



CLIENT SPOTLIGHT

Convenience Store Chain

Large retail company empowered with improved insights and self-service analytics with Power BI

CHALLENGE

Since the company's humble beginning in 1968 as a general store, this retailer operates convenience stores in communities across 16 states with 2,500 store locations and employs over 43,000 team members.

The client was looking to replace MicroStrategy and move over to Power BI to improve costs and capabilities. The business had approximately 8,000 MicroStrategy reports and wasn't looking to simply copy and paste these into new reports but re-imagine reporting, enabling them to see their success around key KPIs and empowering them to make informed decisions. The organization's goal was to solve a key business problem: how do we free up time currently spent on consuming data to allow their leadership to focus on gaining actionable insights?

They looked to deploy an enterprise-wide implementation of Power BI to consolidate report sprawl and more effectively enable governed self-service analytics. In addition, the client needed the new solution completed on a tight deadline to present to executives and users at an internal conference to officially launch Power BI across the organization.

SOLUTION

3Cloud was initially engaged for our Modern Business Intelligence Jumpstart solution to define a comprehensive strategy for deploying Power BI at scale. The company leaned on 3Cloud's expertise to set up a solid, scalable enterprise foundation of Power BI. We established a Power BI capacity and

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workspace architecture that supports secure data access and content distribution, along with enabling administrators with tooling to monitor and govern the environment.

With an organization of its size, and to support organizational goals, 3Cloud engaged with the client to get reports in users' hands but also focus on creating the proper architecture that can drive time to insight and help them scale reporting quickly. Most reports were directly accessing data sources to retrieve data, causing a delay in generating reports and a heavy load on their data structures. To solve this, 3Cloud created reusable core data sets for key areas of the business and taught the client the mechanisms to be able to iterate on those data sets as they needed to add new metrics and new data points to continue to evolve and grow with the business. 3Cloud also used import mode which removed the direct query method that is used by MicroStrategy.

In addition, 3Cloud did not just copy existing reports into new Power BI reports, but we improved usefulness by adding more interactivity and built new high priority reports in Power BI that provided self-service analytics capabilities to all users. We demonstrated the 'art of the possible' and gathered feedback from end users to help reduce pages and give them more of what they needed.

Our team partnered with the organization to develop a Store Operations solution and build an enterprise-wide Power BI governance and adoption strategy, as well as identify and migrate high priority reports. The model 3Cloud used was a collaborative development model to partner with not only the client's internal BI and Data Engineering teams, but also with stakeholders and field leadership. We worked with them to set up an analytics Center of Excellence (CoE), set governance and process around their report development, and taught them how to build visuals and write DAX, as well as how to manage and govern the new architecture and environment.

↓ SCROLL TO VIEW THE RESULTS



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RESULTS

3Cloud helped to set up an enterprise foundation of Power BI and to develop key Power BI content for the client. But more importantly, we set them up to govern and manage the new architecture and support the user base across their large organization. We also showed the art of the possible and how to get the most out of Power BI, such as the ability to share content natively from mobile devices and achieve a higher quality of content compared to MicroStrategy. Furthermore, 3Cloud showed the company how to use the same report to handle reporting at different organization levels. During our partnership, their teams were impressed with 3Cloud's ability to quickly respond to any additional feedback or changes as they occurred throughout our engagement.

The client is now empowered to be self-sufficient in their progress to fully exit MicroStrategy to avoid the high licensing costs, and to keep moving forward with their Power BI enterprise implementation, creation of new and better reports, and to create a Power BI Center of Excellence. Currently, store operators are fully using Power BI and the Store Operations solution. Modernization of the business and the insights now gained with self-service analytics enables the retail giant to continue to be a leader in the industry.

CLIENT PROFILE

Operates 2,500 convenience stores across 16 states.

Annual Revenue: \$12.9B

Employees: 37,000

Innovation Focus: Data & AI