

How Sainsbury's Democratized Its Data to Empower Every Colleague

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MicroStrategy
Intelligence Everywhere



Get to know Sainsbury's

Sainsbury's is a leading retailer in the United Kingdom that sells food, clothing, general merchandise, and more through in-person and online channels.

With two-thirds of the population having shopped at Sainsbury's over the last year, today it is the second largest grocery retailer in the UK, claiming a 15% share of the overall market.

By the numbers

- **£28B+** retail sales annually
- **1,400+** supermarkets and convenience stores
- **189K** colleagues across the organization

By the brand

Explore how this leading retailer in the United Kingdom established an enterprise data and analytics strategy to transform information into a competitive edge.

Investing in a data-driven strategy helped Sainsbury's transform its analytics into a competitive advantage—ensuring it understands customers better than anyone else.

The Challenge

Sainsbury's adopted a holistic acquisition and consolidation strategy to address the rapid modernization of the retail marketplace, maintain its leadership position, and adapt to evolving customer expectations around the shopping experience. Its various brands leveraged dozens of disparate systems and hundreds of siloed analytics solutions—resulting in accuracy and consistency challenges.

The Solution

Sainsbury's boldly embraced change and implemented a unified data and analytics strategy to establish a trusted data fabric fit to serve its entire organization. At the nexus of its ecosystem, it built a scalable and governed data model to deliver its robust reporting requirements. Sainsbury's deployed a comprehensive suite of applications that deliver best-in-class analytics experiences to 12,000+ colleagues across its business, powered solely by Snowflake, AWS, and the MicroStrategy Cloud.

The Impact

Today, colleagues across Sainsbury's leverage over 30 custom analytics applications to drive everyday decision-making on the store floor, across corporate functions, in the C-suite, and beyond—all deployed with a single cloud analytics platform.

[Read the Full Case Study >](#)

Sainsbury's

Argos

habitat

nectar

Tu
In store | Online | Mobile

Sainsbury's
Bank

Sainsbury's leverages 30+ custom applications to support its go-to-market strategy and execution, store operations, and corporate functions. Here are some key examples from Sainsbury's sophisticated suite of analytics apps.

Store Operations

Over 12,000+ colleagues in all 1,400+ stores rely on the Sales, Waste and Shrink app to streamline operations, manage KPIs, and take actions to optimize the customer experience. This mobile app enables real-time product, merchandising, and staffing decisions directly from the store floor—and is viewed 150K+ times each week.

Go-to-Market Strategy

Analysts leverage the Value Index app to assess product, sales, and business hierarchy data and analyze the price competitiveness of Sainsbury's brands and third-party products—informing local, regional, and overall product pricing strategies.

Corporate Functions

Supports the vital processes that ensure availability of products in stores and monitors shifting patterns in demand to maintain supply chain health—providing a reliable and satisfactory shopping experience for customers, even during the challenges posed by the global pandemic.

Data and Analytics Success by the Numbers



12K+

colleagues using apps across stores, depots, and offices



650K+

weekly report views across the organization



150K+

manhours saved annually by democratizing D&A access



30+

custom analytics applications



1

enterprise BI platform

How to Reimagine Your Retail Business and Democratize Your Data

The Approach

The strategic approach Sainsbury's took, represented in its ASPIRE initiative, is a success story about how visionary leadership and goalsetting can quickly transform an organization. Sainsbury's reimaged its business model, democratized its data, and operationalized analytics—empowering its colleagues to use trusted insights to make informed business decisions and work smarter each day.

The Results

Today, Sainsbury's leverages a custom suite of 30+ MicroStrategy apps to enable analytics use cases across all aspects of its business, spanning go-to-market strategy and execution, competitive pricing, and positioning, buying and merchandising, supply chain management, store operations, and a variety of corporate functions. It even helped Sainsbury's rapidly react and effectively respond to complex challenges presented by the global pandemic.

Hear *How to Improve Customer Experience through the Lens of Data to Achieve Remarkable Results* from data and analytics leaders at Sainsbury's.

Watch the Video >

“Having MicroStrategy as our sole analytics engine of record is a game-changer. At this scale, retail is an incredibly complex business comprised of dozens of overlapping functions, systems, and processes—and sometimes even more technologies.

MicroStrategy enables us to provide all colleagues and management with consistent intelligence which they can act upon.”



Steven Henson-Tyers

Head of Data Visualisation



PRESENTED TO
Sainsbury's

Did you know that Sainsbury's won the *Intelligent Enterprise Award* for 2022?

Sainsbury's colleagues were honored with a keynote feature at **MicroStrategy World**—the annual user conference that brings together thousands of analytics leaders from across the globe.

Learn what it takes to be an award-winning Intelligent Enterprise like Sainsbury's and **contact us** today to start your journey.

[Contact Us](#) >

