



IDEA BOOK

# Honed for the Holidays

How to use Walmart Luminate insights to optimize seasonal offerings, from planning to analysis

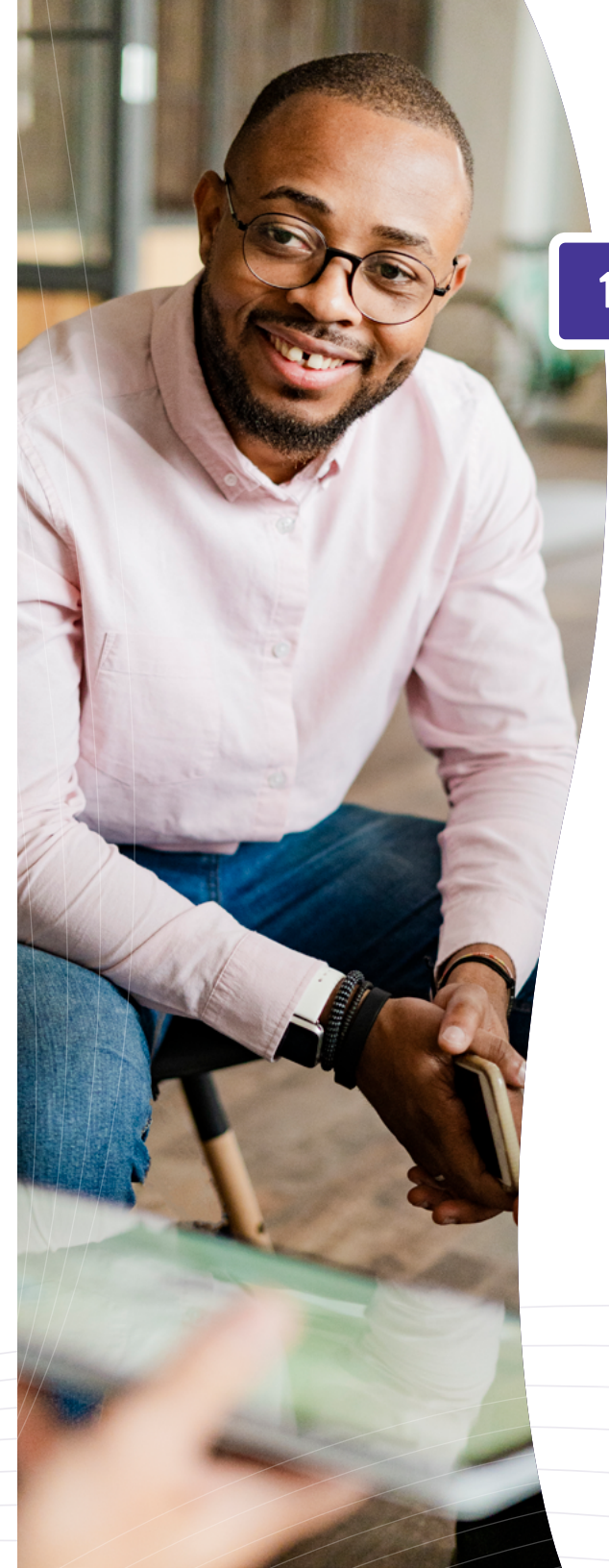


## Bring even more to the table this holiday season.

Whether you're a supplier tracking the success of particular holiday items or a merchant analyzing the performance of the entire category, **Walmart Luminate** provides the insights you need to collaborate closely and make quicker decisions.

Using the robust basket analysis in **Shopper Behavior**, voice of the customer access in **Customer Perception**, and omnidata operational intelligence in **Channel Performance**, you can optimize what you've already invested in—all while gathering early insights for next year.

**Better business questions—and better decisions for Walmart customers—both start here.**



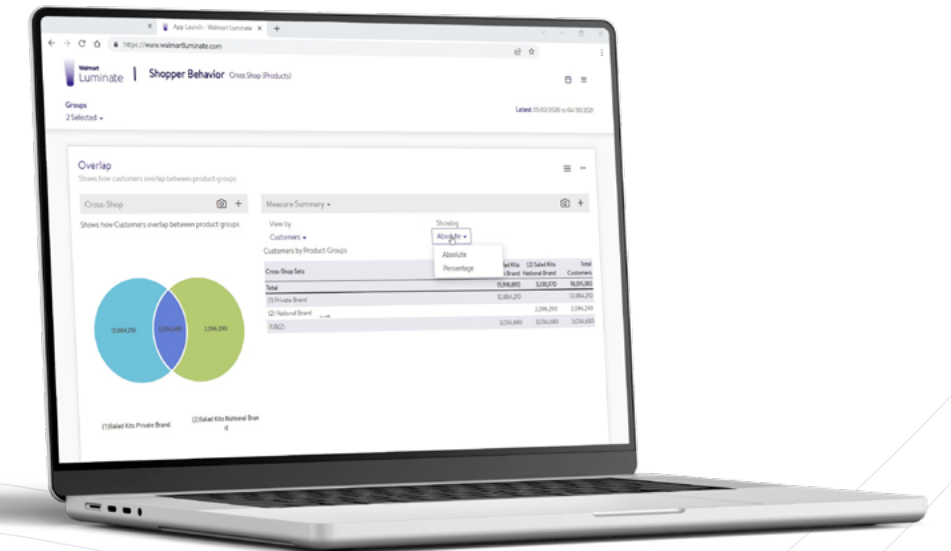
Early season:

## Sharpen your view on shopper intent

1

### Start with Shopper Behavior:

- **With the Performance in Detail Report**, look back to last year's holiday season. You can also zoom in on the past nine months specifically to see how inflation has affected shopping behaviors.
- **Use the Switching Report** to see where your sales are likely to transfer if you hit out of stocks.
- **Delve into the Basket Report** to understand if the holiday season drives purchases in different categories from the rest of the year.



Early season:

## Sharpen your view on shopper intent

2

### Get the bigger picture with Customer Perception:

Tap into our **Walmart Customer Spark Community** to understand their plans and motivations for holiday shopping in the weeks ahead.

Build hyper-targeted audiences based on **demographics, attitudinal dimensions, and unique transactional variables**. Capture purchase behaviors within certain categories or all the way down to the **UPC level**, so you know you're talking to customers who have purchased—or haven't purchased—your product.

### Ask verified Walmart shoppers of your brand or category:

- How has your holiday shopping budget changed from last year to this year?
- Where do you intend to purchase most products this holiday season?

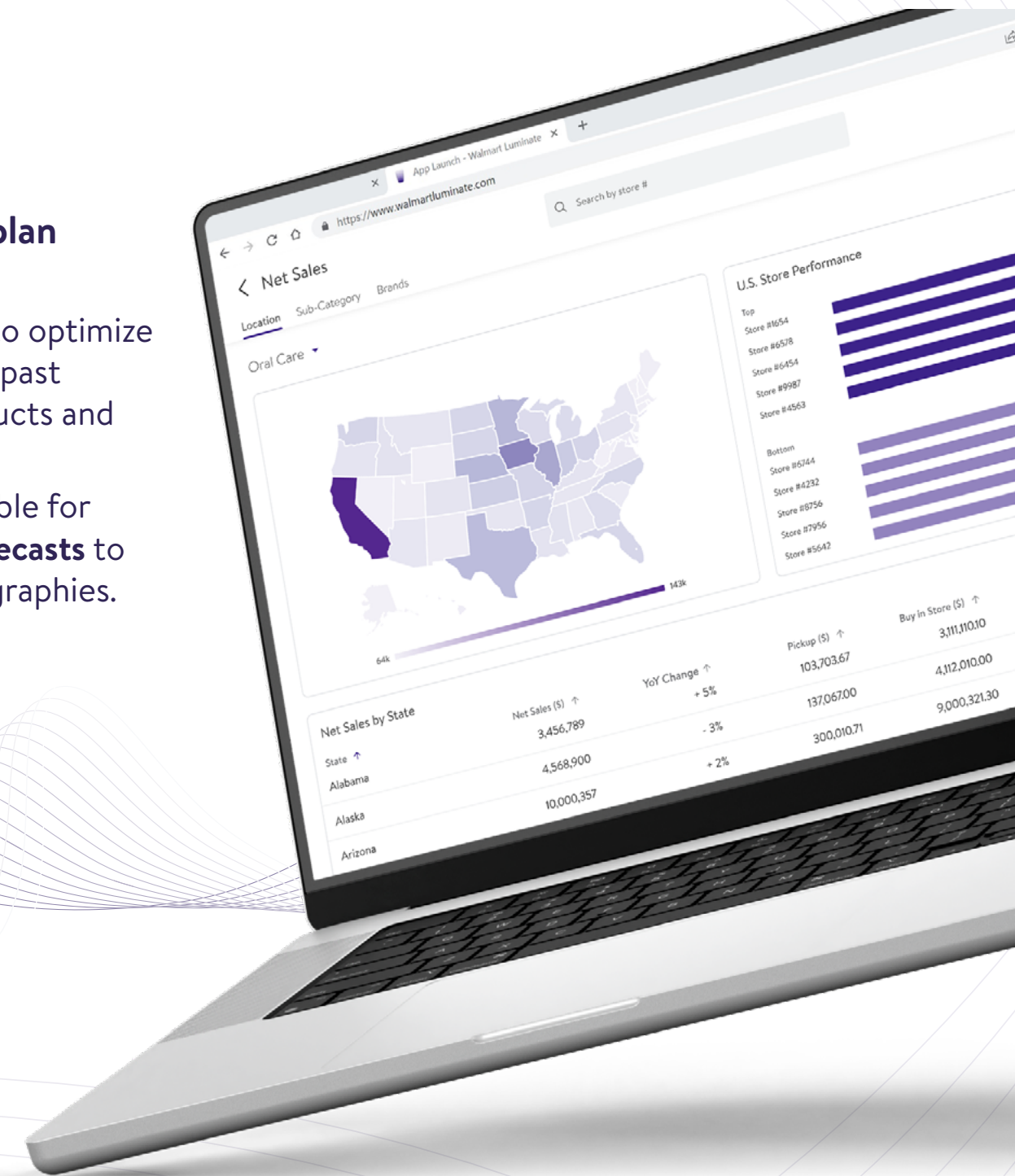
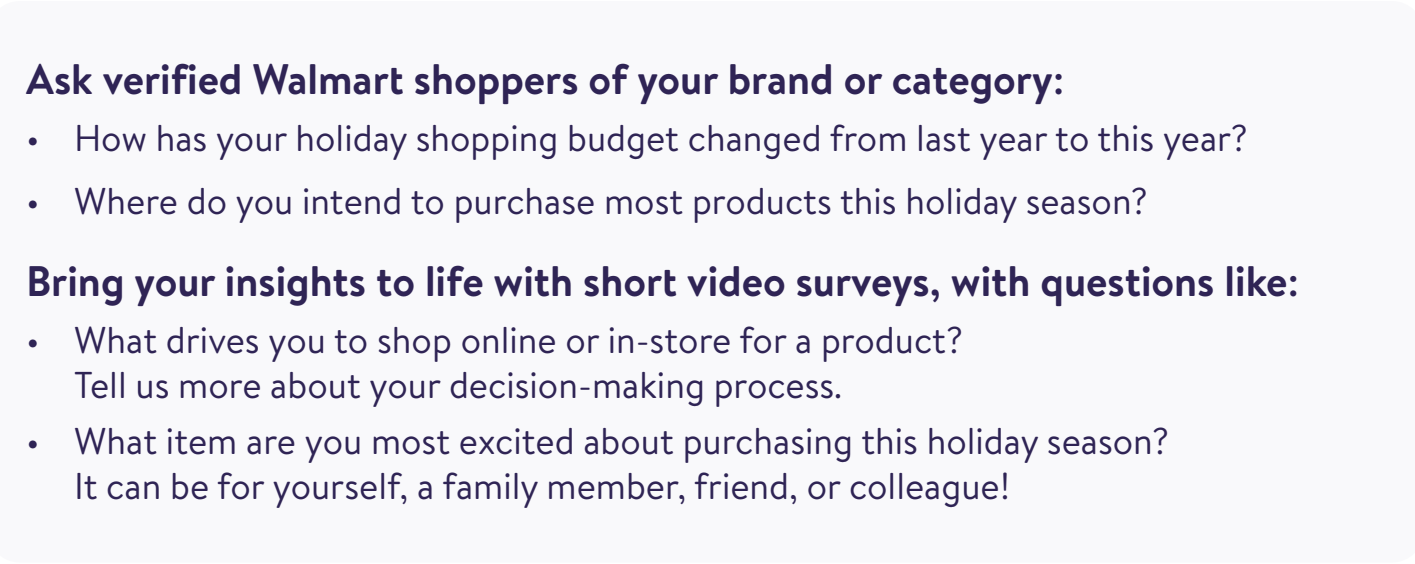
### Bring your insights to life with short video surveys, with questions like:

- What drives you to shop online or in-store for a product? Tell us more about your decision-making process.
- What item are you most excited about purchasing this holiday season? It can be for yourself, a family member, friend, or colleague!

3

### Use Channel Performance to plan and monitor your operations:

- Analyze **historical sales trends** to optimize offers and promotions. See the past performance of individual products and brands by regions and stores.
- Ensure your products are available for customers to buy. Leverage **forecasts** to plan your inventory across geographies.





Peak holiday season:

## See how your decisions are performing

### Consult Channel Performance:

Get daily data refreshes into the majority of 650+ metrics that will help you track your KPIs. With this level of granularity, you can better assess:

- Do you have enough stock available to meet **peak customer demand**?
- How well is **inventory flowing** through the supply chain?
- How much of the inventory flow is split across **store, backroom, in-transit between store and distribution center, and distribution center**?
- With stores closed for Thanksgiving and Christmas, how well are you serving pick-up and delivery customers? Are you hitting the benchmark for **nil picks and first time pick rates**?

With true omni-sales data, get a clear picture of what's being purchased, how, and where.



Pickup



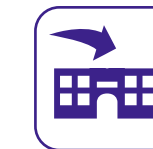
Buy in store



Delivery



Ship from Store

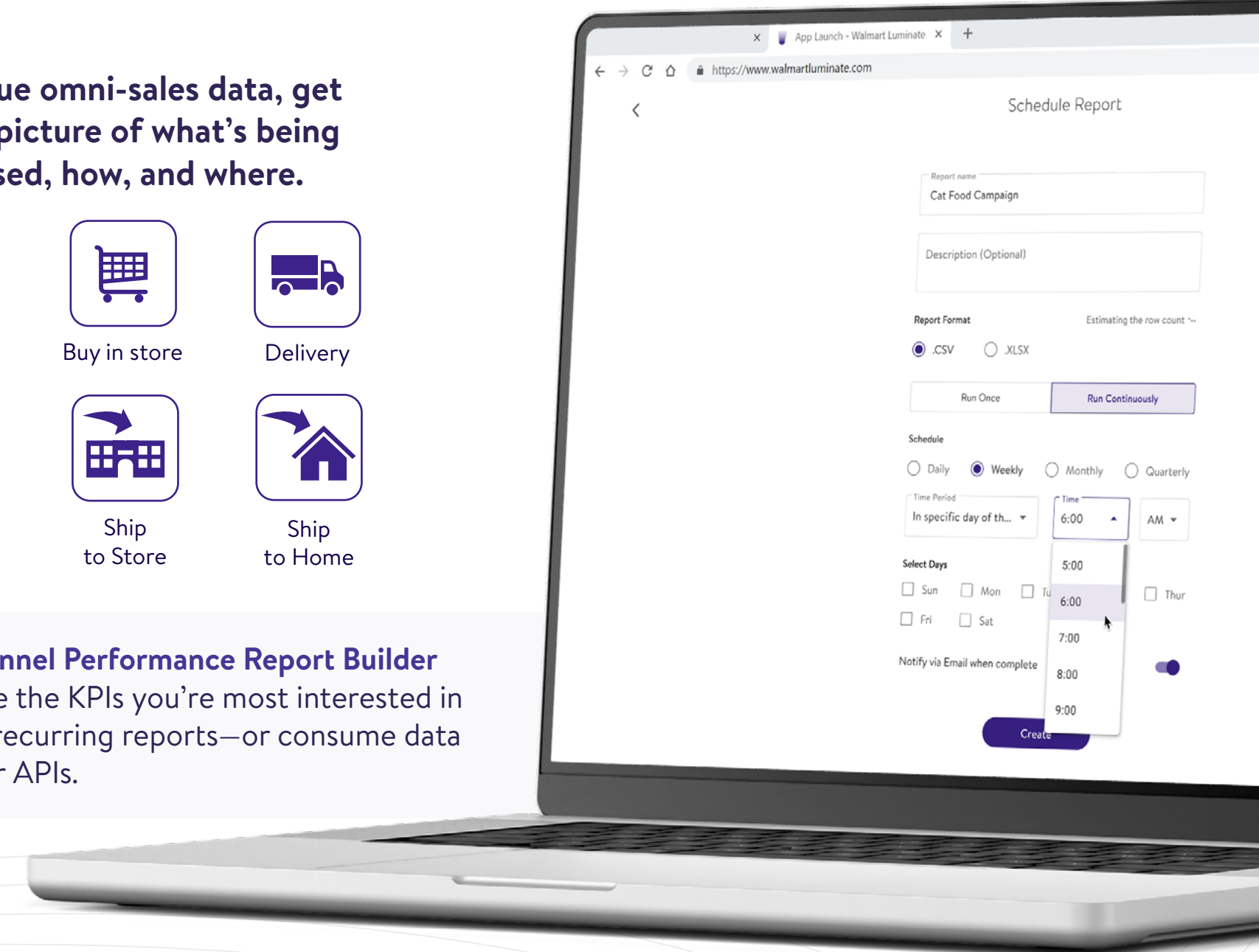


Ship to Store



Ship to Home

Use **Channel Performance Report Builder** to define the KPIs you're most interested in and set recurring reports—or consume data from our APIs.



Beyond Black Friday:

## Measuring and planning for next season

At some point, the holiday shopping season's over—but you know the story's not. Use Walmart Luminare to gather the metrics and insights you need to evaluate your performance over the past few months—and start to chart a smart course for next year.

1

### Get the narrative with Customer Perception:

- Let the customer share their holiday shopping journey through our qualitative video surveys where you can **hyper-target by purchase channel and time frame** to know if their behavior changed as the holiday drew closer.
- Use **auto-generated transcripts, keyword themes, sentiment analysis, and showreels** to quickly understand and assemble a picture of customer response to your promotions.

#### Questions to ask:

- How did you primarily shop this holiday season, in-store or online? Why? Did you find better deals? Was it easier with your lifestyle? Tell us more.
- During your holiday shopping, were there any holiday promotions that caught your eye? Tell us more about your experience.

2

### Uncover the full story with Shopper Behavior:

- **Use the Switching Report** to see if new holiday items drew customers into the brand or category.
- **Consult the Basket Report** to see what else made it into the basket with your holiday items.
- **Leverage the Where Sold Report** to understand which stores performed the best.
- **Look into Assortment Deep Dive** to assess which roles items play to fulfill customer need states in the category.
- **Use the Shop Across Time Report** to see customer trends before, during, and after the holidays. Who are your loyalists versus seasonal shoppers?





3

### Assess operational excellence with Channel Performance:

- **Zone in** on which channels were the most popular for your products.
- **See** how sales compared to your forecast.
- **Assess** if you sold through everything you shipped in.
- **Identify** where any stockouts occurred.

## Great insights are always in season with Walmart Luminate.

[Reach out for a demo](#) to see how we're enabling ongoing success stories for suppliers and merchants alike with a shared source of rich, first-party data and easy-to-use tools that bring it all to life.

[walmartluminate.com](https://walmartluminate.com)

