



Leading Fuel Retailer Drives Precision Through Automated Competitive Intelligence

Transforming Manual Price Surveys into Strategic Advantage

Company and Industry Profile

A regional supermarket chain operating fuel stations across multiple states faced a challenge common to fuel retailers: maintaining accurate, timely competitive pricing data while controlling operational costs.

Industry Context:

Fuel retail operates on thin margins where pricing precision matters. With high price transparency through road signage and frequent customer purchases, fuel pricing directly impacts store traffic and brand perception. Traditionally, retailers have relied on manual competitive surveys, an approach that's both expensive and increasingly inadequate for today's dynamic pricing environment.



Type:
Public



Headquarters:
US



Industry:
**Private Retail Company
(Supercenter / Grocery + Fuel Retail)**




Annual Revenue:
Approx \$20 Billion


The Challenge


The fuel division needed to reduce the cost and inaccuracy of manual price surveys across 850 locations, while increasing speed and visibility to drive better pricing decisions.


The manual survey trap:

Manual competitive intelligence created multiple problems:

Labor-intensive process
 consuming significant store team hours on data collection rather than customer service

Slow information flow with surveys only capturing snapshots, missing real-time competitive moves


Data accuracy issues from human transcription errors and inconsistent timing


Limited strategic capacity with teams buried in data collection instead of pricing analysis


Store managers wanted to focus on operations and customer experience, not tedious price surveys. Meanwhile, pricing teams lacked the timely, reliable data needed for confident decision-making.

The DataWeave Solution

From Manual Surveys to Automated Intelligence

DataWeave implemented a digital data acquisition model that fundamentally changed how competitive intelligence was gathered and used.

Increased frequency and coverage

Moved from 2x to 4x daily automated price collection:

- Eliminated dependence on manual store surveys
- Captured competitive moves in real-time
- Provided complete market coverage across all 850 locations

Price details

Call Key (Retailer Zip Fuel Type)	Week	Iteration	Price Details
CircleK 40272 Regular	Week 01	12:45 PM 10:30 AM 6:30 AM 3 PM	→ \$0.010
	Week 02	12:45 PM 10:30 AM 6:30 AM 3 PM	→ \$0.020
	Week 03	12:45 PM 10:30 AM 6:30 AM 3 PM	→ \$0.030
CircleK 40272 Regular	Week 01	12:45 PM 10:30 AM 6:30 AM 3 PM	→ \$0.010
	Week 02	12:45 PM 6:30 AM 3 PM	→ -\$0.020
	Week 03	10:30 AM 6:30 AM	→ -\$0.030
CircleK 40272 Regular	Week 01	10:30 AM 6:30 AM	→ -\$0.050

Enhanced accuracy

Achieved 99% data accuracy, up from manual benchmarks through:

- Automated data collection removing transcription errors
- Data acquired from multiple 1st party data sources like mobile apps, and augmented by 3rd party data sources for validation
- Consistent timing and coverage

% Percentage change by Iteration-Daily/Weekday

Iteration	02/21	02/22	02/23	02/24	02/25	02/26	02/27
6.30AM	55.77% (\$-0.15)	33.33% (\$-0.20)	25.49% (\$-0.011)	69.23% (\$-0.124)	27.45% (\$-0.009)	28.85% (\$-0.009)	42.31% (\$-0.110)
10.30AM	1.92% (\$-0.004)	5.77% (\$-0.004)	1.93% (\$-0.004)	9.62% (\$-0.014)	3.85% (\$-0.004)	13.46 (\$-0.004)	15.38 (\$-0.004)
12.45AM	1.93% (\$-0.004)	1.93% (\$-0.004)	30.77% (\$-0.021)	7.69% (\$0.004)	17.31% (\$-0.010)	17.31% (\$-0.006)	11.54% (\$0.003)
	1.93% (\$-0.004)	8.823% (\$-0.004)	1.93% (\$-0.004)	23.08 (\$-0.045)	21.15% (\$-0.013)	34.62% (\$-0.011)	32.69 (\$-0.046)

Integrated decision support

Seamlessly fed data into pricing systems:

- Real-time competitive positioning visibility
- Exception alerts for significant market moves
- Historical trend analysis
- Scenario modeling capabilities

The Impact

50-60% Reduction in Labor Costs Through Automation

Freed store teams from time-consuming survey work, redirecting hours to:

- Customer service and engagement
- Store operations and maintenance
- Merchandising and display
- Team training and development

District managers shifted from data collection to strategic pricing analysis and market planning.

99% Data Accuracy

Dramatic improvement from manual baseline enabled:

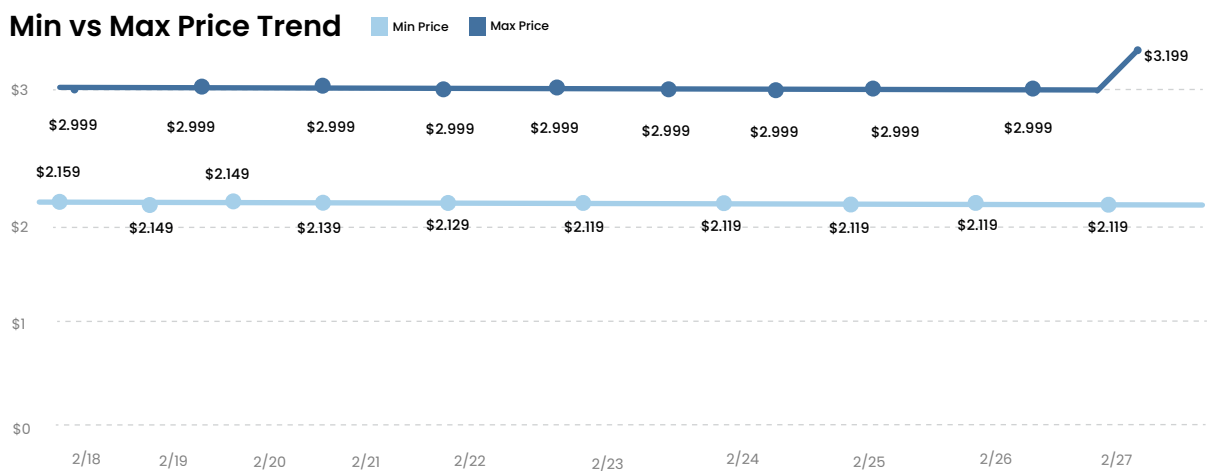
- Confident pricing decisions based on reliable data
- Faster issue identification and resolution
- Better regulatory compliance documentation
- Reduced pricing errors from incorrect competitive intelligence

Higher Pricing Precision Contributing to Margin Improvement

Faster, more accurate data enabled better pricing decisions pricing decisions:

- **Quicker market response** - 4x daily updates meant catching competitive moves within hours instead of half-days, capturing margin opportunities that would have been missed
- **Market-by-market optimization**- Data quality enabled testing different approaches and understanding what actually drove volume vs. what protected margin.
- **Reduced execution errors**- Fewer instances of being out of position due to stale or incorrect competitive data

Min vs Max Price Trend



Enhanced Strategic Capability

The automation unlocked new capabilities:

- **Systematic testing** across markets to understand pricing elasticity
- **Predictive insights** from historical pattern analysis
- **Cross-functional collaboration** with merchandising and marketing using shared data
- **Executive visibility** into competitive dynamics and performance

About DataWeave

DataWeave's real-time fuel pricing intelligence can help retailers understand the relationship between crude oil prices, crack spreads (the differential between wholesale fuel prices and crude oil), and their own pricing strategies. Our solution offers real-time insights and analytics to help retailers navigate the evolving fuel pricing landscape across channels.

Get in Touch

Email: contact@dataweave.com

Request a Demo

For information on DataWeave's solutions, visit www.dataweave.com