

data



Lighthouse

Walmart Luminate Indicative Reporting



databricks
partner

Microsoft
Partner



ai

LIGHTHOUSE – LUMINATE DASHBOARD MOCKUPS

This deck illustrates some of the potential reporting that can be produced on top of Walmart’s Luminate data feed.

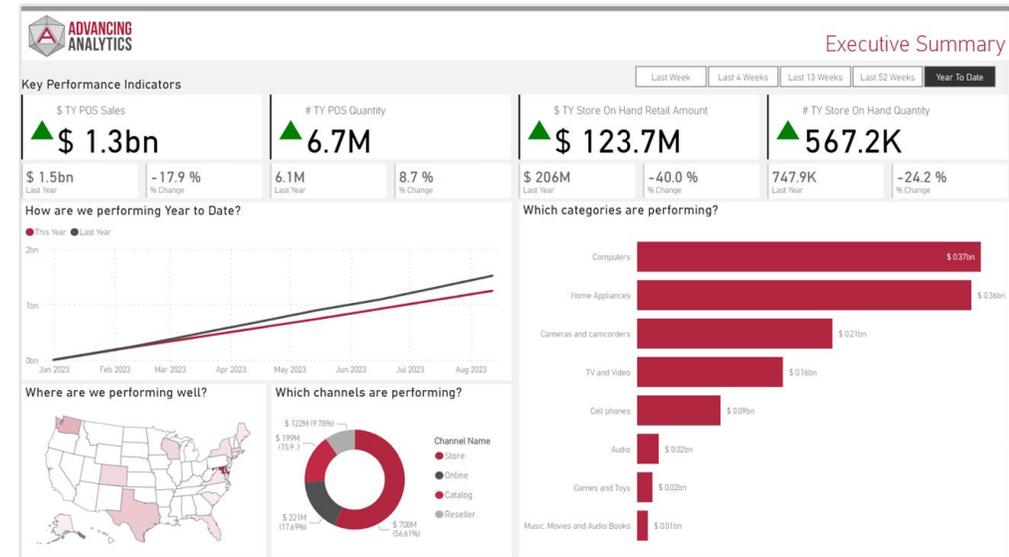
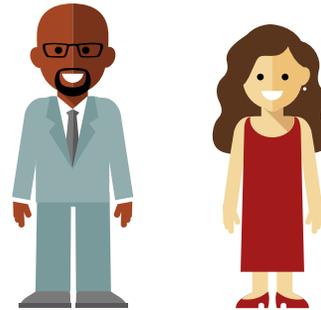
We have used a fictitious company “Contoso” in the production of this data, Contoso manufacture and distribute consumer electrical goods.

Each sample dashboard includes a description of the “persona”, or role in an organization, who would interact with these dashboards

We have described some typical challenges these people might face, and how the Luminate data might be used to overcome them

Every company is different, so there are no doubt additional challenges, with their own KPIs that would need to be developed, but our aim is to illustrate what is possible!

EXECUTIVE OVERVIEW





LUMINATE REPORTING



PERSONA - EXECUTIVES



Challenges

- **Big Picture** – How is the overall business performing? Are we meeting growth/sales targets? What are the drivers for growth/shrinkage?
- **Company Strategy** – Are we meeting our company objectives? What areas need focus? Which teams need support?
- **Trust** – Hearing reports from many different sources. How do I know which numbers to trust?

Opportunities

- **Focus** – Many different KPIs shouting for attention, which deserve the most immediate focus?
- **Market Reaction** – Are we seeing a surge in demand we should react to? Should we refocus production to avoid unsold stock?

Key KPIs

- **Revenue Growth**
- **Stock Quantity**
- **Channel/Category Analysis**
- **Geographic Breakdown**



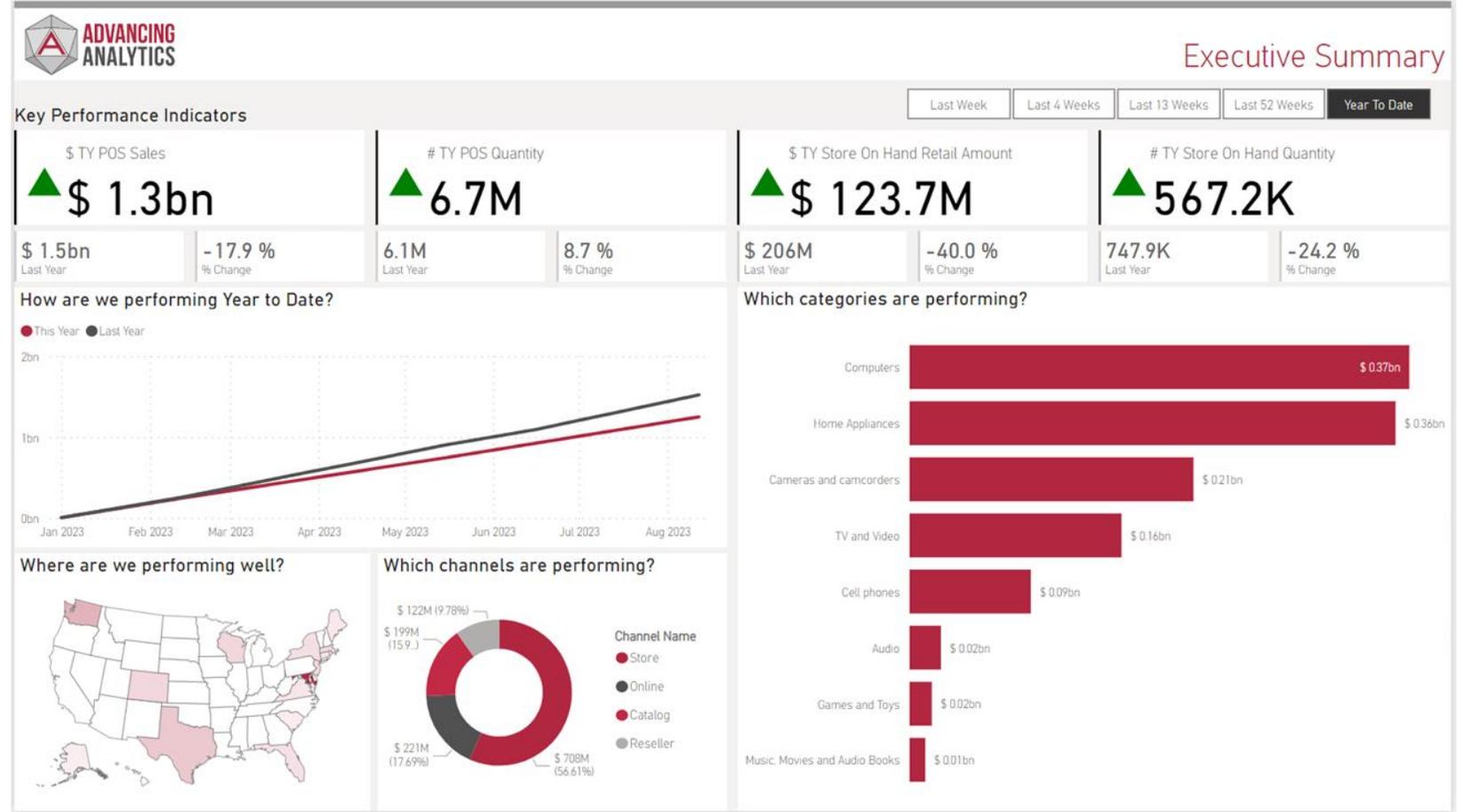


EXECUTIVE OVERVIEW



Key Dashboard Requirements

- Need to see a summarised view across the whole business
- How is the team performing overall?
- Can be tailored to specific strategic objectives



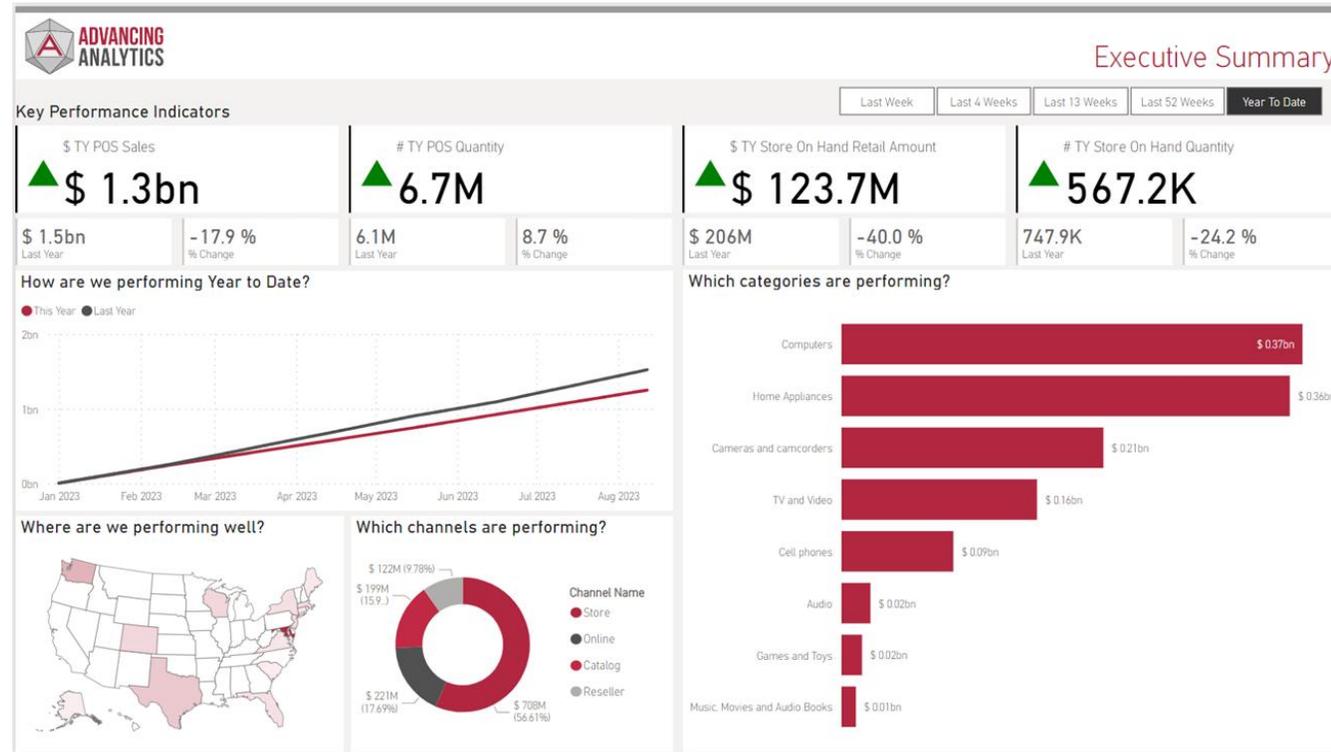


EXECUTIVE – USER JOURNEY

“Having a clear overview of my company's performance is crucial for effective leadership, informed decision-making, and ensuring we stay on track to achieve our goals. It also boosts transparency, accountability, and stakeholder trust, which are vital for our success. Furthermore, it improves communication across the organisation by providing a clear understanding of our overall performance.”

Why is this useful?

- To make informed decisions
- Strategic Planning
- Performance management
- Allocate resources effectively
- Mitigate risks
- Ensure goals are on track
- Facilitate strategic planning
- Assess performance
- Understand customer behaviour



“By providing me with a holistic view of company performance it assists me to determine where resources should be allocated to maximize efficiency and achieve strategic objectives. This efficient resource allocation is crucial for any organisation. I can use data analytics to determine where resources should be allocated to maximize ROI. This includes deciding on budgets, workforce allocation, and investments.”

“Understanding customer behaviour and preferences is essential for our business. I can use this to gain insights into customer categories, preferences, and locations, allowing me to tailor products and services to meet customer needs effectively.”

PERSONA – CATEGORY BUYER



Challenges

- **Category Performance** – How well am I performing in my category? What if my primary categories are being disrupted? How can we react quickly?
- **Product Prioritization** – How do I know which products to push or which should be withdrawn?
- **Profitability** – Which products are most profitable?



Opportunities

- **Order Volumes** – Do my top sellers need more stock? What performance am I expecting for upcoming months/periods?
- **Better bulk deals** – Can we make more efficient purchases where we are confident about sales volumes?

Key KPIs

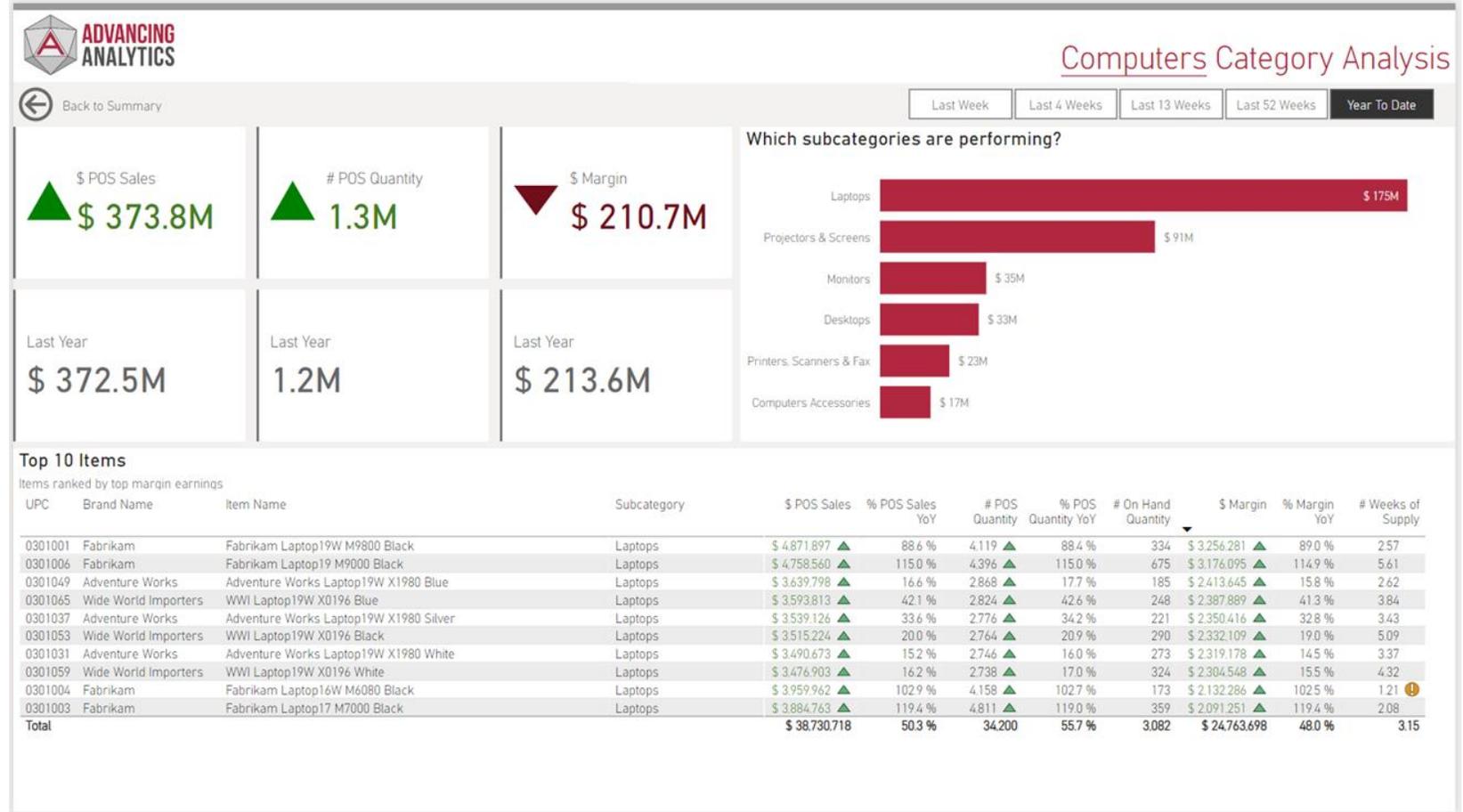
- **Brand Performance/Growth**
- **Margin**



CATEGORY BUYER



- How is my product area performing?
- Which categories and products are doing well?
- Do my top sellers have enough stock?



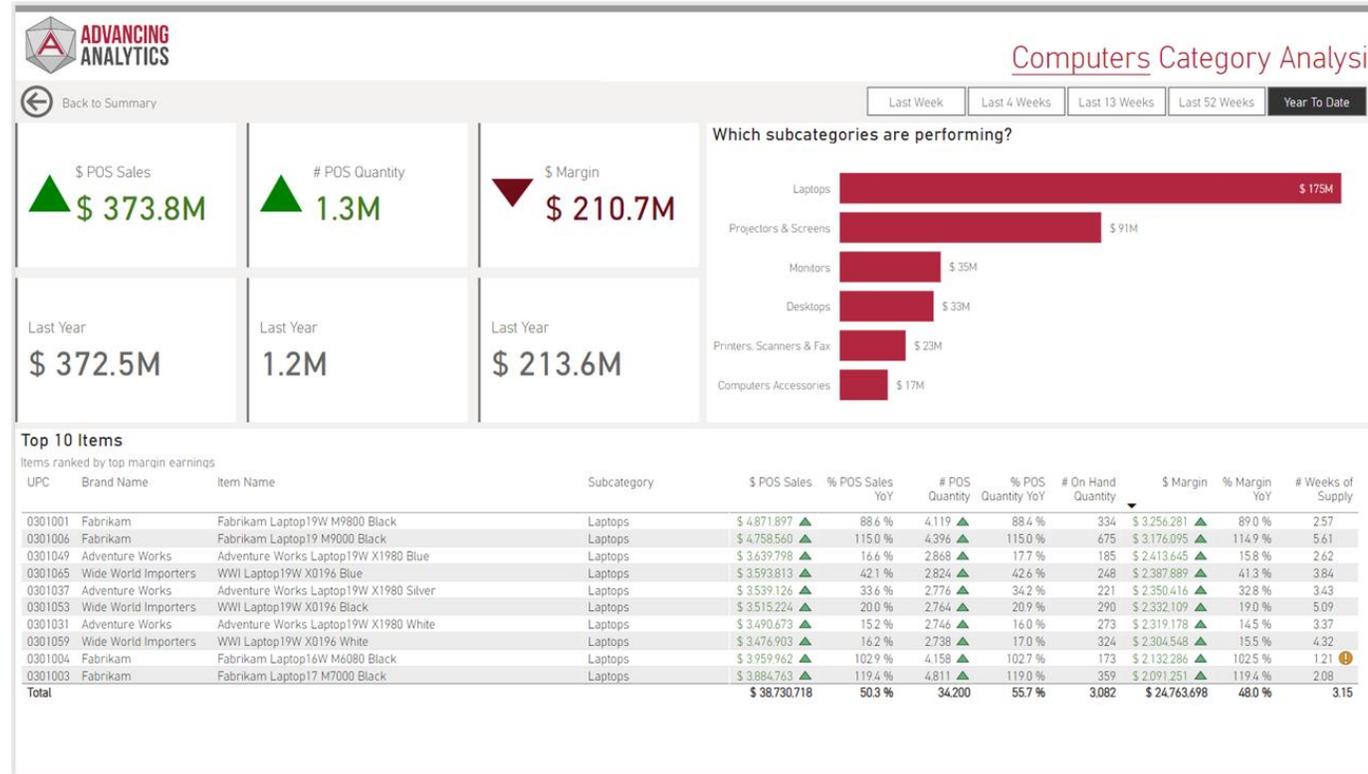


CATEGORY BUYER – USER JOURNEY

“By analysing sales figures, I can identify which brands or categories are selling well and which ones are underperforming. This information is essential for making informed profitable decisions about buying.”

What are my aims?

- Assess brand performance.
- Manage inventory effectively.
- Plan promotions and marketing.
- Tailor to customer preferences.
- Make competitive analysis.
- Evaluate profitability.
- Forecast demand accurately.



“I now have the capability to effortlessly access my historical data, allowing me to make decisions grounded in attainable forecasts. This is vital for guaranteeing the availability of the optimal inventory levels to meet customer demand, mitigating the risks associated with inventory shortages or surpluses”

“Sales data helps me make decisions about which brands and products to include in my orders. I can make data-driven choices about introducing new brands, discontinuing underperforming ones, or expanding the range of products offered from successful brands.”

“I can now quickly identify low-stock areas using indicators, enabling me to respond promptly and prevent potential shortages, ensuring our sales remain robust and protecting our revenue.”

PERSONA – FIELD SALES



Challenges

- **Am I going to meet my sales target?** – What do I need to do to get there? Any areas I should be focusing sales attention on to drive better performance?
- **How is my patch performing?** – Is my performance typical? Can I learn from other regions performance?
- **Which stores/store managers do I need to work closely with?** – Which meetings should I prioritise?
- **Do any locations need better coverage?** – Is my patch too big/small? Is the sales team well structured?

Opportunities

- **Better focused sales activity** - Spend time on the key opportunities. Maximize return on time invested.
- **Improved relationship management** – Spot problems before they occur. Be the most informed supplier our distributors work with. Know their business better than they do themselves
- **Seasonality Forecasting** – Understand the peaks and dips in your business and plan accordingly

Key KPIs

- **POS Sales Revenue**
- **Period on Period Sales Growth**
- **On Hand Stock Amounts**





FIELD SALES



- How is my sales patch performing?
- Where in my region am I seeing growth?
- Which store managers are performing well?



Texas Store Performance

← Back to Summary

Last Week
Last 4 Weeks
Last 13 Weeks
Last 52 Weeks
Year To Date

\$ POS Sales

\$ 128.5M

POS Quantity

653.2K

\$ Margin

\$ 72.4M

Last Year

\$ 164.1M

Last Year

661K

Last Year

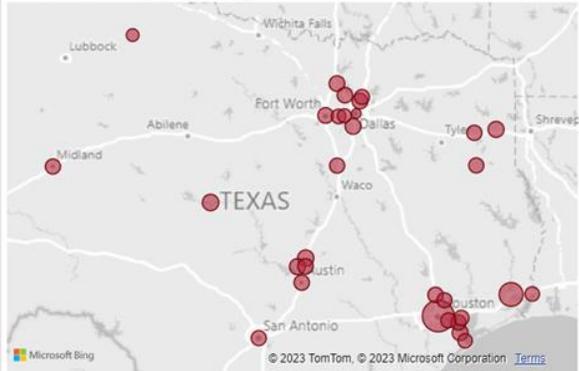
\$ 93.8M

Which stores are performing well?

Use table headers to sort performance by metrics of choice

Store Name	Store Manager	\$ POS Sales	% POS Sales YoY	# POS Quantity	% POS Quantity YoY	# On Hand Quantity	\$ Margin	% Margin YoY
Contoso Dallas Store	Lori Penor	\$ 2,857,498	▲ 421.8 %	17,340	▲ 489.0 %	1,895	\$ 1,583,749	▲ 434.2 %
Contoso Shreveport Store	Danni Ortman	\$ 4,023,033	▼ -14.1 %	20,140	▲ 18.5 %	2,046	\$ 2,286,146	▼ -15.0 %
Contoso Baytown Store	Peter Bankov	\$ 3,642,557	▼ -15.2 %	19,220	▼ -6.1 %	2,992	\$ 2,052,135	▼ -15.3 %
Contoso Cedar Park Store	Yael Peled	\$ 3,888,346	▼ -17.3 %	18,063	▼ -9.3 %	3,241	\$ 2,192,317	▼ -18.6 %
Contoso Beaumont No.2 Store	Marc Boyer	\$ 4,107,845	▼ -17.8 %	19,534	▲ 0.4 %	2,139	\$ 2,345,205	▼ -17.6 %
Contoso Houston No.3 Store	Fabricio Noriega	\$ 3,984,401	▼ -18.4 %	19,092	▼ -10.9 %	1,793	\$ 2,242,070	▼ -19.5 %
Contoso Houston No.1 Store	Fabricio Noriega	\$ 3,739,274	▼ -18.7 %	16,699	▼ -15.0 %	1,533	\$ 2,121,329	▼ -19.5 %
Contoso Bacliff Store	Bryan Bredehoelt	\$ 3,847,876	▼ -18.8 %	17,093	▼ -7.4 %	1,776	\$ 2,174,207	▼ -20.0 %
Contoso Georgetown Store	Daniel Brunner	\$ 3,971,931	▼ -19.1 %	19,105	▼ -1.6 %	3,485	\$ 2,243,724	▼ -20.6 %
Contoso Richardson Store	Palle Petersen	\$ 3,783,069	▼ -20.1 %	16,246	▼ -13.9 %	1,695	\$ 2,138,555	▼ -21.3 %
Contoso Desoto Store	Brian Burke	\$ 3,822,422	▼ -20.2 %	20,469	▲ 6.3 %	1,879	\$ 2,149,455	▼ -21.4 %
Contoso Spring Store	Nick Brigandi	\$ 3,696,490	▼ -20.3 %	17,380	▼ -11.9 %	2,525	\$ 2,091,076	▼ -20.7 %
Contoso La Porte Store	Dan Park	\$ 3,651,822	▼ -20.4 %	19,290	▲ 1.1 %	2,793	\$ 2,042,210	▼ -21.2 %
Contoso Houston No.4 Store	Fabricio Noriega	\$ 3,755,220	▼ -21.0 %	19,128	▼ -2.6 %	1,958	\$ 2,126,336	▼ -21.4 %
Contoso Beaumont No.1 Store	Marc Boyer	\$ 3,790,066	▼ -21.4 %	21,492	▲ 16.7 %	2,324	\$ 2,128,964	▼ -22.2 %
Contoso Marshall Store	Thomas Bouchard	\$ 3,866,042	▼ -21.7 %	19,534	▲ 0.2 %	2,853	\$ 2,199,399	▼ -22.1 %
Contoso Houston No.2 Store	Fabricio Noriega	\$ 3,724,950	▼ -22.3 %	18,256	▼ -9.8 %	3,188	\$ 2,093,945	▼ -23.9 %
Contoso Orange Store	Tude Palma	\$ 3,459,560	▼ -22.8 %	19,355	▲ 0.5 %	3,118	\$ 1,924,872	▼ -24.2 %
Contoso Lewisville Store	Tzipi Butnaru	\$ 3,736,598	▼ -22.8 %	18,074	▼ -6.7 %	2,833	\$ 2,121,033	▼ -23.6 %
Contoso Denton Store	Terrence Philip	\$ 3,782,885	▼ -23.2 %	17,187	▼ -0.4 %	1,716	\$ 2,121,081	▼ -24.7 %
Contoso Pasadena Store	Alan Brewer	\$ 3,617,677	▼ -23.3 %	19,347	▼ -3.9 %	1,950	\$ 2,032,574	▼ -24.5 %
Contoso Round Rock Store	Robert Brown	\$ 3,705,625	▼ -23.8 %	16,972	▼ -12.9 %	2,954	\$ 2,087,165	▼ -24.8 %
Contoso Midland Store	Raffaella Bonaldi	\$ 3,625,603	▼ -23.9 %	19,537	▼ -2.9 %	1,477	\$ 2,048,097	▼ -24.5 %
Contoso Hillsboro Store	Michel Pereira	\$ 3,611,066	▼ -25.0 %	19,111	▼ -5.7 %	2,124	\$ 2,033,631	▼ -25.4 %
Contoso Fort Worth Store	Rick Byham	\$ 3,781,421	▼ -25.0 %	19,137	▲ 7.1 %	2,676	\$ 2,130,143	▼ -26.7 %
Contoso Austin Store	Leonids Paturskis	\$ 3,683,595	▼ -25.5 %	21,163	▲ 10.0 %	3,839	\$ 2,076,179	▼ -27.0 %
Contoso Humble Store	Dorena Paschke	\$ 3,576,694	▼ -25.6 %	17,515	▼ -7.5 %	2,439	\$ 2,025,668	▼ -25.5 %
Contoso Plano Store	Michal Piaseczny	\$ 3,588,209	▼ -25.6 %	19,456	▲ 6.8 %	1,741	\$ 1,992,509	▼ -27.8 %
Contoso Minden Store	Laurent Bonnet	\$ 3,615,629	▼ -25.8 %	17,668	▼ -8.5 %	3,244	\$ 2,045,086	▼ -27.0 %
Contoso Longview Store	Scott Oveson	\$ 3,634,442	▼ -26.3 %	20,002	▼ -1.9 %	2,622	\$ 2,044,097	▼ -27.5 %
Contoso San Antonio Store	Allison Brown	\$ 3,612,375	▼ -27.3 %	18,048	▼ -10.4 %	1,857	\$ 2,059,724	▼ -28.0 %
Contoso Arlington Store	Chris Bryant	\$ 3,482,491	▼ -30.3 %	18,666	▲ 2.5 %	1,991	\$ 1,947,685	▼ -31.1 %
Total		\$ 128,475,251	-21.7 %	653,174	-1.2 %	85,742	\$ 72,431,014	-22.7 %

Where are we performing well?



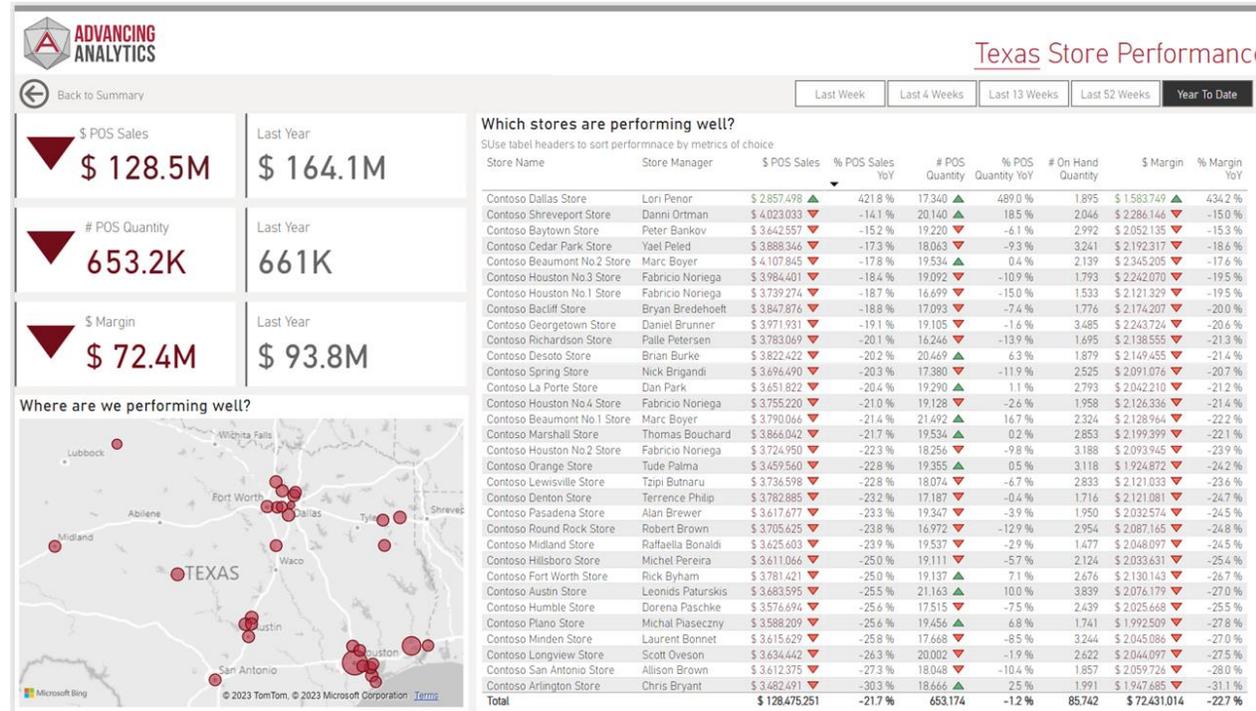


FIELD SALES – USER JOURNEY

“By monitoring the data, I can evaluate the performance of each store and the store manager. This data helps in identifying which stores are performing well and which ones may need additional support or attention which leads to targeted improvements.”

What do I need to achieve?

- Performance Assessment: It allows evaluating store and store manager performance.
- Inventory Control: Assists with inventory levels effectively.
- Revenue Prediction: Aids in accurate revenue forecasting.



“I can now provide valuable insights for more accurate forecasting, facilitating the establishment of achievable sales targets. These targets can be customised for individual stores, resulting in a more tailored and effective approach.”

“I now have the ability to promptly pinpoint areas of underperformance through the use of indicators, allowing me to take swift action, preventing potential sales shortfalls and safeguarding against revenue losses.”

“Tracking sales per store helps in managing inventory levels effectively. If a store is consistently selling out of products, it may indicate a need to increase stock levels to meet demand. Conversely, if some stores are not selling well, it may be time to reduce inventory or adjust the product mix.”

PERSONA – INVENTORY MANAGER



Challenges

- **Stock Forecasting** - How much stock do I have? How much do I need?
- **Can distribution centers meet store needs?** – Can we fulfill the expected demand? Is our production schedule correct? How much stock is wasted?
- **Which stores are at risk of stock outages?** – Can we prioritize distribution to prevent outages?

Opportunities

- **Optimize storage costs/overheads** – Can we make held stock more efficient and lower storage costs?
- **Reduce risks by holding less stock** – Can we shorten turnaround for held stock?

Key KPIs

- **On Hand Stock Amounts**
- **On Hand Stock Value**

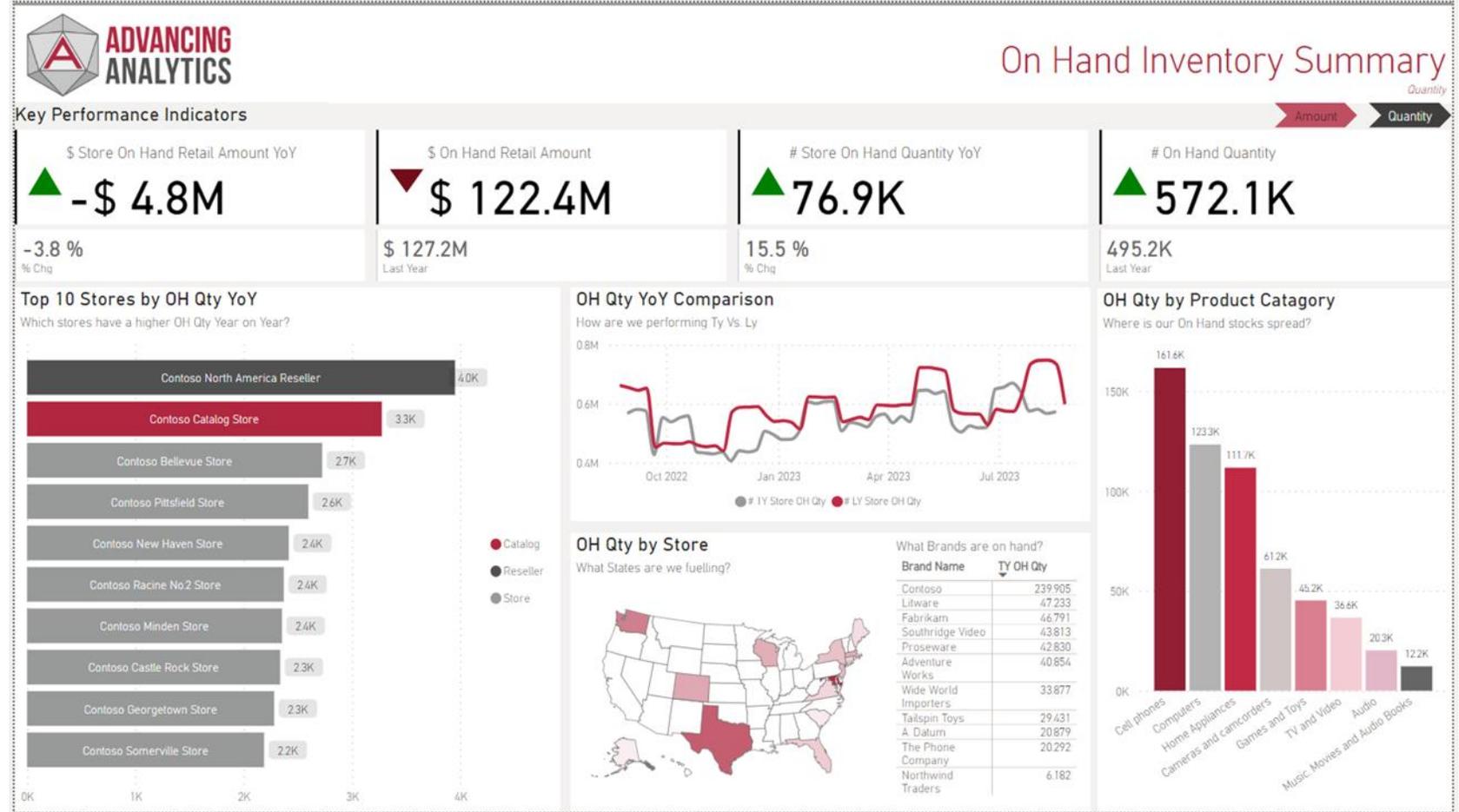




INVENTORY MANAGER



- How much stock are stores holding?
- What is the value of currently held stock?
- High risk stock outages



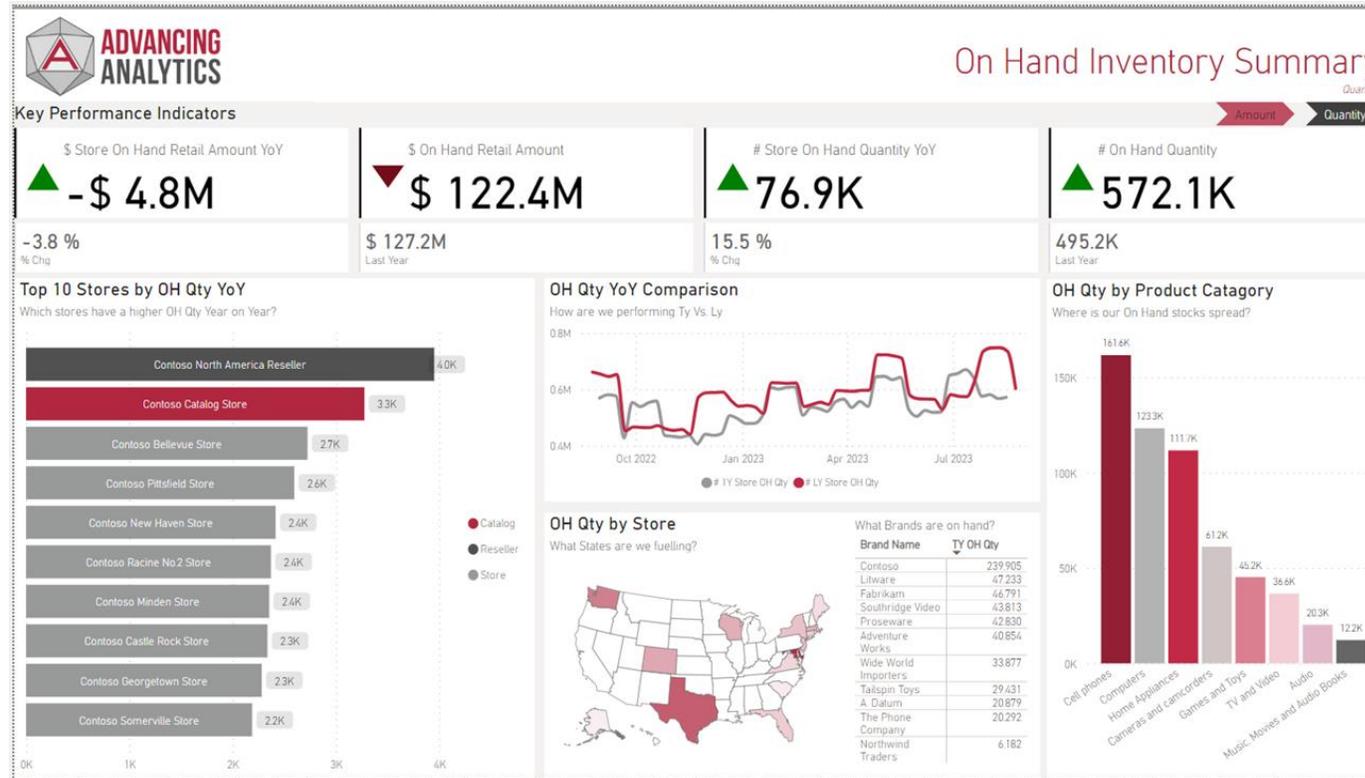


INVENTORY MANAGER – USER JOURNEY

“I have the capability to analyse inventory trends across different time periods and store locations, enabling me to anticipate future demand and take proactive measures to address potential issues.”

What do I want to achieve?

- Maintain optimal stock levels for customer demand.
- Ensure customer satisfaction and prevent shortage.
- Control costs and prevent overstocking.
- Improve inventory turnover rates.
- Adapt to seasonal variations in demand.
- Manage supplier relationships and negotiate effectively.
- Ensure inventory accuracy and prevent losses.
- Analyse data for future planning.



“I can effortlessly access cost breakdowns per store and across various categories, presenting this information in a readily actionable format, thereby streamlining the analysis process and reducing the need for extensive external analysis. This not only saves time and money but also enhances overall efficiency.”

“Accurate identification of well-performing stores allows me to optimise stock, cut costs, enhance customer satisfaction, and make data-driven decisions for overall business success.”

“I can now proactively identify stores with low stock levels, allowing me to swiftly initiate restocking procedures to avert potential shortages and safeguard against revenue loss.”