

Accelerating time to insight with Primer

How Walmart is leveraging Primer to amplify insight discovery for internal and commercial impact

Key results

1. Faster time to insight with Primer versus manual research and summarization processes.
2. More informed decision-making leveraging more comprehensive data and unique consumer trends that wouldn't otherwise be identified.
3. AI-enabled reports and visuals inform company-wide briefings that drive new initiatives, highlight key current events, and monitor competitors.

Challenge

Walmart is one of the world's largest retailers and #1 in the global Fortune 500. For Walmart, staying at the forefront of technological innovation, consumer trends and behaviors is essential to maintaining a competitive edge delivering relevant experiences and products to customers. Yet with the vast quantity of content and data produced every day it is difficult, if not impossible, for analysts to synthesize and leverage this information effectively through traditional, manual processes.

"There's so much data available, and for a company the size of Walmart with our scale and our complexity, almost everything is relevant in some way. The challenge is actually being able to extract what are key signals and insights within all this publicly available data, and how do you translate it in a way that can be actionable and relevant," says Aaron Bernstein, Senior Director of Insights and Advocacy at Walmart.

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Analysts typically spend a majority of their time trying to gather and consume all the existing data from various sources, rather than actual analysis and strategic recommendations. Given the fast pace of modern business, Walmart needed a solution that would help analysts quickly comprehend information from a multitude of sources and surface unique consumer insights—without having to read through a thousand news articles each day.

Solution

Walmart partnered with Primer to develop an advanced artificial intelligence (AI) solution that gathers and summarizes content from a broad range of external sources, identifying unique trends in consumer behavior. Primer processes data from thousands of sources, using trained machine learning (ML) models to automatically surface relevant, human-quality insights related to Walmart's products. This allows analysts to streamline their research and deliver insights and recommendations across the organization in significantly less time.

Walmart's use of Primer not only accelerates the entire process but extends far beyond a human capacity to identify insights that would have otherwise gone unnoticed, contributing directly to the development of strategic initiatives. "Primer helps us learn what we don't know," says Zach Aldrich, Senior Manager of Insights & Analytics at Walmart. "Primer helps us surface unique trends and uncover things we would never even know to look for." By leveraging these insights, Walmart can better adjust to trends, highlight certain products, or host special events to better serve its customers.

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Primer's AI solution also helps analysts create the Daily Insights Brief, summarizing industry trends and news across various topics, which is distributed to senior leadership and stakeholders. While people want to understand what's happening in the business, they don't have time to read endless articles for an accurate perspective. Now, with Primer's ingestion and summarization capabilities, the Daily Insights Brief provides associates with succinct, digestible synopses on key topics—from consumer behavior to competitor news—compiled from a vast array of sources in minutes.

In addition, Primer offers built-in "Themes" and "Graph" capabilities that add greater depth and flexibility to how Walmart identifies and monitors trends. "These features provide a unique perspective to show how particular topics or trends have evolved over time. This is something that was not within our reach in the past and Primer has enabled for us," says Harish Janjam, Senior Manager of Insights and Analytics at Walmart.

Results

Primer enables Walmart to leverage AI to resolve ambiguity within vast volumes of content, empowering analysts to work smarter, faster, and more effectively than ever before. This approach not only accelerates time-to-insight but also allows analysts to spend considerably less time on inefficient, manual processes and more time on their core focus—developing actionable strategies—supported by AI-surfaced trends and insights.

"If you've been spending manual hours researching and reading reports, to now have all that information synthesized and weighted based on significance of what's actually happening and put directly into your hands via Primer, that is pretty invaluable," says Bernstein.

Leveraging a more comprehensive set of insights and a deeper understanding of what is happening across consumer behaviors, competitors, and economic drivers, Walmart can support more informed decisions across its organization and identify ways to better serve its customers. "Our success is that we're uncovering things we wouldn't necessarily have thought of and it introduces the opportunity to explore them further," says Aldrich.

Primer also significantly enhances the relevance, effectiveness, and impact of the Daily Insights Brief, which has dramatically increased internal engagement and helped to spark discussion and action. The distribution list for the brief has roughly tripled in size since the deployment of Primer and continues to grow steadily.

"The fact that we're not having to push the brief onto people, but rather people desire to engage with it, is a testament to the value that it is providing on a regular basis. The summaries curated by the Primer are trusted... and when people find out that we aren't writing it—technology is writing it—they are generally pretty blown away by that," says Aldrich.

Walmart sees incredible long-term impact for Primer across the organization, and its applicability for additional use cases in the future. "The benefits of AI and Primer are continually evolving. It's been fascinating to see how everything has expanded over time, and we're starting conversations around adding more new features and integrations," says Aldrich.

Schedule a technology demo or talk about current Primer initiatives at primer.ai/contact/