

Walmart Luminate Case Study

Metrolina Greenhouses: Unlocking the Barriers to Sales Across the Store



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

“
**We were talking to actual
Walmart customers... it
really made the data that
much more valuable.**

- Shaun Schoonhoven, Sales Director | **Metrolina Greenhouses**





Shaun Schoonhoven
Sales Director
Metrolina Greenhouses



Lisa Barnes
Sales Specialist
Metrolina Greenhouses



Walmart Luminate Case Study: Metrolina Greenhouses

Who we are: Meet Metrolina Greenhouses

Family owned and operated since 1972 and a Walmart supplier for over 40 years.

Direct Store Delivery (DSD) supplier for over 800 stores in Florida, Georgia, Kentucky, Pennsylvania, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia.

Categories include Annuals, Perennials, Trees, Shrubs, Vegetables, Tropicals, Ferns, Mums, and Poinsettias.

Employ 700 Garden Center Merchandisers who support stores with product and execution.

Created a custom application for inventory management, surveys, and training.





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The opportunity: Break down in-store factors that could be hurting sales

When they wanted to improve their performance in Walmart stores, Metrolina turned to Walmart Luminate to better understand Walmart customers and to help break down in-store factors that could be hurting sales.

More specifically, they utilized the **Walmart Luminate Shopper Behavior Performance in Detail** report to break down these barriers to sales into three specific areas.



Closed gates

Many Walmart Lawn and Garden Center gates were closed upon arrival, **limiting customer access**



Unstaffed registers

Walmart Lawn and Garden Center registers were not staffed at arrival, **limiting customer access**



Watering issues

Lack of watering impacted fresh impression and led to **product loss**

Product quality is the #1 driving factor for customers when purchasing live plants



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The approach: Leverage a new level of visibility

Walmart Luminate provided Metrolina with a more robust level of detail in their reporting.

Old Metrics

- Net Sales
- Comp Sales
- MUMD % of Sales
- Maintain Margin
- Retail Turns
- GMROII



New Metrics

- Net Sales
- Comp Sales
- Maintain Margin
- GMROII
- Ship to Home
- Online Pickup & Delivery
- **Associate Retailer Spend**
- Customer Penetration
- Repeat Rate %
- Frequency of Purchase
- Sales Per Store
- Basket Penetration
- Spend Per Transaction
- Content Scores
- Ratings/Reviews
- Ready for Purchase
- **First Time Pick Rate**
- **Nil Pick Rate**
- Aisle located
- CVR
- CTR
- ROAS
- Water Waste
- Gates Open
- Registers Staffed



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The approach: Use insights to plan next steps with their Walmart Merchant

Walmart Luminate provided Metrolina Greenhouses the details needed to break down specific stores into various segmentations. This would help them plan their next steps with their Walmart Merchandising team.



Store Segmentations

A+ Stores = Gates Open > 85%
and Water Loss < 3%

F- Stores = Gates Open < 40%
and Water Loss > 3%



Performance in Detail Reporting

A+ Stores vs F- Stores

Associated Retailer Spend +50%
First Time Pick Rate +10%
Nil Pick Rate -12%

A+ Stores Over Index In

Sales per Store
Spend Per Customer
Repeat Rate



Communicating the Results

Sharing the data weekly with Walmart's Merchant team and partnering with operators to understand the size of the prize.

Lawn and Garden is a gateway to sales across the store and adds to their fresh impression.



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The approach: Continued analysis for customer-centered strategies

Metrolina Greenhouses continued their analysis by using **Walmart Luminate Shopper Behavior** and leveraged **Walmart Luminate Customer Perception** to ask questions directly to verified Walmart customers.

Shopper Behavior

Creating detailed customer profiles can significantly enhance marketing and sales strategies, **and allows customizing the assortment to meet specific needs**

Research showed that **men tend to purchase more live trees and shrubs**, indicating a potential focus area for growth

Increase assortment in private brands and develop programs with key national brands to **increase appeal to male shoppers**

Customer Perception

Asked verified Walmart shoppers: “Why do you purchase the majority of your live shrubs from another retailer?”





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The results: Insights help drive sales for both Metrolina and Walmart

The insights from Walmart Luminate revealed how **open gates and staffed registers** in the Lawn and Garden center help drive sales for Metrolina Greenhouses and throughout the stores.

Additionally, they learned that more intentional watering practices can drive sales by helping reduce product waste, reduce markdowns, and have more fresh product available for customers.



Stores with **consistently open gates experienced higher sales**, indicating that **accessibility plays a crucial role in attracting customers**.



Properly staffing the registers in the Lawn and Garden center can have positive effect on sales, reinforcing the idea that **both physical access and efficient service are key to driving revenue**.



There has been a **notable improvement in performance** over the past two years with updated instore strategies, leading to reduced markdowns, and **more fresh product available in-store to drive sales**.