kleene

Gaining insight to accelerate business growth: Pazzi Robotics

PAZZi ROBOTICS

True view of revenue generated with sight of discounted pizzas being sold.

Over £20,000 saved per year due to the ability to now calculate VAT on individual products per day, rather than entire orders.

Sight of margin made per product with COGS and COS in a single dashboard.

About

Pazzi Robotics is the world's first autonomous restaurant, pioneering robotics to create the fast-food of the future. Pazzi Robotics is revolutionizing the fast-food industry by building an entire autonomous restaurant. Preparing, cooking, slicing and boxing pizzas exclusively via robotics, Pazzi provides an automated service to customers, generating an array of data in the process.

"The most important thing you need when going to franchise or going to investors is data, and you need organized data. Now, through Kleene, we have that. We are a young business when it comes to data and Kleene completely accepted that – without judgment or a hint of superiority. The team completely understood where we were and guided us through the data journey with patience and support. Detailed follow-ups (which were always accurate and spot on) after each of our meetings throughout the process allowed me to share updates internally."

Jean-Francois Ninu
Business Development Director, Pazzi Robotics

The Challenge

Accessing sales data to produce reliable reports on business activity – providing insight and empowering growth.

Prior to the implementation of Kleene, Pazzi had rudimentary access to their data through their MySQL database. The data couldn't be used as there was a lack of consistency between the product codes, names, quantity sold and the financial records.

The team needed to gain visibility in order to empower growth – understand what to improve and provide data to their key stakeholders. Pazzi required the following outcomes:

- Access to business and sales data

- Implementation of understandable tools to give a real idea of the business.

- Establish a set of reports on the product, commercials and finances that are consistent and match the accounting books.

The Solution

Kleene brought together all Pazzi Robotics data sources into a data warehouse without engineers. Customer connectors were built, such as the Sellsy connector, providing access to critical sales data, allowing the team to uncover insights into discount rates and volume, as well as average price.
The data provided gave Pazzi insight into their customers they had never seen before, including customer preferences. Pazzi are now able to customize their product and menu to cater for their customers.

Kleene also established the company domains, ensuring the right data was brought together and made readily available, for both business use and future extraction for franchisees.

The Results

Single source of truth for business development

As a scale up focusing on building the best product, data for reporting wasn't a priority. Prior to the implementation of Kleene, the data that was accessible by the team wasn't scalable, lacked coherence and consistency, resulting in data that wasn't understandable by commercial users. In the Build your Warehouse phase, Kleene established the company domains to ensure the right data was brought together and made available for daily business use and future extraction for franchisees.

"The data available existed in multiple locations, lacking consistency and coordination. The first step for Kleene was to organize this data and make sense of it – now we can drill down to the right information which is consistent, correct and exhaustive."

Accurate sales data that can be trusted

Accessing and understanding sales data is vital for Pazzi Robotics as they prepare for the expansion of the business. Pazzi's MySQL database provided basic information but lacked the detail required and didn't correspond with the accounts. Kleene custom built the Sellsy connector in order to access all sales data, allowing the team to uncover discount rates and volume as well as average price.

"We need to have consistent, understandable and secure data. Franchisees and investors need to know the number of sales we make and the impact of discounts on sales. Before Kleene, we were blind to this data, but now we have access and insight."

Understanding product opportunities through sales data

In order to optimize their products and understand customer preferences, the Business Development Director wanted to gain insight on the top selling products. This data is now used to evaluate and understand product popularity, guiding the menu.

Preparing data for the future

In the early stages of businesses, it's impossible to know what data may be required and how it may need to be applied as the business expands. By bringing together all of the data sources at an early stage, Pazzi has a single source of truth that they can continue to build on as they scale and gain further data sources. As the business expands, the data will be used to better understand their customers and market to them.

"We still don't know what kind of data we will need in six months – the possibilities are endless. So we need the building bricks for the future, which the data warehouse provides. I want everyone in the company to be able to access key data, so there will be two or three reports that will go to the whole company every week. This way all employees will understand the data in advance of meetings and use the insight to drive decisions and next steps."

Trusted by the world's most data-driven companies

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Get started with Kleene today
Set up takes a few minutes and a world of insights awaits.
Simply get started for free!