities by mapping customer behaviors to key KPIs and inventory indicators.



### Digital Landscapes

Discover how Walmart shoppers make decisions before they make a purchase and where their purchases are most likely to originate.



# Assortment Deep Dive

## Customer Priority

Design a customer-first assortment based on customer needs, product performance and store relevancy

Scintilla | Shopper Behavior

Customer Priority report

Product description	Need state	Store cluster	Add order		Composite rank		Total recommendation	Corr
<input type="text" value="Search"/>	<input type="text" value="Search"/>	<input type="text" value="Search"/>	<input type="text" value="Min"/>	<input type="text" value="Max"/>	<input type="text" value="Min"/>	<input type="text" value="Max"/>	<input type="text" value="Search"/>	<input type="text" value="Mi"/>
UPC 0000001 – Item 1	Need State 1	Total Assortment		1		1	In	
UPC 0000002 – Item 2	Need State 2	Total Assortment		2		3	In	
UPC 0000003 – Item 3	Need State 2	Total Assortment		3		5	In	
UPC 0000004 – Item 4	Need State 3	Total Assortment		4		2	In	
UPC 0000005 – Item 5	Need State 1	Total Assortment		5		6	In	
UPC 0000006 – Item 6	Need State 4	Total Assortment		6		4	In	
UPC 0000007 – Item 7	Need State 8	Total Assortment		7		9	In	
UPC 0000008 – Item 8	Need State 9	Total Assortment		8		7	In	
UPC 0000009 – Item 9	Need State 5	Total Assortment		9		8	In	
UPC 0000010 – Item 10	Need State 6	Total Assortment		10		14	In	
UPC 0000011 – Item 11	Need State 7	Total Assortment		11		11	In	
UPC 0000012 – Item 12	Need State 6	Total Assortment		12		10	In	
UPC 0000013 – Item 13	Need State 4	Total Assortment		13		16	In	

Utilize the priority ranking engine to identify whitespace in customer needs and pinpoint potential for new items



# Assortment Deep Dive

## Customer Priority

This report helps you answer:

Behaviors:

- Which items contribute the most and least to a meaningful variety and may be the strongest candidates to keep or remove from shelves?

Trends:

- Which products are customers buying exclusively the most?

Timing:

- Which items may be most at-risk during the next assortment review cycle?

See a more complete picture with **Scintilla**:



Shopper Behavior

Prepare for line reviews and mod relays by proving your place in the assortment alongside **Basket** and **Cross Shop** reports.



Customer Perception

Get creative in ranking substitutions and incrementality by asking customers to pick their “next best” and “preferred” options.



Channel Performance

Observe behavior and inventory shifts across small geographies to inform your micro-marketing and targeted promotions.



Digital Landscapes

Investigate how your Walmart.com and Walmart mobile app conversion rates trend for specific products to identify opportunities to improve your channel assortment strategy.

# Walmart Data Ventures

WalmartDataVentures.com