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A: It's a juicy one →

Walmart Luminate Case Study
Tropicana Brands: Listening to the Customer has Never Been Easier

A Lost and Found Sales Story

Walmart Luminate 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 Walmart Luminate 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 Walmart Luminate** 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**

Walmart Luminate Case Study: Tropicana Brands
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 **Walmart Luminate 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
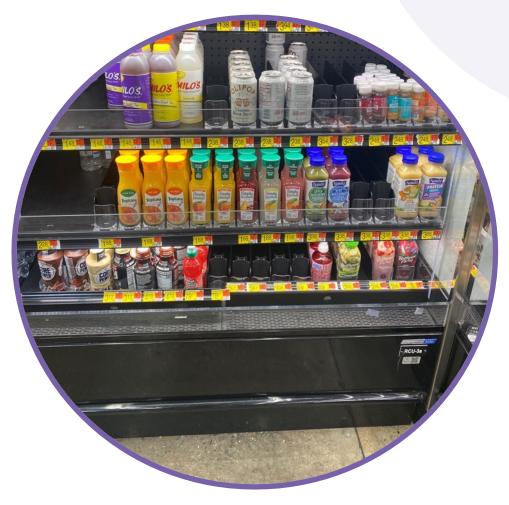
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Walmart Luminate Case Study: Tropicana Brands
The approach: Channel Performance Charter

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
####	555052187	$ 245.37	$ 272.67	$ -	$ 272.67
####	555052188	$ 124.57	$ 162.23	$ -	$ 162.23
####	550404083	$ 97.73	$ 63.97	$ -	$ 97.73
####	583456629	$ 80.46	$ -	$ 106.12	$ 106.12
####	550999983	$ 54.56	$ 56.26	$ 144.49	$ 144.49
####	550439362	$ 51.22	$ -	$ -	$ 51.22
####	556657489	$ 50.07	$ 6.26	$ 106.07	$ 106.07
####	567806028	$ 43.94	$ -	$ -	$ 43.49
####	557075076	$ 43.94	$ -	$ -	$ 43.94
####	907551	$ 42.79	$ 13.88	$ -	$ 4.70
####	550999982	$ 42.59	$ -	$ -	$ 42.59
####	556060988	$ 41.47	$ 27.96	$ -	$ 41.47
####	568024757	$ 40.44	$ -	$ -	$ 40.44
####	907558	$ 40.09	$ 26.02	$ -	$ 40.09
####	905267	$ 36.43	$ -	$ -	$ 36.43
####	552793030	$ 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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Walmart Luminate Case Study: Tropicana Brands
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

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about Walmart Luminate?**

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more case studies or request a demo.