



Rewards that go farther.

# Fueling Retail Loyalty

Cloud Data Warehousing and Analytics at Drop Tank

July 9, 2020

# Introduction

## Rich DuSatko: Business Intelligence Manager, Drop Tank

- 25+ years in various roles focused on data analytics, performance reporting, and leading commercial decision support teams
- Extensive experience in all aspects of the energy industry covering retail convenience, fuels distribution, supply chain management, and manufacturing
- Project Manager leading implementation of Oracle Analytics Cloud (OAC) platform at Drop Tank
- Accountable for all data analytics & reporting at Drop Tank



# Discussion Topics

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1. Drop Tank Overview
2. Our Technology
3. Benefits Realized
4. Project Learnings
5. Future Analytical Focus
6. Q&A

# About Drop Tank



## LOYALTY BRANDS

We are proud to partner with the nation's leading loyalty programs to help them add fuel to their overall member experience. We enable loyalty brands to engage with their members more frequently and drive additional program revenue.



## CONSUMER PACKAGED GOODS

CPG manufacturers are able to understand and influence consumer purchase behavior at thousands of independent c-stores. We help CPG manufacturers create digital offers that move products and deliver insights.



## FUEL NETWORKS

Drop Tank's loyalty solutions are simple to operate, low-cost and highly effective — perfect for large dealer networks. Our POS integrations deliver full loyalty and data capability without the need for additional hardware at sites.



## POS INTEGRATIONS

We specialize in gas station loyalty technology, supporting thousands of participating locations today. Our expertise helps 3rd party loyalty companies implement programs in the convenience store industry faster and more efficiently.

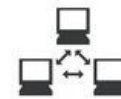


## DATA INSIGHTS

Over 65% of convenience stores are independent operators where limited — if any — purchase data is available in a standardized, usable format. Our products solve this problem, helping our partners dig deeper to derive new insights.



Founded in 2012 to deliver end-to-end loyalty solutions for U.S.-based fuel brands



Delivering consistent loyalty experiences across thousands of independent gas stations



Launched large scale loyalty solution for energy industry in May 2018; Partnered with Southwest Airlines & Wyndham Hotels



Actively running loyalty solutions in over 4,000 U.S. gas stations...and growing



### Challenge / Opportunity

- Rapid integrations with partners
- Scaling transaction volume and retail connections
- Data capture and analysis for loyalty

[www.drop-tank.com](http://www.drop-tank.com)



Rewards that go farther.™

# Drop Tank Operations



**drop tank**  
Rewards that go farther.™



FUEL PRICE  
SAVINGS!!!



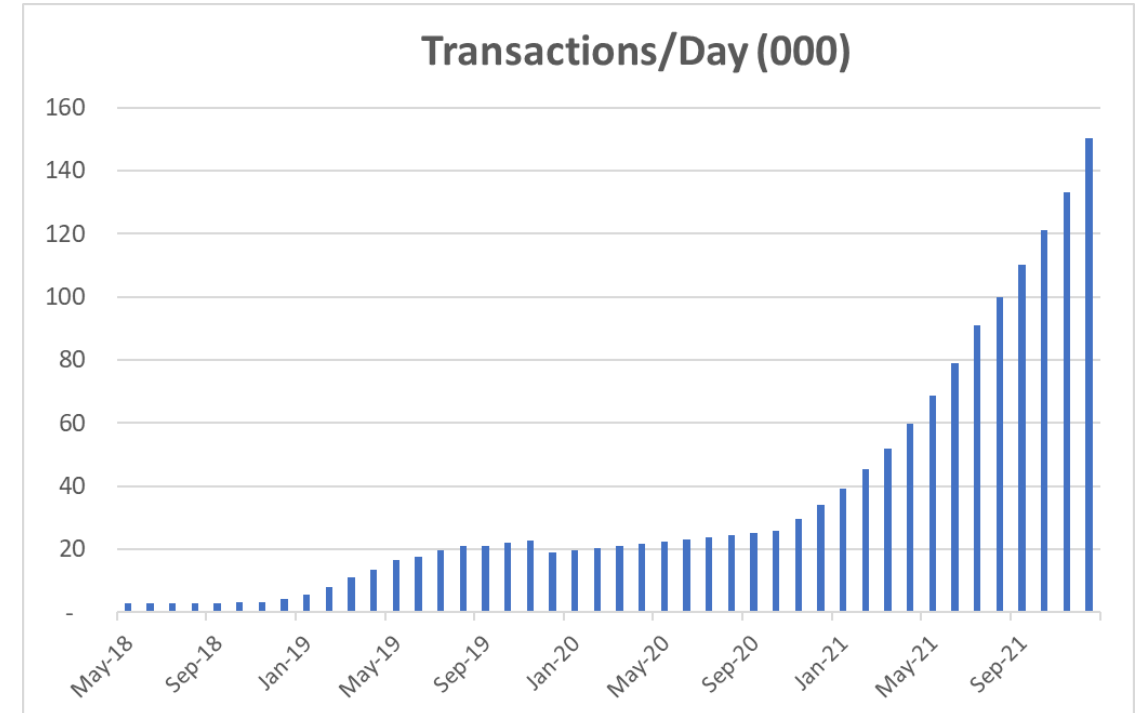
# An Evolving Company: 2020 and Beyond

*“We need to focus on growth”*

David VanWiggeren, CEO Drop Tank LLC

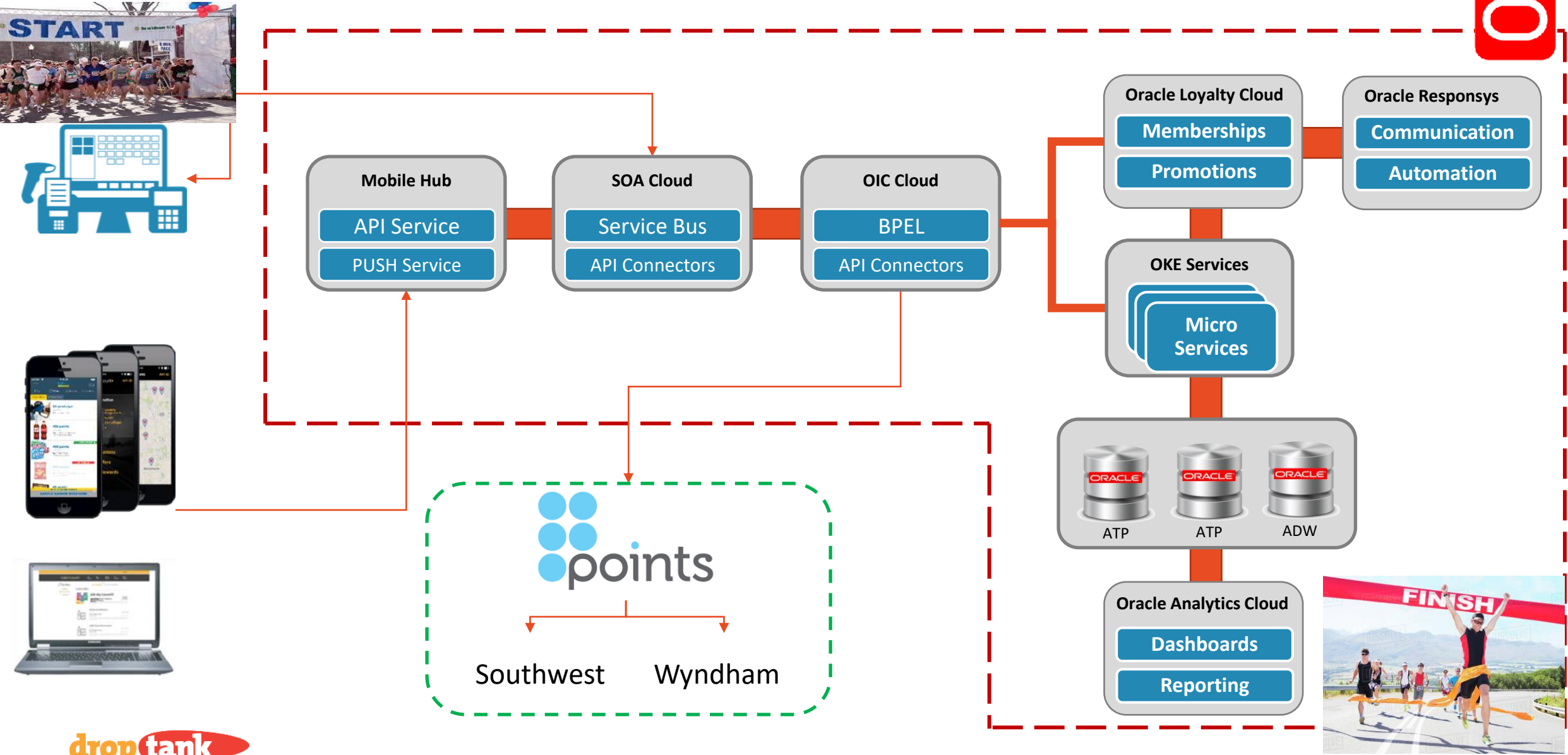
## The Challenge –

- Introduce more programs
- Expand Offer capabilities, coupons, non-fuel rewards
- Improve insight capabilities
- Increase Member engagements
- Introduce new partnerships





# Drop Tank System Architecture



# Drop Tank's Analytics Journey

Our steady growth over the past 8 years has been accomplished with very basic analytical tools and reporting

- Excel spreadsheets and charts
- Manually intensive data query processes
- Sub-optimal internal ways of working
- Focus on reporting historical performance

2018	New Confirmed Members	Total Confirmed Members (EoM)*	Total Members (EoM)	Total Members w/ 1+ Trx	% Total Members w/ 1+ Trx	Total Loyalty Trx	Avg Loyalty Trx/Member	Total Loyalty Spend	Avg Loyalty Ticket Size	Total Loyalty Fuel Trx	Total Loyalty Fuel Gallons	Avg Loyalty Gallons/Fill
MAY			72,739	24,479	34%	85,390	1.2	\$ 2,410,116	\$ 28.22	70,510	753,865	10.69
JUN			89,715	23,881	27%	89,017	1.0	\$ 2,570,316	\$ 28.87	68,609	790,604	11.52
JUL			99,500	23,258	23%	89,775	0.9	\$ 2,662,011	\$ 29.65	69,729	826,410	11.85
AUG	56,982	56,982	108,293	22,832	21%	91,919	0.8	\$ 2,811,041	\$ 30.58	72,634	883,411	12.16
SEP	7,296	64,278	117,834	22,277	19%	88,078	0.7	\$ 2,771,079	\$ 31.46	70,379	870,970	12.38
OCT	8,875	73,153	126,879	22,805	18%	95,108	0.7	\$ 3,212,522	\$ 33.78	77,010	1,007,160	13.08
NOV	17,004	90,157	143,521	26,429	18%	98,644	0.7	\$ 3,137,546	\$ 31.81	77,553	1,066,243	13.75
DEC	23,666	113,823	168,101	33,637	20%	126,294	0.8	\$ 3,462,241	\$ 27.41	97,044	1,332,816	13.73
2019	New Confirmed Members	Total Confirmed Members (EoM)	Total Members (EoM)	Total Members w/ 1+ Trx	% Total Members w/ 1+ Trx	Total Loyalty Trx	Avg Loyalty Trx/Member	Total Loyalty Spend	Avg Loyalty Ticket Size	Total Loyalty Fuel Trx	Total Loyalty Fuel Gallons	Avg Loyalty Gallons/Fill
JAN	24,801	138,624	193,819	40,569	21%	172,068	0.9	\$ 4,535,861	\$ 26.36	129,681	1,770,988	13.66
FEB	25,818	164,442	220,710	52,594	24%	228,006	1.0	\$ 5,998,045	\$ 26.31	168,081	2,218,826	13.20
MAR	32,371	196,813	255,197	73,827	29%	340,391	1.3	\$ 8,859,214	\$ 26.03	234,539	3,027,548	12.91
APR	35,188	232,001	293,511	88,454	30%	407,123	1.4	\$ 10,913,931	\$ 26.81	285,063	3,538,027	12.41
May	36,289	268,290	333,409	106,521	32%	516,810	1.6	\$ 13,323,766	\$ 25.78	351,843	4,348,841	12.36
June	37,148	305,438	374,209	112,053	30%	525,393	1.4	\$ 13,173,049	\$ 25.07	363,028	4,533,644	12.49
July	46,398	351,836	424,777	123,919	29%	605,532	1.4	\$ 15,704,099	\$ 25.93	432,169	5,255,212	12.16
Aug	43,591	395,427	471,622	131,777	28%	651,641	1.4	\$ 19,377,563	\$ 29.74	545,938	6,771,409	12.40
Sept	41,711	437,138	517,679	134,338	26%	632,248	1.2	\$ 18,990,465	\$ 30.04	538,780	6,683,920	12.41
Oct	44,932	482,070	567,095	144,687	26%	687,507	1.2	\$ 21,208,128	\$ 30.85	592,542	7,514,131	12.68
Nov	47,337	529,407	619,865	153,003	25%	680,735	1.1	\$ 20,720,644	\$ 30.44	588,879	7,529,442	12.79
Dec	51,280	580,687	677,310	144,998	21%	588,698	0.9	\$ 18,149,635	\$ 30.83	525,586	6,623,772	12.60

	22-Oct	29-Oct	5-Nov	12-Nov	19-Nov	26-Nov	3-Dec	10-Dec	17-Dec	23-Dec	31-Dec	7-Jan
Active with 7 Day Heartbeat	3,841	3,860	3,879	3,878	3,877	3,898	3,891	3,910	3,929	3,939	3,915	3,917
<b>TOTAL WINS</b>	<b>22</b>	<b>36</b>	<b>35</b>	<b>21</b>	<b>22</b>	<b>35</b>	<b>15</b>	<b>30</b>	<b>30</b>	<b>29</b>	<b>10</b>	<b>14</b>
New to Network	4	18	18	7	9	11	6	15	18	17	3	5
Reinstated Heartbeat in Last Week	18	18	17	14	13	24	9	15	12	12	7	9
<b>TOTAL LOSSES (Dropped Heartbeat)</b>	<b>-27</b>	<b>-17</b>	<b>-16</b>	<b>-22</b>	<b>-23</b>	<b>-14</b>	<b>-22</b>	<b>-11</b>	<b>-11</b>	<b>-19</b>	<b>-34</b>	<b>-12*</b>
Closed/Dealer Changes/Deactivations	-3	-3	-4	-6	-1	-1	-1	-1	-3	-1	-2	-2
<b>NET GAIN/LOSS</b>	<b>-5</b>	<b>19</b>	<b>19</b>	<b>-1</b>	<b>-1</b>	<b>21</b>	<b>-7</b>	<b>19</b>	<b>19</b>	<b>10</b>	<b>-24</b>	<b>2</b>



# Our Initial Aspirations

## Executive Dashboard

Transactions Yesterday

20K

Transactions Last Month

436K

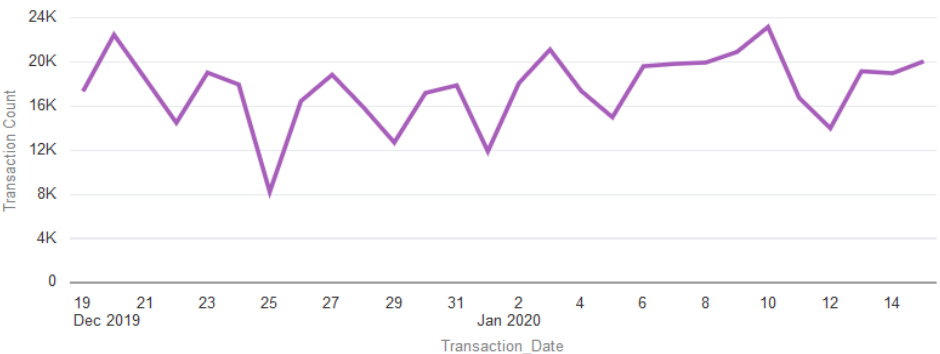
Confirmed Members

541K

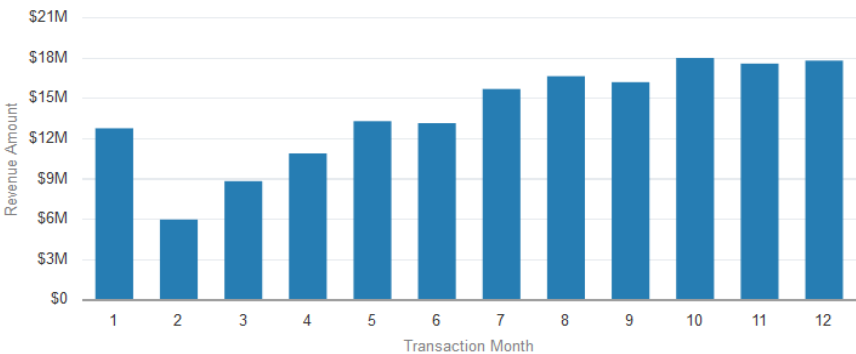
Average Revenue by Member

\$371

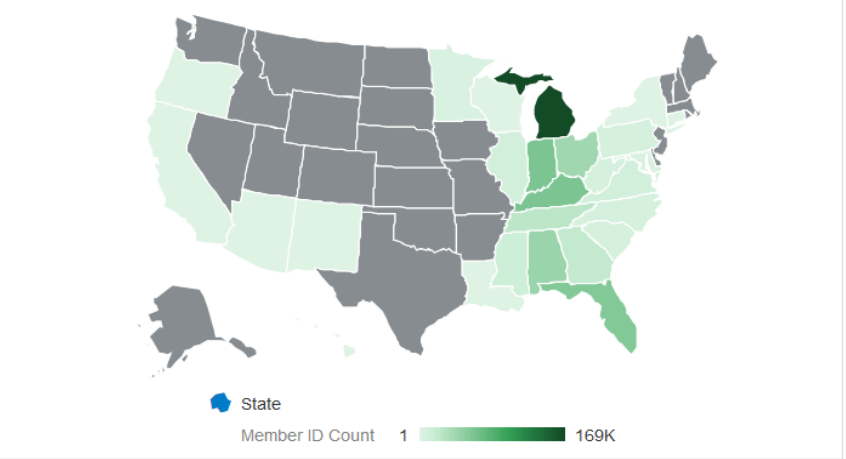
Daily Transactions



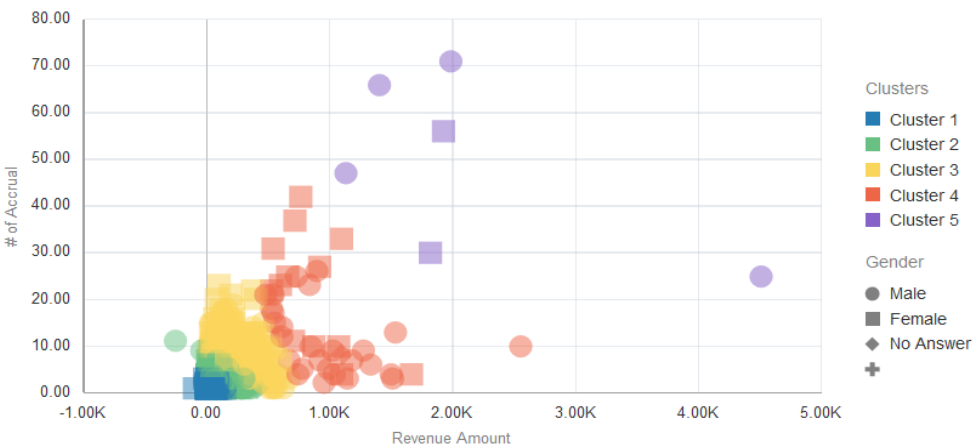
Monthly Revenue



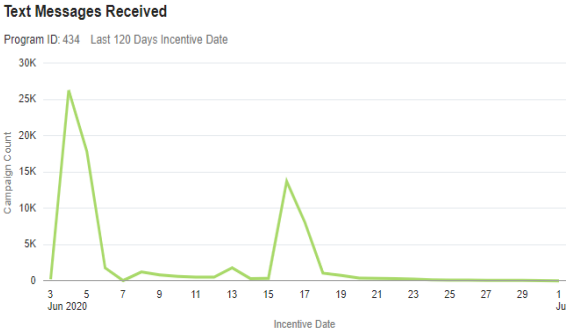
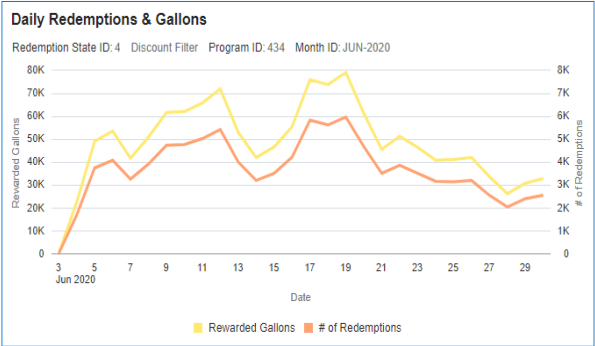
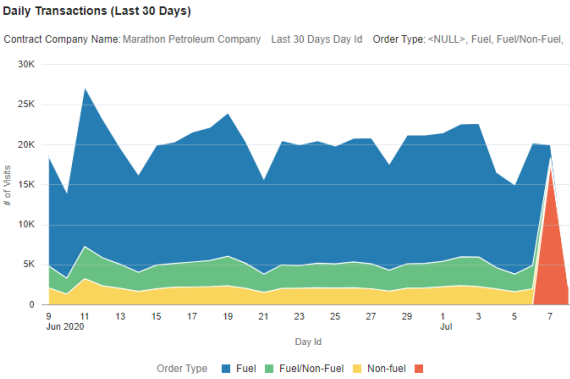
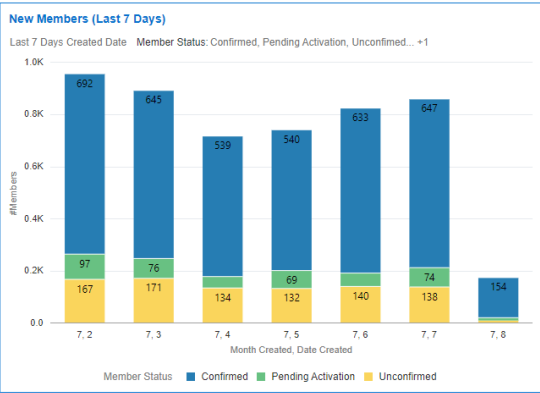
Members by State



Customer Segmentation



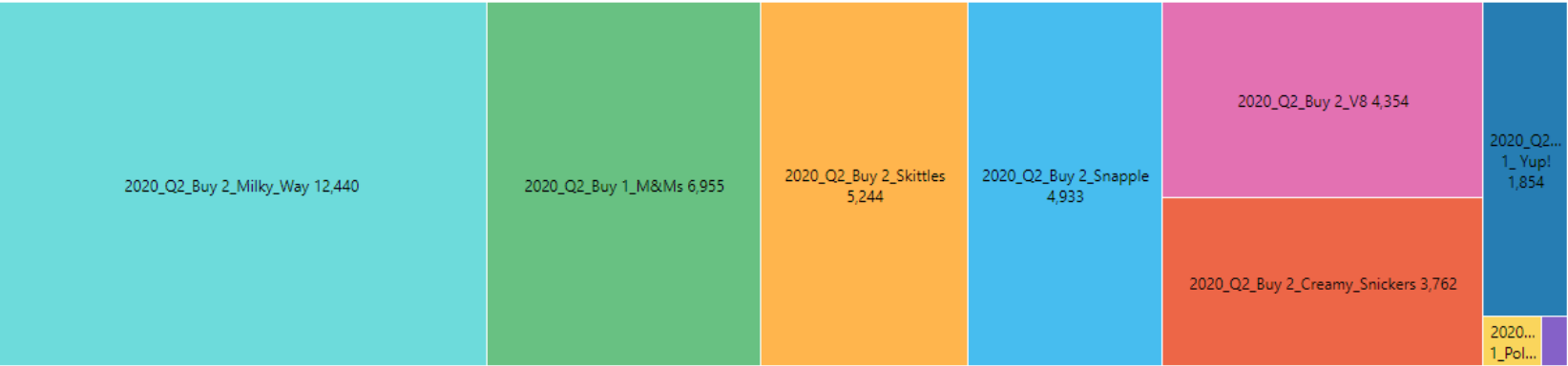
# 1<sup>st</sup> 3 months have been Transformational!



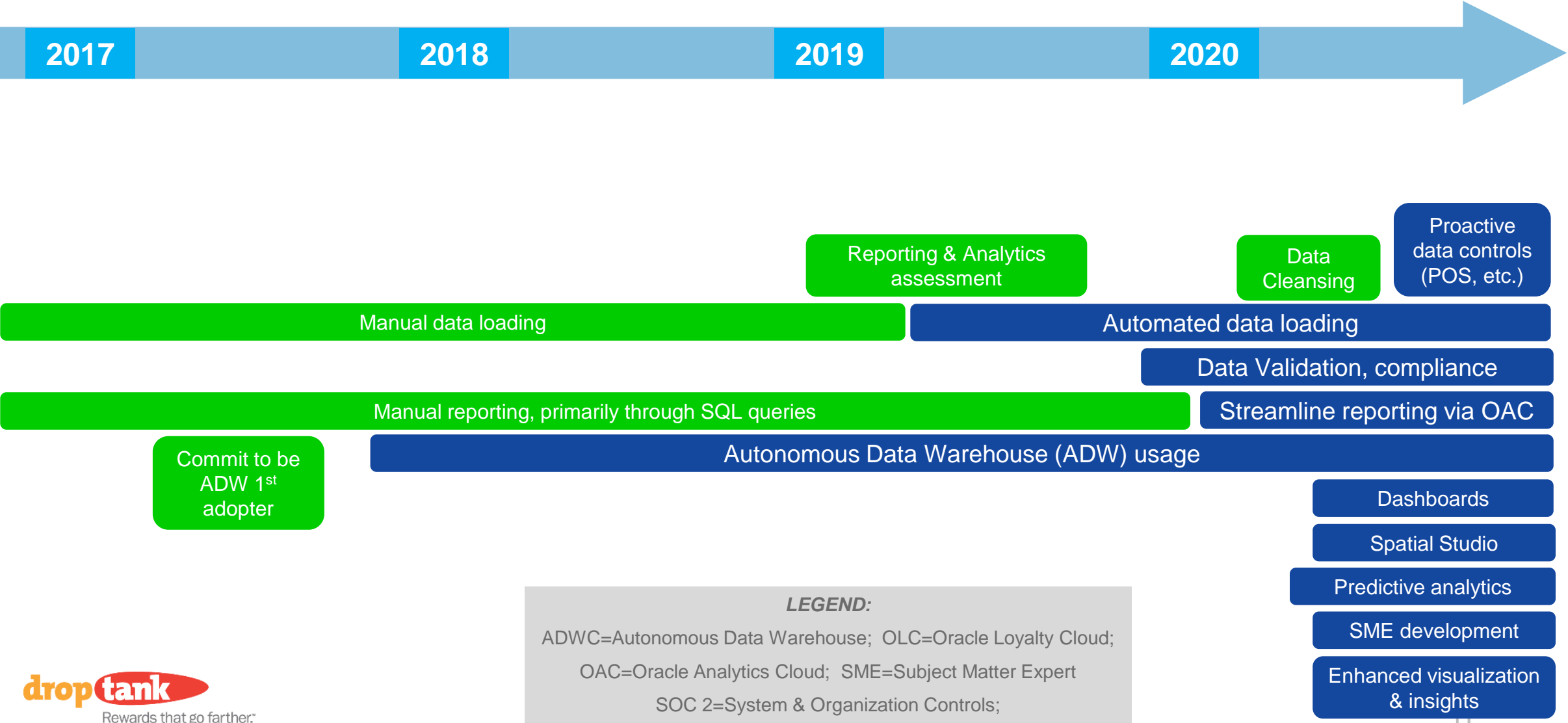
Program ID: 434    Redemption Sta	Program ID: 434    Redemption Sta	Program ID: 434    Redemption State ID: 4	Program ID: 434    Redemption State ID: 4    Di	Members (Uses Remaining)										
Unique Reward ID's Used	# Redemptions	Gallons	# Participating Sites	Program ID: 434    Number Of Uses: 0, 1, 2										
				<table><tr><th>Number Of Uses</th><th># of Members</th></tr><tr><td>0</td><td>43,299</td></tr><tr><td>1</td><td>14,262</td></tr><tr><td>2</td><td>20,920</td></tr><tr><td>Grand Total</td><td>78,280</td></tr></table>	Number Of Uses	# of Members	0	43,299	1	14,262	2	20,920	Grand Total	78,280
Number Of Uses	# of Members													
0	43,299													
1	14,262													
2	20,920													
Grand Total	78,280													

20,027    \$29    4,145    133,056

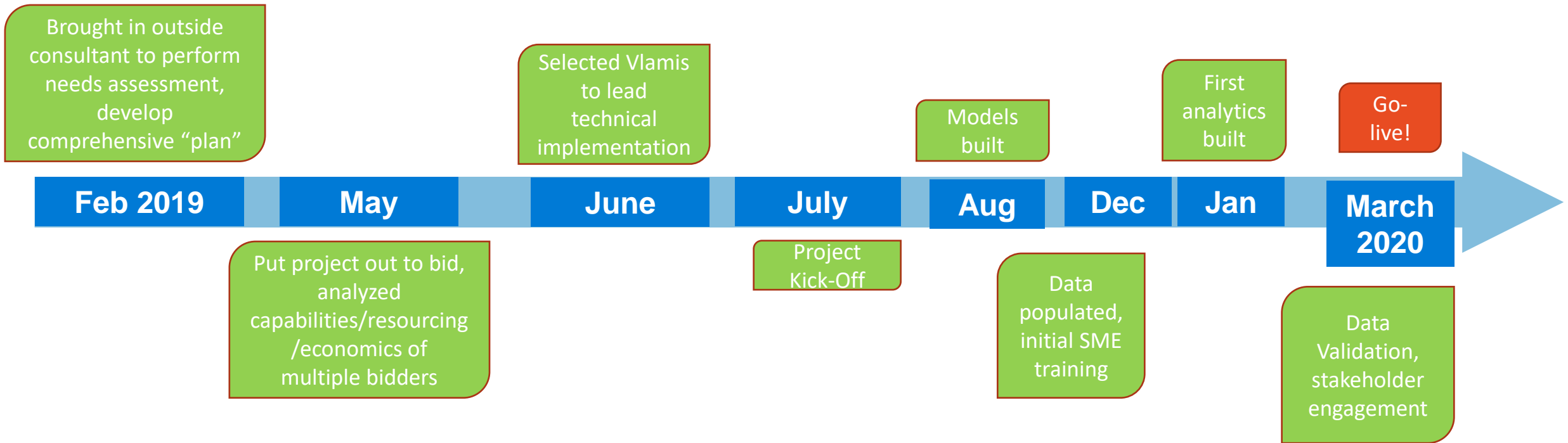
59,605    104,360    1,365,180    3,619



# Analytics, Data, & Reporting Roadmap Development



# OAC Implementation Cycle: ~ 1 year



# REAL Benefits

Unlock Value-added  
**insights, trends,** and  
improvement opportunities

**Shift work** focus proportions  
( growth > manual, daily ops)

Reduce time between activity  
and knowledge transfer =  
**acceleration of decision making**

Improved utilization of **data richness** (demographics,  
geo trends, member segmentation)

**Streamline** data  
accessibility

**Lessen** data  
transfer error **risk**

# Project Learnings

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- ✓ Clear **accountabilities** and **project resourcing** are between client + consultant (project management, technical, data owners)
- ✓ Frequent **communications**, including regular engagement of data stakeholders and consumers, are critical!
- ✓ **Data integrity** is foundational. Dedicate appropriate time to unbiased testing, searching for bugs, development of future data safeguarding procedures
- ✓ Establish a **collaborative** environment that allow for adjustments that support long-term objectives



# Drop Tank's Use of Oracle Analytics

Governed Analytics		Self-Service Analytics		Augmented Analytics	
Dashboards	Pixel-Perfect Reports	Data Preparation	Data Visualization	Voice & Chatbot	Natural Language
Semantic Models	Query Federation	Storytelling	Collaboration	Data Enrichment	1-Click Explain
Role-Based Access Control	Excel Integration	What-If Analysis	Mobile	Adaptive & Personalized	Machine Learning

- **Governed** – secure architecture than can be personalized
- **Self-service** – Comprehensive end-to-end environment allowing analytical freedom to exploit data
- **Augmented** – less human involvement, empowering end user to more easily obtain insights thru machine learning and AI (artificial intelligence)

# Future Analytical Initiatives at Drop Tank

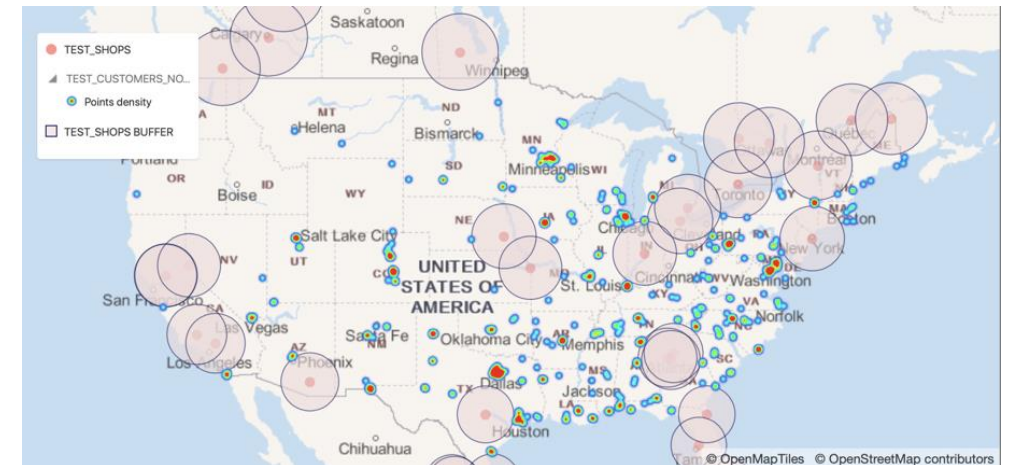


## Commitment to “Guiding Principles”

1. *Data Integrity*
2. *Value Creation*
3. *Process Efficiency*



- ☐ Predictive Analytics
- ☐ Market Basket Analytics (convenience store)
- ☐ Spatial Studio
- ☐ Mobile Analytics



# Questions?