

# Walmart Data Ventures

Know Your Customer

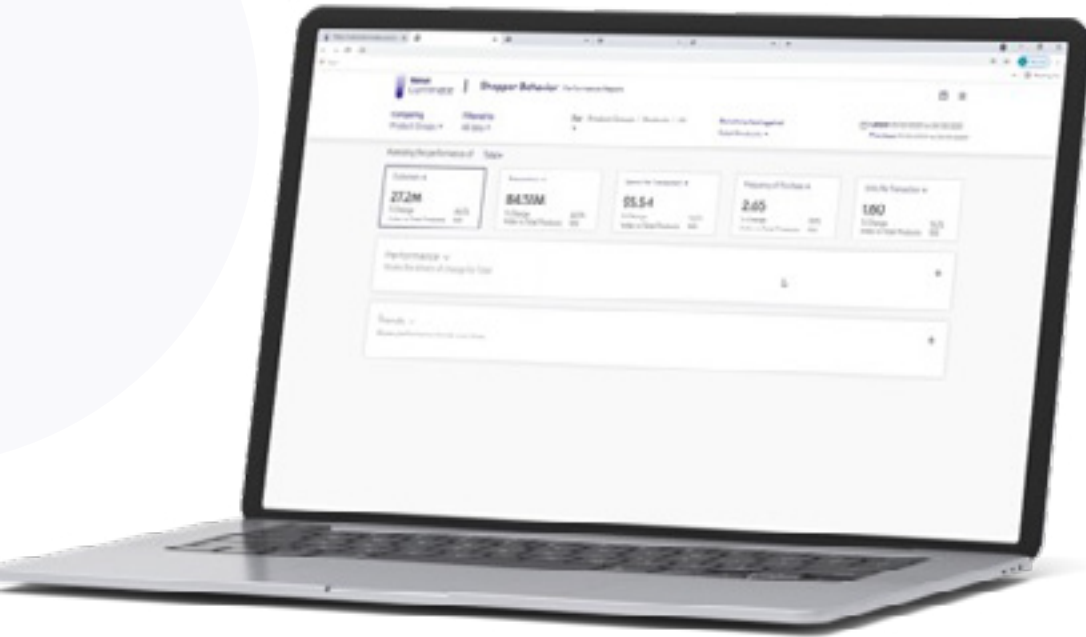
## Answers with impact:

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



## Walmart Luminate Shopper Behavior

Walmart Luminate 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 to discover the **what behind the buy**.



**5.2B**  
baskets per year\*

**840k**  
unique items sold per week\*

**4,600**  
U.S. stores  
90% of U.S. households

**80%**  
traceable sales rate

## Walmart Luminate 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.

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 \$ | Walmart Confidential Information

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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
-  Multichannel
-  Hourly Daily
-  Test & Control

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

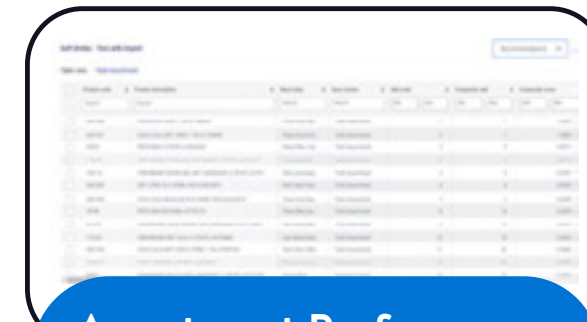
-  Cross Shop
-  Best Customers
-  Basket
-  Switching
-  Trial & Report
-  Shop Across Time
-  Source of Value

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

-  New Product Evaluation
-  Where Sold
-  Promotions
-  Assortment
-  Assortment Deep Dive

# Assortment Deep Dive

Go further with these complements to the foundational reports



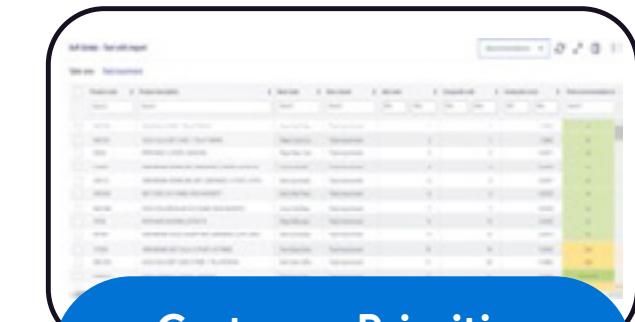
**Assortment Performance**  
Composite Product Rankings

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



**Path to Purchase**  
Customer Decision Trees

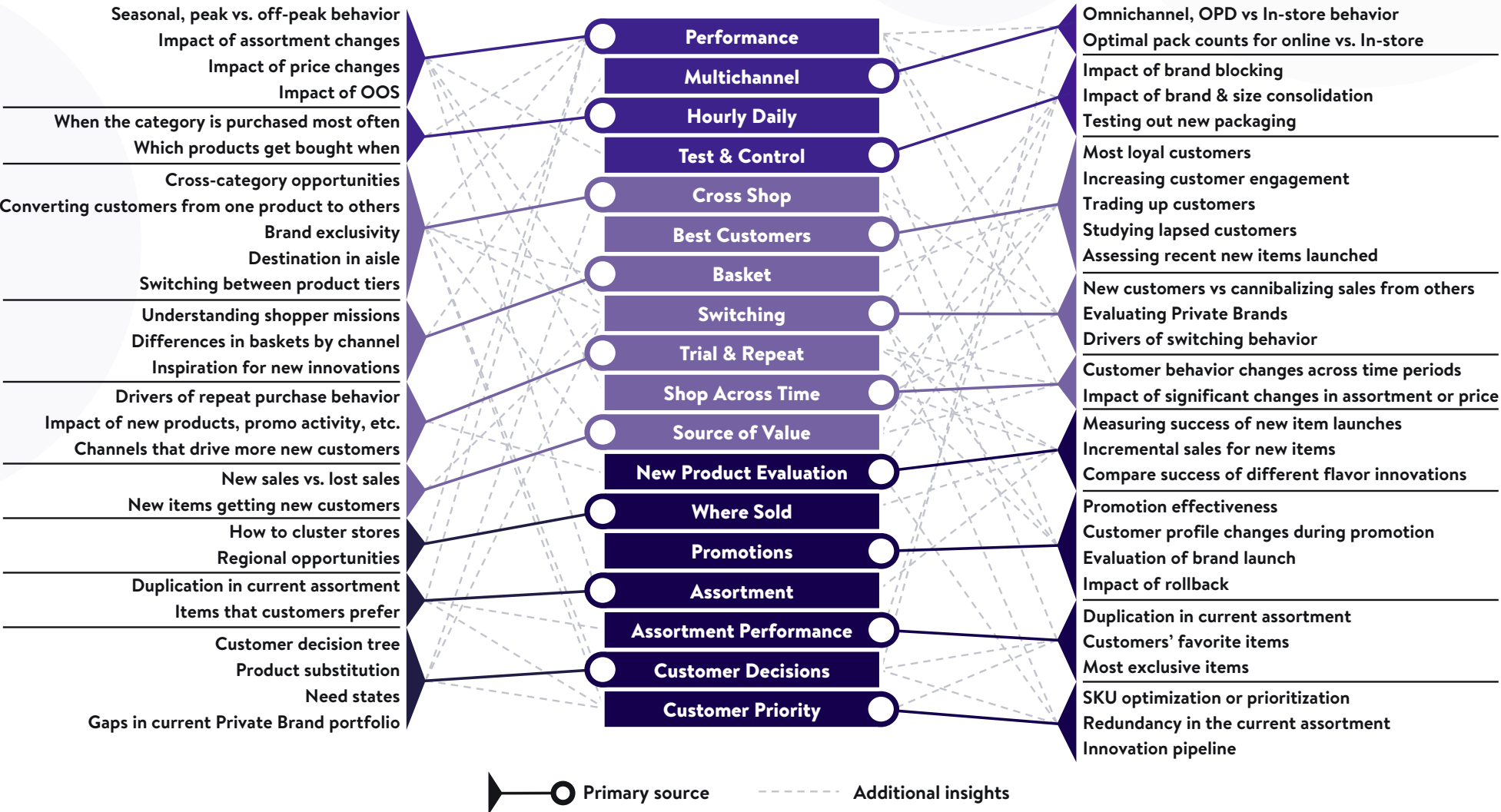
Identify potential category trends and white space opportunities to pioneer new offerings



**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



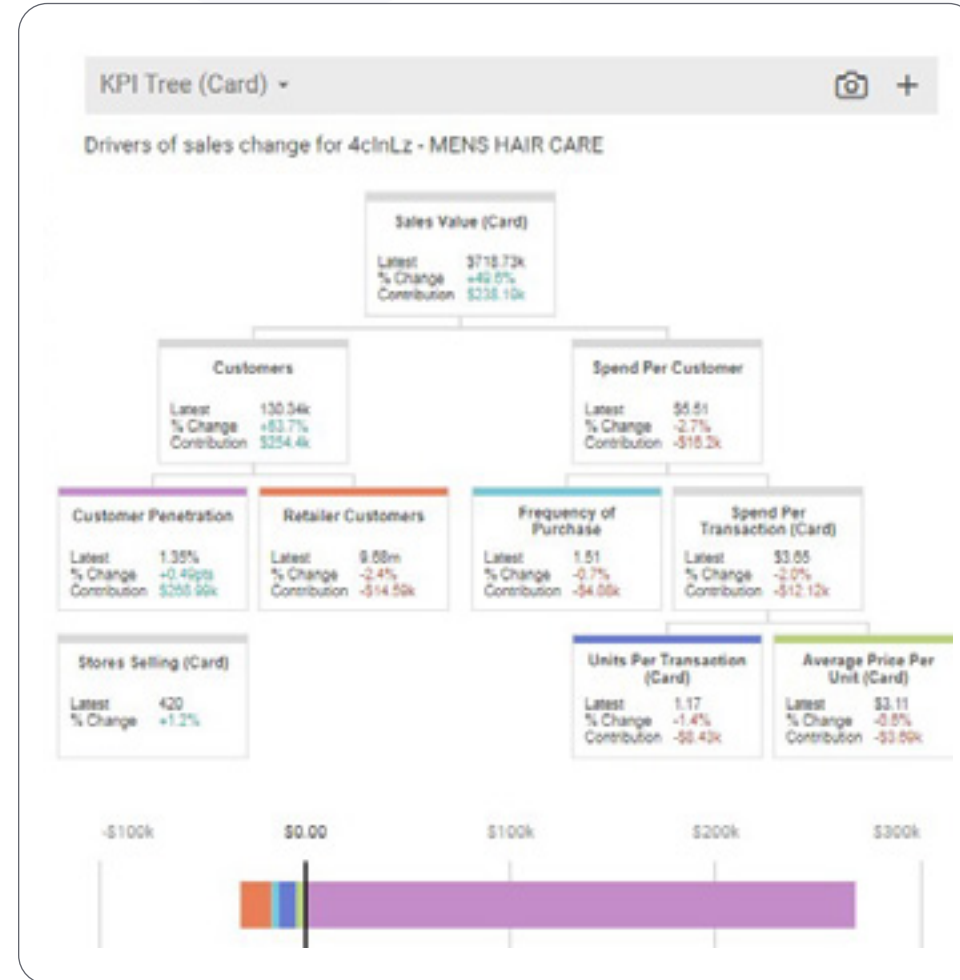


## Performance (in Detail)

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 in Detail report, the KPI tree provides an at-a-glance visual of how key customer metrics contribute to topline sales changes



## Performance (in Detail)

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 **Walmart Luminate**:



### 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.



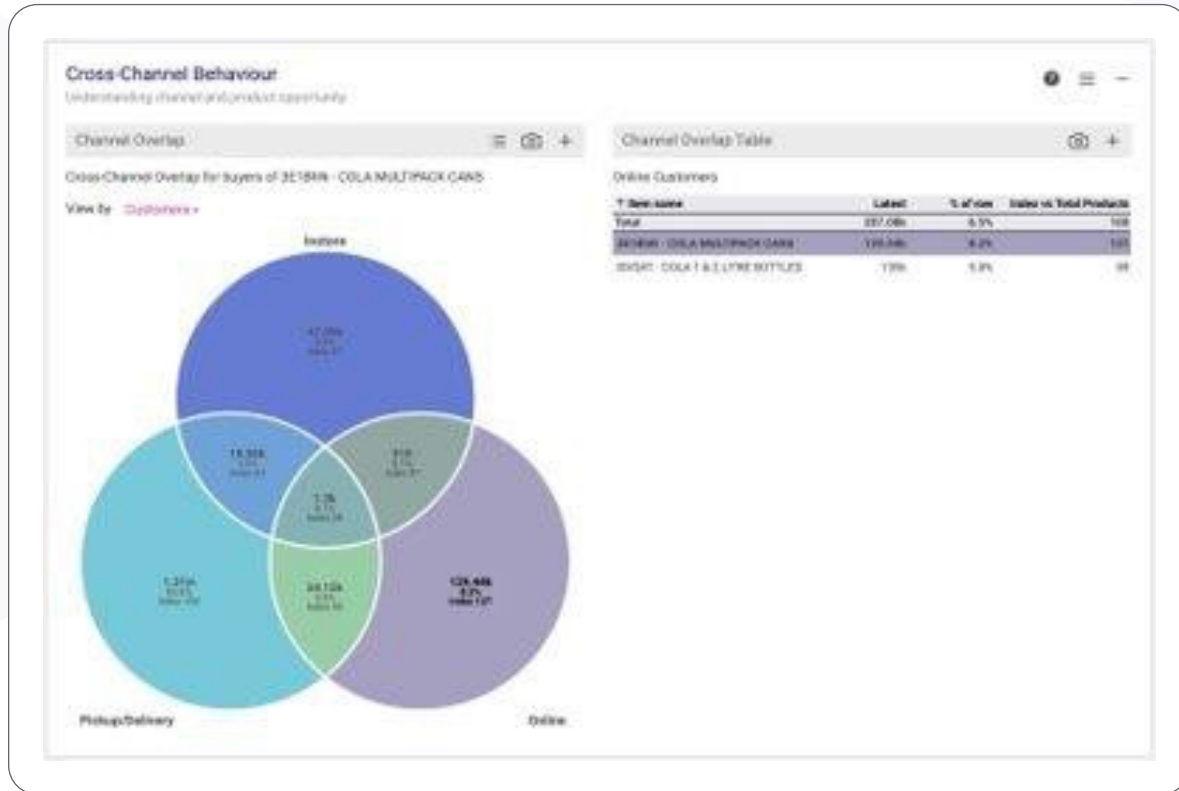
### Channel Performance

Observe your KPIs by market and region to see how greater trends change by locality.



## Multichannel

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

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 **Walmart Luminate**:



### 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.



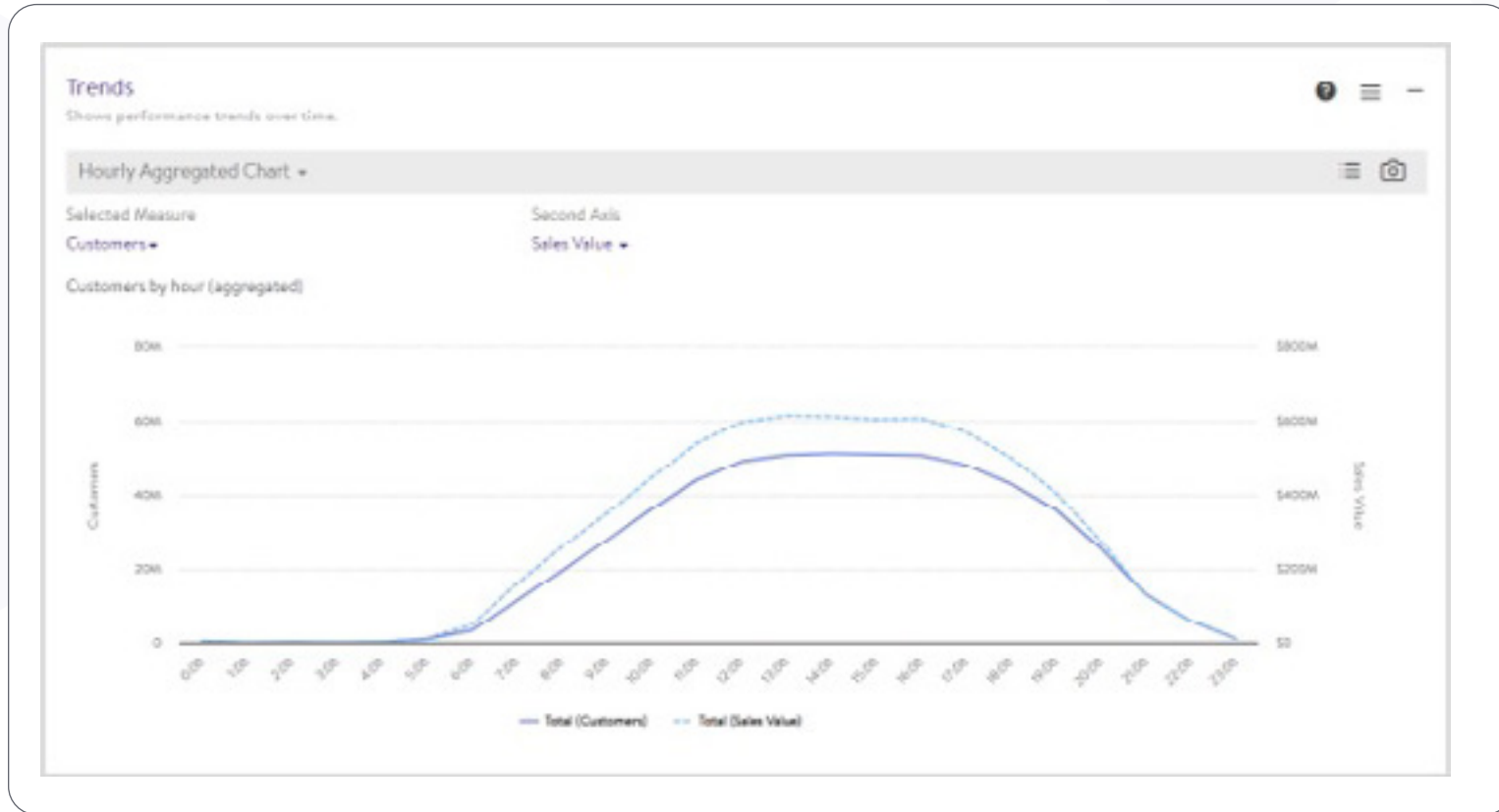
### Channel Performance

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



## 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 **Walmart Luminate:**



### 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.



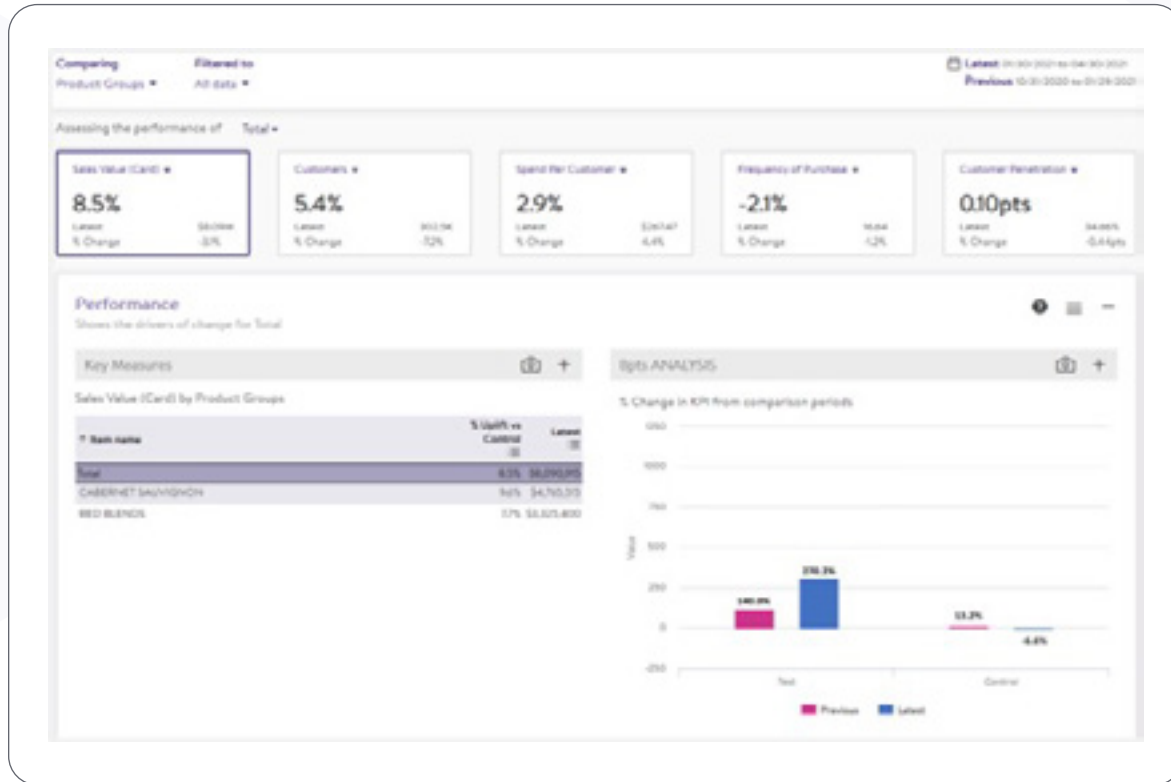
### Channel Performance

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



## Test & Control Evaluation

Assess how test stores perform against controls, determine success based on metrics, and identify customer profiles



**Gain insights into how new concepts compete against controls**



## Test & Control Evaluation

This report helps you answer:

### Behaviors:

- Can testing new packaging improve product perception?
- How have customer profiles changed with the test being run?

### Trends:

- Which product groups performed the best against other groups?

### Timing:

- Are your products gaining or losing loyalty over time?

See a more complete picture with **Walmart Luminate:**



### 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

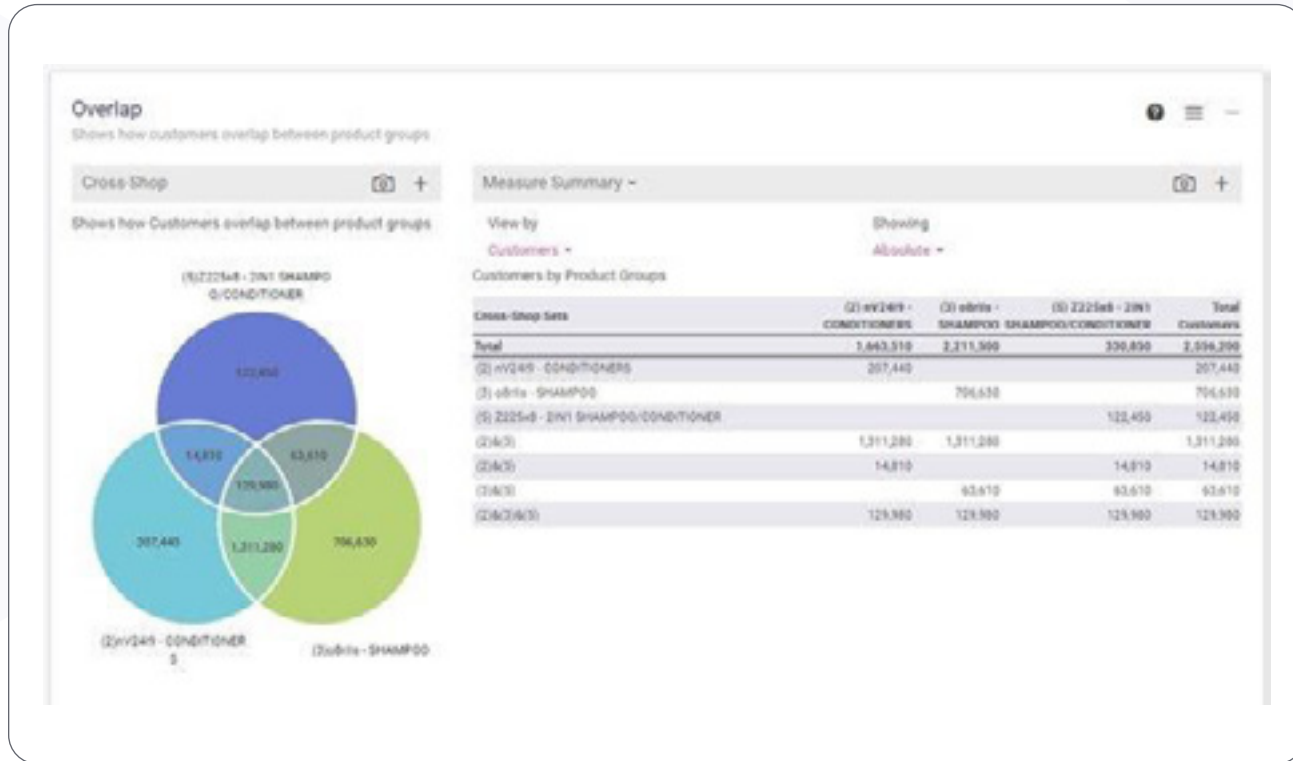
Dig into your sales data metrics to gain insight into current item performance or gaps to support findings.





## 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 **Walmart Luminate**:



### 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.



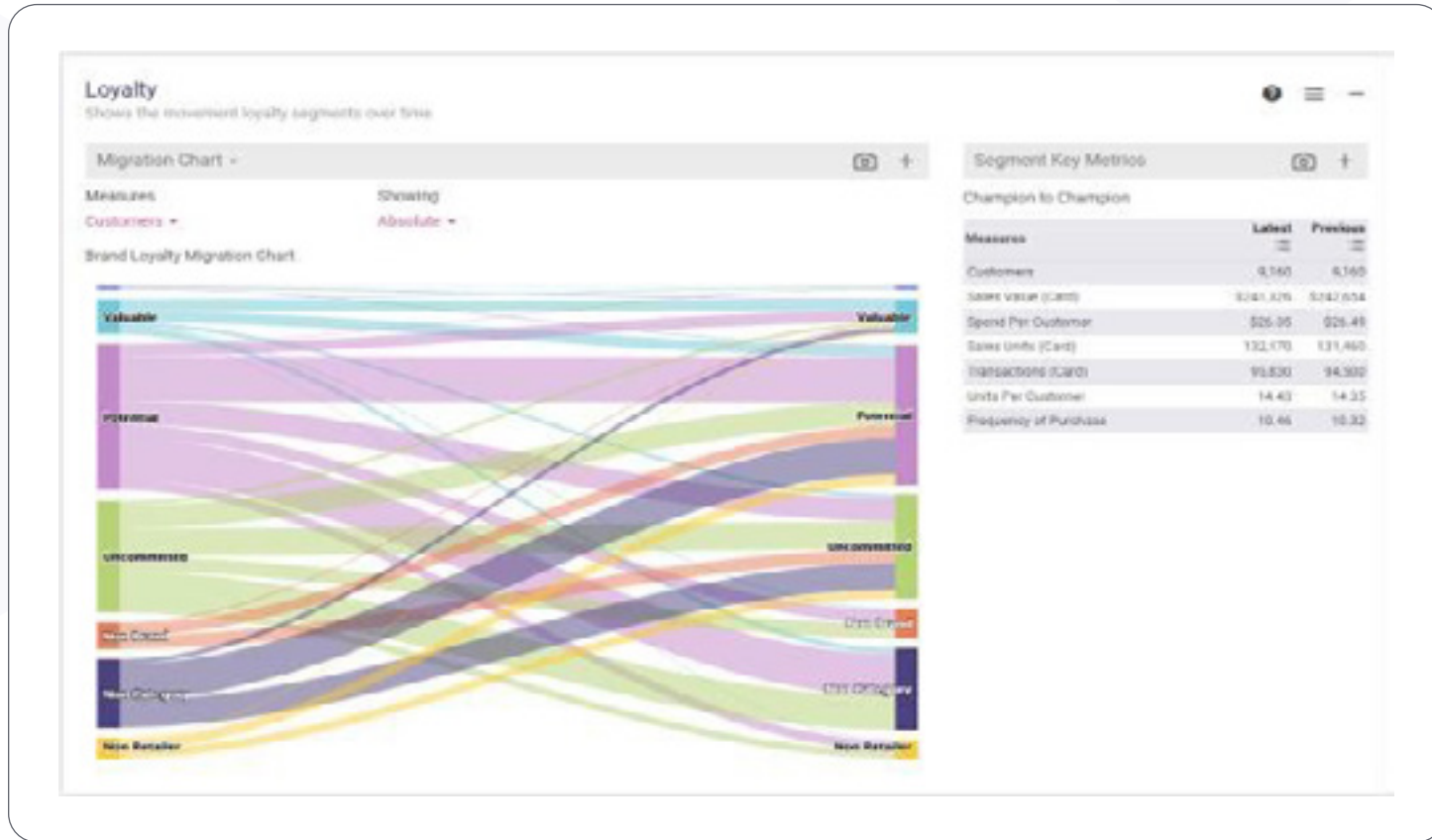
### Channel Performance

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 **Walmart Luminate:**



### 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.



## 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: Subgroup - Profile Module Segments: Mid-Market -

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	Arg Spend per Basket (Pieces)	Arg Spend per Basket (Total)
<b>Total</b>		582,260	481,840			\$3,114,622	1,660,320	\$3.17	\$89.43
BAKED BEANS	1	243,850	166,650	34.83%	16.29%	\$779,021	402,240	\$3.19	\$116.86
TOMATOES	2	189,360	120,090	19.20%	15.69%	\$405,865	212,190	\$3.20	\$122.12
CUCUMBERS	3	281,230	171,170	28.63%	12.63%	\$826,346	462,870	\$3.29	\$119.56
PASTA SHAPES	4	136,190	105,330	16.17%	16.56%	\$462,591	227,520	\$3.32	\$119.33
PEPPERS (FRESH)	5	219,490	141,630	22.35%	12.60%	\$723,019	344,760	\$3.29	\$122.13
FRESH RANGE EGGS	6	235,450	148,690	23.97%	12.31%	\$772,498	292,260	\$3.28	\$118.06
READY-TO-SERVE SOUP	7	128,350	90,920	13.06%	16.99%	\$405,692	216,720	\$3.16	\$112.54
CANNED SWEETCORN	8	111,380	81,170	11.34%	24.01%	\$373,431	178,920	\$3.25	\$114.45
TOILET TISSUES	9	243,850	166,650	25.03%	12.25%	\$786,698	406,790	\$3.20	\$124.54
BEEF MINCE	10	171,900	119,230	17.50%	12.86%	\$556,018	277,320	\$3.23	\$131.29
ONIONS	11	222,160	147,540	22.62%	12.28%	\$716,839	369,200	\$3.23	\$119.79
APPLE PIE PACK	12	257,200	156,190	26.19%	12.19%	\$846,663	434,200	\$3.29	\$120.12
MAYONNAISE	13	100,180	80,940	10.20%	18.54%	\$362,051	162,710	\$3.61	\$117.03
KITCHEN TOWELS	14	145,860	99,630	14.85%	12.61%	\$479,010	248,030	\$3.28	\$127.40
BRANDED BLOCK CHEESE	15	120,040	80,830	12.22%	13.09%	\$392,582	195,500	\$3.37	\$125.48
BROCCOLI	16	176,700	111,090	17.99%	12.25%	\$566,978	297,930	\$3.21	\$120.40

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 **Walmart Luminate**:



### 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.



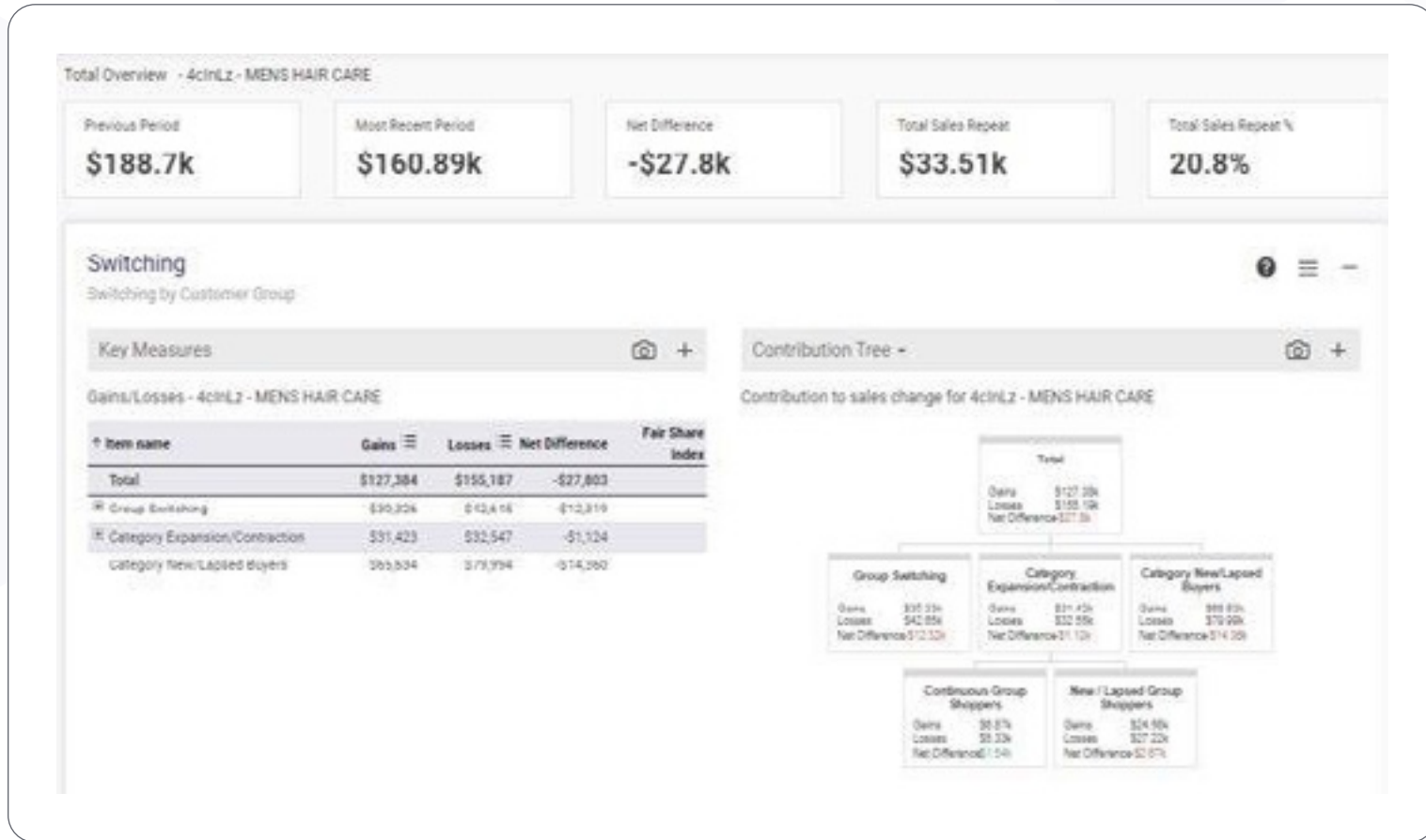
### Channel Performance

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



## Switching

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



**Gain deeper insights into why customers are switching and what it means for your brand**



## Switching

**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?

### Trends:

- What is the appeal of your product vs. total products in the report?

### Timing:

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

See a more complete picture with **Walmart Luminate:**



### 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.



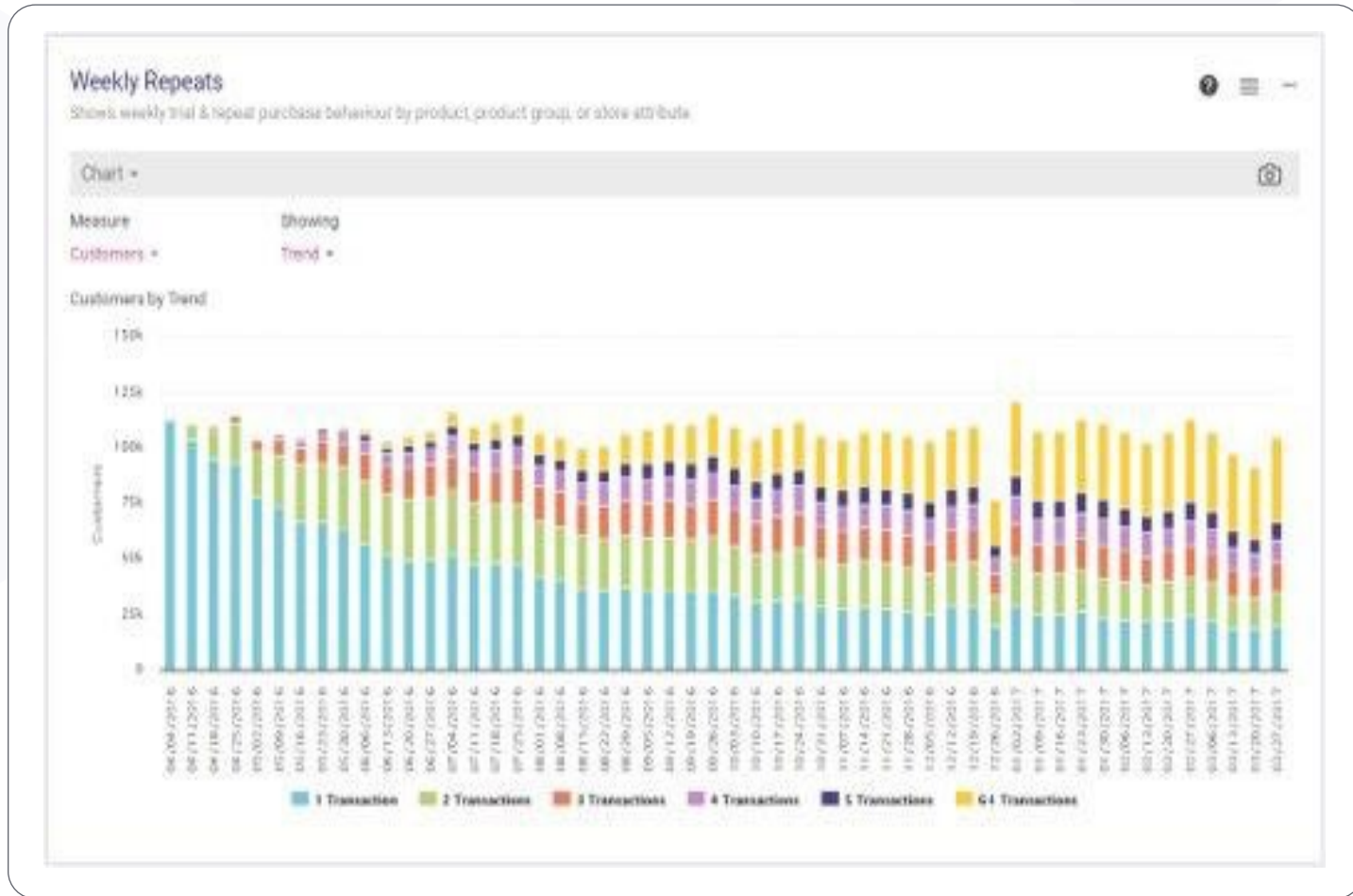
### Channel Performance

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



## 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 **Walmart Luminate:**



### 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.



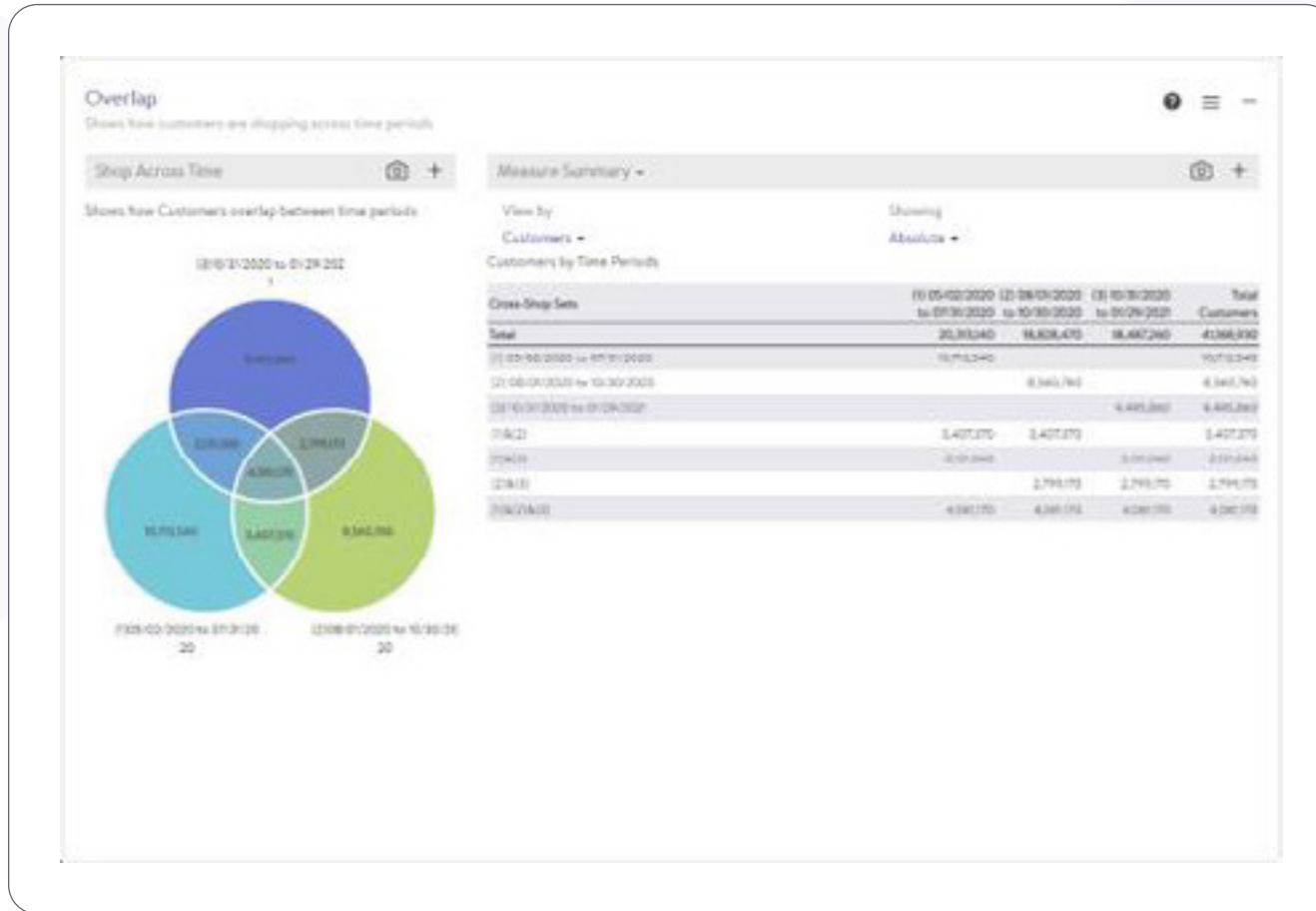
### Channel Performance

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 **Walmart Luminate:**



### 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.



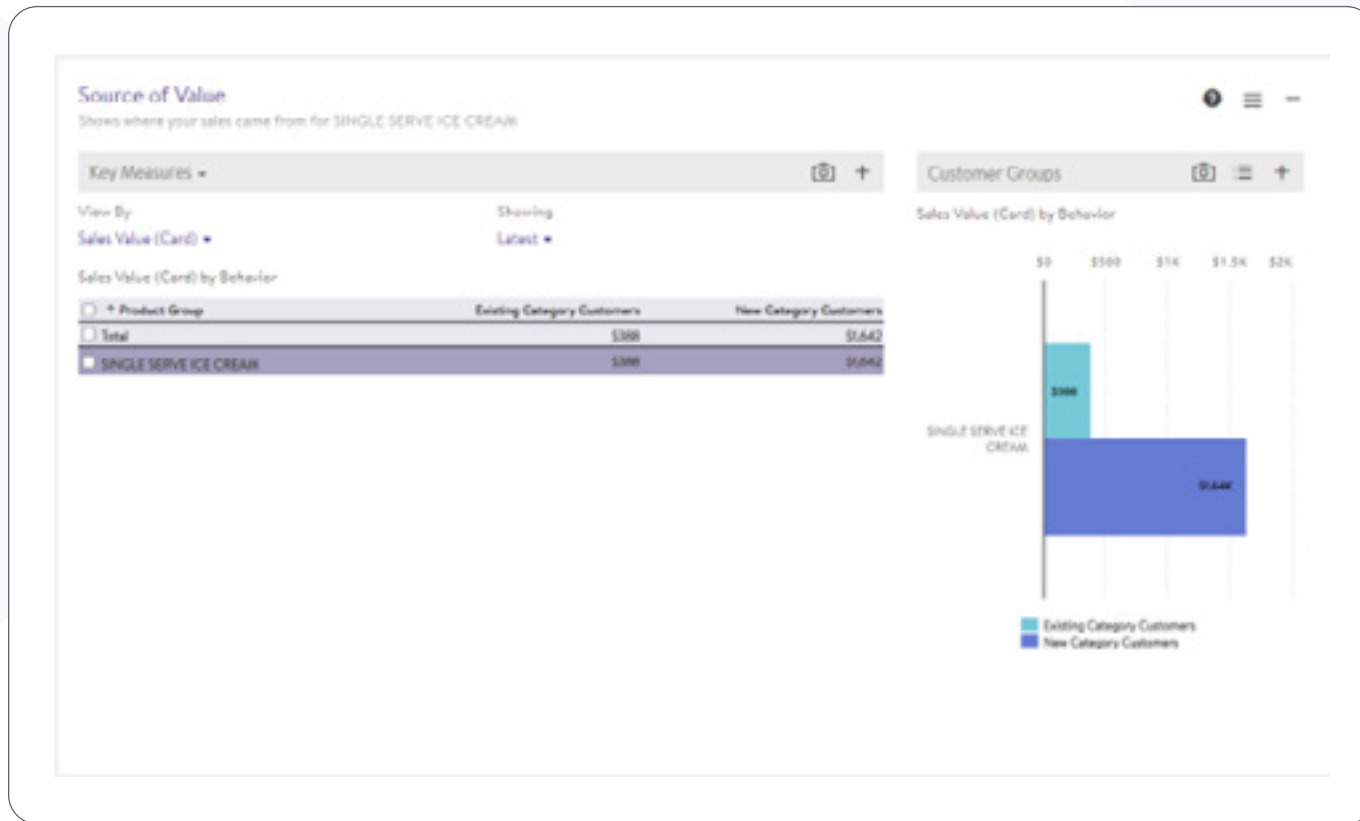
### Channel Performance

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



## Source of Value

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



**Gauge which product groups have gained sales to understand if the event exceeded expectations**



## 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 **Walmart Luminate:**



### 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.



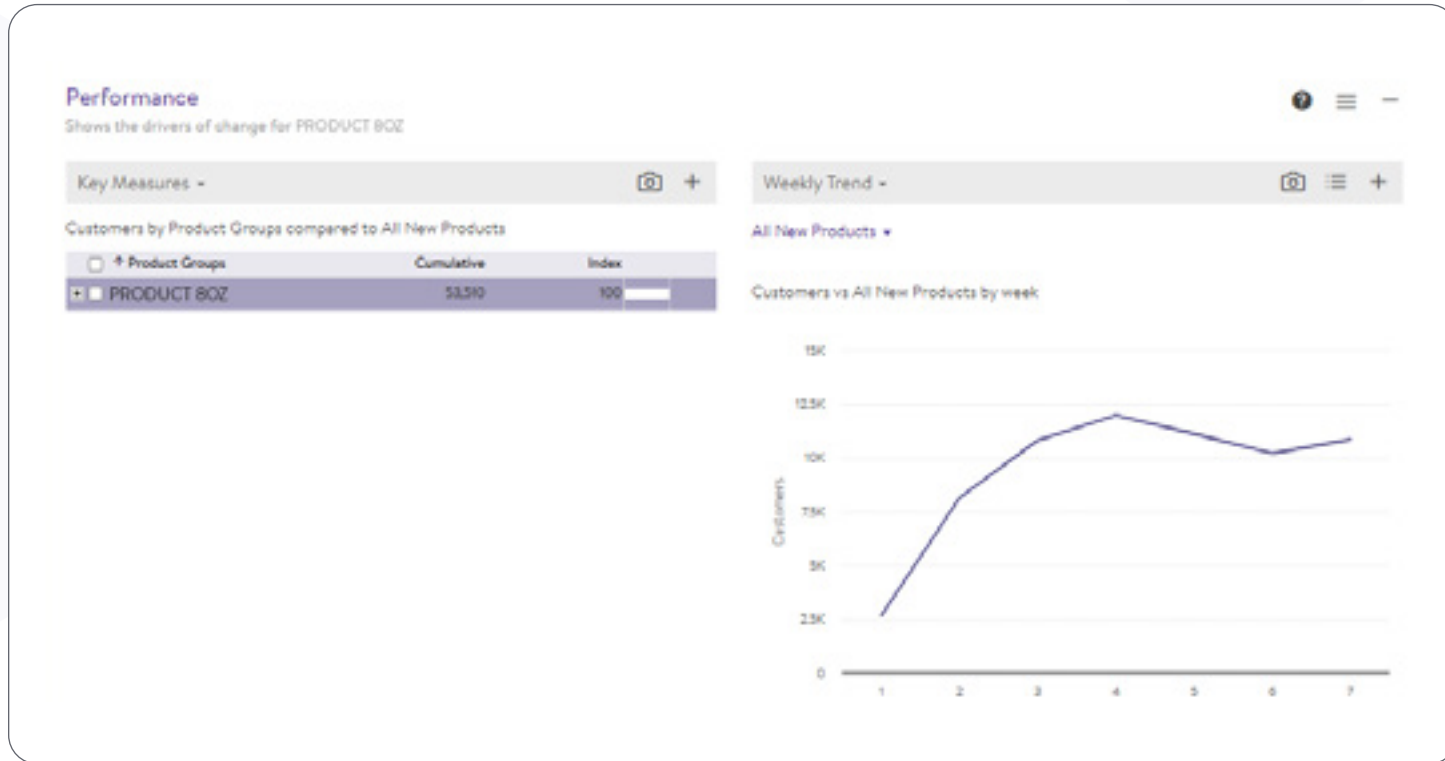
### Channel Performance

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



## New Product Evaluation

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



**By dialing into performance metrics, you can determine if a new product brought new revenue into the category**



## New Product Evaluation

This report helps you answer:

### Behaviors:

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

### Trends:

- Which channels attract new customers faster?

### Timing:

- Are there certain weeks that drive stronger product launches?

See a more complete picture with **Walmart Luminate:**



### Shopper Behavior

Pair **New Product** 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.





## 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	\$48,756,777	\$479,848,540	12,756,740	15,299,030	11,230,220	54,054,330	35,076,990	38,360,580	\$3.44	\$3.84
Division 1	\$15,762,350	\$16,621,001	392,750	648,160	1,724,990	1,097,760	1,194,870	1,387,160	\$3.15	\$6.32
Neighborhood Market	\$75,530,348	\$75,429,937	1,849,930	2,000,000	8,142,070	8,686,530	5,681,200	6,333,790	\$4.28	\$3.60
Other	\$34,100	\$13,103	1,260	470	3,630	1,420	2,640	1,170	\$3.39	\$3.01
Supercenter	\$291,804,879	\$386,753,820	10,901,070	11,004,380	41,321,500	43,475,020	28,794,280	30,638,400	\$3.48	\$3.90

**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 **Walmart Luminate:**



### 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.



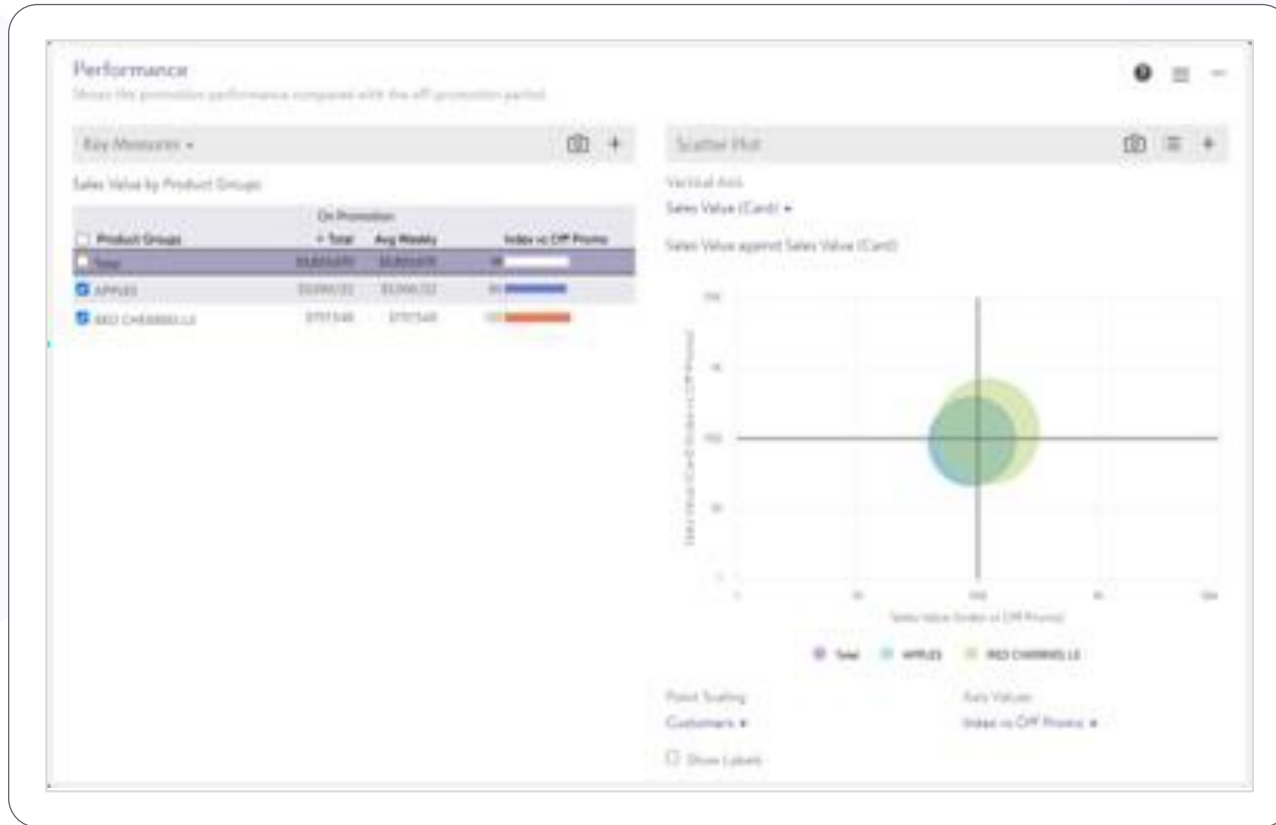
### Channel Performance

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



## 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 **Walmart Luminate**:



### 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?



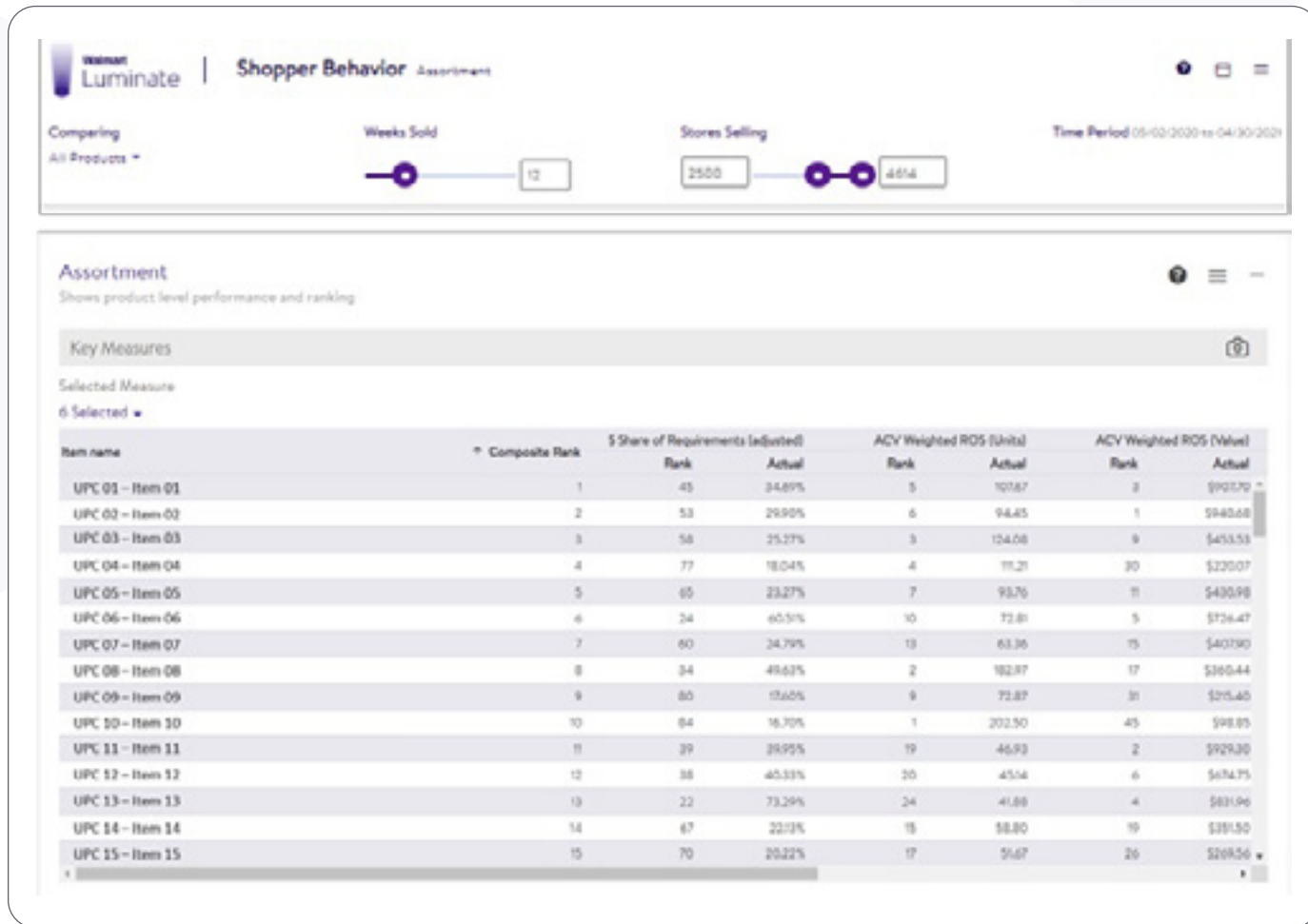
### Channel Performance

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



## Assortment

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



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 **Walmart Luminate:**



### 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.



## Assortment Deep Dive Assortment Performance

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

Walmart Luminate | Shopper Behavior

Category A

Table view: Total Assortment

Product code	Product description	Need state	Store cluster	Add order	Composite rank	Composite score
00000000446	SPC 0000001 - Item 1	Need State 1	Total Assortment	1	1	0.920
00070007906	SPC 0000002 - Item 2	Need State 2	Total Assortment	2	3	0.928
00040000001	SPC 0000003 - Item 3	Need State 3	Total Assortment	3	5	0.891
00000000005	SPC 0000004 - Item 4	Need State 3	Total Assortment	4	2	0.902
00070420428	SPC 0000005 - Item 5	Need State 1	Total Assortment	5	6	0.829
00000000040	SPC 0000006 - Item 6	Need State 4	Total Assortment	6	4	0.928
00000000002	SPC 0000007 - Item 7	Need State 8	Total Assortment	7	9	0.806
00070420171	SPC 0000008 - Item 8	Need State 9	Total Assortment	8	7	0.849
00040000070	SPC 0000009 - Item 9	Need State 5	Total Assortment	9	8	0.854
00070802289	SPC 0000010 - Item 10	Need State 6	Total Assortment	10	14	0.774
00070420101	SPC 0000011 - Item 11	Need State 7	Total Assortment	11	11	0.800
00070420220	SPC 0000012 - Item 12	Need State 6	Total Assortment	12	10	0.822
00070007906	SPC 0000013 - Item 13	Need State 4	Total Assortment	13	16	0.790
00040000025	SPC 0000014 - Item 14	Need State 1	Total Assortment	14	15	0.798
00000000007	SPC 0000015 - Item 15	Need State 2	Total Assortment	15	13	0.782
00000000001	SPC 0000016 - Item 16	Need State 3	Total Assortment	16	18	0.676

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 **Walmart Luminate:**



### 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.



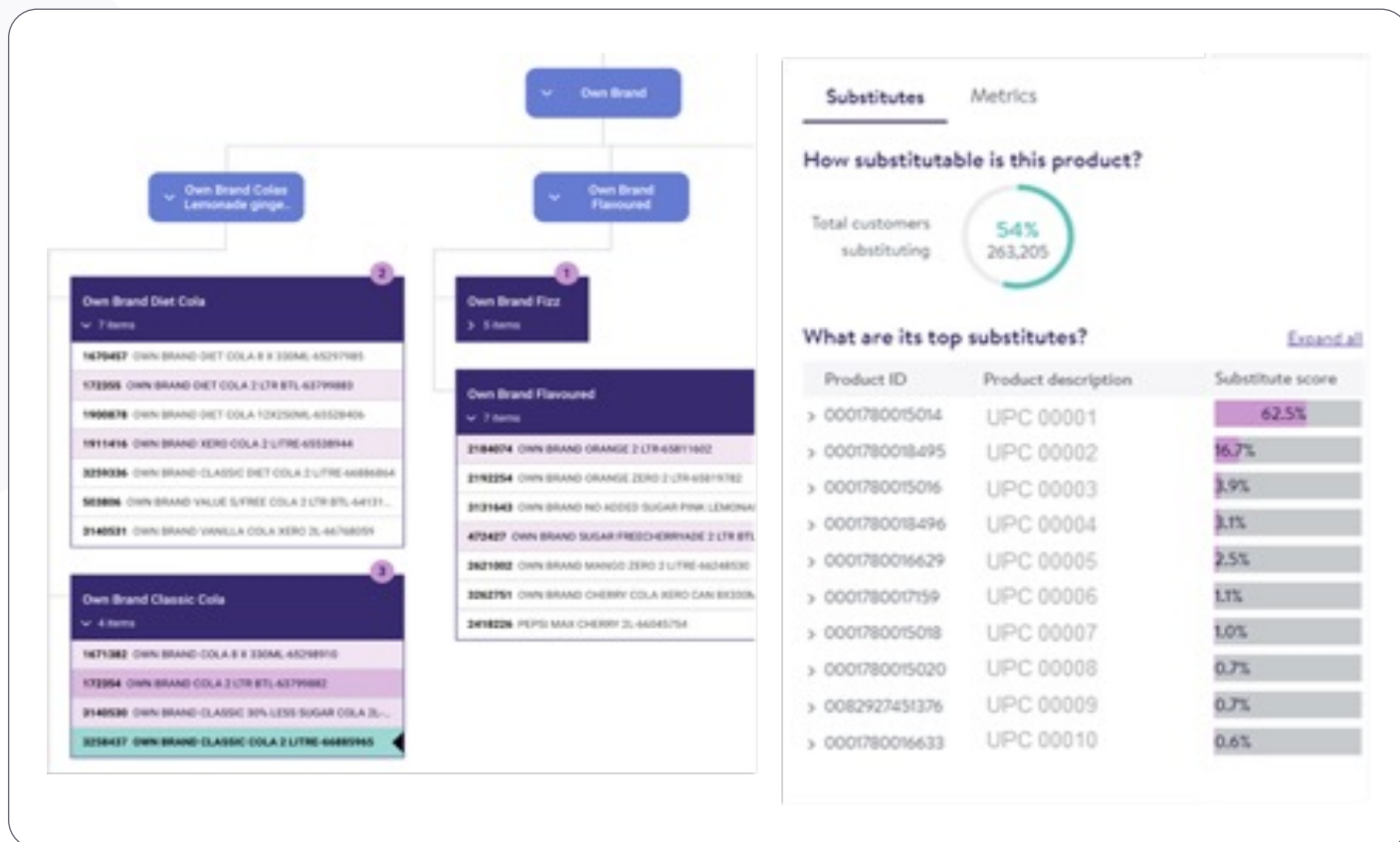
### Channel Performance

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



## 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 **Walmart Luminate**:



### 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.



## Assortment Deep Dive Customer Priority

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

Walmart Luminate | Shopper Behavior

### Customer Priority report

Product description	Need state	Store cluster	Add order		Composite rank		Total recommendation	Com
<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="Mil"/>
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 **Walmart Luminate:**



### 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.

# **Walmart** Data Ventures

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