

Walmart Luminate Case Study

Upfield: Customer-Centric Distribution

Upfield™
Violife
100% Dairy Free

“Walmart Luminate has assisted Merchants in maximizing the holistic brand strategy.”



Carlee Pruden
Senior Merchant
Walmart



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The opportunity: Improving product availability for brand-loyal customers

Upfield wanted to grow brand-loyal Violife customers into multi-category, large-basket repeat shoppers at Walmart by ensuring the full assortment of products was available where they shopped.

Brand-loyal customer expectations



Full cart | Weekly groceries
Multi category | Repeat shopper

Actual store availability

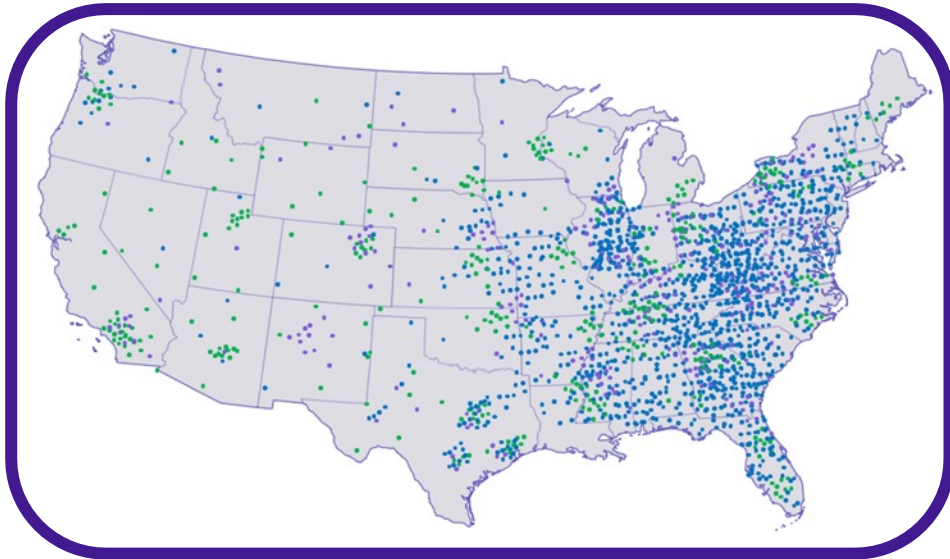


Left disappointed | Lapsed/leaking shopper
Limited basket

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The opportunity:

15+ dairy-free items are available to Walmart customers, but there was inconsistent assortment across stores due to conflicting strategies and limited visibility to actual customer data.



Five categories, four buyers, and four strategies lead to different Walmart assortments that impacted customer experience online and in stores.

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The approach: Leverage Walmart Luminate Charter to zero-in on specific Walmart customers, stores, and plant-based sales data

1

Step 1: Confirm the need for a new strategy using **Channel Performance**:



Channel Performance

2

Step 2: Determine the recommendation using **Shopper Behavior**:



Shopper Behavior

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The approach: Identify champion and valuable plant-based customers in all Violife categories with the Shopper Behavior Where Sold reports



Step 1

Ran Where Sold report



Step 2

Indexed stores



Step 3

Ranked the stores



Step 4

Cross reference by DC

All Customers

Champion/Valuable Customers

Butter & Spreads

Dairy Cheese

Creamers

Cream Cheese



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The approach: Create a plant-based category share for each store to index against the average



Step 1

Ran Where Sold report



Step 2

Indexed stores



Step 3

Ranked the stores



Step 4

Cross reference by DC

Store Co	Store Name	Sta	Str Type	Perishable DC	All Plant Bas	All Product	Plant Based S	Index
0075	WALMART SUPERCENTRE AK	AK	SUPERCENTER	7021	29,987	52,287	57.4%	1.43
0080	WALMART SUPERCENTRE CA	CA	SUPERCENTER	8852	33,216	59,989	55.4%	1.38
0087	WALMART SUPERCENTRE NC	NC	SUPERCENTER	6097	39,196	73,086	53.6%	1.34
0090	WALMART SUPERCENTRE AR	AR	SUPERCENTER	6082	46,339	86,869	53.3%	1.33
0093	WALMART SUPERCENTRE IL	IL	SUPERCENTER	7024	28,849	52,871	54.6%	1.36
0094	WALMART SUPERCENTRE ME	ME	SUPERCENTER	7014	32,961	61,633	53.5%	1.33
0096	WALMART SUPERCENTRE NV	NV	SUPERCENTER	8852	34,638	65,868	52.6%	1.31
0098	WALMART SUPERCENTRE WA	WA	SUPERCENTER	7021	24,225	41,885	57.8%	1.44
0099	WALMART SUPERCENTRE MD	MD	SUPERCENTER	6077	30,893	58,332	53.0%	1.32
0100	WALMART SUPERCENTRE NV	NV	SUPERCENTER	7048	23,299	39,886	58.4%	1.46
0101	WALMART SUPERCENTRE TX	TX	SUPERCENTER	6064	28,097	52,340	53.7%	1.34
0102	WALMART SUPERCENTRE FL	FL	SUPERCENTER	7023	23,853	43,100	55.3%	1.38
0103	WALMART SUPERCENTRE NJ	NJ	SUPERCENTER	7030	22,520	39,313	57.3%	1.43
0104	WALMART SUPERCENTRE CA	CA	SUPERCENTER	7048	27,098	51,041	53.1%	1.32
0105	WALMART SUPERCENTRE TX	TX	SUPERCENTER	6084	35,097	68,641	51.1%	1.28
0106	WALMART SUPERCENTRE MI	MI	SUPERCENTER	6074	20,863	35,182	59.3%	1.48
0107	WALMART SUPERCENTRE LA	LA	SUPERCENTER	7010	29,184	56,444	51.7%	1.29
0108	WALMART SUPERCENTRE NJ	NJ	SUPERCENTER	7030	26,151	49,798	52.5%	1.31
0109	WALMART SUPERCENTRE TX	TX	SUPERCENTER	6064	21,292	37,261	57.1%	1.43
0110	WALMART SUPERCENTRE CA	CA	SUPERCENTER	8852	20,082	32,850	61.1%	1.53
0111	WALMART SUPERCENTRE CA	CA	SUPERCENTER	8852	25,033	47,187	53.1%	1.32

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The approach: Ranking stores found 1,500 that over-indexed in plant-based share



Step 1

Ran Where Sold report



Step 2

Indexed stores



Step 3

Ranked the stores



Step 4

Cross reference by DC

Store Co	Store Name	Sta	Str Type	Perishable DC	Inde	Composite Rank
2070	WALTON WAREHOUSE, AK, AK	AK	SUPERCENTER	7021	1.06	1
2080	WALTON WAREHOUSE, CA, CA	CA	SUPERCENTER	8852	1.07	2
2087	WALTON WAREHOUSE, NC, NC	NC	SUPERCENTER	6097	1.08	3
2088	WALTON WAREHOUSE, AR, AR	AR	SUPERCENTER	6082	1.04	4
2089	WALTON WAREHOUSE, IL, IL	IL	SUPERCENTER	7024	1.06	5
2076	WALTON WAREHOUSE, ME, ME	ME	SUPERCENTER	7014	1.12	6
2086	WALTON WAREHOUSE, NV, NV	NV	SUPERCENTER	8852	1.03	7
2085	WALTON WAREHOUSE, WA, WA	WA	SUPERCENTER	7021	1.11	8
2081	WALTON WAREHOUSE, MO, MO	MO	SUPERCENTER	6077	1.11	9
2089	WALTON WAREHOUSE, NV, NV	NV	SUPERCENTER	7048	1.03	10
2078	WALTON WAREHOUSE, TX, TX	TX	SUPERCENTER	6064	1.09	11
2087	WALTON WAREHOUSE, FL, FL	FL	SUPERCENTER	7023	1.13	12
2088	WALTON WAREHOUSE, NJ, NJ	NJ	SUPERCENTER	7030	1.07	13
2088	WALTON WAREHOUSE, CA, CA	CA	SUPERCENTER	7048	1.10	14
2070	WALTON WAREHOUSE, TX, TX	TX	SUPERCENTER	6084	1.02	15
2088	WALTON WAREHOUSE, MI, MI	MI	SUPERCENTER	6074	1.04	16
2081	WALTON WAREHOUSE, LA, LA	LA	SUPERCENTER	7010	1.06	17
2088	WALTON WAREHOUSE, NJ, NJ	NJ	SUPERCENTER	7030	1.00	18
2088	WALTON WAREHOUSE, TX, TX	TX	SUPERCENTER	6064	1.04	19
2088	WALTON WAREHOUSE, CA, CA	CA	SUPERCENTER	8852	1.07	20

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The approach: Cross-reference ranked stores with distribution centers to create a store list



Step 1

Ran Where Sold report



Step 2

Indexed stores



Step 3

Ranked the stores



Step 4

Cross reference by DC

DC	State	Store Composite Rank				
		1-250	251-500	501-750	751-1000	1001-1250
FL	11	12	7	13	10	
WA	22	10	16	7	6	
CA	16	10	22	11	3	
FL	7	6	8	3	6	
WY	7	8	3	3	4	
NV	16	7	10	3	2	
AZ	8	14	7	9	10	
CA	18	10	7	7	11	
TX	10	8	4	11	7	
IL	13	8	9	5	11	
FL	4	10	11	4	6	
SC	5	6	6	13	4	
PA	8	13	9	4	9	
NM	5	4	6	7	8	
CA	6	4	9	4	2	
NY	5	7	4	2	8	
MD	3	3	6	7	5	
ME	8	10	13	3	6	
AL	2	5	6	10	12	
UT	6	7	4	8	2	
TX	5	7	6	14	9	
VA	3	6	5	7	7	
TX	4	4	3	3	3	
WI	2	5	5	4	6	
AR	7	9	2	3	10	
NC	5	7	6	5	6	
TN	4	3	6	8	6	
OH	2	4	5	8	4	
MD	2	6	3	3	7	
PA	4	3	3	3	2	
NE	2	4	2	4	4	
TX	6	7	7	6	6	
IN	1	2	3	10	6	
MN	3	1	3	3	1	
KY	7	1	3	6	3	
OK	1	0	4	5	6	
NC	1	3	3	4	3	
FL	2	5	3	4	2	
LA	1	4	1	3	6	
OK	3	1	2	2	1	
IN	3	2	3	1	5	
MS	1	0	1	3	6	
OH	1	2	2	0	2	

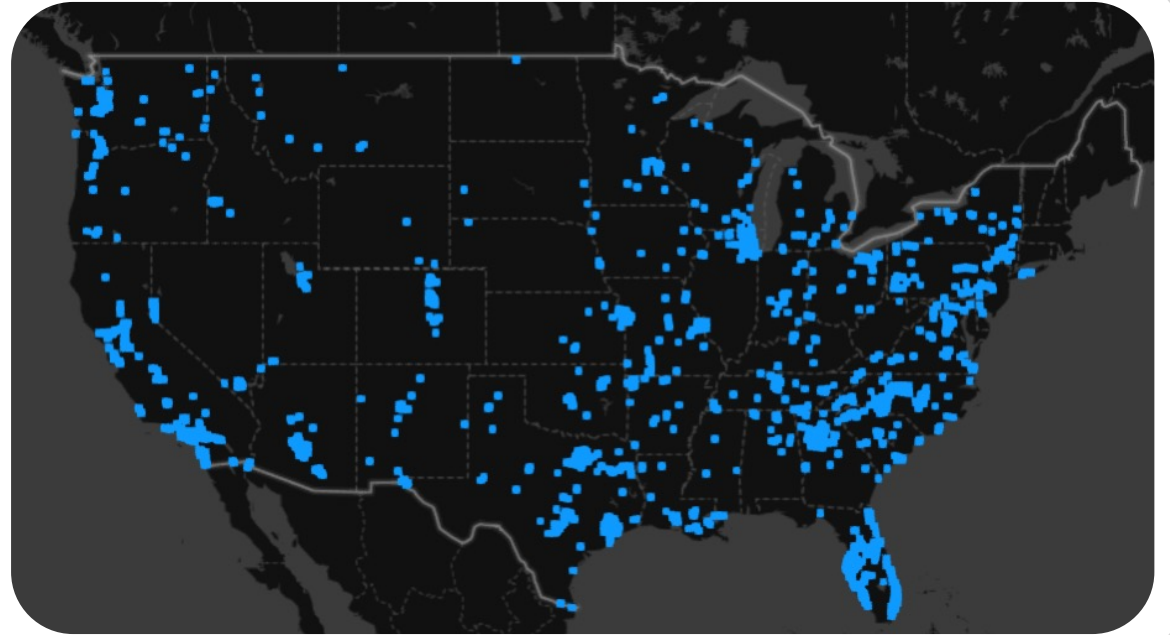


Walmart Luminate Case Study: Upfield

The results: A consolidated recommendation to Walmart Merchants for all Violife products

Upfield learned that over 50% of the best-performing plant-based stores carried three or less Violife items—and 110 of those stores didn't carry any.

With these new insights **Upfield can make a consistent store list recommendation** for all Walmart Merchants. Once adopted, customers will know which stores **carry all Violife** products, and **Merchants can see potential increases** in GMROI, velocities, market share, and customer satisfaction.



“Using
Walmart Luminate
we have a win, win,
win for the customer,
buyers, and our brands.”



Carlee Pruden
Senior Merchant
Walmart