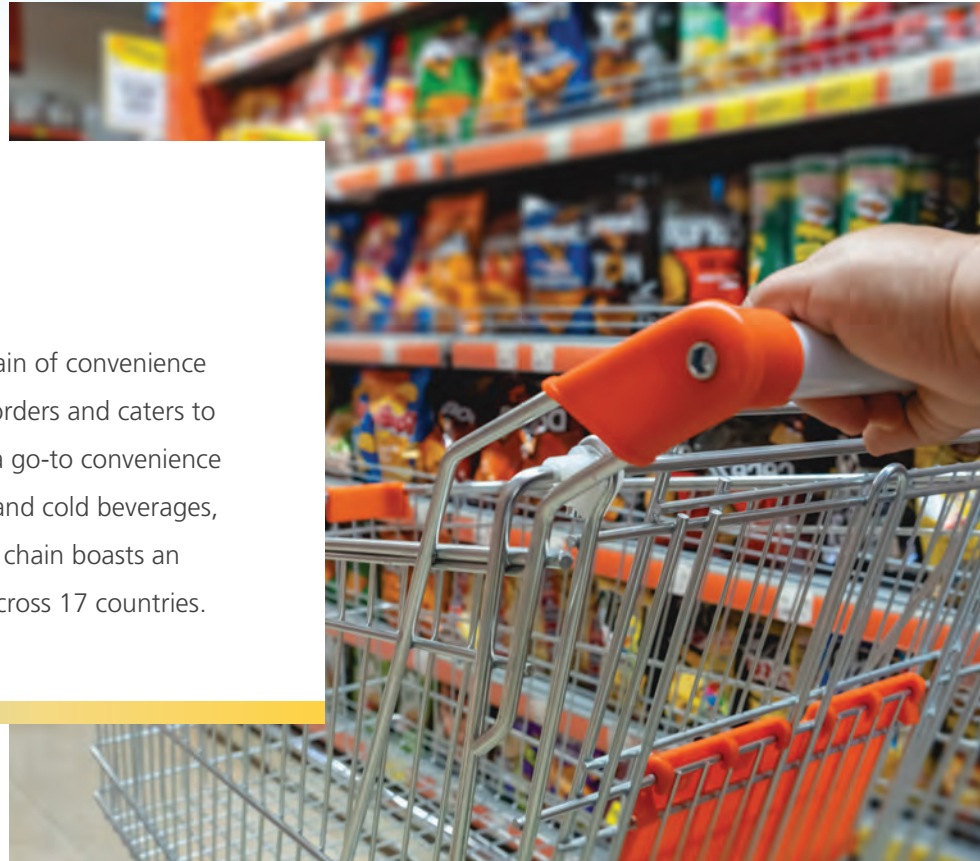


**CASE STUDY**

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**Customer 360 Insights  
Fueling Global Convenience  
Store Growth**



## Client profile

Our client, the largest international chain of convenience stores, handles over two million daily orders and caters to millions of customers worldwide. It is a go-to convenience store renowned for food, snacks, hot and cold beverages, gas, and more. This convenience store chain boasts an impressive network of 71,000 shops across 17 countries.

## Business challenges



Disparate systems for business intelligence, data analysis, and visualization hindered the ability to gain comprehensive insights into customer behavior.



The need to understand customers better to provide targeted marketing, convert them into members of loyalty programs, and deliver personalized experiences to increase revenue opportunities.

## LTIMindtree solution

- 01** | Implemented a robust Databricks solution to leverage on-demand scalability and massive parallel processing capabilities.
- 02** | Utilized Databricks Delta as the landing zone, transformed data using PySpark, and loaded it efficiently into Databricks Delta.
- 03** | Provided multiple application programming interfaces (APIs) for downstream consumption, facilitating seamless integration with various applications.
- 04** | Used tools and services such as Azure Data Factory for coordination, API Gateway Enterprise Edition (APIGEE) for managing APIs, Azure Kubernetes service for deploying APIs, Redis cache for improving API performance, and Power business intelligence (BI) for visualizing data.
- 05** | Automated data processing and ensured end-to-end integration with data sources for timely insights.



## Business benefits



360-degree insights into customer behavior across various channels, demographics, and locations. This helped create personalized loyalty programs.



Identified strategic locations for new franchises by studying customer transactions.



Gained valuable insights into top-selling stores, brands, categories, and products. This helped optimize inventory management and marketing strategies.



Measured campaign success rate across different channels, understood new customers' product preferences, driving business growth and enhancing customer satisfaction.

**LTIMindtree** is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 81,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>