

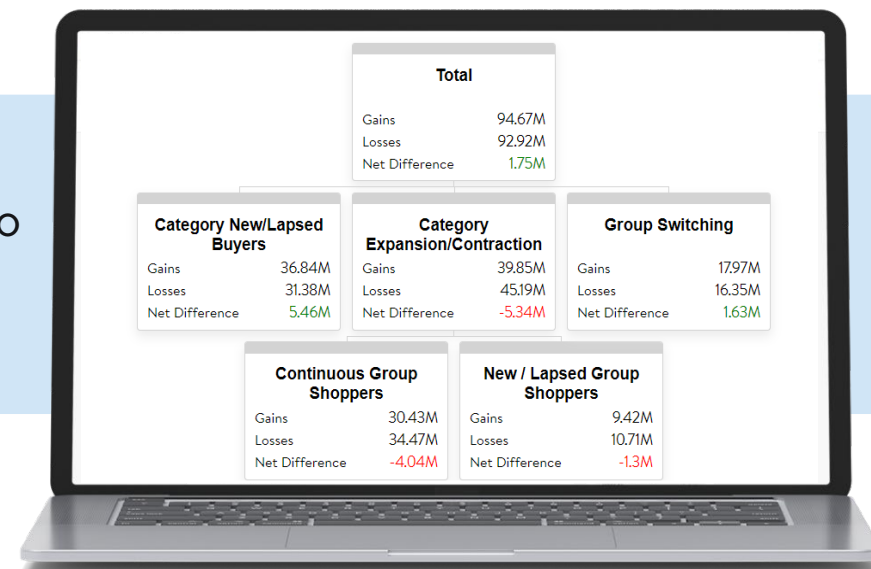
What's new in **Shopper Behavior**?

Switching on Units report

Gain a deeper understanding of impact on unit volume over time owing 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, improving thin margins or increasing 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, pricing, and supply chain strategies**.



What's new in **Shopper Behavior**?

Channel Switching report



Switching on Units report

- Gain granular insights into revenue **impact from volume of sales versus pricing changes**
- 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**

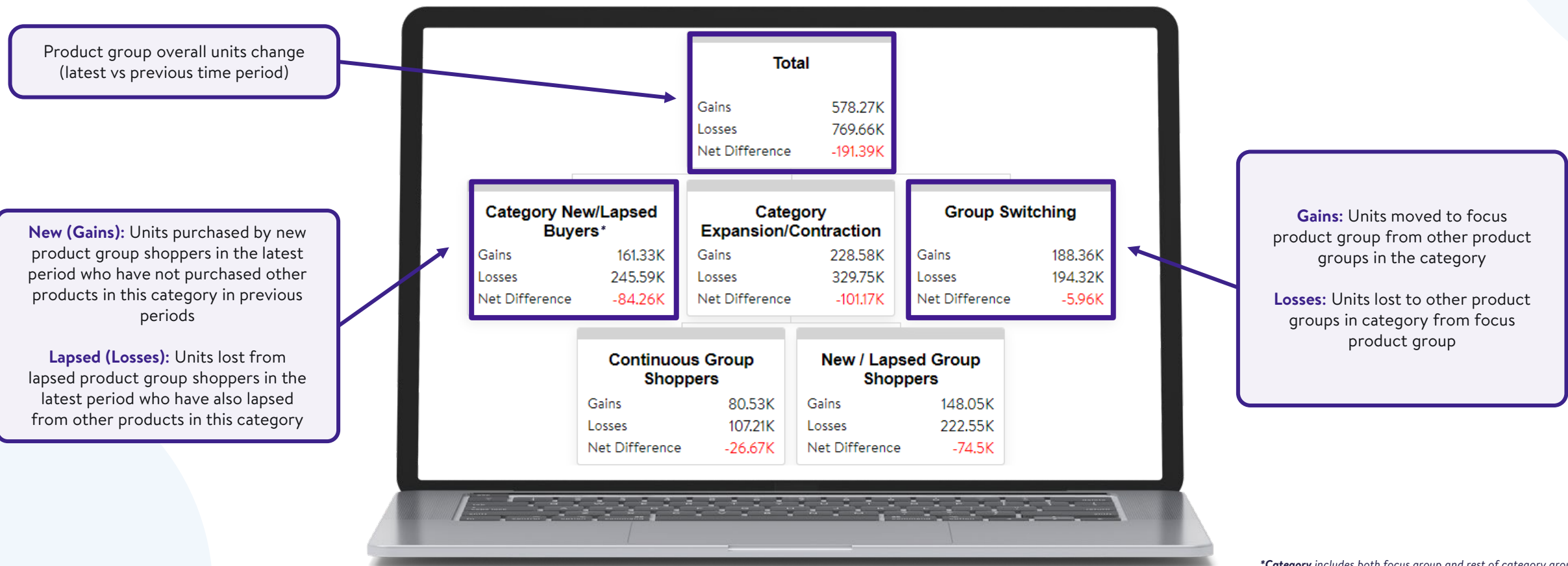


Business questions answered

- Are Walmart shoppers changing buying patterns to purchase fewer units per package, or downsizing purchases to meet economic needs?
- Are there opportunities to expand product innovation through package sizing by investigating average number of units purchased in a typical basket?
- Are there opportunities to improve thinning margins by raising prices, or dropping prices to stay competitive?

Switching by Sales Units KPI 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

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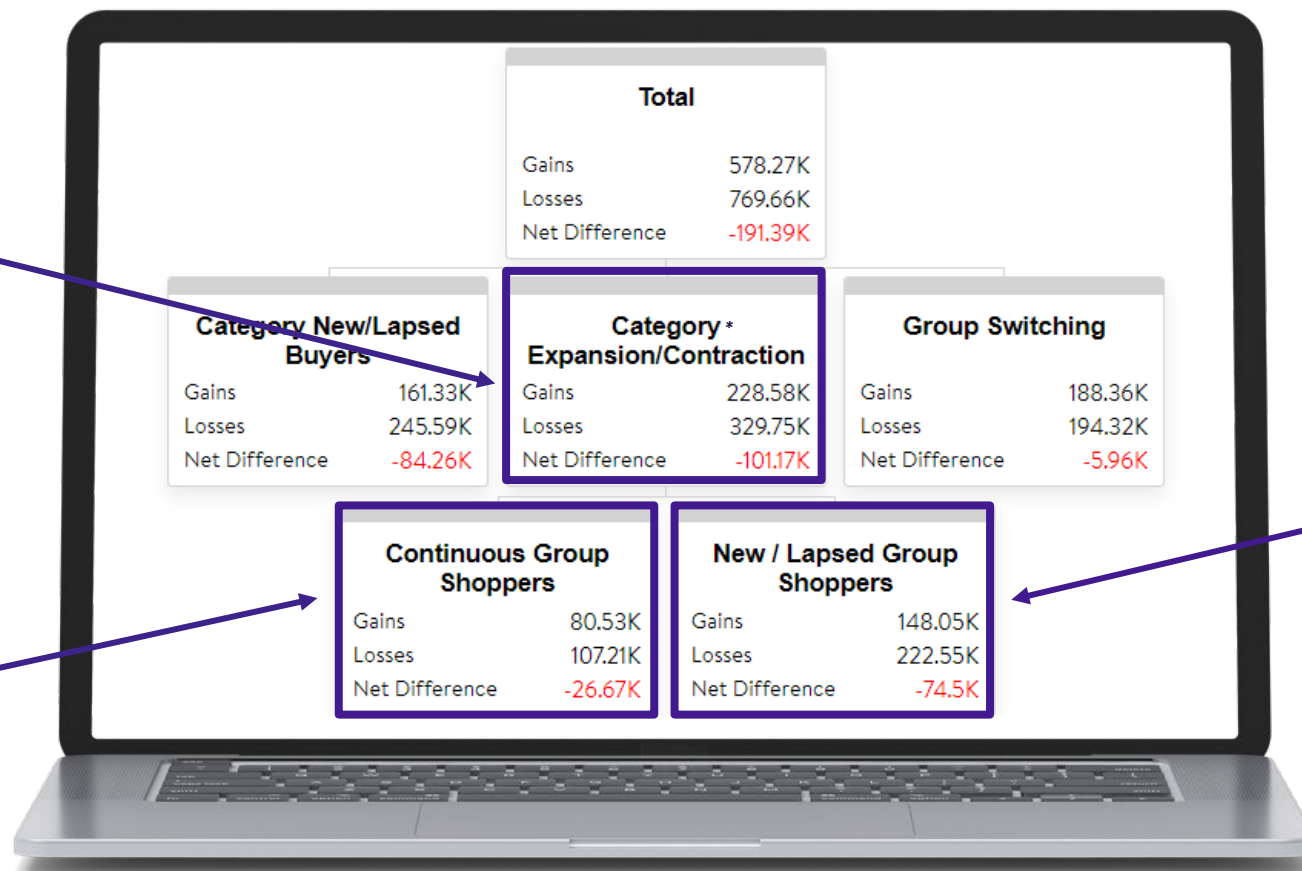
Gains: Units driven through shoppers purchasing more units of focus product group and category in the latest period.

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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