

Walmart Luminate Case Study

Freudenberg Home and Cleaning Solutions:
Welcome to the Spin Zone



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The opportunity:

Over the last four years, O-Cedar Spin Mops drove a large portion of the Mops and Brooms business at Walmart. As Spin Mops continued to grow, Freudenberg Home and Cleaning Solutions realized there was a roadblock: **Capacity**.

Spin Mops are bulky and take up a lot of shelf space, and they sold quickly. It became increasingly difficult to ensure product availability to meet in-store and Online Pickup and Delivery (OPD) demand.





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The opportunity:

Freudenberg knew that Spin Mops were the fastest growing subcategory in Mops and Brooms. But insufficient capacity was impacting availability, causing high nil pick rates and unhappy customers. Previous Spin Mop tests didn't fully address their OPD needs and they required a new strategy.





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The approach:

The team turned to [Walmart Luminate Channel Performance](#) to identify stores where capacity was under the weekly unit velocity and that had high nil pick and first-time sub rates.

Using by-store data, they grouped stores that had greatest need for more Spin Mop capacity and created custom store groups based on modular size.





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The approach:



The Assortment Deep Dive report in Shopper Behavior allowed them to isolate the assortment performance by modular size using the custom store groups.

When Freudenberg examined the add order, composite rank, and composite score along with other measures of the full item assortment, they were able to use the Set Targets feature to determine which items to target for deletes. The Add New Product feature helped them develop scenarios by modular to assess the category impact.



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The results:

Freudenberg's findings revealed the potential for \$30M in retail growth. They created a separate four-foot modular section to increase capacity for Spin Mops and refills and a refined layout for smaller modular environments.

A 300-store test with the new mod has shown improved sales, and three EasyWring Action Alley store events drove incremental sales, totaling \$24.3M from new category customers.

Their potential next steps include:

- Increase capacity for Spin Mops in almost all store locations and modular sizes
- Test setting in the September Mops and Brooms mod set

