Case study

Optimizing store sales for a leading Food & Beverage company

Learn how this industry leader monetized its store-level data to identify additional revenue opportunities by leveraging the Fosfor Decision Cloud on Snowflake

The results

Over 1 billion sales transactions (35GB) of 5500+ outlets analyzed for item-level sales patterns

Coherent store and item sales analytics securely stored in one place, with native connections to Snowflake

Why, what if, and what next analysis performed on business-critical metrics on the fly

Context

The future of air travel, like that of any other industry, is dependent on providing a memorable customer experience. As airport dwell times have increased, so have consumers' needs to make the best use of their time in the terminal. As one of the leaders in travel and hospitality-based F&B, serving 2.3 billion passengers across six continents and 75 countries, our client uniquely combines retail, food & beverage, and digital, recognized industry leaders who are revolutionizing travel to provide superior customer experience.

Since airports now have predominantly turned into consumer experience centers and do not remain just a place for boarding flights, it was essential for our client to rethink business and delivery. The client brings exciting food and beverage experiences to travelers under multiple brand outlets, but the serving outlets vary from dine-in to quick-service restaurants and kiosks.

Since the dynamics of this industry are different from the conventional F&B industry owing to the variety of needs, location, and security constraints, not to mention the changing patterns of travelers across the year, managing and monitoring sales across multiple brands and vendors is a serious challenge.

The client wanted to understand what is selling, where it is selling, and when it is selling to facilitate the curation of appropriate

menu options based on consumer trends. Unfortunately, there was no single view of the disparate sales datasets from different vendors and POS systems. Additionally, store-level analysis was also missing for almost all of the brands.
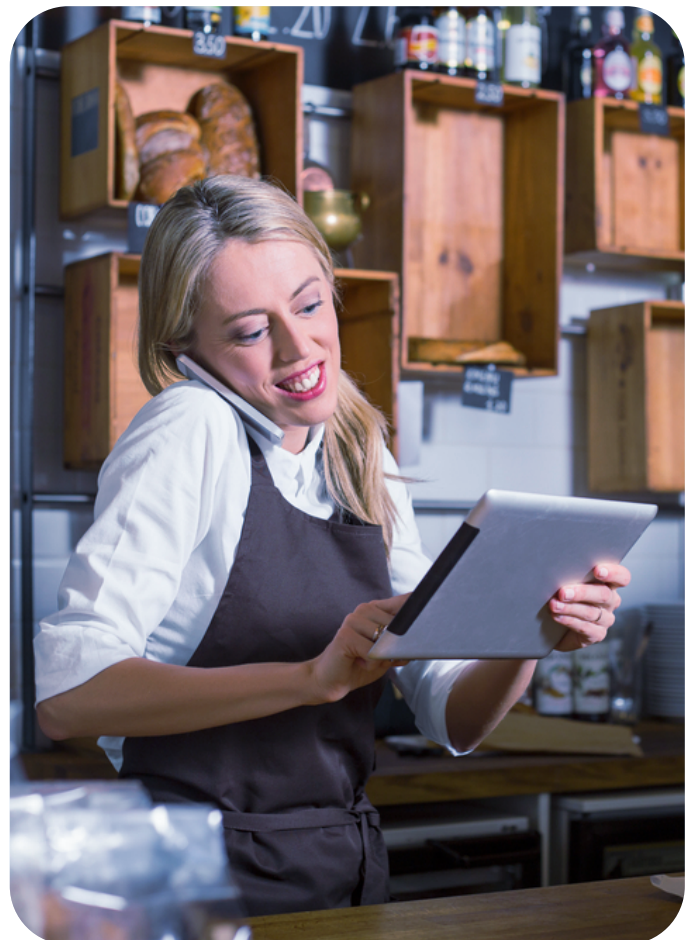
What the customer needed

This leading global F&B travel player needed to:

- Seamlessly integrate their migrated data on the Snowflake Data Cloud.

- Scale to analyze the voluminous item-level sales data at speed.

- Minimize the dependency on multiple dashboards and reports for different personas.

- Enable an on-demand store and item-level analysis for sales and catalog managers.

- Create a dynamic menu item curation down to the store level.

- Understand what bundled promotions can be curated to increase their average order value and basket size.

- Understand sales drivers and control them in the future.

How the Fosfor Decision Cloud and Snowflake helped

- Lumin, the Fosfor Decision Designer, directly queried multiple data sets from Snowflake through its native connector without loading them onto the server. This resulted in faster data processing and smart query resolution.

- Snowflake + the Decision Designer was able to accelerate insights derived from data with minimal latency. This was possible because of a scalable data warehouse in Snowflake and seamless data refresh capabilities in the Fosfor Decision Cloud.

- The Decision Designer created cognitive business ontologies to set the metadata layer and made business querying more contextual for faster recall.

- The Decision Designer enabled natural language querying for complex & multidimensional questions about store sales for insightful decision-making.

- The Decision Designer helped understand the seasonality in sales for various products & hierarchy levels to establish meaningful business hypotheses.

- The Decision Designer performed advanced analytics, including diagnostics, univariate/multivariate forecasting, simulation analysis, and natural language explanations for various business scenarios.

> " The Decision Designer provided the fastest way to effectively understand the store sales data, and propose the correct mix of products to provide travelers. This allowed the sales, marketing catalog, and finance teams to conduct comprehensive data explorations, execute quick simulations, extract rapid drill-downs, and baseline future strategies. "
>
> – Manager

Business impact

- **Faster time-to-insight**
  The wait time for answers related to the properties, stores, items, and other critical dimensions for analyzing sales was reduced from weeks to minutes, with over a 90% accuracy rate.

- **Real-time strategy validation**
  On-the-fly simulation of multiple scenarios for past and future dates, allowing validation of business assumptions and minimizing risk.

- **Reduced the dependency on multiple teams**
  Understanding the key focus areas and drivers of sales could now be done directly by business users instead of the need for multiple interactions with the analytics teams.

- **Seamless insights exploration**
  The Fosfor Decision Cloud's intuitive, natural language search-based interface eliminated the need for sifting through long and tedious Excel reports to glean insights.

About the Decision Designer

The Decision Designer is revolutionizing decision intelligence processes by empowering every data persona in the organization to discover insights from their data quickly. Its powerful decision intelligence capabilities combine AI and ML technologies with a natural language search interface, allowing users to ask questions about their business data with ease, analyze billions of data in seconds, and gain comprehensive, automated insights without writing a single line of code.

With interactive experiences and comprehensive data stories, the Decision Designer makes decision intelligence easy and personalized.

To learn more about the Decision Designer and the Fosfor Decision Cloud, visit www.fosfor.com.

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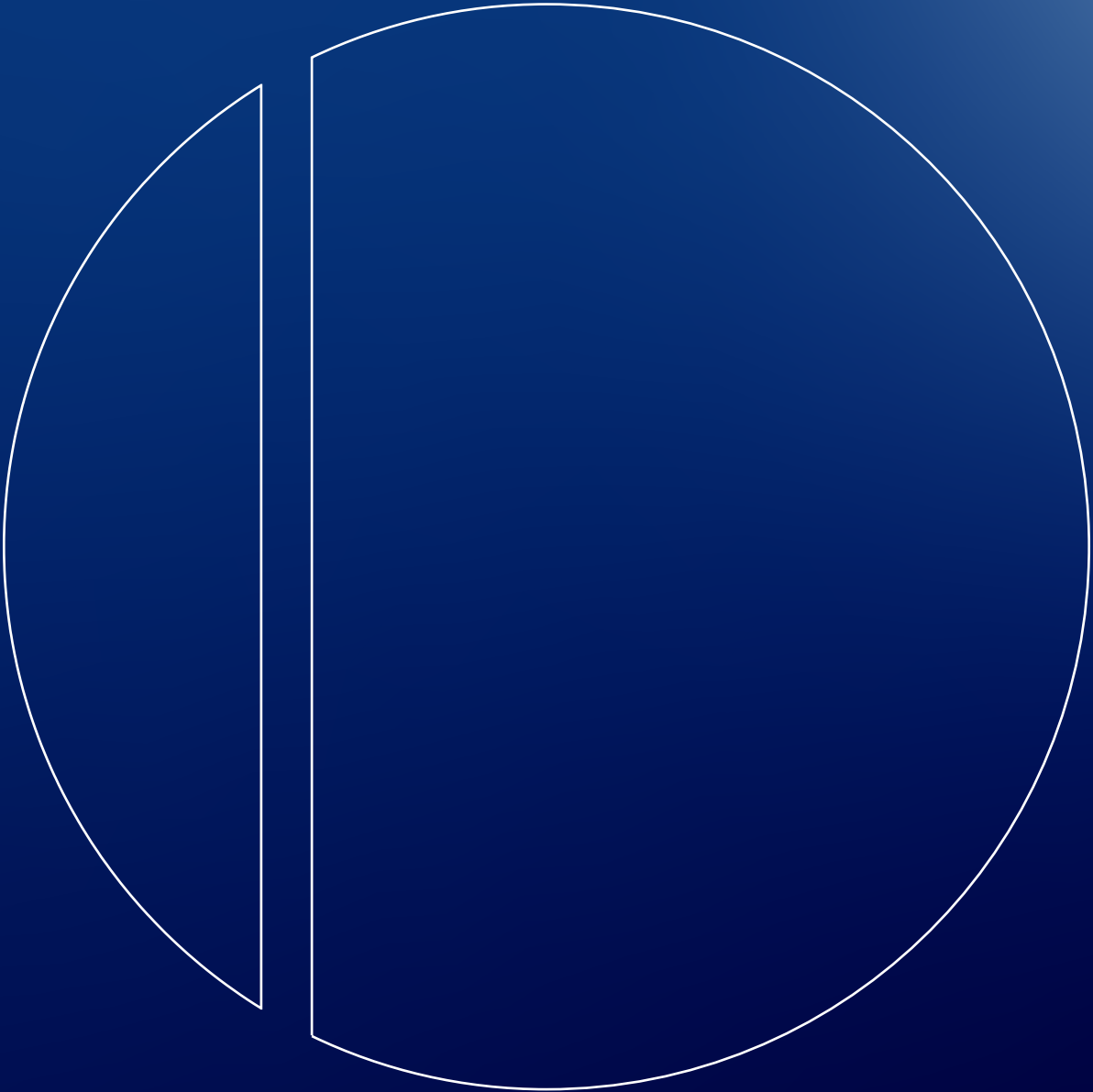
The Fosfor Decision Cloud is a connected fabric that unifies and amplifies the value promised by the modern data ecosystem, which is made up of infrastructure, data, and application clouds. Fosfor enables organizations to effectively curate data, generate impactful insights, and formulate effective decisions to deliver the long-sought promise of data and AI: optimal business outcomes. Fosfor is part of LTIMindtree, a global technology consulting and digital solutions company. For more information, visit **www.fosfor.com.**

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