



Predict.X for Retail

How data helped Stonegate raise the bar and grow by 18% in a shrinking sector

About Stonegate

Stonegate Pub Company operates 665 pubs and bars across the UK, from community and high street pubs, through branded bars, to country inns and late-night venues. A relatively new company, Stonegate was formed in 2010 and is the largest privately held managed pub company in the UK.

With revenues in excess of £600 million and employing around 12,500 people, Stonegate's commitment to customer experience has no doubt contributed to its success to date, however in an increasingly competitive market, success requires more than good customer service.

The challenge

With no headline reporting functionality for day-to-day or strategic operations, staff at every level struggled to obtain the information they needed to do their jobs. Each department from finance, to HR, to marketing - all used different systems for storing information, which was compounded by multiple acquisitions.

At the time, Stonegate's reporting was a manual process, which required a head office staff member to enter the previous day's sales information from every pub into Excel, converting this into a pdf document and emailing it to head office staff and area managers. Not only was this process arduous and time consuming, but it was also prone to error and risked getting lost in people's inboxes.

Lack of access to up-to-date information combined with managing head office requests for sales figures, while travelling had a negative impact on both productivity and morale.

Summary

Turning Point

The need to make significant changes became apparent when a member of the operations team was promoted to head office, bringing with them extensive insights into the issues facing area managers. Stonegate's management team realised that better access to sales and other data could aid productivity and potentially improve the overall business.

The PredictX Difference

Within a very short period of time, Stonegate began to reap the benefits of working with PredictX. During the first 12 weeks following deployment, several parts of the estate saw profit increase by 18% over previous forecasts.



Enter PredictX

In an effort to increase efficiency, Stonegate brought in machine learning and artificial intelligence experts PredictX.

Understanding that Stonegate needed access to dynamic, up-to-date, multi-layered and readily available data, PredictX began by bringing together all data feeds, while assessing the potential impact on the business and training staff on the platform.

PredictX tested the system for consistency to ensure that all of Stonegate's business needs were supported by the platform. During this time the platform was optimised and additional dashboards were developed.

An engagement plan helped employees through the changes and on launch day, operations directors and area managers logged in and started using the system simultaneously, making the transition seamless.

In order to create a true picture of the effect on sales throughout the year, PredictX for Retail reports on a range of variables including the impact of the weather and specific occasions such as Bank Holidays, stock counts, waste and cost variance to name but a few.

The ability to access data at this level and in such detail is helping area managers support their pub teams and accurately forecast where events are likely to have an impact - and either mitigate or take advantage of events and specific times of year.

Next steps

The Stonegate-PredictX partnership continues with developments and enhancements either planned or in progress including natural language processing and predictive analytics.

These include direct integration with Stonegate's current set of labour tools, to consolidate the move towards all information being available within a single source

Meanwhile, dashboard enhancements will build on the work already achieved to encourage a more data driven business culture by implementing a more dynamic approach to viewing data, with 'best of breed' visualisation for every area of the business to cover intelligence needs. The alignment of all of Stonegate's compliance processes using PredictX for Retail will provide each site with a complete view of day-to-day pub requirements.



Working with PredictX enables us to interrogate all areas of the business. This not only enhances performance but also give us increased competitive advantage.

The calibre of the PredictX team is great. They understood exactly what we needed and have worked in partnership with Stonegate throughout. We are very proud of what we have achieved together, and for us, the benefits have been far greater than the costs.

Monty Chandarana
Senior Reporting Analyst
Stonegate

