



Giant Eagle  
Pittsburgh, PA  
www.gianteagle.com

### Industry:

Retail - Grocery

### Annual Revenue:

\$7.1 Billion

### Employees:

35,000

### Oracle Products & Services:

Oracle Business Intelligence Enterprise Edition

### Oracle Partner:

BI Consulting Group  
www.biconsultinggroup.com

“Through OBIEE, we can see what our inventory is in warehouses, what our inventory is in our stores, and whether or not we’re being efficient in getting products to the customer.”

## Giant Eagle selects OBI EE and BICG to eliminate dependency on Excel-based reporting

Founded in 1931, Giant Eagle, Inc. has grown to be the number one supermarket retailer in the region with 158 corporate and 65 independently owned and operated supermarkets in addition to more than 130 fuel and convenience stores throughout western Pennsylvania, Ohio, north central West Virginia and Maryland.

### Challenge

- Provide data for year over year, store-to-store sales analysis
- In a total company view, provide means to analyze organic growth in stores opened within current and previous year, in addition to the growth of new stores being opened
- Analyze sales by three main categories – Grocery, Fuel, and Pharmacy
- Implement a solution from the ground up, eliminating the need to compile future reports in Microsoft Excel

### Solution

- Worked with BI Consulting Group and Oracle Business Intelligence Enterprise Edition to create a brand new set of dashboards for Supply Chain, Sales Systems & Operations, Retail Operations, Store Performance, and Intraday Sales
- Phase One, requiring ground up development, completed in 5 months
- Custom data warehouse tables were developed from the transaction tables utilizing completely new metadata
- Added flag to database table and to the metadata, enabling reports to easily filter for either Organic or All Growth
- Used new OBI EE functionality to set “Presentation Variables” within dashboard prompts to include or exclude specific sales categories (i.e. Grocery, Fuel, and Pharmacy)
- Solution resulted in extensive man-hour savings by no longer generating Excel reports

