

Walmart Data Ventures

Know Your Customer

Know Your Store

Growth experience:
How Walmart Luminate
Charter brings the
voice of the customer
into every phase of the
product lifecycle



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Introduction

The habits, sentiments, and behaviors of the customer should be at the center of every conversation about your brand and products and **during every stage of the product lifecycle**. After all, the customer can tell you where you stand in the market and, more importantly, how to grow in the right direction.

Walmart Luminate Charter provides access to the Channel Performance, Shopper Behavior, and Customer Perception shopper and store data you need to understand brand and category performance, and feedback from verified shoppers that can reveal crucial context.

Learn how this unprecedented access to first-party Walmart data can keep you on the path toward growth and success, whether you're **launching a new product** or **updating an existing one**.



Product Lifecycle





Innovation

First things first: The research phase. Gaining better understanding of the retail landscape, and what customers want, is paramount to **innovation**.



Innovation

Walmart Luminate can help you assess the current market to dial-in on the perfect launch strategy and mitigate risk.



Shopper Behavior

Test & Control: Evaluate how competing products and categories perform in a chosen subset of stores to establish where a new product should be launched

Performance in Detail: Diagnose how the category is performing—is it already saturated or performing poorly? Does this indicate an opportunity to launch a new product?



Customer Perception

Competitive/Market Analysis: Survey respondents who buy competitive products or shop in a competitive category to understand consumer needs, preferences, and habits

Consumer Trends Analysis: Unearth emerging, plateaued, and declining trends in the category that support reasons to believe

Exploratory Research: Reach out to customers to test ideas and concepts. What do they wish was available in the category you want to launch a new product in?

Product Positioning: Understand where your product fits in the marketplace and why it is better than alternatives



Development

There is a lot of work to be done before a product hits the shelves. Give your big idea the best chance at success by doing essential pre-launch **development** to determine where to sell it, who to sell it to, and at what price.



Development

Insights into these big questions can help you put your product in the best position to succeed, and they are made more accessible with Walmart Luminate.



Shopper Behavior

Stores: Identify the best stores to distribute your new product (regionally vs nationally)

Demographics: Understand what types of customers you're attracting for your new product—are they who you want to attract?

Customer Decisions Report: Identify opportunities for new product development or growing trends. Understand different customer needs in a category to build a balanced assortment and identify white space.



Customer Perception

Concept Testing and Claims Testing: Test various aspects of your product like packaging, claims, naming, and more

Price Testing: Determine the optimal price point for your new product. What price is considered too expensive or inexpensive? What makes it worth paying more for?



Market Entry

Market entry means it's go time for your product—and that it's time to shift your focus to building awareness around it and your brand.



Market Entry

It may still be the new kid on the block, but there are plenty of insights about how your product is performing and how customers feel about it.



Shopper Behavior

Assortment Deep Dive: Evaluate the potential impact on the category of new products

New Product Switching: Understand how incremental your new product is to the overall category and the brand

Trial & Repeat: Learn how trial and repeat with your products or brand has changed over time. How many of your customers are repeat or first-time buyers?

New Product Evaluation: Track the performance of a product launch and benchmark it against other new launches. How does it compare to the competition?



Customer Perception

Advertising Awareness and Campaign Test (pre/post): Measure the effectiveness of an ad campaign to ensure that all its elements, as well as the investment, met the desired objectives

Qualitative Post Purchase Evaluation: Gain customers' real-time emotions and feedback on your new product. What do or don't they like about it?



Channel Performance

Comparison Time: In the Insights Dashboard, specify the time periods of data you want to see in your tabular view, then delve into five different views of performance on the Item page: Summary, sales, inventory, location, and OPD by day, store, and item

Item Affinity: In Data Feeds API, identify what else is in the basket along with your product, which can jumpstart new combination ideas



Growth

Ready, set, grow. Now that your product is out in the world, more customers need to know about it. Zero in on ways to improve recognition and bolster **growth**.



Growth

Examine store-level sales data and research shopper experiences at the shelf to spot opportunities to expand awareness and baskets.



Shopper Behavior

Stores: Understand how your product and brand are performing at the store level and how this has changed over time. Is there an opportunity to expand distribution?

Basket: Identify what other products are in the same baskets as your products, brands, or category

Cross Shop: Identify cross-category opportunities for future shelf placement/cross-marketing promotions



Customer Perception

Brand Equity: Understand customer feelings and associations with your brand to determine whether your marketing campaigns are effective

Aisle Research (Mod Reviews): Understand how customers are shopping for your brand—can they easily find your product? Should it be placed next to other categories or brands in-store?

Ad/Campaign Testing: Gain insights from your customers before launching a campaign to refine your messaging and understand how your product appeals to different types of shoppers



Channel Performance

Omni Sales Dataset: Investigate your item performance in an omnichannel environment to refine assortment and replenishment strategies. Leverage this holistic view of item and category total sales in Report Builder with Trend Analysis, Scorecards, Recaps, and more reports.

Store Demand Forecast Dataset: In Report Builder, explore how your items may sell in the future with a projection of Walmart sales for up to 104 weeks. Review forecast accuracy, validate promotions, and investigate root case for out-of-stock or overstock issues.

Item Visibility: Track performance of new items by grouping and then comparing them to your item category performance in Report Builder



Maturity

Holding steady. When your product reaches the **maturity** stage, it's a good opportunity to investigate ways to renovate or enhance it to attract new customers and give sales a boost.



Maturity

There's always room for more insights—and more growth. Explore who your loyal customers are and what it will take to attract new ones.



Shopper Behavior

Assortment: Dig into a composite ranking of all products in a category through sales and customer KPIs

Best Customers: Understand the value of your most loyal brand customers

Promotions: Understand how your promotion performed. Identify the top-performing products within a promotion and the combinations in which promoted products are being bought.



Customer Perception

Monadic Concept Testing: Test brand extensions of interest

Post-Purchase Evaluation/Brand Pulse: Gauge customer satisfaction levels with the purchasing process or experiences they've had with your brand

Promotion Feedback: Assess the effectiveness of your promotion. Did you attract different customers or win some from competitors?

New Buyer Survey: Discover how you are attracting new buyers and how you can convert buyers to your brand



Channel Performance

Custom Alerts: Cater to peak seasons for your basket behaviors by setting rules for inventory alerts in the Insights Dashboard

Store Sales & Inventory Data: Dig into store-by-store breakouts of metrics that reveal key impacts to your business to help determine what's driving or hindering your business



Decline

Not *necessarily* the end of the road. Learn where and why **decline** is happening so you can make smarter decisions about what your next steps should be.



Decline

Signs of decline? Learn why customer behaviors have changed or product demand has dropped so you can pivot in the right direction.



Shopper Behavior

- Switching & Switching Over Time:** Analyze how product sales have changed over time because of customers switching within the category
- Source of Value:** Identify where sales come from or go to following an event. Examine which bucket is contributing to the overall decline in sales—switching, buy rate, or lost category buyers.
- Multichannel:** Spot changes in customer behavior across online and offline channels for your products



Customer Perception

- Lapsed Buyer Behavior:** Understand why former customers are no longer buying your brand and what they may be buying instead
- Delistment Defense:** Understand customer opinions and perspectives if your product is no longer available at Walmart. Also learn if customers shop for your products at other stores.



Channel Performance

- Vendor Scorecard:** Gain an overview of your key business metrics across multiple time ranges in Report Builder. Understand your current state and find areas of opportunity to delve into further.
- Root Cause Analysis:** Examine high-, mid-, and detail-level reason descriptions with Data Feeds API to help you understand out of stocks and use these metrics to drill down to granular-level causes

Conclusion

The journey from a spark of an idea to a full-grown product is not an easy one, but it can be made smoother—and more successful—with the right insights.

And delivering customer insights is where Walmart Luminate shines. Our suite of products can help you leverage **verified shopper feedback and first-party Walmart data** to inform every stage of the product lifecycle in a more meaningful way. This pairing provides rich details and invaluable context that is necessary to meet your shoppers' needs so your product, and brand, can grow and succeed.

To learn more, visit www.walmartdataventures.com or reach out to your Account Manager.



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