

Case Study

BUSINESS INTELLIGENCE

Issues

- Collection of industry data from multiple sources using disparate systems and dissimilar formats
- Maintaining anonymity of data contributors and vetting the collected data
- Creation of multiple viewing formats based on user-defined criteria
- Extremely large data sets to manage and analyze

Goals

- Create process for uploading data and integrating it into one analytical format
- Construct methods to ensure anonymity of contributors and schemes to automatically examine collected data
- Build analytical tools to present data in a variety of formats and with different sets of criteria based on user's preference
- Eliminate performance issues that are associated with managing and analyzing large data sets

Solution

- A secure web application that collects industry data from subscribers, integrates the data into one analytical format, vets the information against pre-defined standards to ensure authenticity, and organizes the records to guarantee anonymity
- A secure web application where subscribers can view data in a variety of formats and graphing options with parameters set by the user in real time
- Rapid data processing by using proven analytical methodologies

Results

- Over 180 companies subscribed to the service providing data from more than 4500 stores
- Real-time analytical tools that provide vital business intelligence to enterprise managers
- CSX has become the leading benchmarking company for the convenience store and petroleum marketing industry



CSX is the leading benchmarking company for the convenience store and petroleum marketing industry. It offers petroleum marketers and convenience store operators an opportunity to evaluate their financial performance and operating trends against industry averages.

"We could not have become the premiere data intelligence firm in our industry without the passion, imagination and responsiveness of the Bertucci Incorporated team. Their work ethic and genuine caring has made them an integral part of our success!"

Richard A. Meyer
Co-Founder/Partner
CSX LLC