Scintilla

Shopper Behavior

FY 26 Q1 Prominent Releases

Walmart Data Ventures

UPC limit increase for reports enables faster speed to insights

The increase in product limits across four Shopper Behavior reports enable users to run fewer reports on an expanded number of products, **driving efficiency and faster time to insights**

Switching
Increased to maximum 60,000 products

Switching over Time
Increased to maximum 60,000 products

Best Customers
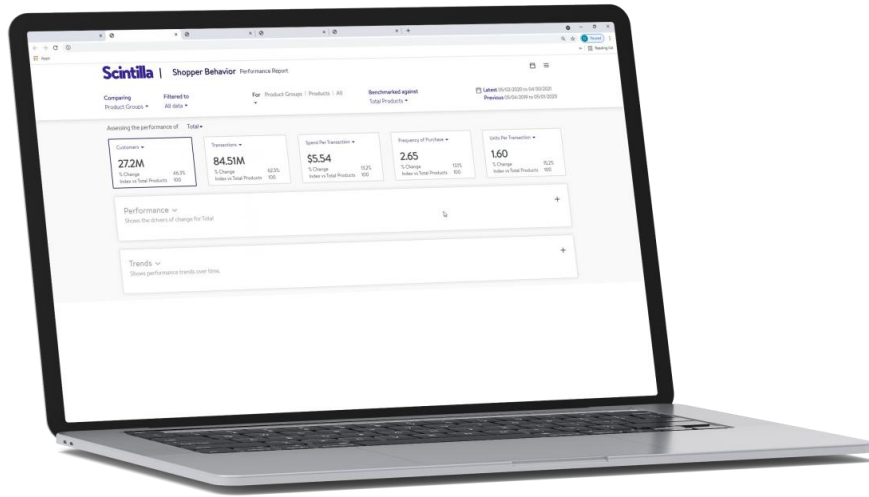Increased to maximum 60,000 products

Trial & Repeat
Increased to maximum 60,000 products for Focus Product Groups

Increased to maximum 80,000 products for Rest of Category Product Groups

What's new | Shopper Behavior

More data, more history: Access 3+ years of historical data

Explore in Shopper Behavior today.
Contact the Account Services team or your Walmart Data Ventures contact for more information.

Unlock 160 weeks of data visibility (up from 117 weeks) to help analyze trends over a longer period of time and inform your business strategies.

Categories with lower purchase frequencies benefit from the extended data range, allowing for a more **comprehensive analysis of buying patterns and trends**.

More historical data offers more to compare against. This enhanced visibility enables **robust benchmarking and trend analysis**, that can reveal patterns and shifts in consumer behavior.

Identify underperforming products with metric callouts

This data is included for illustrative purposes only and is not actionable.
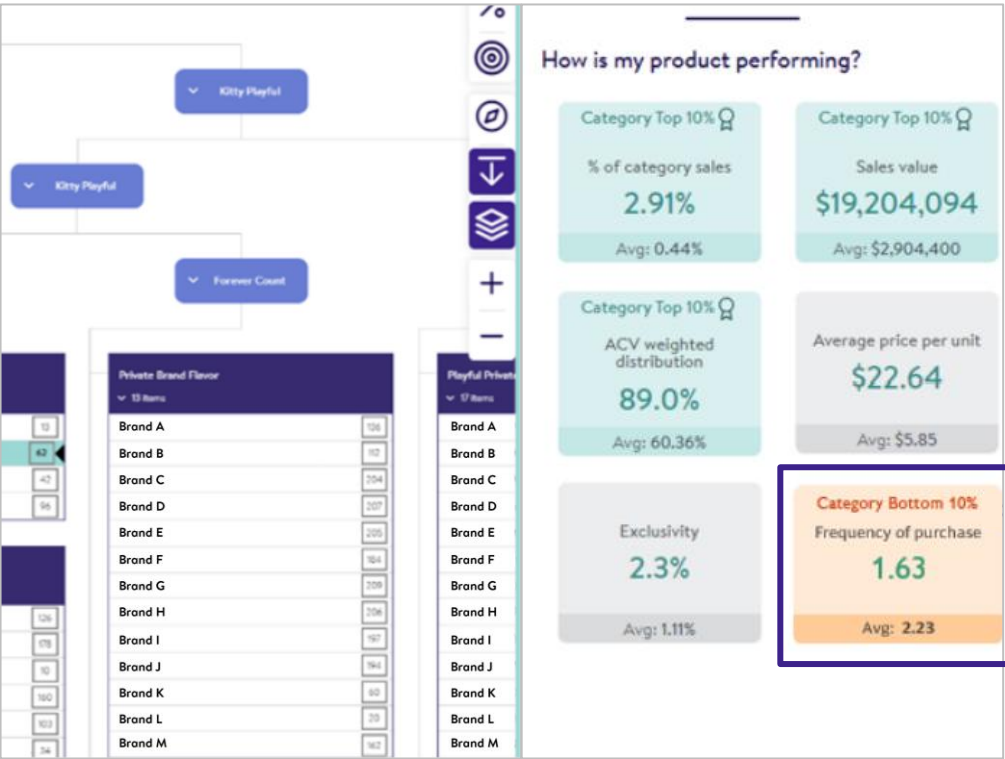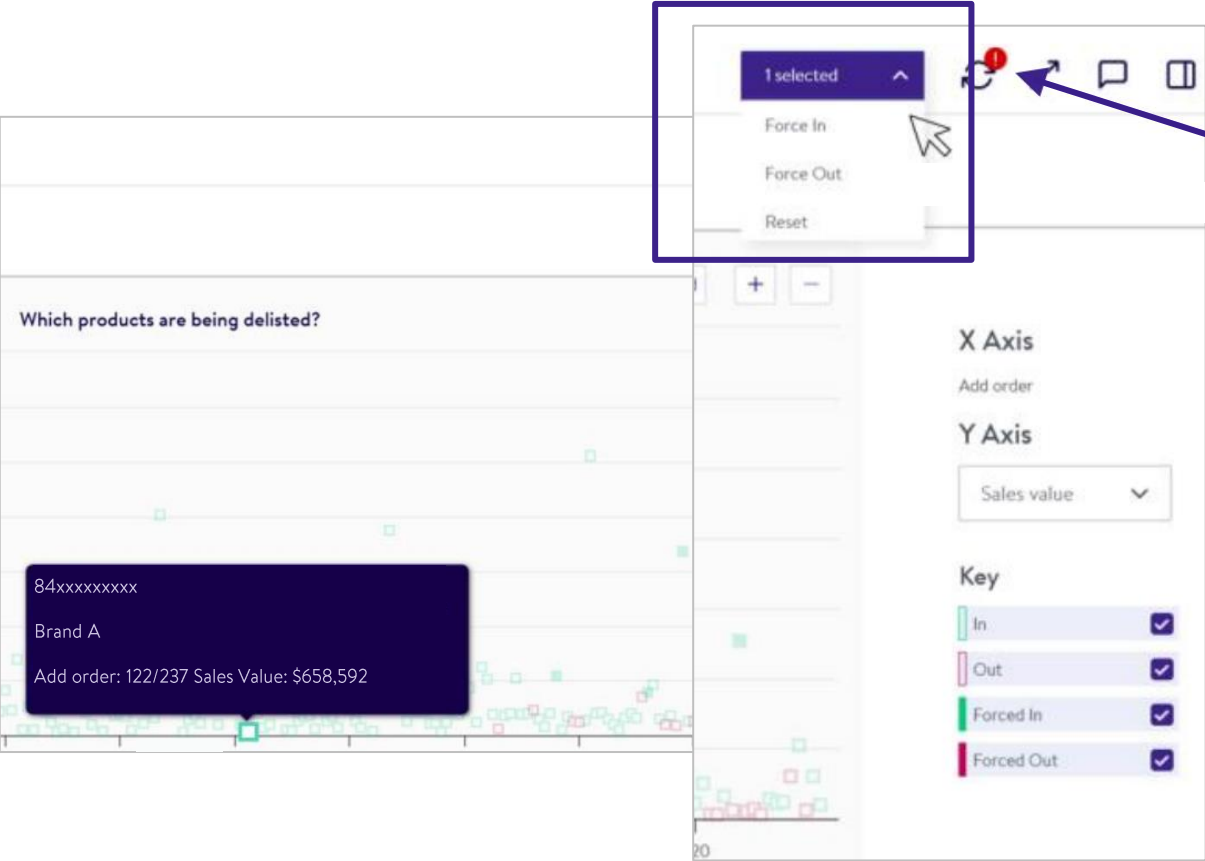
Quickly **identify products performing below the category average**, specifically in the **bottom 10%,** for key metrics. These insights can help reinforce the recommendation to de-list a certain product.

This can answer questions like:

- Which of my products are underperforming, compared to the category average?

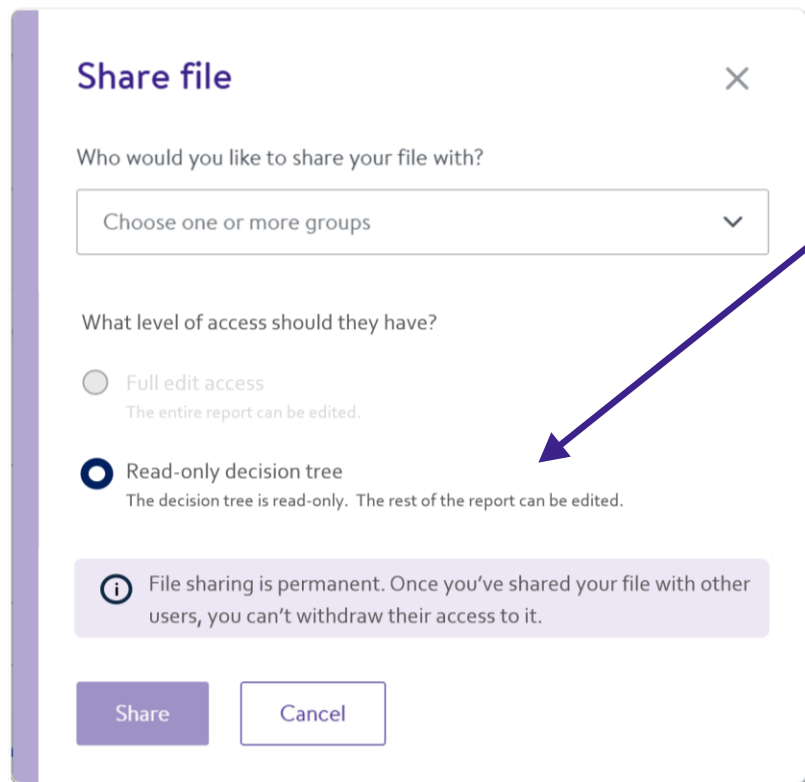# Update product recommendations within the Summary view

Save time by **updating product recommendations directly in the Assortment Summary view scatterplot.** By eliminating the need to switch between views to force in or force out products, you can immediately visualize the impact on other metrics while minimizing the risk of lost sales.

This can answer questions like:

- How will my assortment be impacted by a specific product being forced out?

This data is included for illustrative purposes only and is not actionable.

Share decision trees as 'read only' for increased collaboration

Enable enhanced collaboration by sharing a 'read only' decision tree with others in your organization. This feature ensures stakeholders have access to the same insights, helping foster more effective decision-making.
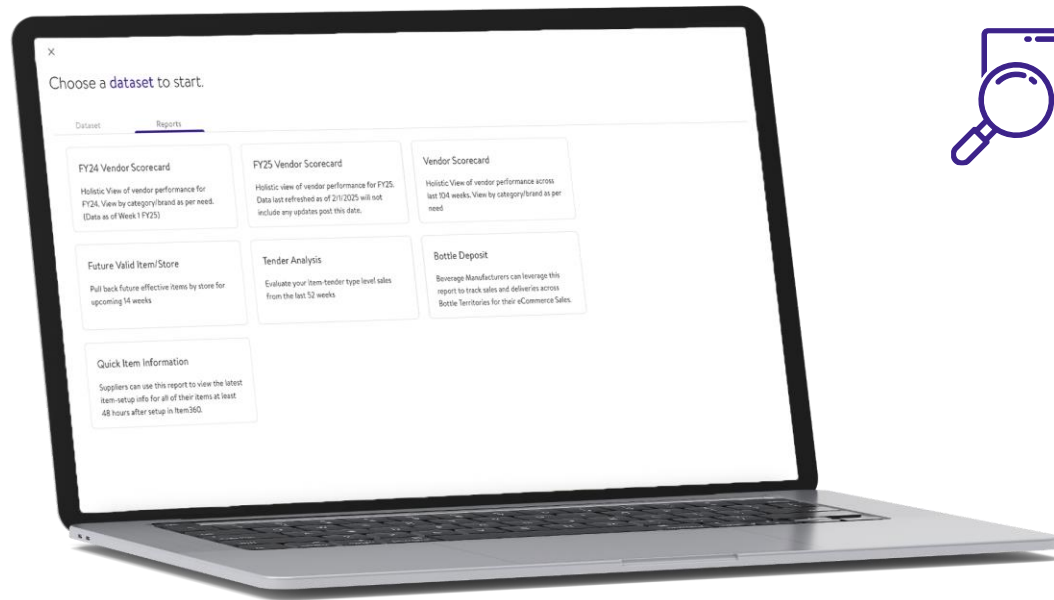
Read only means:

- Products <u>cannot</u> be excluded or moved
- Need states and nodes <u>cannot</u> be moved or re-named
- Add Order <u>will not</u> re-calculate
- New products <u>cannot</u> be added
- Existing products <u>can</u> be Forced In/Forced Out and the impact will be re-calculated

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Channel Performance

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Quick Item Info Report

Gain immediate visibility into the item-level status of your active, inactive, or deleted products. This new reporting feature enables you to quickly view a specific product addition or update, helping to track new products, analyze bestsellers, and predict demand.

*Newly set-up items will take at least two days to be seen.

Store Level Drill Down
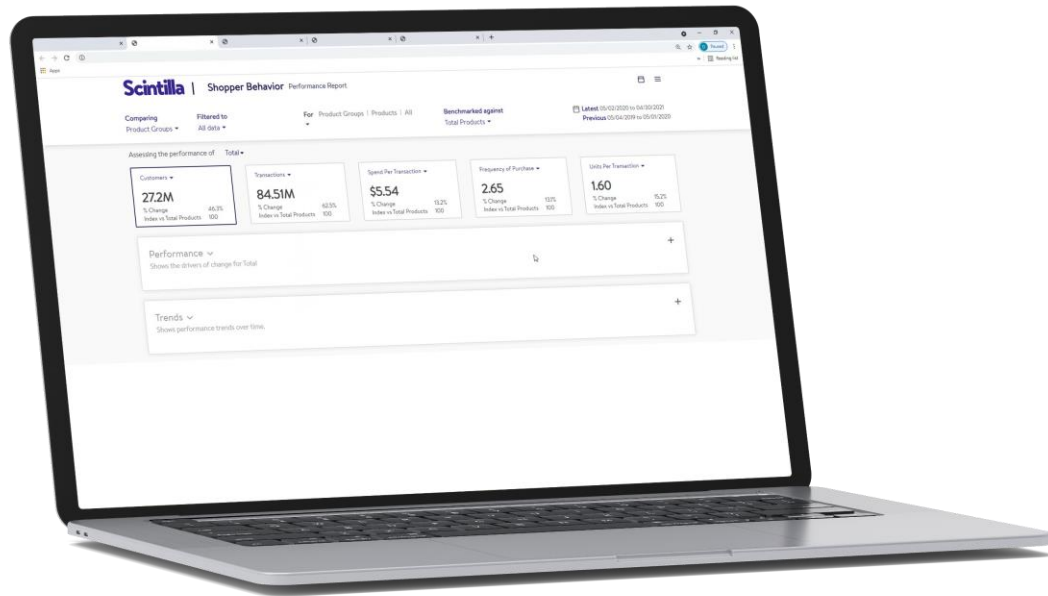
Gain faster insights into your in-stock performance with our newly enhanced store-level analysis

Access more granular in-stock opportunities at the micro-level by analyzing individual stores to investigate inventory imbalances within the supply chain. This upgrade enables a thorough inspection of stock-related issues, helping you take proactive replenishment action through faster, more actionable insights.

Explore in Insights Dashboard today.
Contact the Account Services team or your Walmart Data Ventures contact for more information.