

## SCINTILLA CASE STUDY



**Inspire**  
2025

This case study was shared live at Walmart Data Ventures Inspire Event, October 29, 2025.

# Building Trust Through Data:

## How Scintilla Fuels Merchant Partnerships

### Overview

Beaver Street Fisheries leveraged Scintilla to gain valuable insights that helped establish their position as a data-driven advisor to their Walmart merchant. Their Scintilla success stories include identifying sales declines influenced by competing products, uncovering new store expansion opportunities, optimizing sourcing and forecasting strategies, and more.



**Preston Polson**  
Beaver Street Fisheries  
Director of Analytics



**Jennifer Donnelly**  
Beaver Street Fisheries  
Category Analyst

### Key Takeaways

- 1 Using insights from across the Scintilla suite, BSF made more customer-focused assortment recommendations that made way to add more innovative future products
- 2 Scintilla helped BSF prepare for upcoming pricing impacts with more confident forecasting and recommendations
- 3 BSF used Scintilla to recommend a new store list for distribution that ensured the right products were reaching the right customers

**Scintilla empowers any user with a level playing field and the ability to build data-driven, customer-centric relationships with your merchant.**

**Preston Polson**

Beaver Street Fisheries  
Director of Analytics





## Scintilla Case Study: Beaver Street Fisheries

### Develop a trusted advisor partnership

Beaver Street Fisheries strengthened its relationship with their Walmart merchant through category-level support. They collaborated across three different dimensions: Product, Pricing, and Distribution.

#### **Product:** Proactively removed low-performing Shellfish item

- Accepting risk with clarity
- Customer-focused assortment decisions
- Building trust with merchant

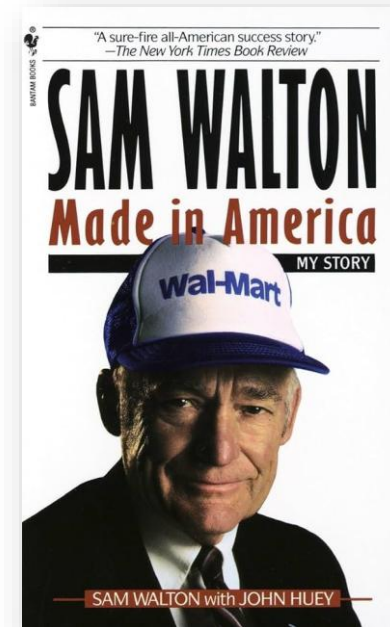
#### **Pricing:** Category-wide price change impact

- Subcategory switching
- Item-level switching
- Cross-department switching

#### **Distribution:** Distribution fine-tuning to better reach right customers

- Correct low-performing alignment
- Bring item to over-indexed customers
- Customer-first mindset

“Don't look for the bad.  
Look for the good.”



**Product**



## Scintilla Case Study: Beaver Street Fisheries

### The Opportunity: Take a Customer-Centric Focus Toward Future

Exploring the impact of competing items within the category led BSF to recommending the removal of one of their own items for a more customer-centric category assortment.

#### Product

**Recommend proactively removing a low-performing item from the assortment.**



Accepting risk  
with clarity



Leading with innovative,  
customer-focused  
assortment decisions



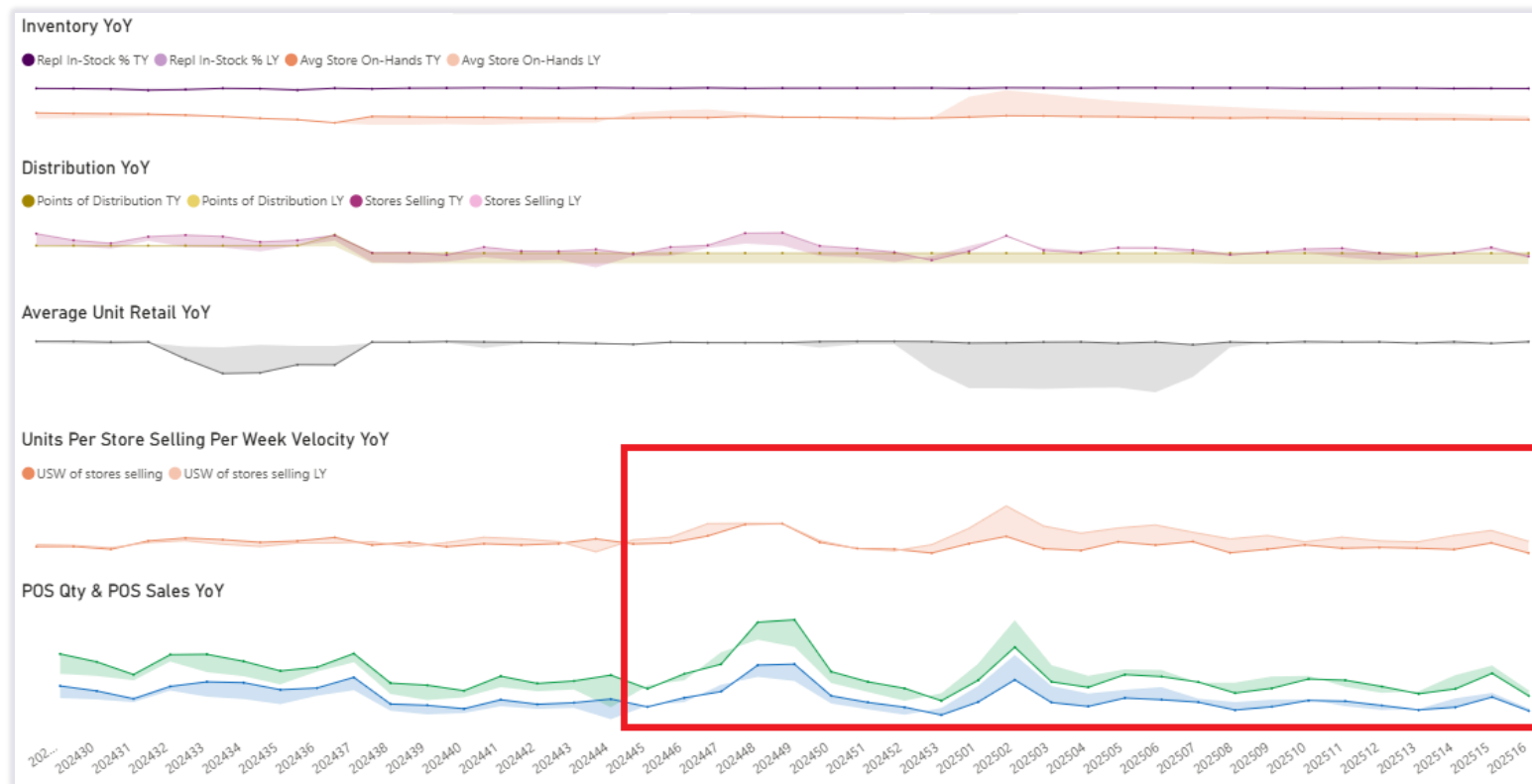
Building trust with merchant and  
keeping communication open



# Scintilla Case Study: Beaver Street Fisheries

## The Approach: Pinpoint Where a Sales Decline Began

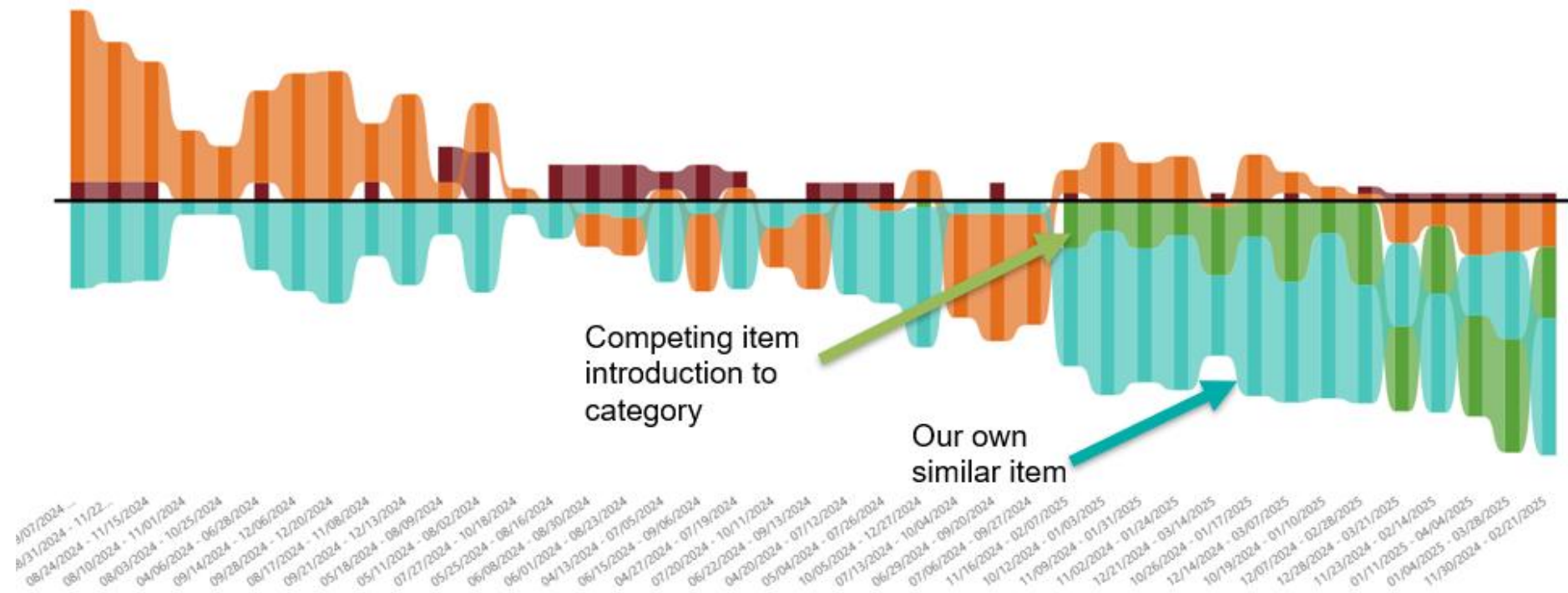
To provide category-level support, their approach started with **Channel Performance** Report Builder. Here they pinpointed a prolonged year-over-year loss time frame and know where the sales loss began.



# Scintilla Case Study: Beaver Street Fisheries

## The Approach: Explore the Cause of a Sales Decline

Running a **Shopper Behavior** Switching report showed shoppers were switching to a brand-new competitor item that had been added during the loss time frame. It also showed that this was not a temporary switch.







# Scintilla Case Study: Beaver Street Fisheries

## The Approach: Reveal a Category Growth Opportunity

Next, through insights garnered via **Shopper Behavior** Basket Analysis and the Performance in Detail report, they identified the potential for the category to benefit from the addition of innovative, value-added items.

Top products associated with the focus product group

Item Name	Composite Rank
TOTAL	
FZ SNOWCRAB	1
FZ ALL OTHER SHELLFISH	2
FZ CLAMS MUSSELS OYSTERS	3
FZ KING CRAB	4
FZ LOBSTER	5
FZ CRAWFISH	6
FZ DUNGENESS CRAB	7
FZ SCALLOPS	8
FZ ALL OTHER VALUE ADD	9
FZ SQUID OCTOPUS	10
FZ FAW SHRIMP	11
FZ COOKED SHRIMP	12
SFD SEASONINGS	13



## Scintilla Case Study: Beaver Street Fisheries

### The Approach: Validate Their Findings with the Voice of the Customer

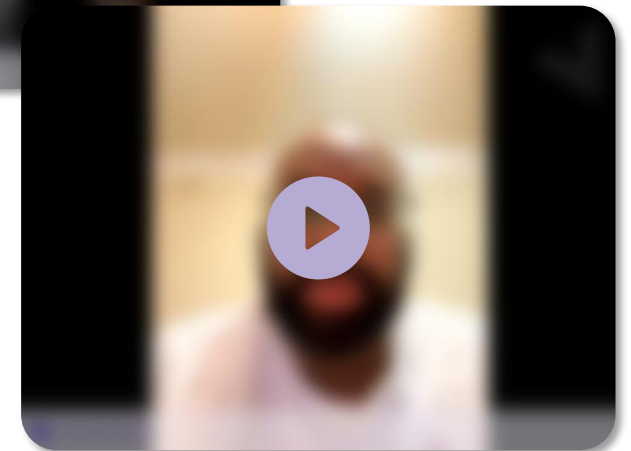
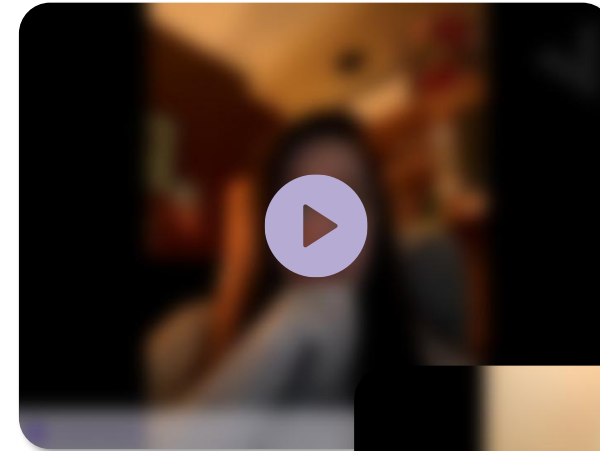
To further validate their idea, they heard directly from Walmart Customers in **Customer Perception**.

#### Survey 1: Quantitative

They asked how shoppers felt about the potential item deletion, how they previously used it, what their preferences were, and the potential items within the category they would pair with it.

#### Survey 2: Qualitative

Through video, verified Walmart customers shared in their own words their feelings about the potential deleted item, how they used it, and their reactions to a potential new, more convenient item.



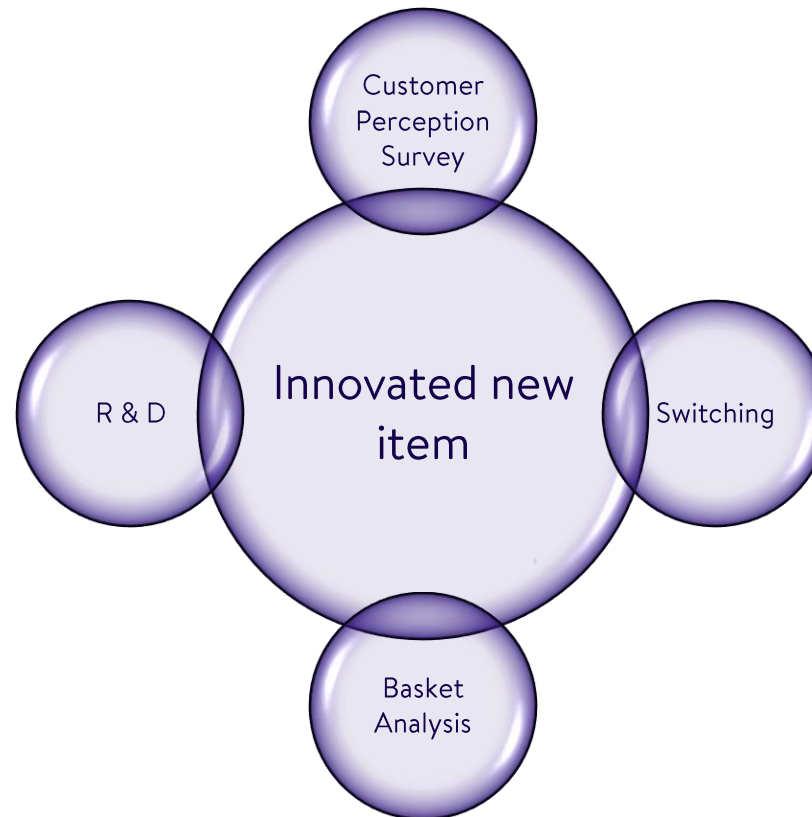
Screen clips from Scintilla Customer Perception  
Qualitative Survey reels



## Scintilla Case Study: Beaver Street Fisheries

### The Results: Guide Future Innovations

They shared learnings from across Scintilla with their research and development teams to guide future product innovation and to prepare for their next line review. Their goal was to add new, innovative, value-add items to the assortment to help win back previously lost real estate.



# Pricing



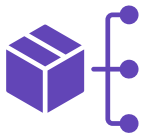
## Scintilla Case Study: Beaver Street Fisheries

### The Opportunity: Predict Customer Movement in Economic Uncertainty

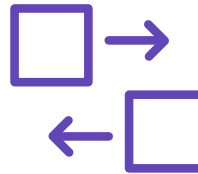
Due to upcoming cost impacts on imported goods, their merchant requested an analysis of the impact on the category from the customers' perspective and what items customers were expected to switch to.

#### Pricing

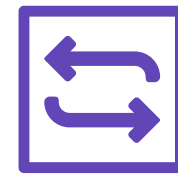
Category-wide price change impact.



Subcategory  
switching



Item-level  
switching



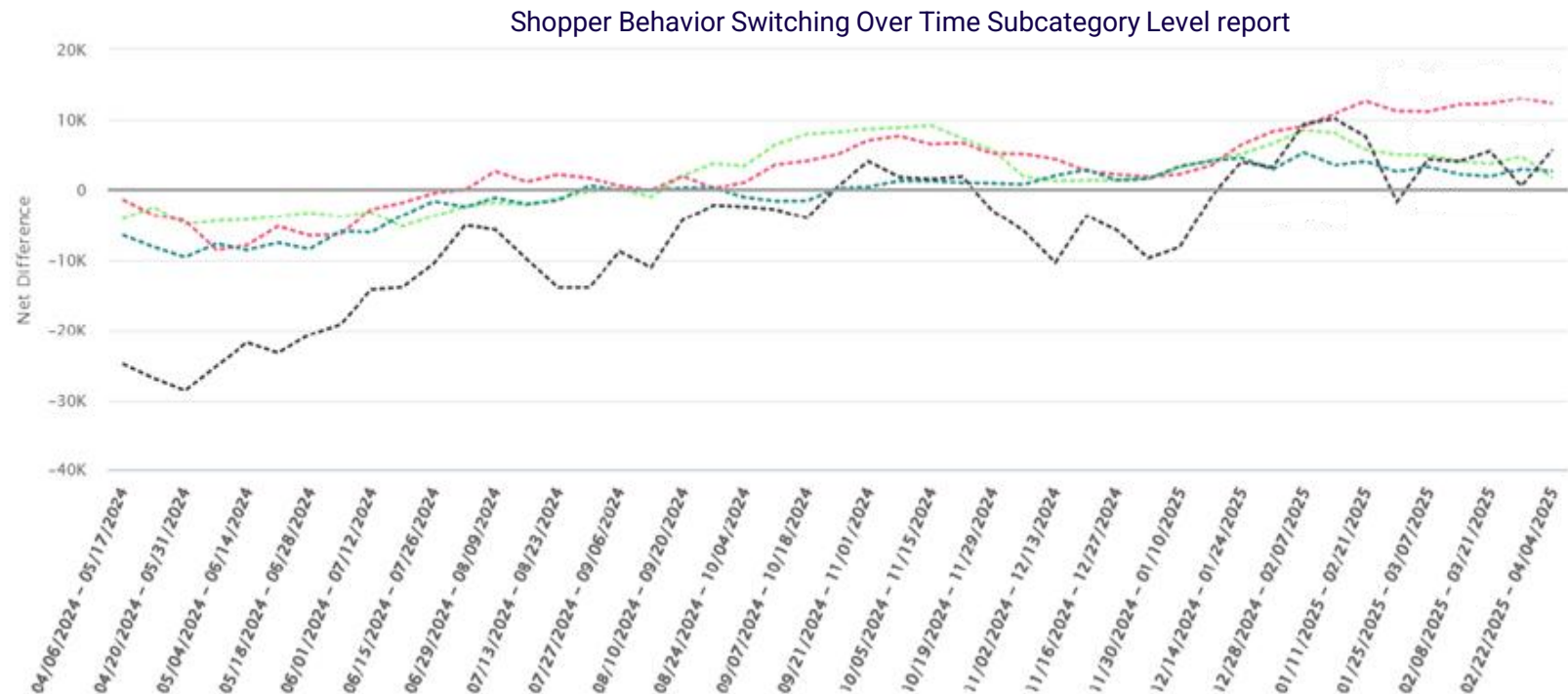
Cross-department  
switching



# Scintilla Case Study: Beaver Street Fisheries

## The Approach: Understand a loss in sales

They started their analysis by identifying every item in the category that would experience a cost increase before using Shopper Behavior Performance in Detail report to determine their pre-existing AUR change periods.



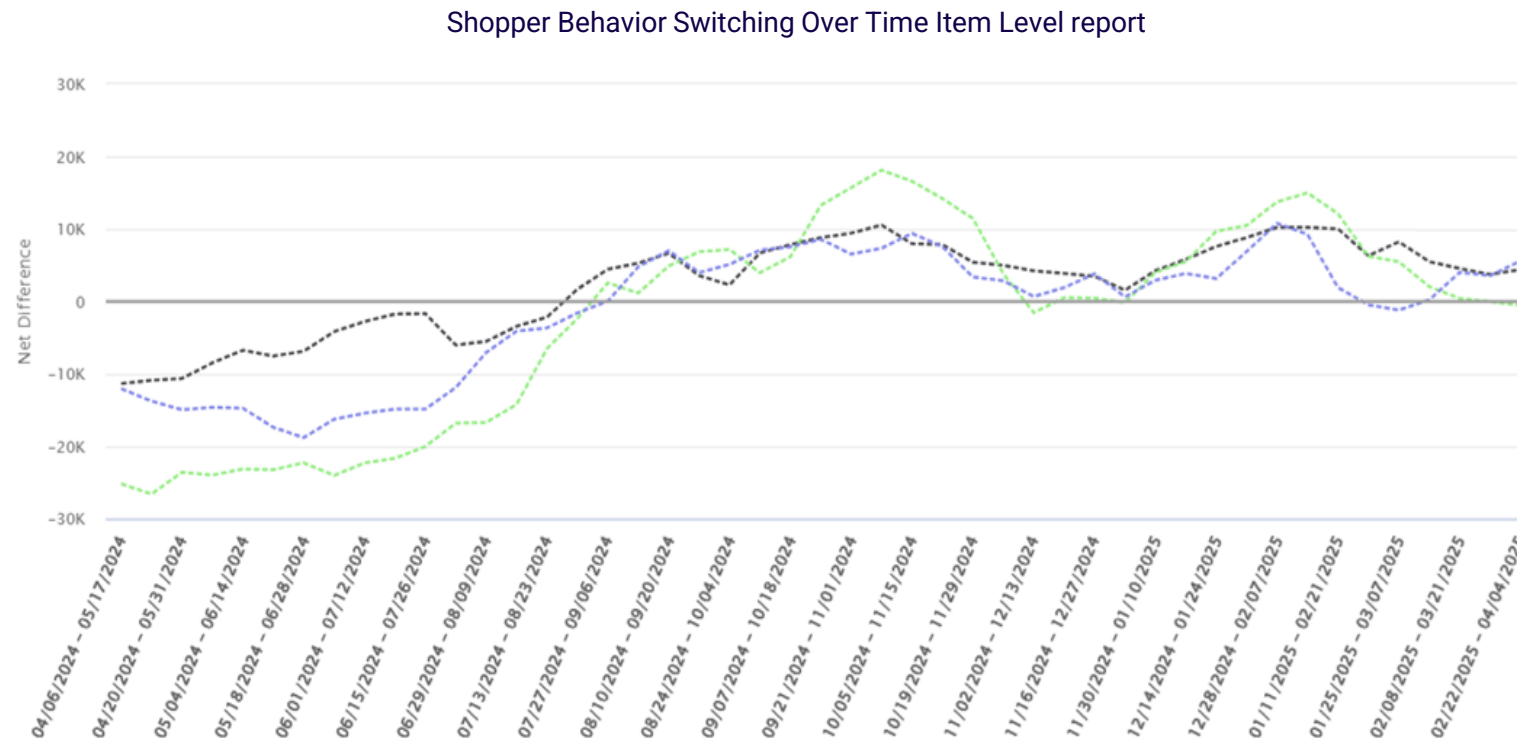
Helped them determine what subcategories had either gained or lost share in previous pricing events



## Scintilla Case Study: Beaver Street Fisheries

### The Approach: Understand a loss in sales (Continued)

Their analysis of the subcategory was a great starting point to determine which items to target in their item-level analysis. These insights instilled confidence that, with adjustments BSF or their merchant could make, the non-impacted items could be leveraged to drive customer switching.

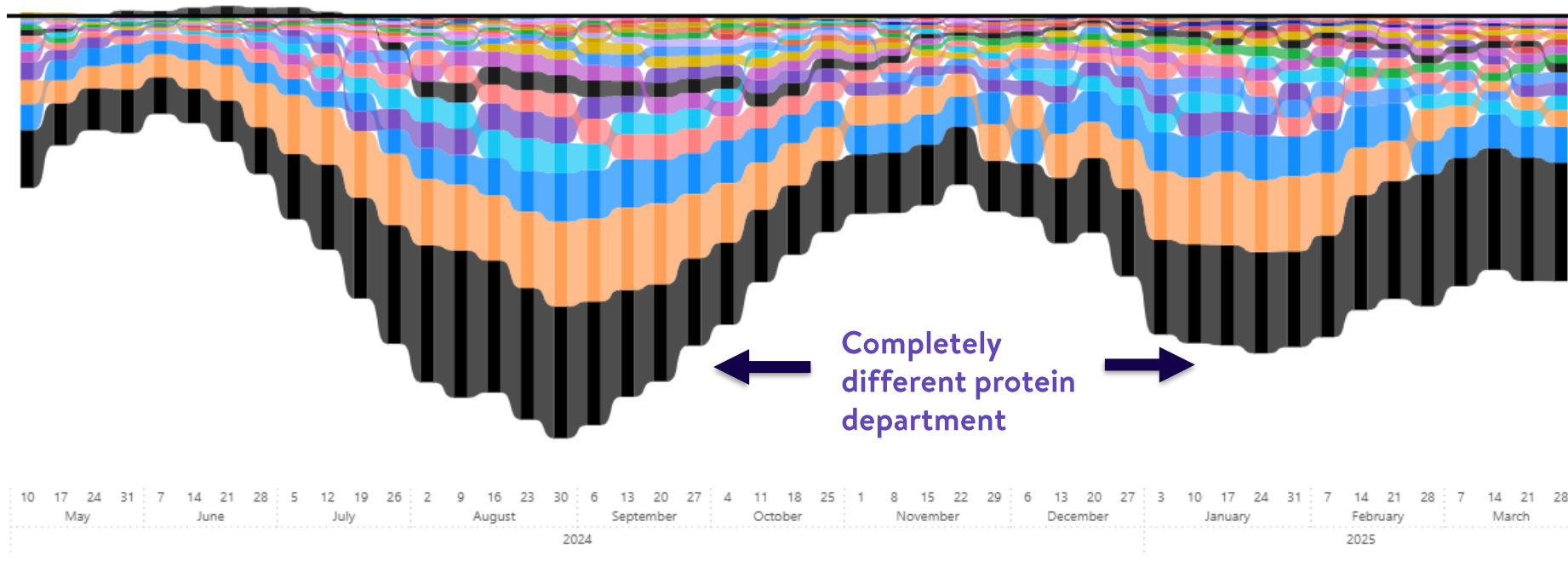




## Scintilla Case Study: Beaver Street Fisheries

### The Approach: Explore Outside the Category

They expanded their search outside of Seafood and into the Frozen value-added protein category and found that most switching losses came from an entirely unrelated protein department.



This warranted a deeper investigation, and the results were not what they expected: A sustained switching event was taking place already and outside of the Seafood category.





# Scintilla Case Study: Beaver Street Fisheries

## The Results: Confident Assortment Recommendations

With these insights, BSF was able to confidently recommend sourcing and forecasting adjustments to their merchant. Additional proposals included participating in a Rollback and bringing back a previously removed item that could inspire customers to make switches prior to the being impacted by the pricing event.



# Distribution



## Scintilla Case Study: Beaver Street Fisheries

### The Opportunity: Customer Focused Store Expansion and Contraction

The team at BSF needed to align their products with the correct shoppers. They did this through the analysis of substitution patterns and a demographic-based store selection method.

#### Distribution

Fine-tuning to better reach the right customers.



Correct low-performing alignment



Bring item to over-indexed customers



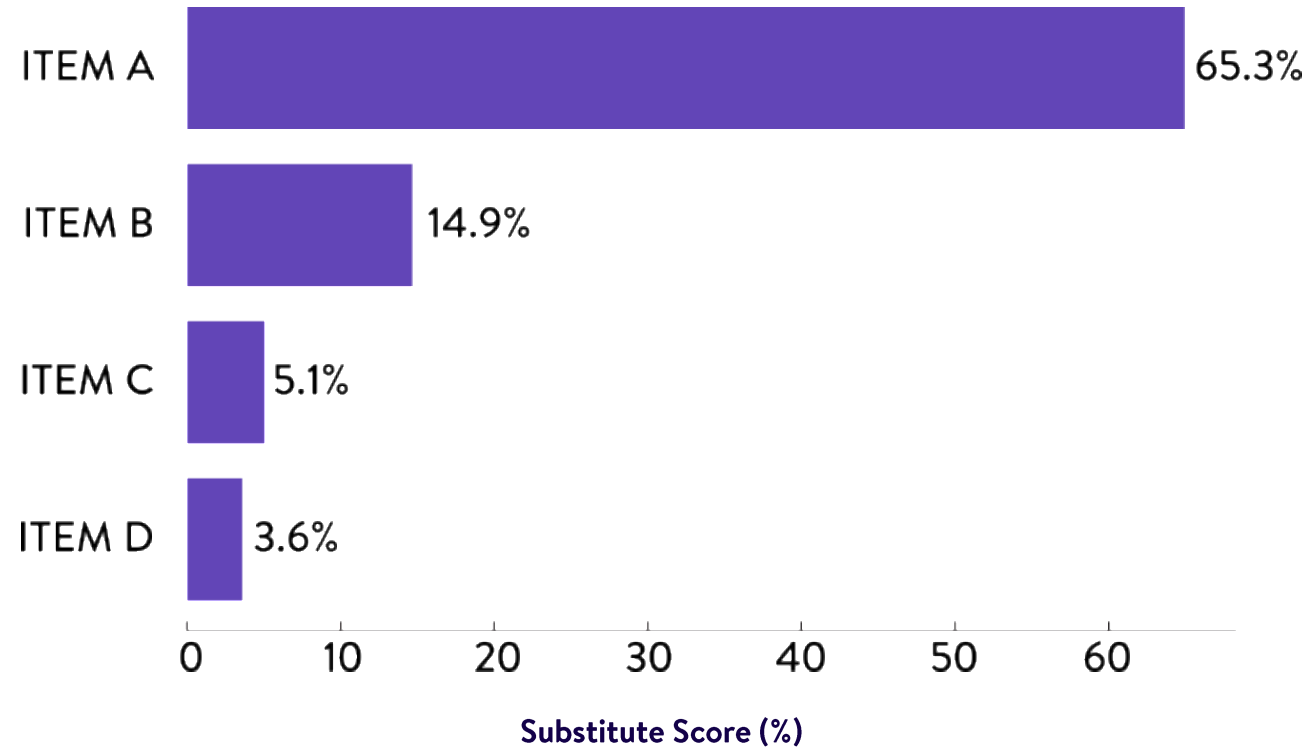
Customer-first mindset



## Scintilla Case Study: Beaver Street Fisheries

### The Approach: Validate Findings with the Voice of the Customer

Beginning in the Shopper Behavior Assortment Deep Dive report, they centered on Item X due to its sales trending down. They learned it was being substituted for Item A 65% of the time.

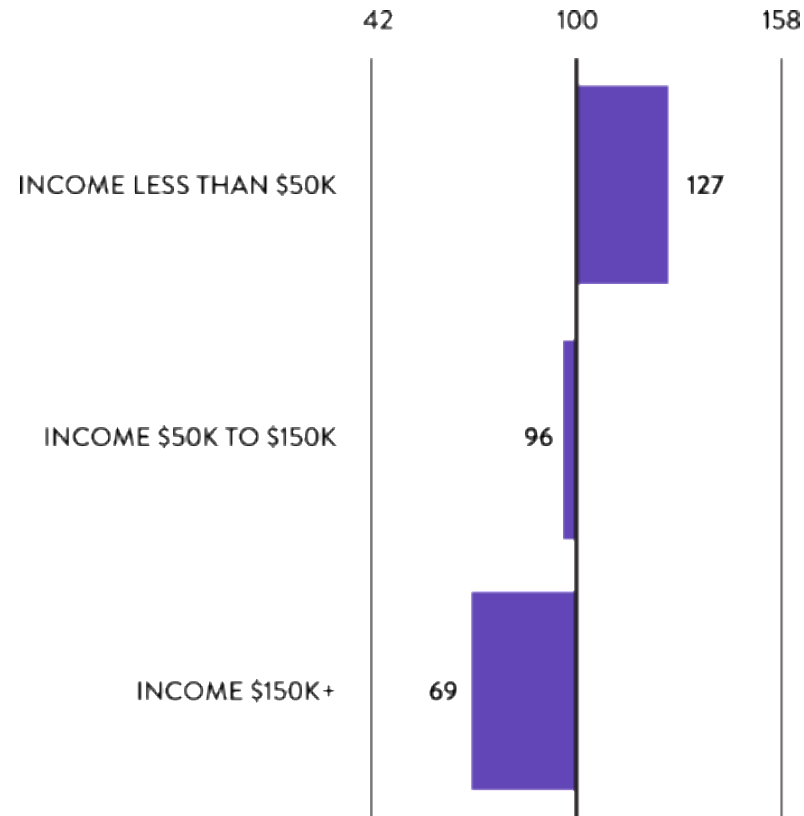




## Scintilla Case Study: Beaver Street Fisheries

### The Approach: Investigate Customer Profiles

A further investigation in Shopper Behavior provided a clearer picture into what was driving this behavior: Item A had a lower cost and its shoppers primarily over-indexed in the low-income profile.



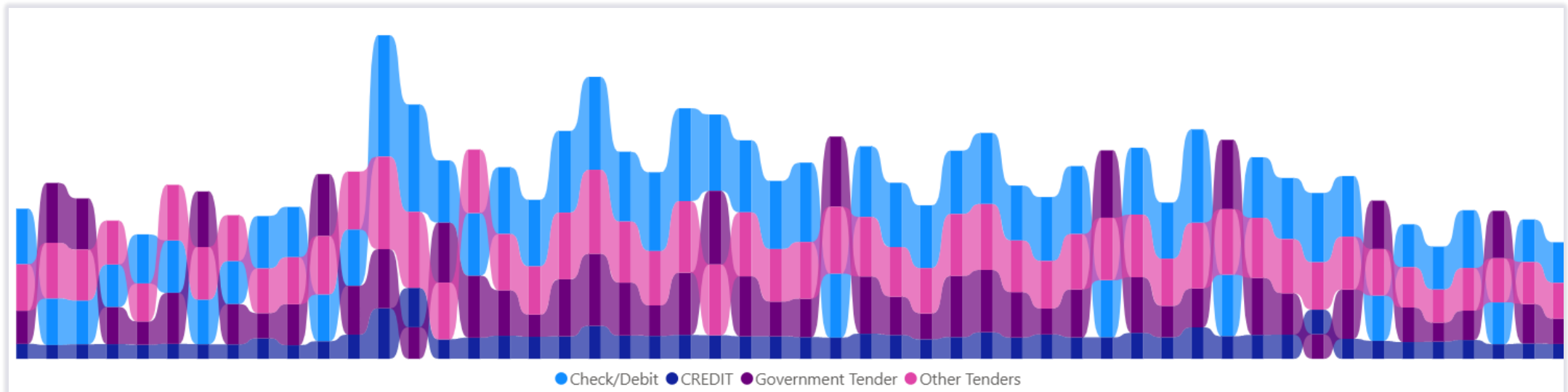
TOTAL PROFILED BY INCOME



## Scintilla Case Study: Beaver Street Fisheries

### The Approach: Guide Future Innovations

Going a step further into researching who was shopping their product at Walmart, they ran a Channel Performance Tender Analysis report. The results showed notable spending peaks of customers utilizing government tender.



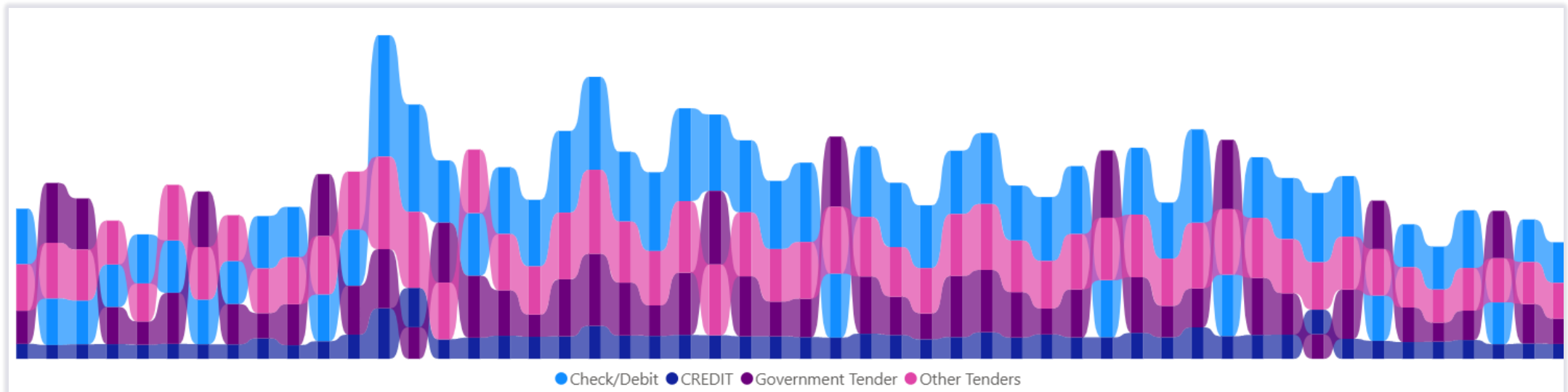
Scintilla Tender Analysis Data L52 - Visualized in Power BI



## Scintilla Case Study: Beaver Street Fisheries

### The Approach: Develop a New Store List

They then looked at all tender types in sales for all stores with the category to develop a new list of stores with a high percentage of government tender sales. This helped them identify non-traited stores where their item could have a large potential for growth.



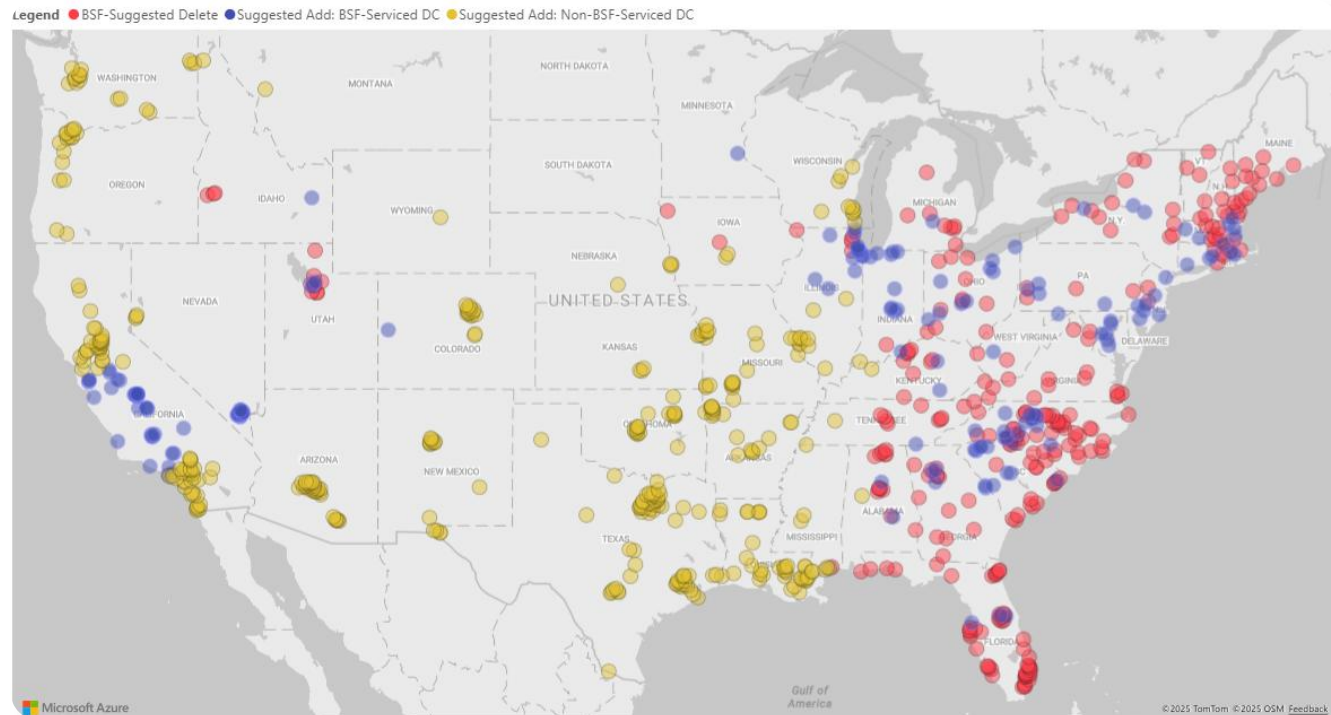
Scintilla Tender Analysis Data L52 - Visualized in Power BI



## Scintilla Case Study: Beaver Street Fisheries

### The Approach: Develop a New Store List

The Channel Performance Where Sold report was then used to help identify stores that BSF does not service. This helped them make recommendations on potential deletions and expansions.



Store Expansion/Contraction Mapping - Scintilla Report Builder  
Lat/Long and Where Sold Report - Mapped in Power BI





## Scintilla Case Study: Beaver Street Fisheries

The Results: Align Distribution to Better Serve the Customer

Their recommendations ensured the right items would reach the right stores—regardless of supplier.

Right item.  
Right store.  
Right customer.  
**That's how we all win!**

## SCINTILLA CASE STUDY

# Thank you.



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