

## CASE STUDY:



# A Fresh Approach to Data Ingestion

How 80 Acres Farms is improving customer experiences with 84.51° Data Direct

### Problems to solve

Meeting customer demand through retail partners without sending too much product is a classic manufacturing challenge—and the stakes are highest with perishable inventory. 80 Acres Farms, a leading vertical farm company growing and packaging fresh produce, is focused on using data to ensure product freshness at Kroger.

80 Acres Farms needed to sharpen their analytics pipeline to make sure their data was fresh, too. While they had internal tools for their retail execution, supply chain and marketing teams, these tools relied on manual data extraction and transformation. This meant facing the uptime and upkeep challenges that come with manual data pipelines.





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### Solution

The 80 Acres Farms analytics team changed their data ingestion workflow to 84.51° Data Direct versus running reports manually.

"We prefer API access to manually running reports so 84.51° Data Direct has been a huge lifesaver for us." –Joseph Portello, VP of Digital Technology at Infinite Acres

The 80 Acres Farms analytics team updated their data pipeline with 84.51° Data Direct to support their PowerBI tools for frontline teams. For their primary use case of ensuring fresh products on shelf for customers with minimal time spend in warehouse and on shelf, the 80 Acres team is improving ordering by monitoring inventory at the warehouse and store level; and they are putting data directly in the hands of field execution teams in key markets to maximize their impact. They can even measure the impact of their field execution team events with better precision.

### About 84.51° Data Direct

Data Direct is a new product from 84.51° that provides the data you need in an easy API-first experience to extract daily data without running reports.

Data Direct provides daily point of sale and operational data, including Planogram and sales data referenced in this case study, in data tables that can be moved directly to your cloud storage provider of choice.

Automate your 84.51° extraction workflow by integrating with the 84.51° Data Direct API. Learn more by speaking with your 84.51° Account Executive today.





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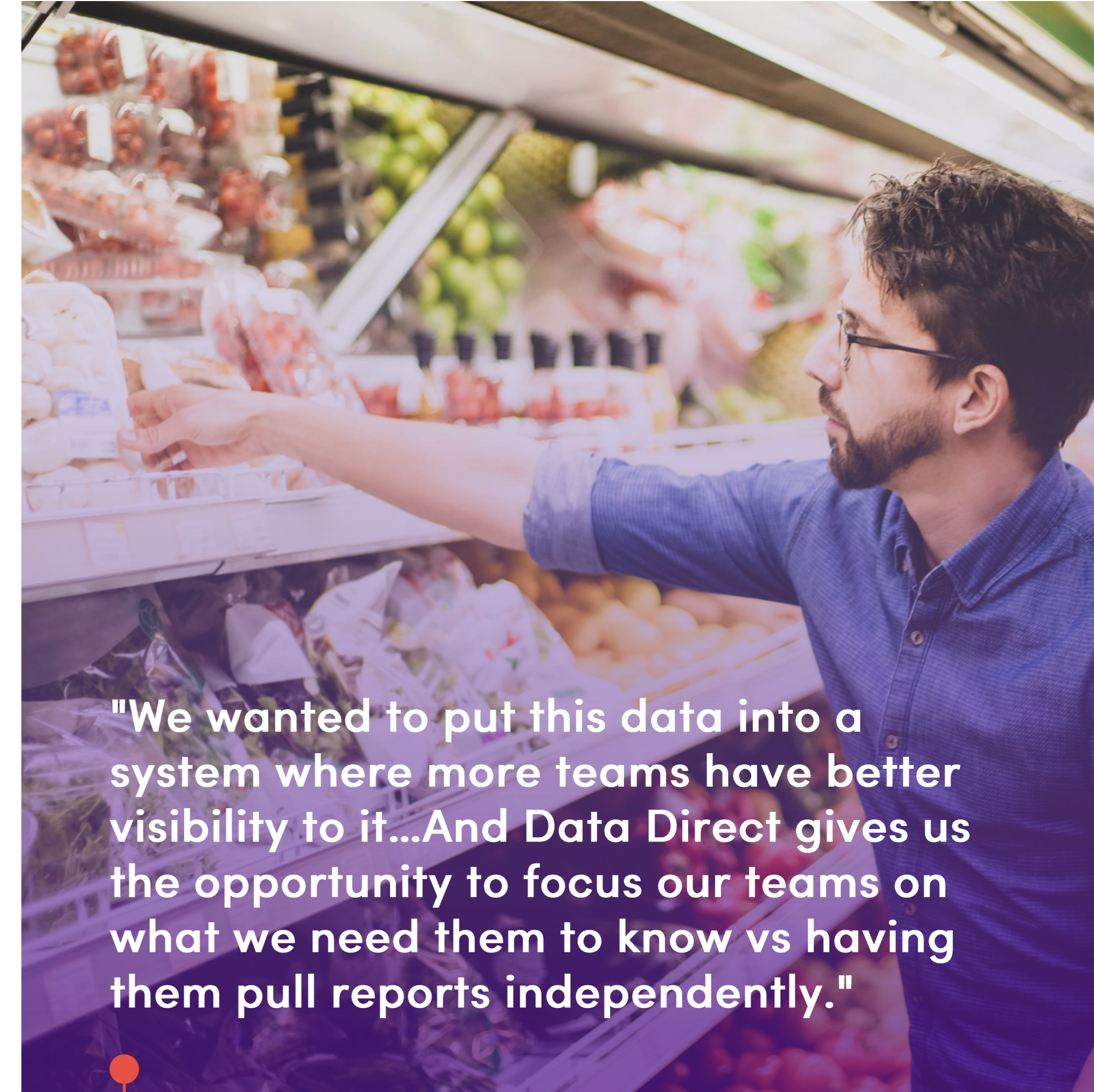
### Results

Beyond their product freshness supply chain use case, the 80 Acres Farms team is also using 84.51° data to measure...

- Promoted item and store lift
- Market lift
- Gross margin impact from promotions

...with additional use case development underway.

80 Acres Farms is more easily managing their data pipeline and focusing on what matters most—fresh products on shelf for customers. They are seeing value from better data democratization, fewer manual interventions in their PowerBI data sources, and refocusing their analytics resources on strategic initiatives instead of manual data tasks.



"We wanted to put this data into a system where more teams have better visibility to it...And Data Direct gives us the opportunity to focus our teams on what we need them to know vs having them pull reports independently."



**Leah Vanwoerkom**  
Vice President of Marketing and Brand

