

SCINTILLA CASE STUDY



Inspire
2025

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

Change the Trajectory of Your Aisle

Overview

Faced with declining performance in the Tableware modular, Reynolds uncovered the root causes by using the integrated data tools in Scintilla. Working with the Walmart merchant to rethink the aisle strategy, Reynolds identified key shopper behaviors and leveraged insights to reposition the aisle—ensuring customers encounter high-attach items before reaching anchor products. This approach not only reversed the downward trend but also demonstrated how data-led aisle optimization can drive shopper engagement and unlock incremental growth.

Key Takeaways

- 1 Think outside the box of just your regular reports
- 2 Perform analysis in Scintilla to find what drives your aisle
- 3 Use the data to support your assortment decisions



Shauna Hardin

Reynolds Consumer Products
Director Shopper Insights



Austin Carter

Reynolds Consumer Products
Senior Category Manager



Jeffrey Waggoner

Walmart
Merchant

Scintilla told us the starting point for the mod and the direction it flowed, so we could make a recommendation to align aisle segments with Action Alley in each store.

Austin Carter

Senior Category Manager
Reynolds Consumer Products



The Opportunity



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Identifying a Sales Decline and Strategizing a Quick Fix

Upon noticing a category decline, the Category Team at Reynolds got to work with their Walmart merchant to identify what was driving it and how to fix it.

Declining performance in Disposable Tabletop

Decline drivers by segment: Regulatory shifts, legacy decisions, and basket changes

Tabletop buy-in-store shopper behaviors, cross-shopping, basket insights, and segment location

The Approach



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Analyzing Disposable Tabletop Category Customer Trends and Insights

To optimize the placement of segments in the aisle, they used several Scintilla modules to develop a better understanding of the Walmart Disposable Tabletop shopper.

Shopper Behavior

- Shopper demographics by segment
- Substitution and Cross-Shop by segment
- Shifting shopper behaviors

Customer Perception

- Usage occasions by segment
- Shopping trip types
- Assortment gaps or pain points

Channel Performance/API Feed

- Total segment and category performance
- Velocity and progression of items by segment
- Modular and store section identifiers

Other Resources

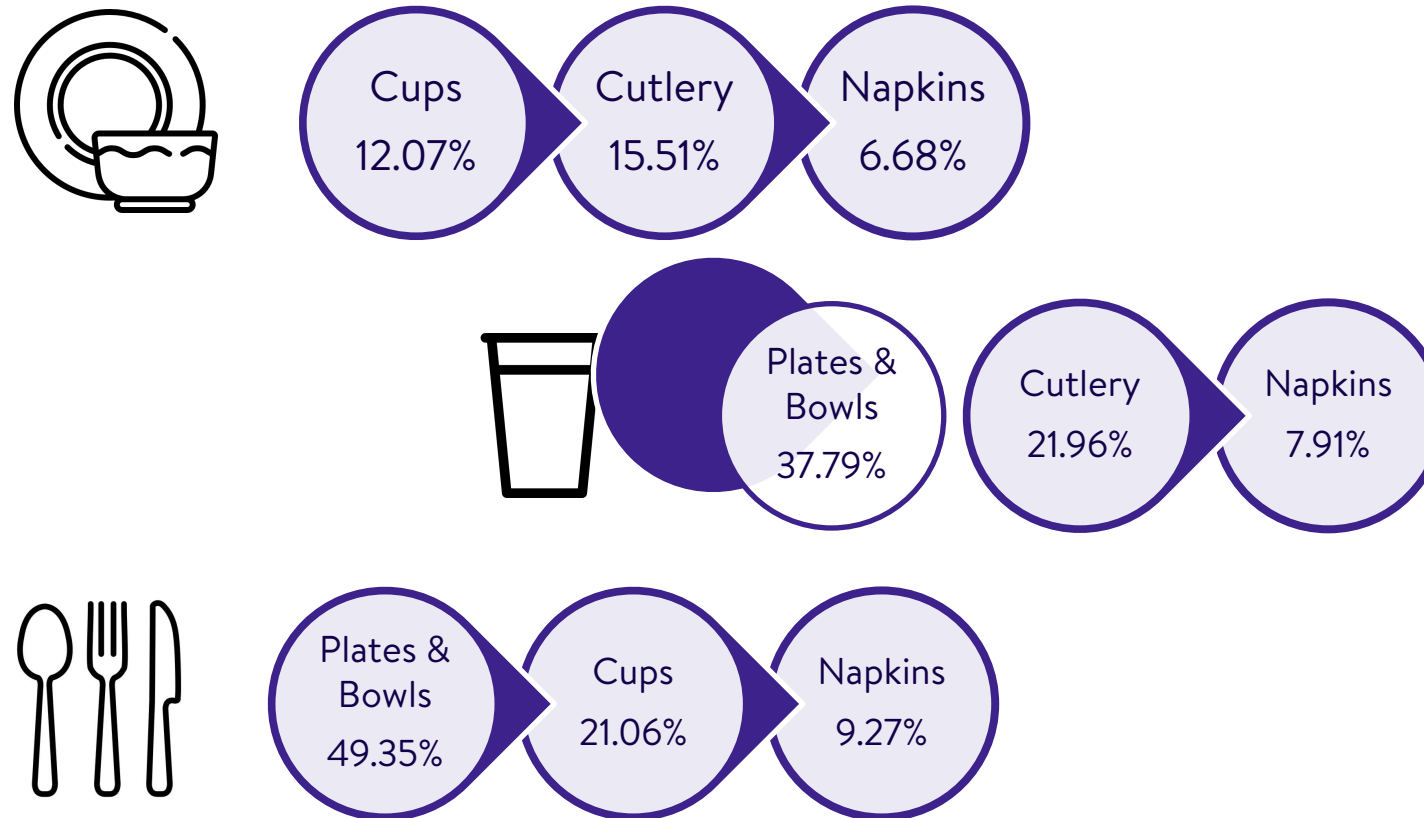
- Third party syndicated data to understand the competitive landscape, product gaps, and disposable tabletop psychographics



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Analyzing basket behaviors

They dove into **Shopper Behavior** to get a better gauge of how shopper baskets overlapped by segment.

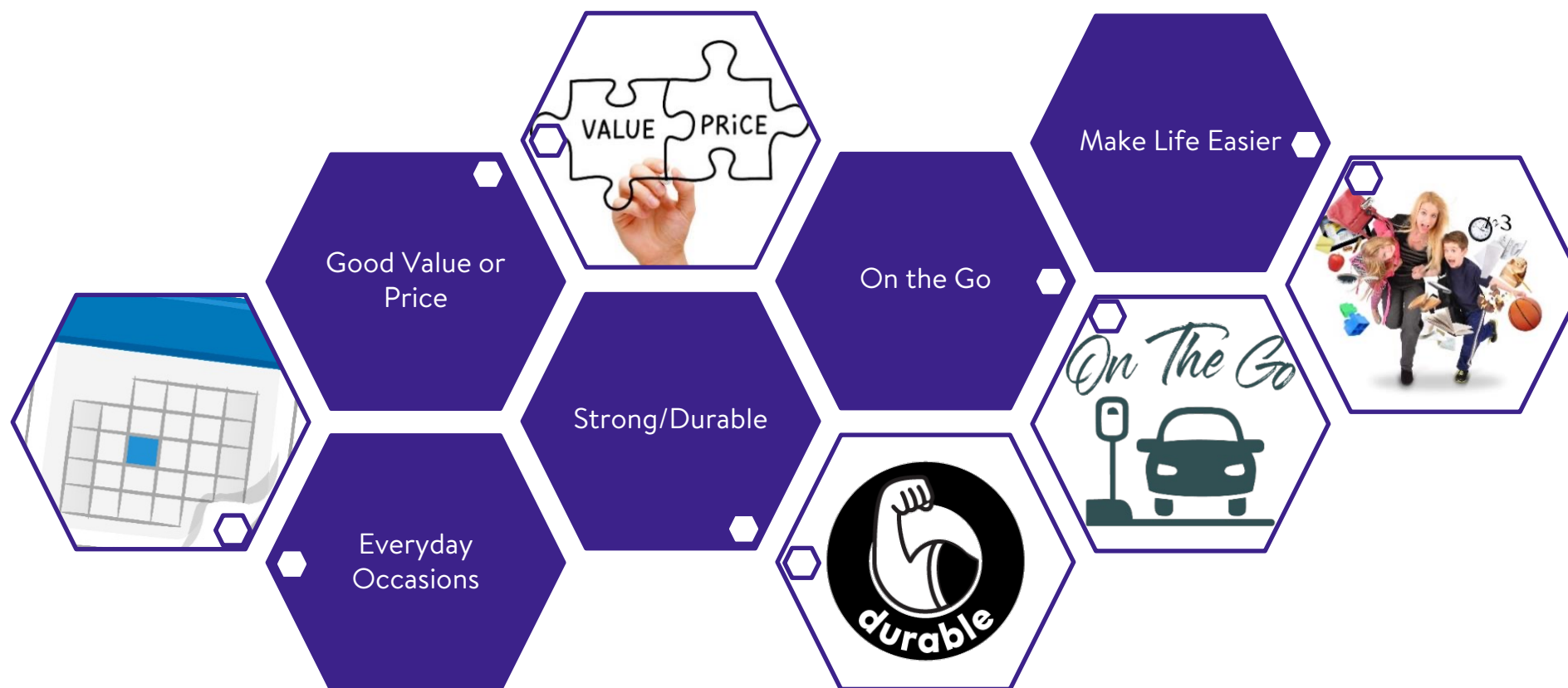




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Understanding Purchase Drivers

In **Customer Perception**, they deployed a quantitative survey to better understand what's driving shoppers to purchase disposable dishes.



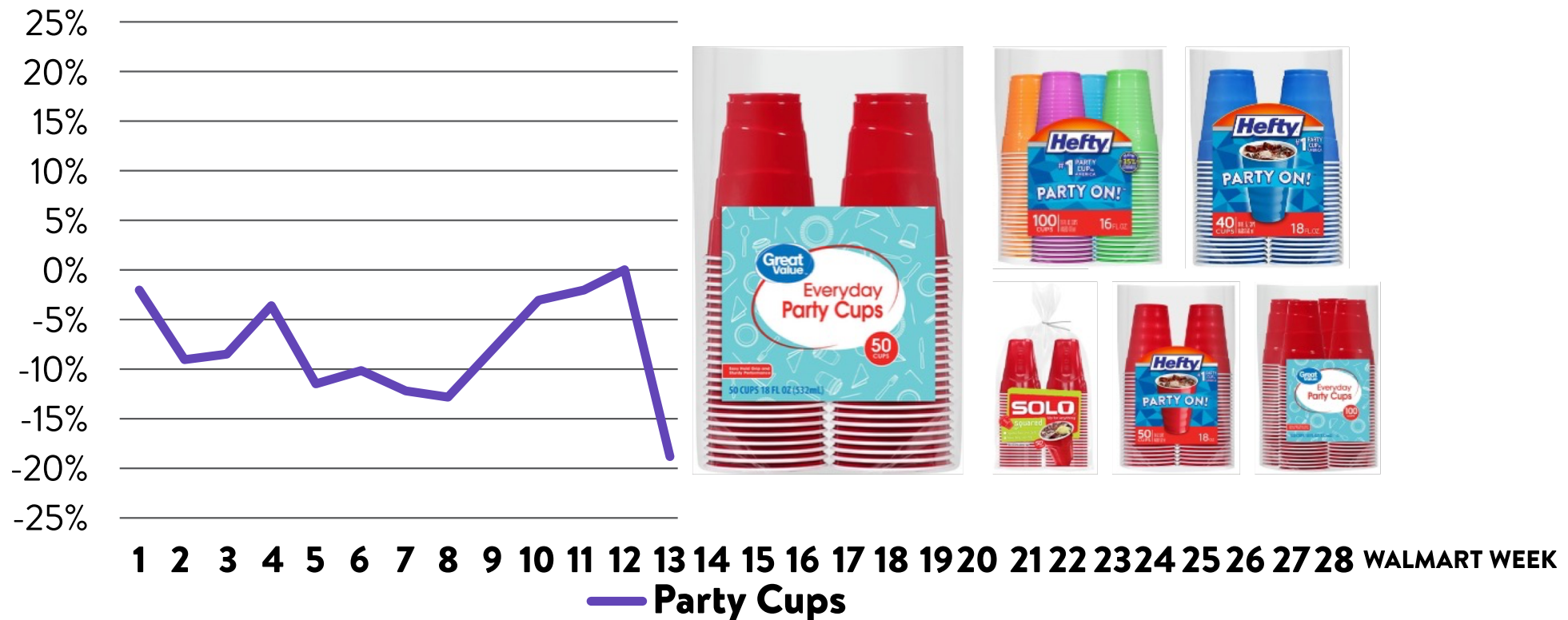


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Analyzing the Party Cups Market

In **Channel Performance**, they could see that the total Party Cups market had been a declining segment year-over-year after Covid.

Total Party Cups % Change YOY





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Asking New Questions to Optimize the Mod

Their learnings led to the question: What can Reynolds recommend that would help maximize their modular flow by using insights and store-specific capabilities?

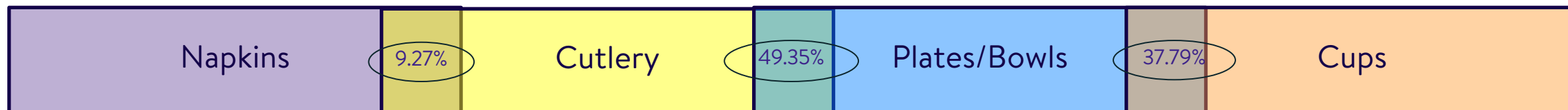
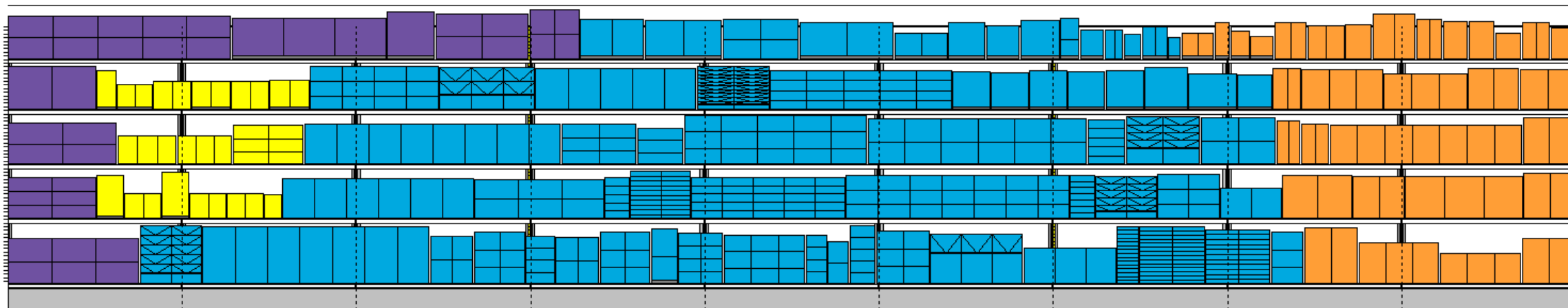




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Rethinking the Modular Flow

The initial modular flow strategy was designed to align with basket overlap and customer buy-in-store preferences.





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Rethinking the Modular Flow

With modular metrics in Scintilla, they gained the ability to pinpoint segment locations at the store level.





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Identifying a Store-Level Modular Flow

They recommended updating the mod design store-by-store to align a large opportunity segment with the Action Alley and help drive incremental growth to the category.

BEFORE



AFTER



The Results

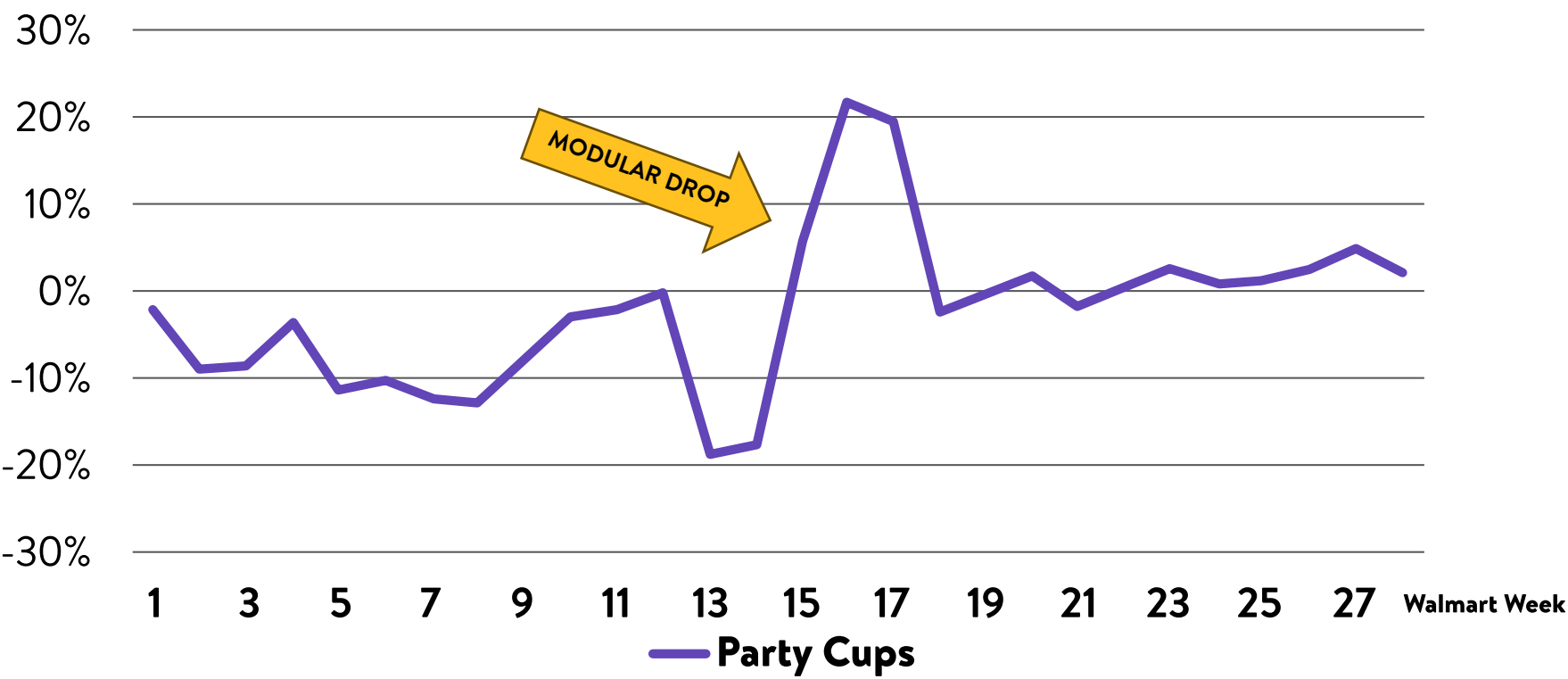


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A Reversal in a Declining Category

The deployment of a new mod flow that is unique to each Walmart store has led to overall growth for Party Cups, the category, and Basket Overlap within the category.

Party Cups % Change YOY



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Thank you.



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