

Scintilla Case Study

Kraft Heinz: Mac is Back!

The Kraft Heinz logo is displayed within a white rounded rectangular box. The word "Kraft" is in a bold, dark blue sans-serif font, and "Heinz" is in a red, italicized serif font.

This case study was shared live at Walmart Data Ventures Inspire Event, October 1, 2024.



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“
**If it makes sense for the
customer, it will make sense
for business.**

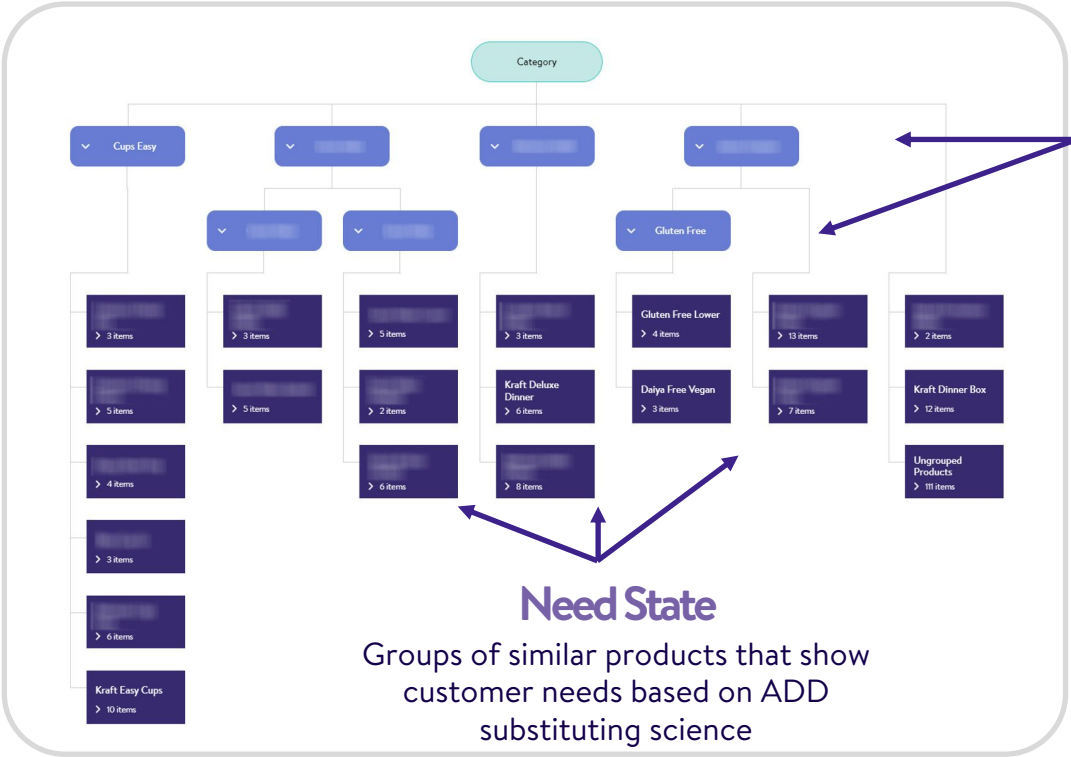
- Gabi Caceres, Merchant, Meals | Walmart



Scintilla Case Study: Kraft Heinz

The opportunity:

Ahead of their Mac & Cheese line review, the team at Kraft-Heinz ran the **Scintilla Shopper Behavior Assortment Deep Dive (ADD)** and **Customer Priority** reports to better understand the category. This research revealed that the **Customer Decision Tree (CDT)** did not align with the setup of their current modular.



Decision Node

Groups of Need States that show initial decisions customers are making

Need State

Groups of similar products that show customer needs based on ADD substituting science

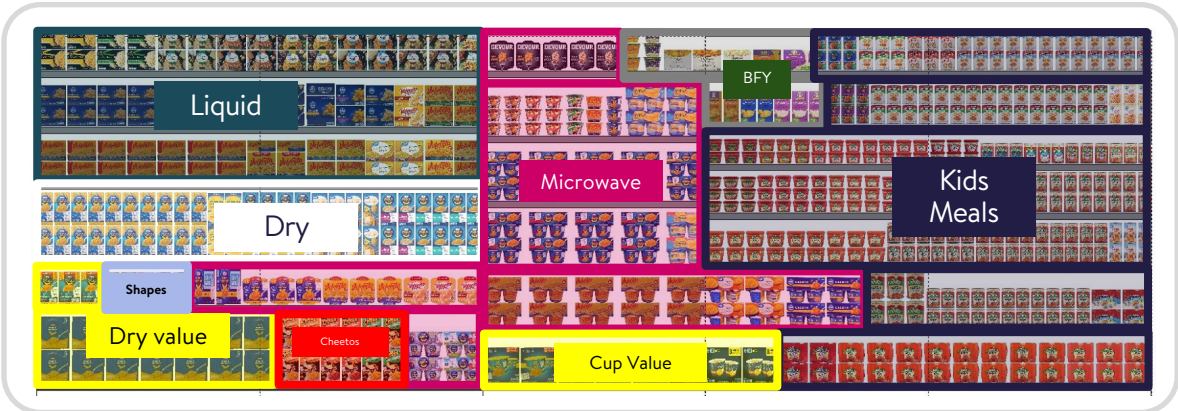


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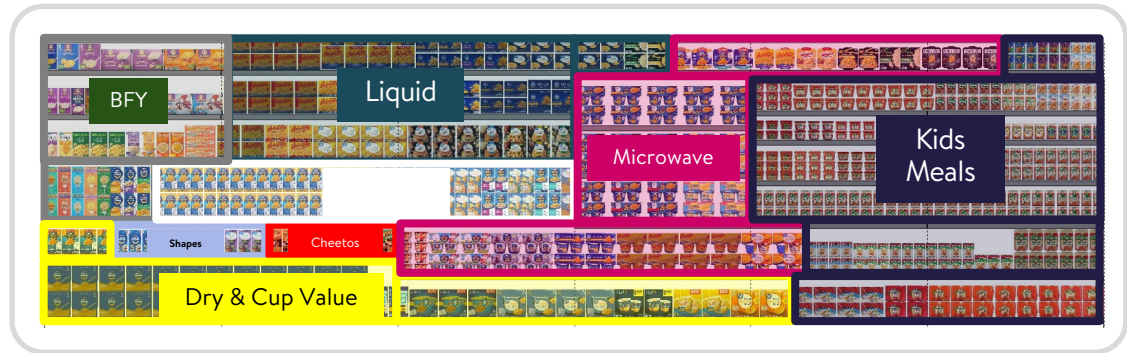
The approach:

They took this as an opportunity to reorganize the shelf to better reflect the CDT insights and help enhance the customer experience. These included attempting to create shopping destinations within the mod that aligned with specific customer decisions, like individual Liquid and Dry categories or moving the Microwave segment to coincide with Kids Meals. **Their Merchant agreed!**

Pre mod change



Post mod change





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The results:

Since implementing these data backed recommendations with their Walmart Merchant, the mod is performing well and units, dollars, and customers are all up.

