Know Your Customer

Walmart Luminate

Shopper Behavior

Gain actionable insights into your category and brand shoppers to discover the **what behind the buy.** Unlock key information across geographies, stores, baskets, and even UPCs so you can set benchmarks, evaluate brand position, and to pinpoint crucial white space.

With this depth and breadth of shopper knowledge, you are better equipped to:

Diagnose the performance of categories, brands, products, geographies, and channels-and how shoppers are driving it.

Understand how shoppers are interacting or switching with your brands and categories so you can win with your most important customers.

Optimize product ranges, new products, incrementality, and promotions.

Capture granular behaviors at large scale

498M
baskets per year*

160
weeks of History, refreshed daily

403
stores in Canada

87%
traceable sales rate

The shopper insights you need are all right here. Quickly run a report to access crucial data and context to help shape your next business decision.

Self-service
web portal

Full category
transparency

160 weeks of history,
refreshed weekly

Customizable,
dynamic groups

Single version
of the truth

The span of Walmart Luminate Shopper Behavior reports

Performance	Hourly Daily	Test & Control	Cross Shop	Best Customers	Basket
Switching	New Product Evaluation	Where Sold	Trial & Report	Shop Across Time	Source of Value
	Promotions	Assortment			

Assortment Deep Dive
Assortment Performance

Assortment Deep Dive
Customer Decisions

Assortment Deep Dive
Customer Priority