

Scintilla

Case Study

Condiments Aisle Flow Adjacency Analysis:
Optimizing the Aisle

Kraft *Heinz*

“We needed a datapoint that would help us understand the broadness of the issue—without monitoring thousands of store floor plans. And we found just that in Scintilla Channel Performance and Shopper Behavior.



Garrett Autry

Sr. Category Leadership,
Ketchup & Dipping, Kraft Heinz

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The background: Strategy vs. execution

After years of collecting research and insights in collaboration with suppliers, Walmart developed its adjacency flow strategy for the condiments aisle.

All Walmart stores were to be set accordingly to best meet customer needs—but walking the stores revealed this strategy wasn't always in place.



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The background: Big questions

The Walmart Merchant and Category Advisor had questions, and they needed a way to answer them without combing through thousands of store floor plans.

This is where **Scintilla Channel Performance Charter** and **Shopper Behavior** came in.

“Why is this not set correctly?...”

“Is there a way to find out how broad this is?...”

“How many stores are misaligned?...”

“How does this affect the customer?...”



Garrett Autry
Sr. Category Leadership,
Ketchup & Dipping, Kraft Heinz

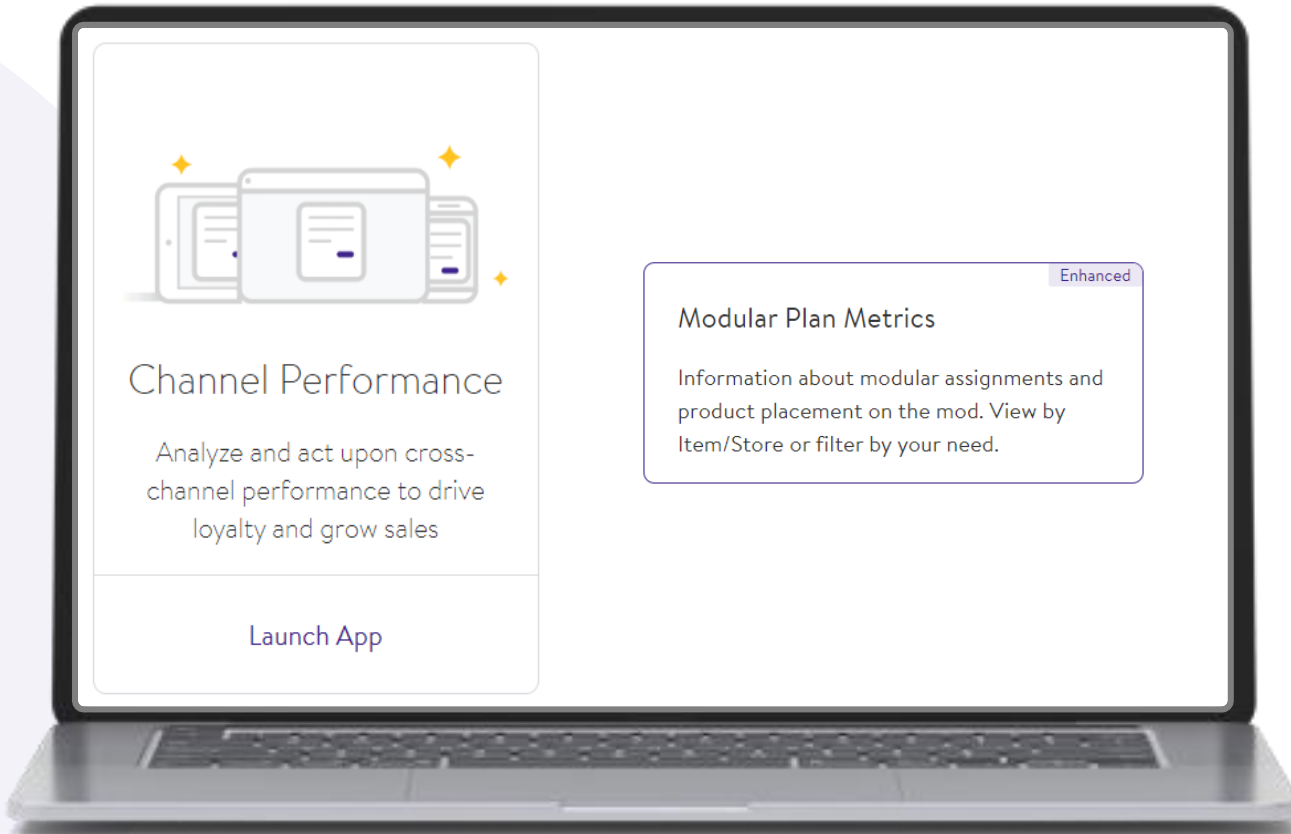


Katelynn Hinckley,
Merchant - Cajun, Ketchup & Dipping
Walmart

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The opportunity: Identify stores executing the flow strategy

First up, **Modular Plan Metrics** in **Channel Performance** helped the team find three key data points:



1

Modular Category Description:

Used to remove outliers from the analysis (combo mods, Puerto Rican stores, etc.)

2

Store Aisle Identifier:

Used to separate stores that had all Condiments categories on the same aisle vs. split on multiple aisles

3

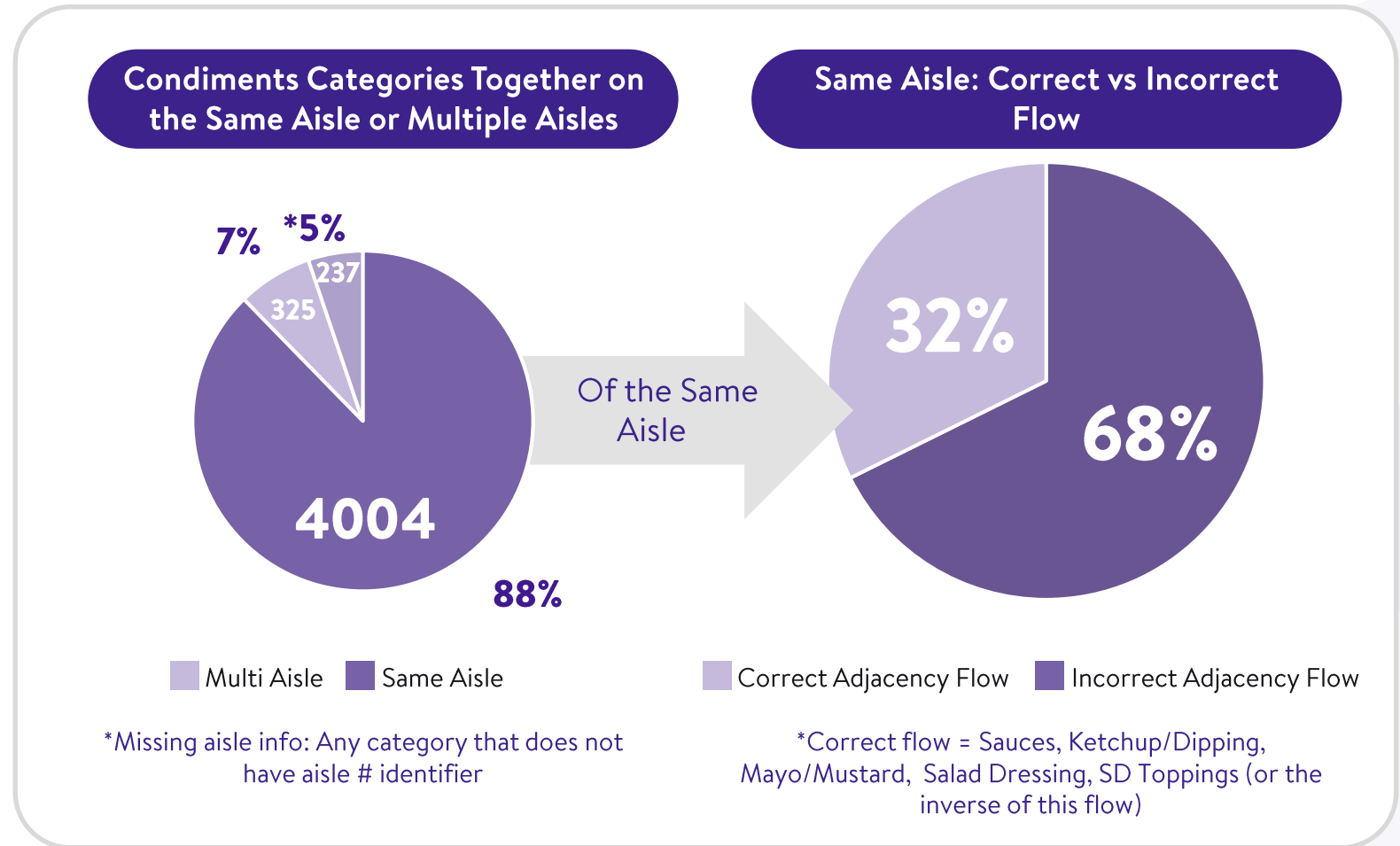
Store Section Identifier:

Used to group stores by flow type

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The approach: Channel Performance

Next, the Store Section Identifier found only **32%** of stores were executing the adjacency strategy correctly.



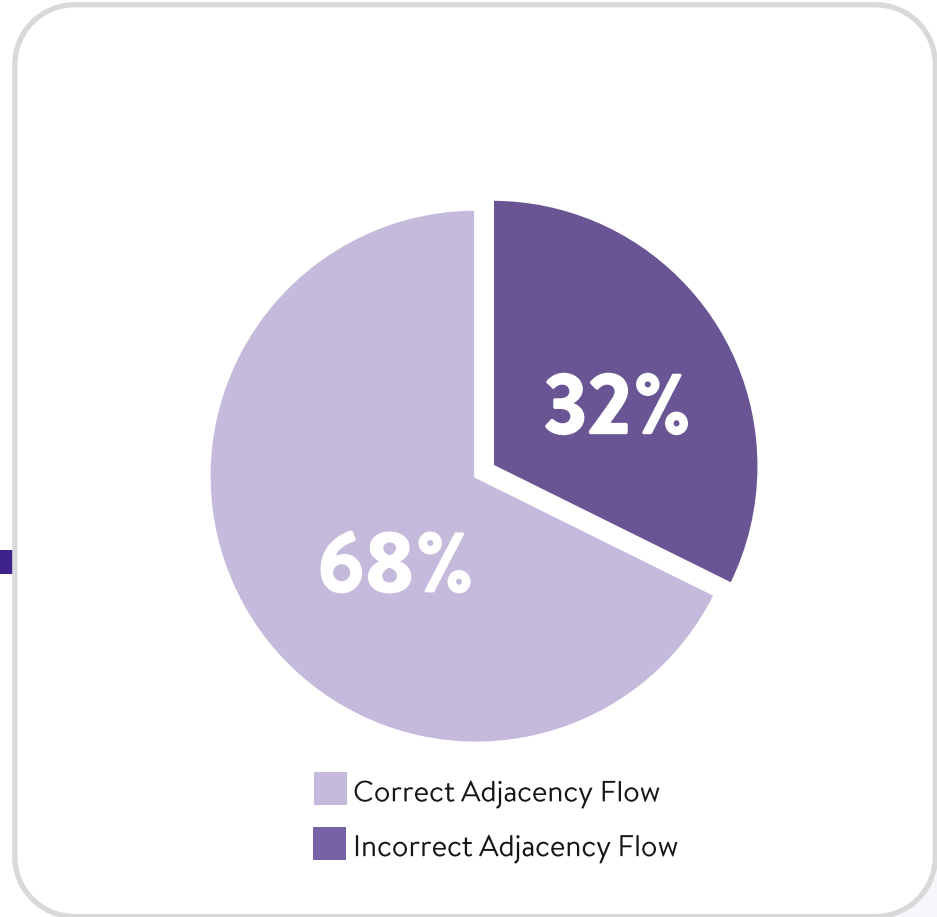
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The approach: Channel Performance

In fact, **35 different condiments** aisle variations were found across all stores—causing confusion for customers.

Misaligned Adjacency Flow Breakout by Group

Row	Incorrect Adjacency Flow	Store Count
1	MAYONNAISE_AND_MUSTARD SALAD_DRESSING SALAD_TOPPING_L3 SAUCES KETCHUP_AND_DIPPING	451
2	SAUCES MAYONNAISE_AND_MUSTARD SALAD_DRESSING SALAD_TOPPING_L3 KETCHUP_AND_DIPPING	435
3	SAUCES SALAD_TOPPING_L3 SALAD_DRESSING MAYONNAISE_AND_MUSTARD KETCHUP_AND_DIPPING	392
4	MAYONNAISE_AND_MUSTARD SALAD_DRESSING SALAD_TOPPING_L3 KETCHUP_AND_DIPPING SAUCES	318
5	SALAD_TOPPING_L3 SALAD_DRESSING MAYONNAISE_AND_MUSTARD SAUCES KETCHUP_AND_DIPPING	241
6	SALAD_DRESSING SALAD_TOPPING_L3 MAYONNAISE_AND_MUSTARD KETCHUP_AND_DIPPING SAUCES	205
7	SAUCES SALAD_DRESSING SALAD_TOPPING_L3 MAYONNAISE_AND_MUSTARD KETCHUP_AND_DIPPING	183
8	SALAD_DRESSING SALAD_TOPPING_L3 MAYONNAISE_AND_MUSTARD SAUCES KETCHUP_AND_DIPPING	138
9	SAUCES KETCHUP_AND_DIPPING SALAD_TOPPING_L3 SALAD_DRESSING MAYONNAISE_AND_MUSTARD	86

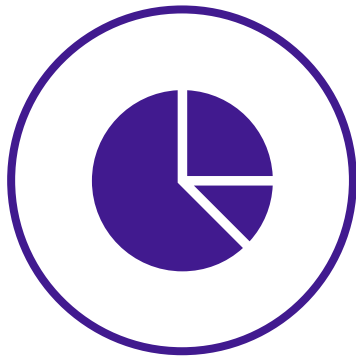


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The approach: Shopper Behavior

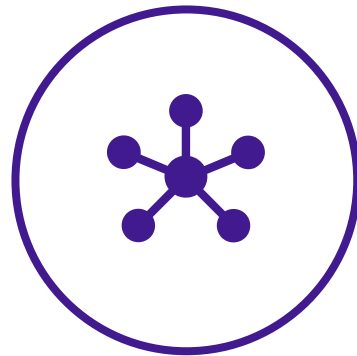
Once the broad execution problem was identified in Channel Performance, it was time to leverage Shopper Behavior reports to understand its impact.

Analyzing Performance



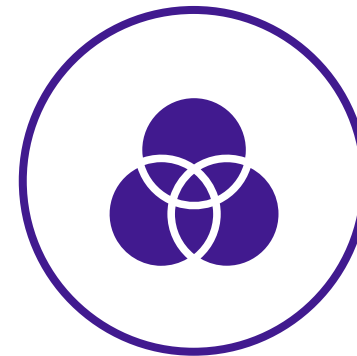
Test & Control Evaluation

Used to determine % uplift from stores aligned vs. misaligned to the strategy



Performance in Detail

Compare performance between two groups and calculate impact



Cross Shop (Products)

Understand any cross-shop differences between stores aligned vs. misaligned

Analyzing Shopper Behavior



Basket Analysis

Understand any basket differences between stores aligned vs. misaligned

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The approach: Shopper Behavior

Combining results from the Test & Control Evaluation and Performance in Detail reports helped the team estimate a potential dollar value from correcting these stores to align to the strategy—a huge opportunity.

Aligned to Strategy vs Misaligned

* Trial = Correct Aisle Flow ; Control = Incorrect Aisle Flow		% Uplift vs Control		Value of Full Execution	
Category	Fineline	Sales	Unit	\$ Impact	Unit Impact
KETCHUP AND DIPPING	KETCHUP AND DIPPING	-0.3%	-0.6%	-##.#M	-##.#M
MAYONNAISE AND MUSTARD	MAYONNAISE AND MUSTARD	-0.1%	-0.4%	-##.#M	-##.#M
SALAD DRESSING	SALAD DRESSING	0.8%	0.6%	+##.#M	+##.#M
	SALAD TOPPINGS L3	1.1%	1.1%	+##.#M	+##.#M
SAUCES	SA HOT SAUCE	0.8%	0.3%	+##.#M	+##.#M
	SA MARINADES	1.4%	1.0%	+##.#M	+##.#M
	SA BBQ SAUCE	1.4%	1.0%	+##.#M	+##.#M
	SA CONDIMENT SAUCES	1.9%	2.2%	+##.#M	+##.#M
Total Condiments: *% Uplift based off Top 1000 Items		0.4%	0.1%	+##.#M	+##.#M

Test & Control
Evaluation

Performance In Detail
(Misaligned group)

Correcting Misaligned Stores

+\$###.#M

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The results: Customer-centric collaboration

The Merchant and Category Advisor will harness this information to work to improve the **Walmart customer shopping experience**.



1

Communicate the results with leadership and let them know it can be used to monitor aisle execution

2

This will help us lead future discussions with leadership on how to make progress towards perfect execution of aisle flow

3

Increase communication with store-level operators to highlight the problem

4

The dollar value opportunity of alignment gives teeth to the discussion with execution teams to help motivate them towards proper execution

“We're excited about this [Scintilla] data, and we hope that we can use this execution to improve experience for the Walmart customer as well.



Katelynn Hinckley,
Merchant - Cajun, Ketchup & Dipping
Walmart