

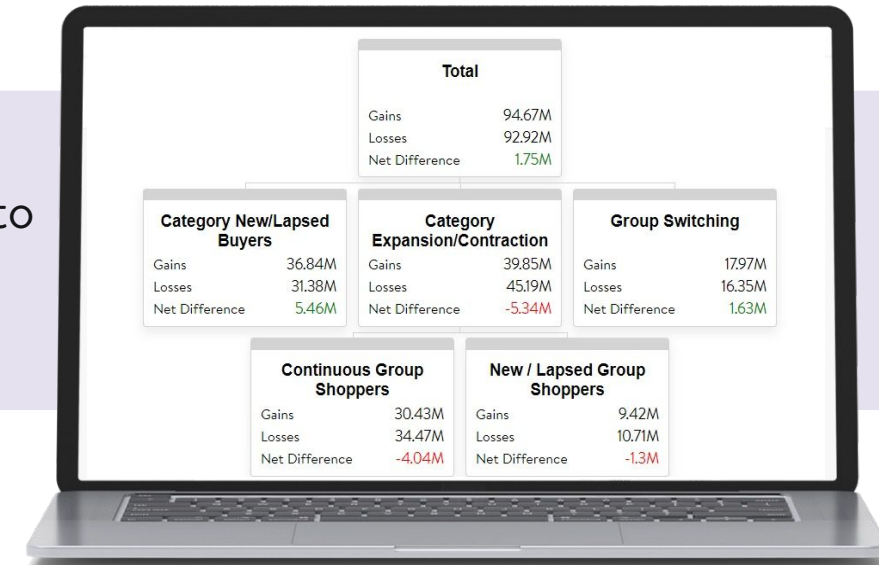
What's new in Shopper Behavior?

Switching on Units: Switching Report Update

Gain a deeper understanding of impact to units sold over time due to changes in shopper behavior trends

Leverage the Switching on Units report to determine the **impact of price increases versus shifts in volume**-based purchasing trends. Use this report to compare units sold against dollar sales to get valuable input on category strategy, demand elasticity, assortment, or competitive opportunities.

Dig a level deeper to identify macroeconomic patterns that will help you **meet the market where it is going**, following the trend of demand to adjust your **category strategy, assortment, and supply chain strategies**.



What's new in Shopper Behavior?

Switching on Units: Switching Report Update



Switching on Units report

- Gain granular insights into revenue **impact from volume of units sold versus dollar sales**
- Use insights to inform perspective on **macroeconomic trend shifts**
- Explain if change in customer spend behavior is driven by **quantity or package size**
- Understand external factors influencing volume or **unit-based sales targets**

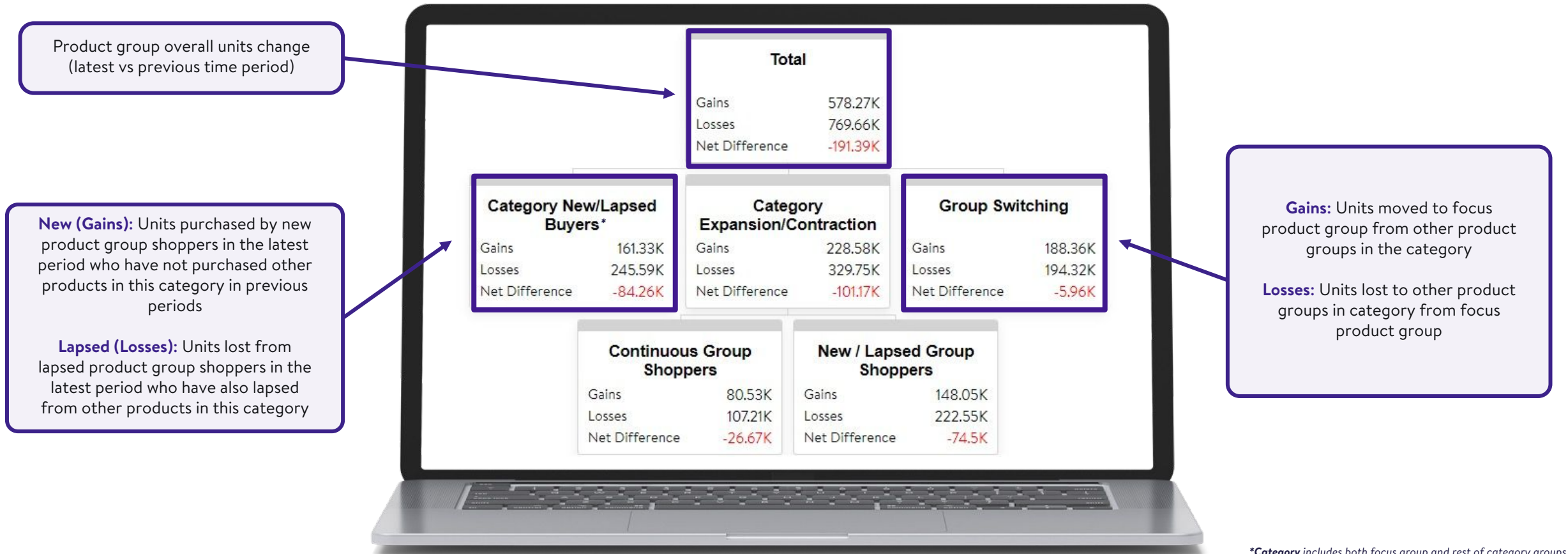


Business questions answered

- Are Walmart shoppers changing buying patterns to purchase fewer units per package, or downsizing purchases to meet economic needs?
- Are new, lapsing, or switched customers contributing to changes in sales or units sold?
- Are there opportunities to re-evaluate demand elasticity or demand to stay competitive?

Switching by Sales Units contribution tree

A breakdown of selected product group or brand volume-based change between selected time periods can inform you about the factors impacting changes in units sold



This data is included for illustrative purposes only and is not actionable.

*Category includes both focus group and rest of category groups defined by the user at the time of ordering the report

Switching by Sales Units contribution tree

A breakdown of selected product group or brand volume-based change between selected time periods can inform you about the factors impacting changes in units sold

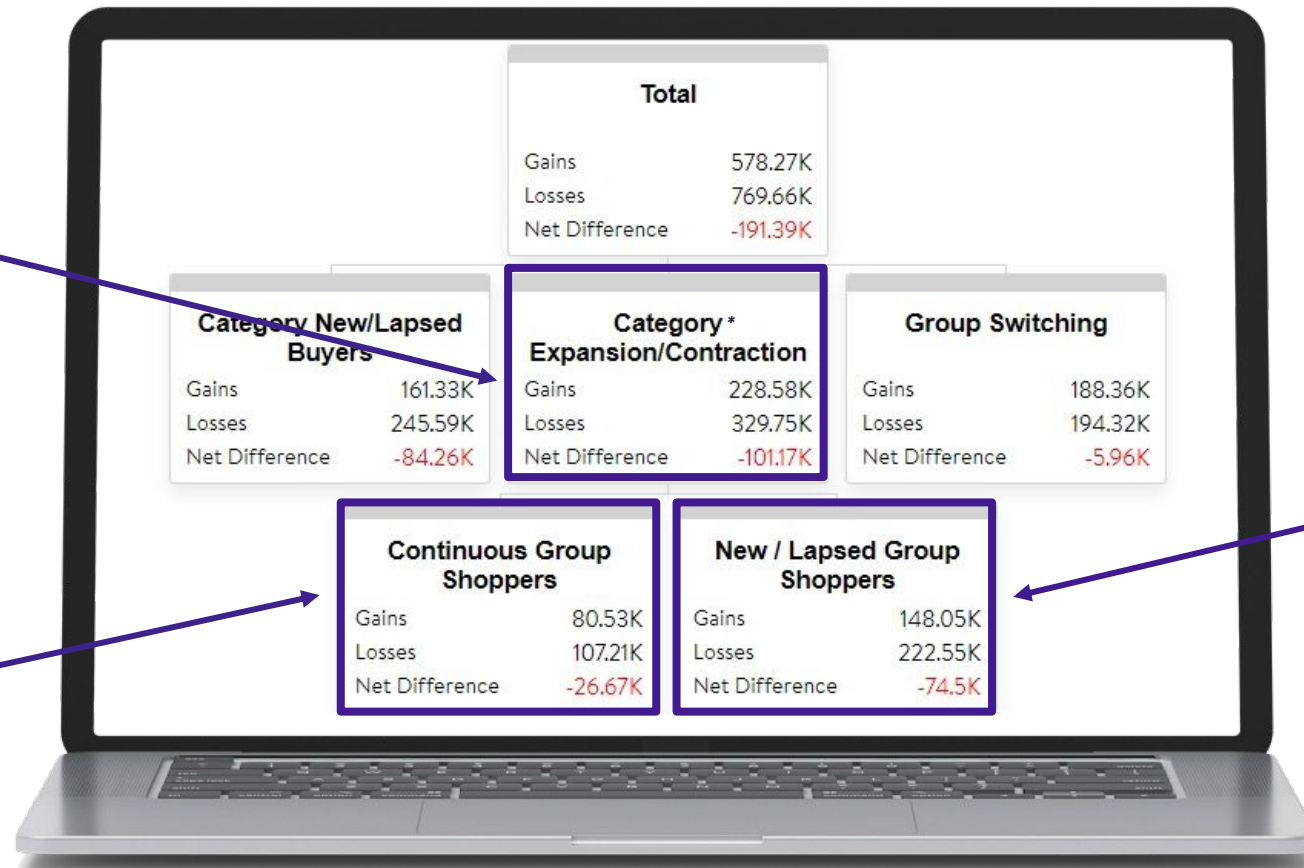
Gains: Units driven through shoppers purchasing more units of focus product group and category in the latest period.

Losses: Units lost from shoppers purchasing fewer units of focus product group and category in the latest period.

This lever is a combination of New/Lapsed Group Shoppers & Continuous Group Shoppers

Gains: Increase in units in latest period by shoppers who have purchased focus product group in both periods

Losses: Decrease in units in latest period by shoppers who have purchased focus product group in both periods



New (Gains): Units purchased by existing category shoppers who bought focus product group in the latest period for the first time

Lapsed (Losses): Units lost from existing category shoppers who have not purchased the focus product group in the latest period

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