A single update to the daily routine of a Welch Foods, Inc.™ analyst on Welch's Walmart team resulted in what they estimate to be a savings of 225+ hours per year.

It started when Welch's connected Scintilla BI Link to their custom dashboards. BI Link is an easy-to-deploy solution that seamlessly integrates Walmart first-party data with business intelligence tools like Power BI[1], Tableau[2], and Excel[3]. As a result, the Welch's team no longer needed to pull multiple daily reports.

With this data flowing into Welch's Power BI dashboards, the team was able to use this extra time for more in-depth data analysis.

[1] Power BI is a trademark of the Microsoft group of companies.

[2] Tableau is a trademark of Salesforce, Inc.

[3] Excel is a trademark of the Microsoft group of companies.

Welch's noticed that sales of their Jam and Jelly spreads at certain Walmart stores had suddenly (and unexpectedly) spiked by 12% week-over-week based on the year-over-year data.

They leveraged the convenience of their BI Link connection to explore the trend. At first glance, the store locations featuring the higher sales seemed to be randomly distributed, but this connection enabled them to dig deeper and discover a correlation:

Location
Welch's analyzed the data by state, pinpointing the trend to a specific region of the country

Current events
They then researched current events and realized that the region was experiencing hurricane season

Real-world experiences
They concluded that Walmart customers were stocking their pantries with staples during uncertain times

Walmart data could now be analyzed within Welch's own Power BI dashboards via BI Link. This accessibility allowed for greater insights that, combined with their real-world knowledge, resulted in an updated replenishment strategy that delighted Walmart shoppers.

Part of that strategy update involved enhanced tracking for faster responses, and included:

- Developing a new, custom Power BI dashboard that utilizes Scintilla data to stay cognizant of future replenishment impacts

- Now, when replenishment issues emerge suddenly, due to unforeseen situations, Welch's can act quicker