Insights in Action

Assortment Optimization: Modular Mix-Up

When you need to know what customers are thinking, why not just ask? With **Scintilla Customer Perception**, a supplier and their Merchant went beyond the data to get an assortment decision directly from the customer.

The opportunity

After a supplier launched **powdered drink mixes** in 2023, their Walmart Merchant and category teams weren't sure where to place the products:

- Insufficient time for a proper assortment evaluation ahead of launch placed the new products on an endcap in **Category A**

- The drink mixes met the criteria for multiple categories, meaning more options for placement

The insights

Using **Customer Perception**, over 600 verified Walmart shoppers were asked to weigh in over three unique surveys:

- Almost 75% of customers **did not expect to find the drink mixes in Category A** – its current placement

- When in Category A, customers expected to find **other powdered mix brands** within the modular

- Among categories A, B, and C, customers expected the drink mixes to be in **B by almost 6 to 1** and **C by 5 to 1**

The results

The voice of the customer gave the Merchant the clarity needed for a confident decision:

- Items on the modular in Category A were moved next to other powdered drink mixes, leading to **$4.1MM sales over 17 weeks**

- The product is due to **swap into Category B** at the next available cycle, and is projected for a **significant sales lift** in 2024