

Midwest grocer turns shopper data into satisfied customers

Since implementing Google Workspace, Chrome Enterprise, and several Google Cloud services over the years, Schnucks has relied on Pythian as a Google Cloud Managed Service Provider with broad expertise.

The challenge

Schnuck Markets has a customer journey system which captures the Customer-to-product purchases mapped over time, but they needed help to design an extension of this customer journey by developing a system to reflect key objectives: curate the Product attributes, and provide oversight and engineering support for analytical use cases and supporting MLOps.

The solution

Deliverables included: • Recommendations of next steps to further develop the model • Model architecture and training code for ML models created. • Taxonomy for Product Domain during earlier project phases. • All code in Client's Github repository • Documentation of model performance. • Target Data Model, Transformation logic and code for non-ML use cases.

The result

Schnucks jumpstarted their analytics efforts with: • Increased demand - it generated a measurable boost in sales and reactivated lapsed customers. • Improved competitive position. With GCP's agility, scalability and robust features, Schnucks now has a platform to close the tech gap with larger grocery chains. • Laid out a roadmap for the future.

“From day one, Pythian was an extension of my team,” Henry said. “They weren't a third-party; they were a group of teammates just as intent on project success as the Schnucks employees.” ”

Tom Henry, Chief Data & Deputy Chief Information Officer, Schnuck Markets, Inc.



About Schnuck Markets, Inc.

Teammates of Schnuck Markets, Inc. have been serving customers a unique combination of quality food, variety and value for more than eight decades. Founded in north St. Louis in 1939, the family-owned grocery company has grown to include 115 stores in four states: Missouri, Illinois, Indiana and Wisconsin.

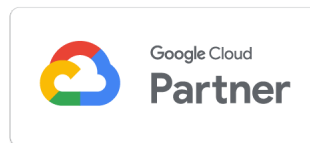
Vertical/horizontal solution: Retail & Wholesale

Primary project location: United States

Pythian

About Pythian Services Inc.

Pythian is a global IT services company that helps organizations transform how they compete and win by helping them turn data into valuable insights.



Products

- Chrome Enterprise
- Google Cloud Platform
- Google Workspace