

# Scintilla Case Study

## Stavis Seafoods: Harnessing Scintilla Insights to Optimize Fall Mod Assortment Strategy



This case study was shared live at **Walmart Data Ventures Inspire Event**, October 1, 2024.

“  
**We use Scintilla to shed  
light on the needs of the  
customer.**

- **Todd Rushing**, Vice President of Sales | **Stavis Seafoods**





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## Scintilla Case Study: Stavis Seafoods

### The opportunity:

Stavis Seafoods is a wholesale distributor of fresh and frozen seafood to Walmart. As they were preparing for the Frozen Seafood Fall Mod Line Review, they needed insights that would help inform their product offerings to Walmart.

Rather than simply introducing new items to boost Stavis' sales, they leveraged Scintilla to craft a data-driven narrative around these new offerings, demonstrating a deep understanding of the Frozen Seafood department as a whole.

In doing this, they put themselves in the merchants' shoes and looked at the big picture, taking into account various factors such as performance drivers, competition, and, most importantly, the distinct roles of items within the category.





# Scintilla Case Study: Stavis Seafoods

The approach:

They started in *Scintilla Shopper Behavior* which showed that there was growth in the Frozen Seafood department fueled by increased Walmart foot traffic. However, despite Stavis' products having lower prices, customer penetration continued to decline.



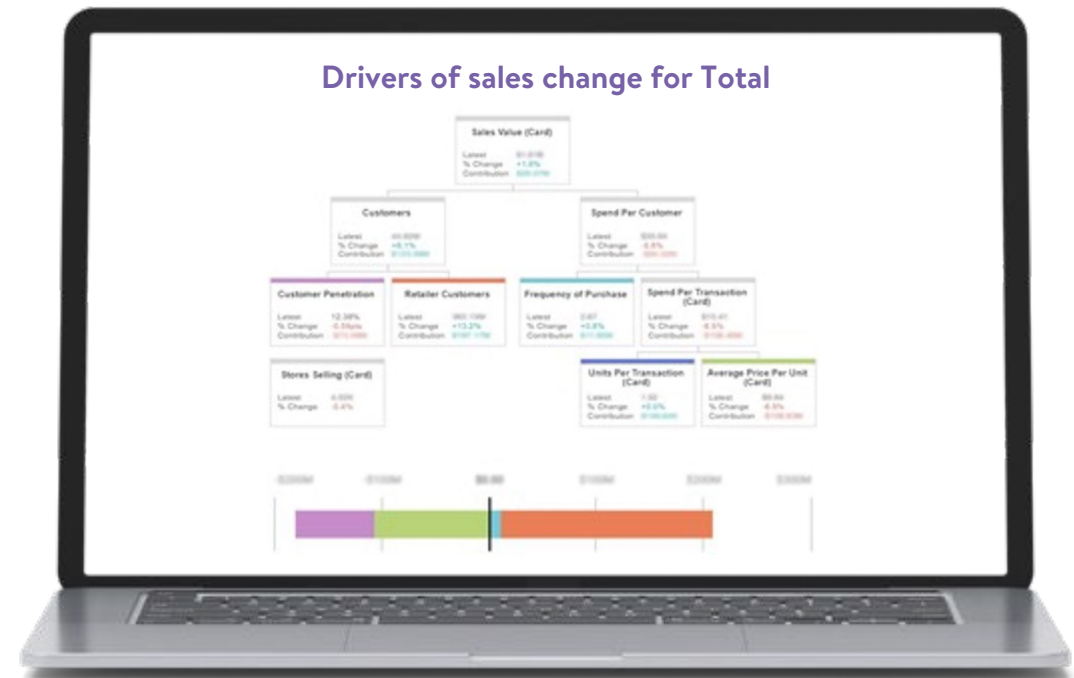
## Headwind

Growth of Frozen Seafood is fueled by **increased Walmart foot traffic**



## Tailwind

Despite lower individual item prices, **customer penetration continued to decline**

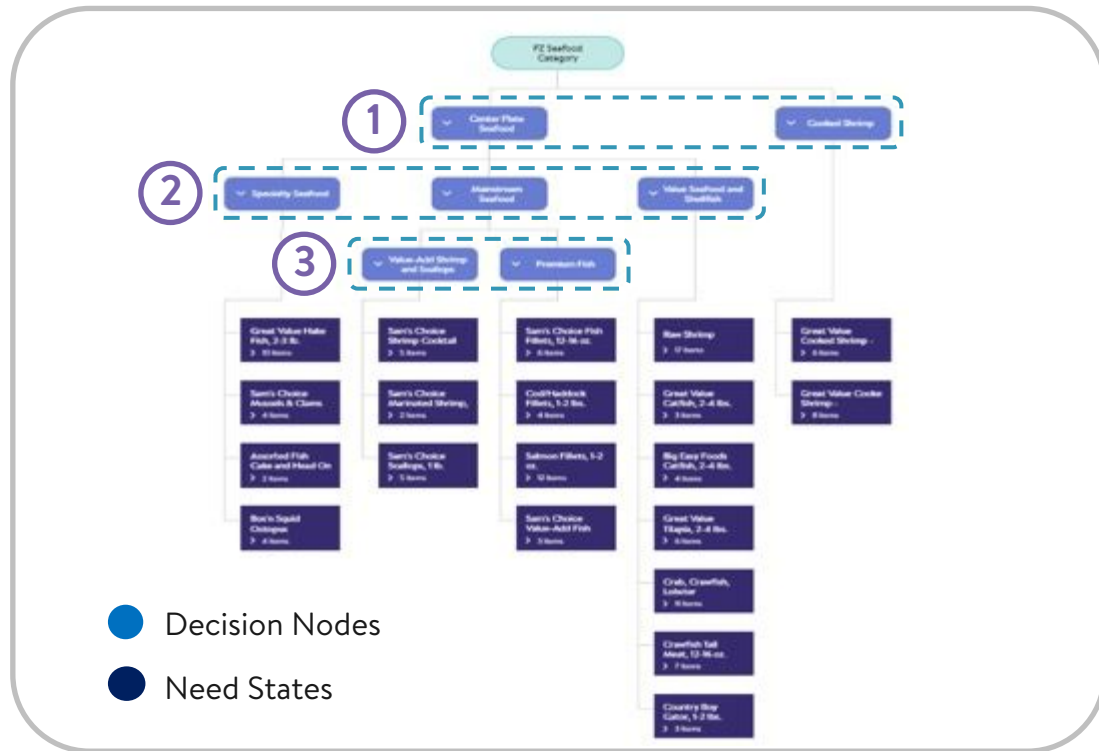




# Scintilla Case Study: Stavis Seafoods

## The approach:

The Assortment Deep Dive report showed that unlike other proteins, such as beef or pork, frozen seafood had a larger variety of offerings with different driving factors. Customer preferences had additional layers that were important to building the assortment.



### Key Insight

Customer purchasing decisions are led by seafood preference, not brand or size

### Interpretation Guide

1. Customers first decide between Cooked Shrimp and Center Plate Seafood.
2. Customers choose either Specialty Seafood, Mainstream Seafood, or Value Seafood and Shellfish.
3. If they choose Mainstream Seafood, they either purchase shellfish or premium fish fillets.



# Scintilla Case Study: Stavis Seafoods

## The approach:

Next Stavis wanted to understand shopper behaviors and where the growth was coming from. They learned most of it was from sales from new Walmart customers who are Price Sensitive. But despite the lower prices, they were still losing customer penetration.

### Key Insight

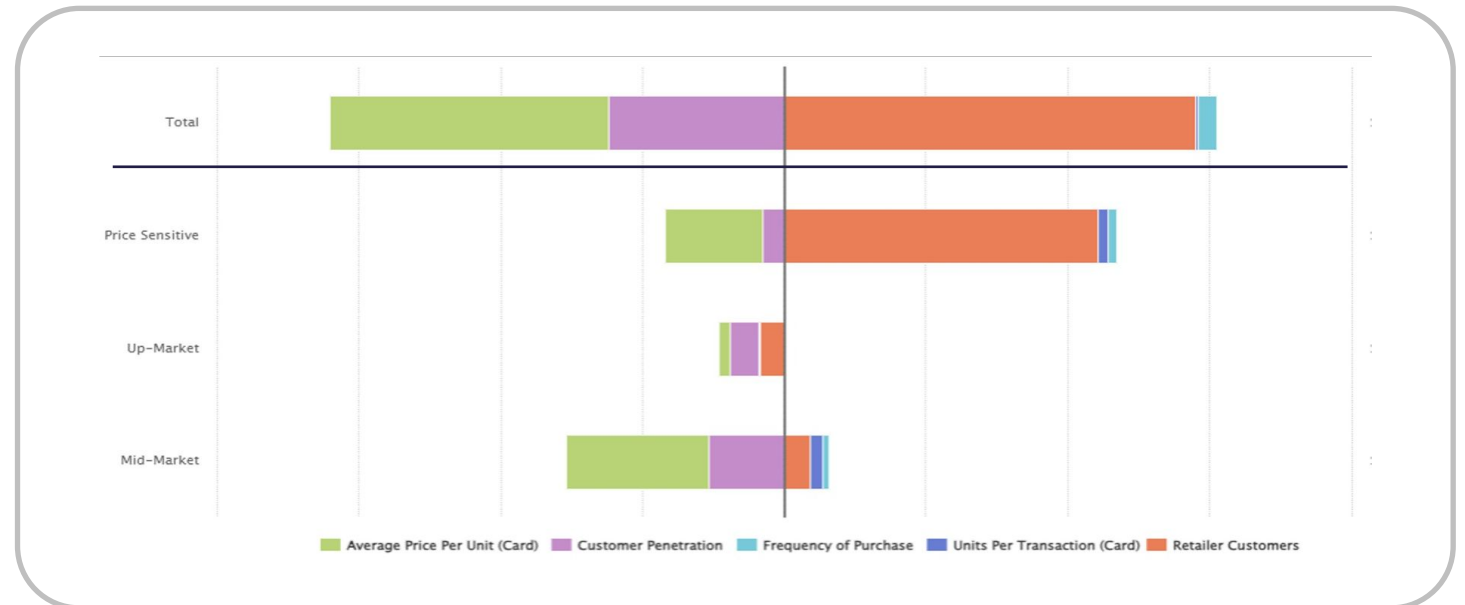
Majority of growth comes from new Price Sensitive customers sales

### Key Insight

Upmarket and Midmarket segments are lapsing

## Stacked Contribution 52 weeks YoY – Customer Price Sensitivity

Customer Behavior driving sales change in frozen Seafood









# Scintilla Case Study: Stavis Seafoods

## The approach:

Shopper Behavior also revealed to Stavis that their product line was over-indexed in both of the lapsing segments. This led to the determination that they should lean into those lapsed market with their current assortment and in additional markets.

### Key Insight

One of their items was #1 in appeal to both Midmarket and Upmarket customers

### Key Insight

Using Shopper Behavior, they discovered that Stavis's Frozen Seafood products are over-indexed in the UM and MM segments

### Appeal of Items\* by Price Sensitivity,

Top 10 items shown based on index vs. Total Category customer

No.	Price Sensitive	Mid Market	Upmarket
1	Bos'n Cooked Octopus Legs, 8 oz.	Bos'n Cooked Octopus Legs, 8 oz.	Bos'n Cooked Octopus Legs, 8 oz.
2	Scintilla Shrimp, 20 oz.	Scintilla Shrimp, 20 oz.	Scintilla Shrimp, 20 oz.
3	Scintilla Shrimp, 20 oz.	Scintilla Shrimp, 20 oz.	Scintilla Shrimp, 20 oz.
4	Scintilla Shrimp, 20 oz.	Scintilla Shrimp, 20 oz.	Scintilla Shrimp, 20 oz.
5	Scintilla Shrimp, 20 oz.	Scintilla Shrimp, 20 oz.	Scintilla Shrimp, 20 oz.

FZ Shrimp
FZ Shellfish
FZ Fish

Product Groups	Price Sensitive	Mid-Market	Up-Market
Total	100	100	100
FROZEN SEAFOOD	100	100	100
Stavis FZ Items (New)	78	115	166



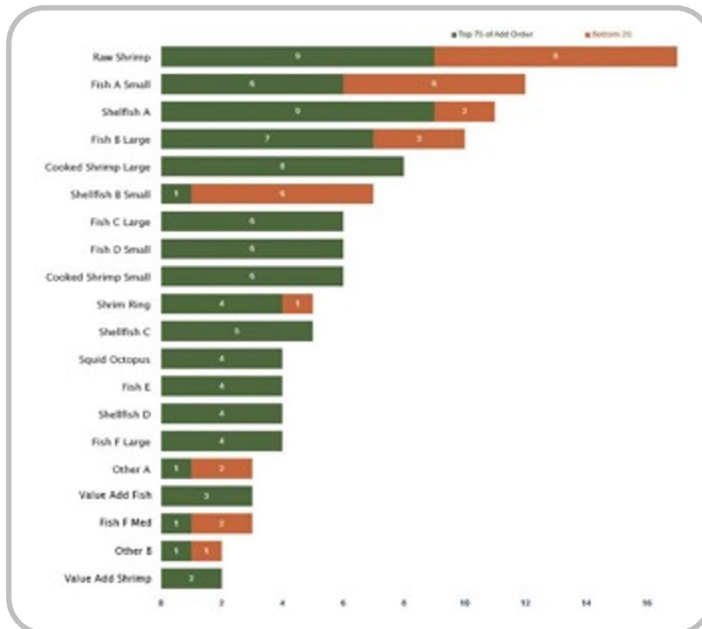
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## The results:

With the realization that lowering prices did not grow penetration and that they were specifically losing sales from Upmarket and Mid-Market segments, the team began **targeting the customers** that the data said drove growth.

### Mapping need states

Mix of items in top 75% and bottom 25% of Add Order by need state



### Our recommendation

Category innovation through identifying whitespace

#### Build an assortment with items that:

- ✓ Belong to need states with opportunity for innovation
- ✓ Resonate with declining Upmarket and Mid-market segments
- ✓ Capitalizes on influx of Price Sensitive customers



# Scintilla Case Study: Stavis Seafoods

## The results:

After the process was complete, they garnered further insights with **Customer Perception** surveys. In addition to increasing product variety, they learned shoppers wanted to see an increased presence on Walmart.com to grow Online Pickup and Delivery options and expected them to develop more durable packaging solutions.

### Key Insight

Customers who typically prefer to shop through delivery are over-indexed in buying in-store

Shopping Channel	Only In-Store	Prefers In-Store	Omni - Prefers Pickup	Omni - Prefers Delivery	Omni - Prefers Shipping	Primarily Online - Prefers Pickup	Primarily Online - Prefers Delivery	Primarily Online - Prefers Shipping
Total	79	161	178	254	39	142	239	5
DELIVERY	23	46	30	137	15	29	149	18
PICKUP	11	45	144	98	16	142	98	21
BUY IN-STORE	87	174	108	135	55	28	38	34
SHIPPING	0	0	0	0	0	0	0	0

### Customer Perception findings

1. In-store remains top choice for purchasing Frozen Seafood
2. Customers want to limit duration of Frozen Seafood out of the freezer
3. Walmart+ subscription encourages customers to opt for delivery

### Preferred Channel for Shopping Frozen Seafood Frequent Frozen Seafood shoppers segmented by Walmart+ subscription status

