

7-ELEVEN BRINGS KEY PROMOTIONS INSIGHTS IN-HOUSE

“In the end, we want Alteryx to be our replacement tool for Excel.”

—**Srikanth Nayani**
Director of Analytics and Verification, 7-Eleven

INDUSTRY

Retail

DEPARTMENT

Multiple

LOCATION

North America

100-hour vendor projects reduced to 1 hour

1 GOAL

“The ideal solution for us was something that a business user could use on a daily basis without much technical support. We needed to get results quickly to share with external business associates, and provide multiple capabilities at a marginal cost.”

2 STRATEGY

“I am able to bring all of our vendor data sources together into one output to get deeper insights into our promotions to see what’s working and what’s not. We also use the Server platform for sharing insights with our management teams. We are able to send them daily snapshots of reports that are running on an automated schedule that justifies the time savings we are getting.”

3 RESULTS

“Previously, requesting a vendor report or initiative could take up to 1,000 hours. Now we can build out a workflow for these reports in about an hour. Because of these time savings, we are now able to focus on other areas of business. Alteryx has helped us to do in-house analytics without needing to have an army of analysts.”

4 NEXT STEPS

“We want to transform our products and promotions to be tailored specifically to customers and to be less generic. We want them to be customized to meet targeted customer experiences. We’ll also continue to utilize Server to expand usage to other teams across the organization.”