Scintilla

Case Study

Upfield: Customer-Centric Distribution

Upfield™ Violife 100% Dairy Free

Inspire 2023 This case study was shared live at the **Walmart Data Ventures Inspire Event**, October 17, 2023.

“Scintilla has assisted Merchants in maximizing the holistic brand strategy.

Carlee Pruden

Senior Merchant

Walmart

Scintilla Case Study: Upfield

The opportunity: Improving product availability for brand-loyal customers

Upfield wanted to grow brand-loyal Violife customers into multi-category, large-basket repeat shoppers at Walmart by ensuring the full assortment of products was available where they shopped.

Brand-loyal customer expectations

Full cart | Weekly groceries
Multi category | Repeat shopper

Actual store availability

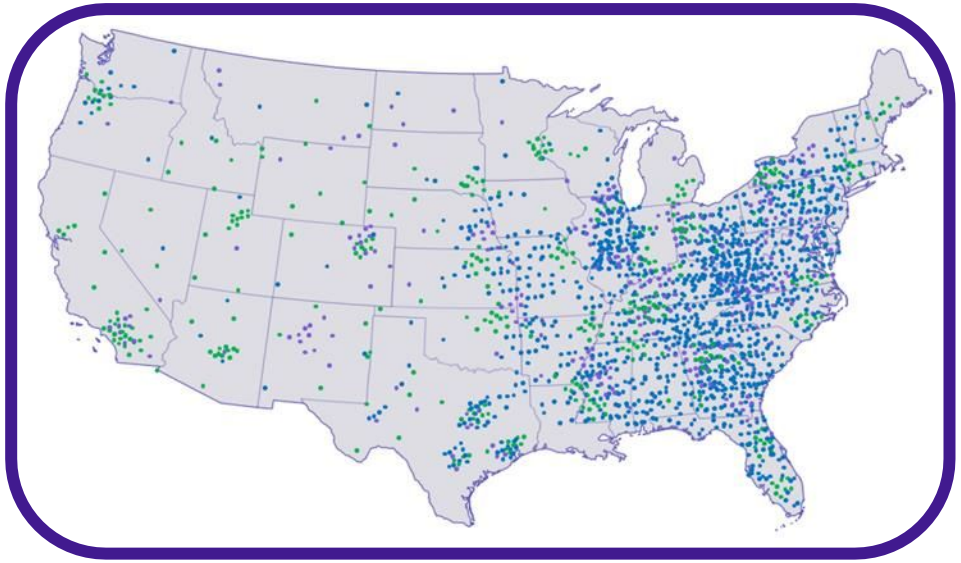
Left disappointed | Lapsed/leaking shopper
Limited basket

©2023-2024 Walmart Inc. All rights reserved. | *Proprietary First-Party Data, Scintilla 2023.

Scintilla Case Study: Upfield

The opportunity:

15+ dairy-free items are available to Walmart customers, but there was inconsistent assortment across stores due to conflicting strategies and limited visibility to actual customer data.



Five categories, four buyers, and four strategies lead to different Walmart assortments that impacted customer experience online and in stores.

©2023-2024 Walmart Inc. All rights reserved. | *Proprietary First-Party Data, Scintilla 2023.

Scintilla Case Study: Upfield

The approach: Leverage Scintilla Charter to zero-in on specific Walmart customers, stores, and plant-based sales data

1

Step 1: Confirm the need for a new strategy using **Channel Performance:**

Channel Performance

2

Step 2: Determine the recommendation using **Shopper Behavior:**

Shopper Behavior

©2023-2024 Walmart Inc. All rights reserved. | *Proprietary First-Party Data, Scintilla 2023.

Scintilla Case Study: Upfield

The approach: Identify champion and valuable plant-based customers in all Violife categories with the Shopper Behavior Where Sold reports

Step 1
Ran Where Sold report

Step 2
Indexed stores

Step 3
Ranked the stores

Step 4
Cross reference by DC

All Customers

Champion/Valuable Customers

- Butter & Spreads
- Dairy Cheese
- Creamers
- Cream Cheese

©2023-2024 Walmart Inc. All rights reserved. | *Proprietary First-Party Data, Scintilla 2023.

Scintilla Case Study: Upfield

The approach: Create a plant-based category share for each store to index against the average

Step 1
Ran Where Sold report

Step 2
Indexed stores

Step 3
Ranked the stores

Step 4
Cross reference by DC

Store Co	Store Name	St	Str Type	Perishable DC	All Plant Bas	All Produc	Plant Based S	Index
		AK	SUPERCENTER	7021	29,987	52,287	57.4%	1.43
		CA	SUPERCENTER	8852	33,216	59,989	55.4%	1.38
		NC	SUPERCENTER	6097	39,196	73,086	53.6%	1.34
		AR	SUPERCENTER	6082	46,339	86,869	53.3%	1.33
		IL	SUPERCENTER	7024	28,849	52,871	54.6%	1.36
		ME	SUPERCENTER	7014	32,961	61,633	53.5%	1.33
		NV	SUPERCENTER	8852	34,638	65,868	52.6%	1.31
		WA	SUPERCENTER	7021	24,225	41,885	57.8%	1.44
		MO	SUPERCENTER	6077	30,893	58,332	53.0%	1.32
		NV	SUPERCENTER	7048	23,299	39,886	58.4%	1.46
		TX	SUPERCENTER	6064	28,097	52,340	53.7%	1.34
		FL	SUPERCENTER	7023	23,853	43,100	55.3%	1.38
		NJ	SUPERCENTER	7030	22,520	39,313	57.3%	1.43
		CA	SUPERCENTER	7048	27,098	51,041	53.1%	1.32
		TX	SUPERCENTER	6084	35,097	68,641	51.1%	1.28
		MI	SUPERCENTER	6074	20,863	35,182	59.3%	1.48
		LA	SUPERCENTER	7010	29,184	56,444	51.7%	1.29
		NJ	SUPERCENTER	7030	26,151	49,798	52.5%	1.31
		TX	SUPERCENTER	6064	21,292	37,261	57.1%	1.43
		CA	SUPERCENTER	8852	20,082	32,850	61.1%	1.53
		CA	SUPERCENTER	8852	25,033	47,187	53.1%	1.32

©2023-2024 Walmart Inc. All rights reserved. | *Proprietary First-Party Data, Scintilla 2023.

Scintilla Case Study: Upfield

The approach: Ranking stores found 1,500 that over-indexed in plant-based share

Step 1
Ran Where Sold report

Step 2
Indexed stores

Step 3
Ranked the stores

Step 4
Cross reference by DC

Store Co	Store Name	Sta	Str Type	Perishable DC	Inde	Composite Rank
[redacted]	[redacted]	AK	SUPERCENTER	7021	1.06	1
[redacted]	[redacted]	CA	SUPERCENTER	8852	1.07	2
[redacted]	[redacted]	NC	SUPERCENTER	6097	1.08	3
[redacted]	[redacted]	AR	SUPERCENTER	6082	1.04	4
[redacted]	[redacted]	IL	SUPERCENTER	7024	1.06	5
[redacted]	[redacted]	ME	SUPERCENTER	7014	1.12	6
[redacted]	[redacted]	NV	SUPERCENTER	8852	1.03	7
[redacted]	[redacted]	WA	SUPERCENTER	7021	1.11	8
[redacted]	[redacted]	MO	SUPERCENTER	6077	1.11	9
[redacted]	[redacted]	NV	SUPERCENTER	7048	1.03	10
[redacted]	[redacted]	TX	SUPERCENTER	6064	1.09	11
[redacted]	[redacted]	FL	SUPERCENTER	7023	1.13	12
[redacted]	[redacted]	NJ	SUPERCENTER	7030	1.07	13
[redacted]	[redacted]	CA	SUPERCENTER	7048	1.10	14
[redacted]	[redacted]	TX	SUPERCENTER	6084	1.02	15
[redacted]	[redacted]	MI	SUPERCENTER	6074	1.04	16
[redacted]	[redacted]	LA	SUPERCENTER	7010	1.06	17
[redacted]	[redacted]	NJ	SUPERCENTER	7030	1.00	18
[redacted]	[redacted]	TX	SUPERCENTER	6064	1.04	19
[redacted]	[redacted]	CA	SUPERCENTER	8852	1.07	20

©2023-2024 Walmart Inc. All rights reserved. | *Proprietary First-Party Data, Scintilla 2023.

Scintilla Case Study: Upfield

The approach: Cross-reference ranked stores with distribution centers to create a store list

Step 1
Ran Where Sold report

Step 2
Indexed stores

Step 3
Ranked the stores

Step 4
Cross reference by DC

		Store Composite Rank				
DC	State	1-250	251-500	501-750	751-1000	1001-1250
[redacted]	FL	11	12	7	13	10
[redacted]	WA	22	10	16	7	6
[redacted]	CA	16	10	22	11	3
[redacted]	FL	7	6	8	3	6
[redacted]	WY	7	8	3	3	4
[redacted]	NV	16	7	10	3	2
[redacted]	AZ	8	14	7	9	10
[redacted]	CA	18	10	7	7	11
[redacted]	TX	10	8	4	11	7
[redacted]	IL	13	8	9	5	11
[redacted]	FL	4	10	11	4	6
[redacted]	SC	5	6	6	13	4
[redacted]	PA	8	13	9	4	9
[redacted]	NM	5	4	6	7	8
[redacted]	GA	6	4	9	4	2
[redacted]	NY	5	7	4	2	8
[redacted]	MO	3	3	6	7	5
[redacted]	ME	8	10	13	3	6
[redacted]	AL	2	5	6	10	12
[redacted]	UT	6	7	4	8	2
[redacted]	TX	5	7	6	14	9
[redacted]	VA	3	6	5	7	7
[redacted]	TX	4	4	3	3	3
[redacted]	WI	2	5	5	4	6
[redacted]	AR	7	9	2	3	10
[redacted]	NC	5	7	6	5	6
[redacted]	TN	4	3	6	8	6
[redacted]	OH	2	4	5	8	4
[redacted]	MO	2	6	3	3	7
[redacted]	PA	4	3	3	3	2
[redacted]	NE	2	4	2	4	4
[redacted]	TX	6	7	7	6	6
[redacted]	IN	1	2	3	10	6
[redacted]	MN	3	1	3	3	1
[redacted]	KY	7	1	3	6	3
[redacted]	OK	1	0	4	5	6
[redacted]	NC	1	3	3	4	3
[redacted]	FL	2	5	3	4	2
[redacted]	LA	1	4	1	3	6
[redacted]	OK	3	1	2	2	1
[redacted]	IN	3	2	3	1	5
[redacted]	MS	1	0	1	3	6
[redacted]	OH	1	2	2	0	2

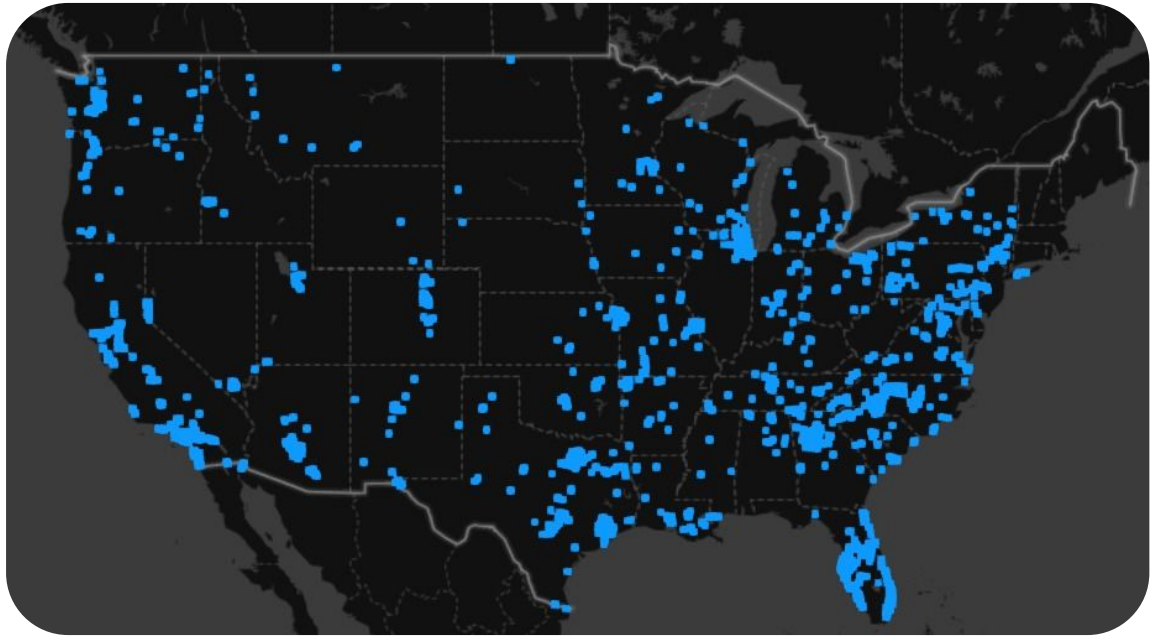
©2023-2024 Walmart Inc. All rights reserved. | *Proprietary First-Party Data, Scintilla 2023.

Scintilla Case Study: Upfield

The results: A consolidated recommendation to Walmart Merchants for all Violife products

Upfield learned that over 50% of the best-performing plant-based stores carried three or less Violife items—and 110 of those stores didn't carry any.

With these new insights **Upfield can make a consistent store list recommendation** for all Walmart Merchants. Once adopted, customers will know which stores **carry all Violife** products, and **Merchants can see potential increases** in GMROI, velocities, market share, and customer satisfaction.



©2023-2024 Walmart Inc. All rights reserved. | *Proprietary First-Party Data, Scintilla 2023.

Using Scintilla
we have a win, win,
win for the customer,
buyers, and our brands.

Carlee Pruden
Senior Merchant
Walmart