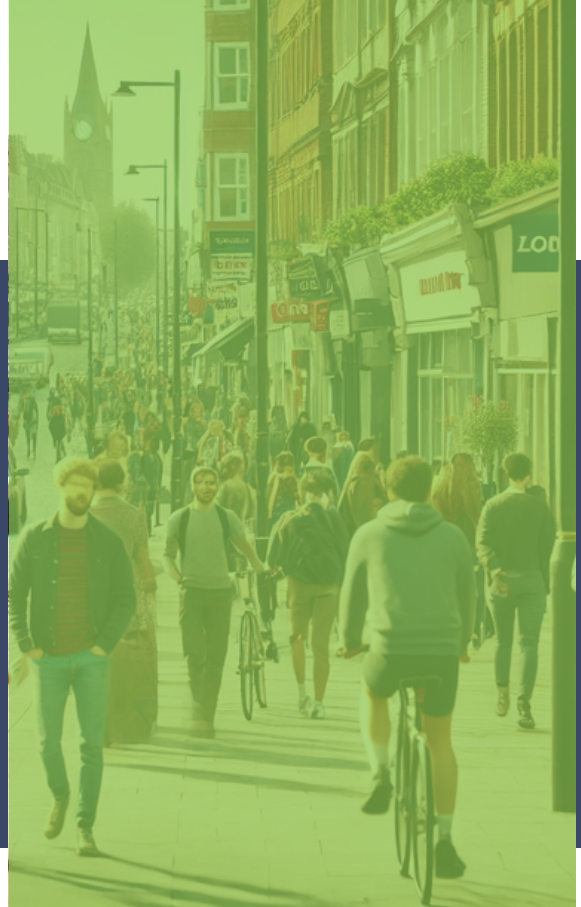


See It Clearly: Stay One Step Ahead of the Competition.

Client: National Food & Beverage Retailer



The Challenge

A national food and beverage retailer was seeing inconsistent results from new store openings. Some sites were performing well, while others under-delivered despite high footfall. Local managers attributed it to brand awareness or seasonal factors, but the leadership team suspected there was a deeper issue due to a lack of clarity about what was really driving performance.

They had access to plenty of data including sales performance, demographic insight and footfall, but it was scattered across teams, tools and formats. Decision-makers lacked a consistent way to view it all in context, which meant they were often reacting late or relying on gut feel.

The Solution

Using **Periscope®**, the team was able to bring all their data into one place and finally see why, where and what was really going on at store level:



Identified underperforming stores by layering sales, footfall, demographics and competition on a single, visual platform.



Replaced guesswork with clear, evidence-backed insights so leadership teams could trust, explain, and act on it with confidence.



Highlighted local gaps in demand and tailored offers to better reflect the neighbourhood needs and shopping behaviours.



Created a shared visual view across teams to align faster, reduce friction, and drive consistent decision-making at scale.

“

The clarity that Periscope® gave us increased our confidence. We now make decisions faster and with stronger alignment across teams and we're no longer surprised by poor store performance.

– Head of Location Analysis

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