Schnucks turns shopper data into sales

Together, Pythian and Schnucks: identified project goals; inventoried and organized the grocer's data assets; and launched a machine learning model to predict the likelihood a customer would buy certain products based on their shopping history.

The challenge
Schnucks had robust customer and purchasing data, but to make it usable they needed to inventory, segment, and store this information efficiently while adopting formal data governance protocols. The bigger challenge was deriving insights from the data that would have a positive impact on revenue, while building the skills and competencies internally to best utilize the new Google Cloud assets.

The solution
Pythian helped Schnucks develop a machine learning model to predict shopper likelihood to buy certain products based on their individual shopping history and to make recommendations on Schnuck's "Own Brand" low-cost products. The solution leveraged Python/scikit-learn along with Cloud Composer, Cloud Storage (to store the ML models), Cloud Build, Pub/Sub and BigQuery.

The results
The proof of concept clearly demonstrated the potential of data-driven programs. It generated a measurable boost in Schnucks' "Own Brand" sales and reactivated 1,200 lapsed customers. With Google agility, scalability, and robust features, Schnucks now has a platform to close the tech gap with larger grocery chains. They now have data insights to show customers new ways to eat well and save money.

> " In grocery retail, it's essential to adapt quickly to evolving customer and store operations needs as we aim to empower a seamless customer experience. Partnering with Pythian Services, Inc., helped us optimize our Google Cloud Platform and accelerate our roadmap and strategy. "
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> Tom Henry, Chief Data Officer & Deputy CIO, Schnucks

About Schnuck Markets, Inc.
Founded in St. Louis in 1939, Schuck Markets, Inc. is one of the largest family-owned grocery retailers. It operates 110 stores in Missouri, Illinois, Indiana, and Wisconsin.
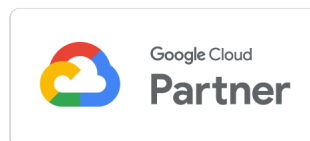
Industry: Retail & Wholesale

Primary project location: United States

About Pythian Services Inc.
Pythian is a Google Premier Partner and MSP. Found in 1997, we help businesses adopt disruptive technologies to advance innovation with agility.

Products
Google Cloud Platform