

Scintilla

Case Study

Tropicana Brands:
Listening to the Customer has Never Been Easier
A Lost and Found Sales Story

tropicana
brands group



Scintilla Case Study: Tropicana Brands

The opportunity:

The mission of the Tropicana Brands Advising Team is to provide internal and external customers with best-in-class insights, strategy, and thought leadership on the chilled beverage customer and category. With Scintilla Charter, Tropicana gained insights that quantified lost sales opportunities.

Situation

Chilled Beverages is a **\$10.2B** industry

Over 75%* of Walmart US households purchase in the category

Complication

Chilled Beverages has **28 modular categories** and **127 unique store / modular combinations**

Traditional on-hand metrics **don't provide true product availability**, only directional metrics

Question

How can Tropicana Brands **leverage the power of Scintilla** to better understand, quantify, and improve the shopping experience specifically related to on-shelf availability in the category?

Answer

Leverage existing on hand data, apply **advanced adaptive analytics**, and **omni customer data** to influence a wholistic category strategy to drive **conversion, sentiment** and ultimately category **sales**



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The approach: Shine a light on incremental opportunities

Full View Opportunity: \$12.4MM

- Analysis identified **1% of stores driving 10% of lost dollars**
- **40%** of stores accounted for **80%** of all lost dollars
- Leverage known and projected data to find opportunity stores and items
- Create actionable insights while differentiating supply chain from store level issues
- Driven by the power of **Scintilla omni daily store/item data**
- Forecast using **day-adjusted shopping patterns** to identify statistically significant sales outliers
- Leverage a multifaceted approach leading to a consistent measurement of progress in addressing in-store opportunities



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The approach: Channel Performance Charter

Total Store Opportunity is the most accurate representation of real and projected values at the store/day/item level.

Store #	Item #	On-shelf availability projection	True in-stock	Extrapolated nil picks	Total store opportunity
XXXX	TROPICANA	\$ 245.37	\$ 272.67	\$ -	\$ 272.67
XXXX	TROPICANA	\$ 124.57	\$ 162.23	\$ -	\$ 162.23
XXXX	TROPICANA	\$ 97.73	\$ 63.97	\$ -	\$ 97.73
XXXX	TROPICANA	\$ 80.46	\$ -	\$ 106.12	\$ 106.12
XXXX	TROPICANA	\$ 54.56	\$ 56.26	\$ 144.49	\$ 144.49
XXXX	TROPICANA	\$ 51.22	\$ -	\$ -	\$ 51.22
XXXX	TROPICANA	\$ 50.07	\$ 6.26	\$ 106.07	\$ 106.07
XXXX	TROPICANA	\$ 43.94	\$ -	\$ -	\$ 43.49
XXXX	TROPICANA	\$ 43.94	\$ -	\$ -	\$ 43.94
XXXX	TROPICANA	\$ 42.79	\$ 13.88	\$ -	\$ 4.70
XXXX	TROPICANA	\$ 42.59	\$ -	\$ -	\$ 42.59
XXXX	TROPICANA	\$ 41.47	\$ 27.96	\$ -	\$ 41.47
XXXX	TROPICANA	\$ 40.44	\$ -	\$ -	\$ 40.44
XXXX	TROPICANA	\$ 40.09	\$ 26.02	\$ -	\$ 40.09
XXXX	TROPICANA	\$ 36.43	\$ -	\$ -	\$ 36.43
XXXX	TROPICANA	\$ 28.20	\$ -	\$ 106.22	\$ 106.22



Values for each projection methodology are not mutually exclusive, thus a max value per store is utilized to ensure we capture but do not overstate the lost dollars sales opportunity.



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Immediate Impact:

- Identified **40 triage stores with severe and pervasive poor shelf conditions** to engage suppliers with correction action
- Located **trapped inventory in 1178 stores** (no sales in >8 weeks)
- Leveraged key insights to influence front end and single serve strategy
- Tracked first rollback event and identified baseline lift rates for future events (**32% sales lift** despite massive in stock risks)
- **Segmented and clustered stores by opportunity**, to be used in spring modular strategy

