

Walmart Luminate Case Study:

Calculating Modular Level Assortment Change Impacts Using
Shopper Behavior Assortment Deep Dive and Channel Performance Charter



“Walmart Luminate
has elevated the
assortment
recommendations
we make to
Walmart.”



Gene Gangluff
Category Manager
Post Consumer Brands



Katherine Taylor
Senior Sales Analyst
Post Consumer Brands



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The approach: Use Walmart Luminate to fine tune assortment recommendations that align with modular level execution

This case study will showcase modular level expansion/reduction recommendations, including how the team leveraged:

- A combination of reports within Walmart Luminate to create a baseline model of current in store assortment
- **Walmart Luminate Shopper Behavior Assortment Deep Dive** to model modular level assortment changes and calculate impacts to the category





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The opportunity: Make more robust assortment recommendations with Walmart Luminate



Before

- Recommendations based on **estimated velocity, POS scan metrics**
- **Harder to incorporate incrementality into estimated category impacts** without help of Walmart Luminate's data science



After

- More robust recommendations **factoring in cannibalization and incrementality**
- **More accurate estimations of assortment recommendations' net incremental impact** to the category



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The approach: Establish current store modulars and assortment

1

Use **Channel Performance Charter** to get modular info (footage by category and store)



Channel Performance

Enhanced

Modular Plan Metrics

Information about modular assignments and product placement on the mod. View by Item/Store or filter by your need.

2

Use **Shopper Behavior Assortment Deep Dive** to calculate category impacts due to assortment changes



Shopper Behavior

Assortment Deep Dive



Customer Decisions



Assortment Performance



Customer Priority



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The approach: Use Channel Performance Charter to establish the current in-store assortment to ensure the recommendations are “space based”

Cold Cereal Modular Info
Modular Plan Metrics

Columns 0 Filters 0

Save Preview Create Report

Data refreshed: Sep 13 07:09 AM CDT

	Modular Category Description	Modular Width Quantity	Modular Plan Title Description	Assignment Timestamp	Store Number	Modular Cate
1	COLD CEREAL	1152	096ftX078inCEREAL 76 20 4S 20B 8OTG	2023-06-06 06:40:26	5028	58
2	COLD CEREAL	1200	100ftX078inCEREAL 80 20 4W 20B 8OTG ...	2023-06-10 05:03:47	1179	58
3	COLD CEREAL	816	068ftX078inCEREAL 56 12 4W 12B 4OTG MS	2023-09-03 16:12:08	4176	58
4	COLD CEREAL	1104	092ftX078inCEREAL 80 12 4B 20B 8OTG MS	2023-09-12 08:45:13	2722	58
5	COLD CEREAL	912	076ftX078inCEREAL 76 4S 16B 4OTG	2023-09-04 14:35:46	3285	58
6	COLD CEREAL	816	068ftX078inCEREAL 68 4B 16B 8OTG MS	2023-06-07 13:01:26	2643	58
7	COLD CEREAL	912	076ftX078inCEREAL 76 4B 16B 8OTG MS	2023-06-02 02:23:32	1804	58
8	COLD CEREAL	1200	100ftX078inCEREAL 80 20 3B 20B 8OTG MS	2023-09-09 23:51:56	3648	58
9	COLD CEREAL	768	064ftX078inCEREAL 64 3S 8B 4OTG	2023-06-01 06:33:25	1800	58
10	COLD CEREAL	816	068ftX078inCEREAL 60 8 5B 16B 4OTG	2023-09-10 04:09:17	306	58
11	COLD CEREAL	912	076ftX078inCEREAL 64 12 4S 16B 4OTG IT	2023-09-08 10:44:18	2399	58
12	COLD CEREAL	1152	096ftX078inCEREAL 80 16 4B 16B 8OTG M.L.	2023-06-05 08:19:19	3344	58

Modular Plan Metrics Report

- Establish overall modular space by store
- Key metrics used:
 - Modular Category Description
 - **Modular Width**
 - Modular Plan Title Description
 - Assignment Timestamp
 - **Store Number**



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The approach: Use Shopper Behavior Assortment Deep Dive to calculate category impacts due to assortment change recommendations at the modular or modular group level



Assortment Performance

Determine current product assortment and performance



Customer Decisions

Fine tune the consumer decision tree and need states



Customer Priority

Model current assortment and proposed changes to assortment



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The approach: Combine information to build a baseline model that mimics the actual in-store modulars

Customer Priority Report

- Establish Baseline Model
 - Import store groups
 - Run report
 - Import assortment groups
 - Import plan sizes
 - Import/fine tune Customer Decision Tree
- Test changes to assortment by plan size and store group
 - Changes can be made at the total assortment level or at a modular group level

The screenshot shows the Walmart Luminate interface for a Customer Priority Report. Key elements include:

- Store Group:** A callout box pointing to the 'Groups' dropdown menu, which is currently set to '6042'.
- Plan Size Groups:** A callout box pointing to the 'Assortment plan sizes' tab and the '75 columns selected' dropdown menu.
- Assortment Recommendations:** A callout box pointing to the 'Total recommendation' column, which is highlighted in green for all rows.

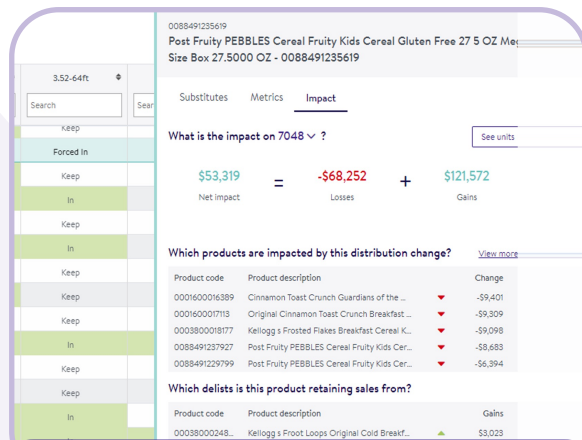
Product code	Product description	Groups	Add order		Composite rank		Composite score	Total recommendation	Plan Size Groups						
			Min	Max	Min	Max			Min	Max	1-40ft OR LESS	2-40-52ft	3-52-64ft	4-64-76ft	5-76-88ft
0001600017003	Original Cheerios Heart Healthy Cereal 18 OZ Family Size Cere...	6042	1		1		0.9486	In	Keep	Keep	Keep	Keep	Keep		
0007874218190	Great Value Almond Crunchy Honey Oats Cereal 18 oz 18.000...	6042	2		41		0.6600	In	In	Keep	Keep	Keep	Keep		
0001600017102	Rice Chex Cereal Gluten Free Breakf...							In	Keep	Keep	Keep	Keep	Keep		
0003800014371	Kellogg's Special K Red Berries Cere...							In	Keep	Keep	Keep	Keep	Keep		
0007874207527	Great Value Frosted Bite Size Shres...							In	Keep	Keep	Keep	Keep	Keep		
0088491201427	Post Honey Bunches of Oats with Almonds Breakfast Cereal F...	6042	6		19		0.7983	In	Keep	Keep	Keep	Keep	Keep		
0001600016389	Cinnamon Toast Crunch Guardians of the Galaxy Special Editio...	6042	7		3		0.9360	In	In	Keep	Keep	Keep	Keep		
0003800019975	Kellogg's Raisin Bran Crunch Original Cold Breakfast Cereal 2...	6042	8		18		0.8119	In	Keep	Keep	Keep	Keep	Keep		
0007874236546	Great Value Oats Honey Granola 11 oz 11.0000 OZ - 00078742...	6042	9		25		0.7549	In	Keep	Keep	Keep	Keep	Keep		
0001600016243	Original Cinnamon Toast Crunch Breakfast Cereal 32 OZ Cere...	6042	10		12		0.8869	In	Keep	Keep	Keep	Keep	Keep		
0003800031834	Kellogg's Frosted Mini Wheats Breakfast Cereal High Fiber Ori...	6042	11		20		0.7973	In	Keep	Keep	Keep	Keep	Keep		
0001600043779	Nature Valley Protein Granola Oats and Honey Resealable Bag ...	6042	12		32		0.7139	In	Keep	Keep	Keep	Keep	Keep		
0003000057328	Cap n Crunch's Crunch Berries Kids Cereal 20.5 oz Box 20.500...	6042	13		11		0.8926	In	Keep	Keep	Keep	Keep	Keep		



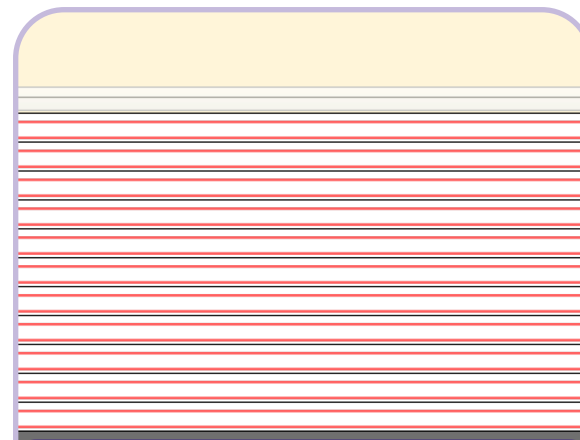
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Exporting Data and Aggregating Results

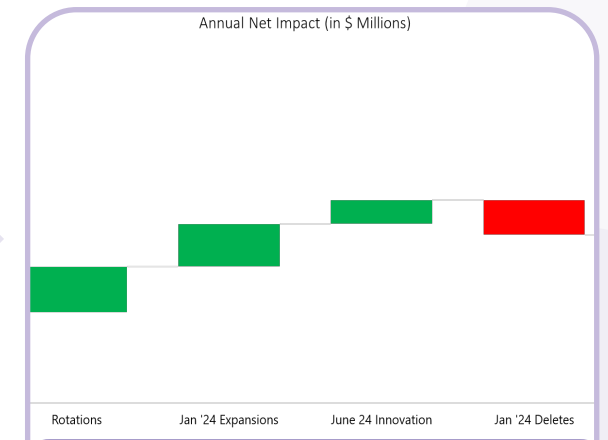
Post Consumer Brands applied cannibalization from the Shopper Behavior Assortment Deep Dive analysis to item velocity assumptions to determine incremental impact to the category.



Customer
Priority Output



Aggregate
Data



Category Impact by
Assortment Strategy

New item impacts

Deleted item impacts

Rotational item impacts

Expansion/reduction item impacts



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The results: Category impacts

Post Consumer Brands was able to see category impacts calculated for each of the assortment initiatives, including cannibalization and deleted volume, for a **more holistic category view**.

Item Level Assortment Recommendations

Suggested Expansion Item	Expansion Item #1	Expansion Item #2	Expansion Item #3	Expansion Item #4	Expansion Item #5	Expansion Item #6
Current Store Count	3,472	3,120	3,953	3,953	2,473	2,472
Recommended Store Count	4,500	4,500	4,500	4,500	3,473 (add to 12fters)	3,472 (add to 12fters)
Est \$/S/W Baseline	\$108	\$81	\$107	\$74	\$56	\$48
Suggested Deletes/Reductions						
Potential Delete						
Potential Reduction	Reduction Item #1	Reduction Item #2	Reduction Item #3	Reduction Item #4	Reduction Item #5 (-12fters)	Reduction Item #6 (-12fters)
Sales Impact	\$5.8MM	\$8.2MM	\$2.3MM	\$1.6MM	\$4.3MM	\$4.0MM
Cannibalization Impact	(\$2.8MM)	(\$4.0MM)	(\$838k)	(\$817k)	(\$2.1MM)	(\$1.7MM)
Net Sales Impact	+\$2.9MM	+\$4.2MM	+\$1.5MM	+\$736k	+\$2.3MM	\$2.3MM

Total Category Net Impact

