US FOODS ANALYZES TRANSACTIONS FROM 300,000 CUSTOMERS WITH SNOWFLAKE AND DATAROBOT

SNOwFLAKE BENEFITS
• Multi-cluster shared data architecture with separation of storage and compute
• Single source of truth with near-infinite scalability
• Extensive network of connectors, drivers, programming languages, and utilities

DATAROBOT BENEFITS
• End-to-end enterprise AI with a relentless focus on delivering value
• AI you can trust, built on a foundation of governance and transparency
• AI you own: ownership of strategic assets and AI infrastructure

Food service distributor US Foods is one of America’s largest food companies. Approximately 300,000 restaurants and food service operators rely on US Foods’ expansive catalog of food products, culinary equipment, supplies, and technology. To track sales performance and anticipate future demand, US Foods ingests and analyzes large amounts of transactional data.

THE CHALLENGE: Overcoming roadblocks to data analytics and predictive data insights

US Foods’ legacy, on-premises data warehouse required constant maintenance, experienced frequent resource contention, and could not affordably store more than two years’ worth of data. Business analysts took weeks to prepare a single report due to the system’s counterintuitive user interface, inability to load large data sets, and limited BI features.

Reporting delays led some business users to seek insights from siloed Microsoft Access databases and Excel spreadsheets. Data science modeling to predict customer loyalty and churn rate was simply impossible.

US Foods evaluated several cloud data management solutions, but none offered the right mix of performance and affordability.

THE SOLUTION: A cloud data platform for scalable analytics and data science models

Snowflake’s cloud data platform scaled to become US Foods’ single analytics repository for transaction data. Snowflake Connector for Python and bulk loading from Amazon S3 enabled daily ingestion of large data sets without causing bottlenecks.

Snowflake’s native support for SQL and clean, easy-to-navigate interface accelerated report creation. “One report that previously took five hours was executed in three minutes with Snowflake,” US Foods’ Data Scientist, Steve Griswold, said.

DataRobot integration enabled predictive analytics for churn rate that identified at-risk customers in need of proactive outreach by US Foods’ retention team.

Snowflake and DataRobot increase the impact of data at US Foods by providing a single source of truth and a common platform for collaboration that saves us $100,000 per year.”

—STEVE GRISWOLD, Data Scientist, US Foods
THE RESULT: Data-driven insights and predictive analytics

Ingesting US Foods’ sales and purchase order data into Snowflake and using it to train and run data science models in DataRobot elevates executive reporting and provides richer insights to inform merchandising, marketing, and supply chain decisions.

Predictive analytics from DataRobot and Snowflake help US Foods build forecasts and reduce the customer churn rate. Before removing products from its catalog, US Foods analyzes millions of historical records to estimate revenue impact, identify customers who are likely to leave, and develop individualized retention efforts. “The combination of DataRobot and Snowflake changes the landscape for US Foods by delivering instant, actionable insights with less hands-on manipulation and human error,” Griswold said.

Streamlined data ingestion and ad hoc reporting frees up additional resources to explore new data sources, such as weather data and clickstream data from US Foods’ ecommerce portal. Consolidation into a single source of truth eliminates data silos and improves data integrity.

THE FUTURE: Maximizing operational efficiency with data

Leveraging Snowflake and DataRobot to optimize warehouse inventory levels is a top priority for US Foods. “Data-driven assortment optimization will help us make smarter product decisions and maximize shelf space in our warehouses,” Griswold said.

Secure data sharing via Snowflake Data Marketplace will allow US Foods to share live data sets and insights with customers without copying or moving data.

WHY SNOWFLAKE

- Single source of truth eliminates data silos
- Snowflake’s multi-cluster shared data architecture separates storage and compute
- Flexible capacity scaling handles any amount of data, users, and workloads
- Near-zero maintenance infrastructure reduces system administration
- Native SQL support accelerates report creation
- Reports that previously took five hours execute in three minutes

WHY DATAROBOT

- Automated end-to-end AI prepares, builds, tests, deploys, monitors, and manages
- One platform is leveraged by all users: AI creators, operators, and consumers
- Build models with diverse feature types: tabular, text, geospatial, and image data
- Deploy on premises, Amazon Virtual Private Cloud, managed cloud, multi-cloud, or hybrid

ABOUT SNOWFLAKE

Snowflake shatters barriers that prevent organizations from unleashing the true value from their data. Thousands of customers around the world mobilize their data with Snowflake’s cloud data platform. Snowflake provides near-unlimited scale, concurrency, and performance while spanning multiple clouds and geographies. Our cloud data platform also drives the Data Cloud—the global ecosystem where thousands of organizations have seamless and governed access to unlock the potential of data. Learn more at snowflake.com

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