

# Case Study



## Company Profile

With over 700 service stations, Oel-Pool AG and its subsidiary Moveri AG operate the largest service station networks in Switzerland. Customers find stores at over 150 locations as well as 80 car washes.

## Continuity of performance analysis with Power BI

### Challenge

- After the takeover of the bp service station network, a POS/BOS system change became necessary
- All transaction/article data including historical data had to remain available for the performance analysis
- The creation of regular reports for different stakeholders (service station operators, area managers and head office) was also required
- The new tool had to be more user-friendly

### Solution

- Setting up a new Data Lakehouse architecture in Azure Synapse Analytics to benefit from the advantages of Data Lake and Data Warehouse
- Usage of Azure services (e.g., Azure Synapse Pipelines) for data processing
- Consistent analysis tool
- Creation of a Power BI solution with integration to Excel for ad-hoc analyses

### Benefit

- Data management architecture Data Lake enables cost-effective and source system-independent data storage and scaling for the future
- Reports are exported and sent automatically
- Ad-hoc analyses can be flexibly compiled via filters

## Technologies

 Azure Power BI

Oel-Pool AG operates several hundred service stations, stores and car washes under various brands. Part of the head office's day-to-day business involves regularly analyzing the performance of the individual stores in order to identify potential for optimization.

With the acquisition of the bp service station network, more than 200 additional service stations were added. All transaction data (fuel, store, car wash) from these stores also had to be included in the performance analysis. The problem: transferring the historical data and the most recent data into the new system in such a way that it could be processed by Oel-Pool AG. This required first of all an interface from the newly acquired service stations to the system manufacturer of the POS / BOS / OPT solution<sup>1</sup> of Oel-Pool AG.

Azure Synapse and is directly integrated in Excel. The employees are already very familiar with Excel as an analysis tool. With the standardized data from the integrated Power BI, the employees can recognize current market developments and export the analyzed data as a report. The components of the reports can be determined according to requirements. If a store is managed independently, shopping carts, transactions, revenue and sales trends or individual store items can be easily selected via precise filter options and are ready for analysis with just a few clicks. Even developments in comparison to the previous year or in comparison to specific months are clearly displayed.



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Bilge Tosun - Lead Buyer at Oel-Pool AG

## Data Lakehouse as the basis for flexible data analysis

To guarantee a good data quality, novaCapta proposed one of the most modern data management architectures: a Data Lakehouse. The Data Lakehouse combines the advantages of Data Warehouse and Data Lake. This meant that data is centralized and consolidated from multiple sources, just like in a data warehouse, and in addition, the data is preserved in raw form. This was relevant for the project in order to be able to prepare, filter and standardize the data in three stages. In the final data model, the data was available in Azure Synapse SQL Serverless.

## Performance analysis with Power BI

For a user-friendly usage, the final solution was created with Power BI and Excel. Power BI accesses the data in

## Transparent documentations

For all service station operators and area managers, the reporting relevant to them is provided automatically at regular intervals. „The project team of novaCapta has deeply familiarized itself with our issues and has quickly taken up our requirements. Particularly noteworthy are the personal commitment, flexibility and goal-oriented approach“, says Bilge Tosun, Lead Buyer at Oel-Pool AG, praising the collaboration. Melanie Matzkeit, Chief Business Development Officer at Oel-Pool AG, adds: „Now, we can store our large data volumes cost-effectively with the Data Lake House Storage and convert them into comprehensible performance analyses with Power BI.“

1) POS = Point of Sale, BOS = Back Office System, OPT = Outdoor Payment Terminal

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