

# Our ambition for data at Carrefour

Create a **data-driven  
competitive advantage**  
through  
solid foundations  
and use cases @scale



# What a Data-driven Carrefour delivers

*Data &  
analytics  
uses cases  
@scale*

## Consumer-centricity

Better understanding,  
better services and better reach

e.g. Assortment Builder,  
personalized promotions

## Operational efficiency

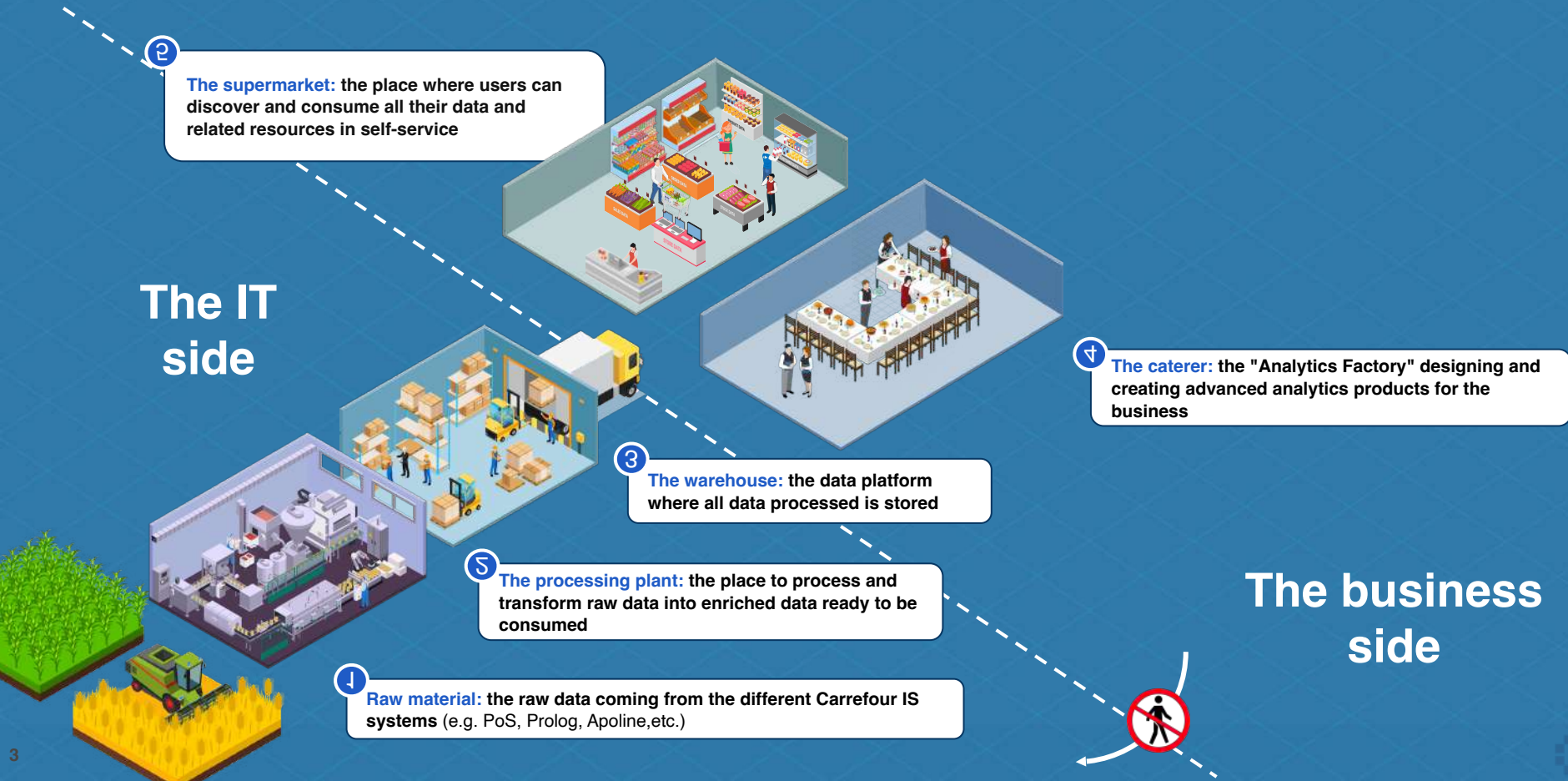
Optimized processes, digitization,  
better decisions

e.g. waste reduction in Bakery

*Foundation*

## Trustable data available to everyone

Feeding all data analytics needs of Carrefour business users...  
...from basic reporting up to most advanced data science

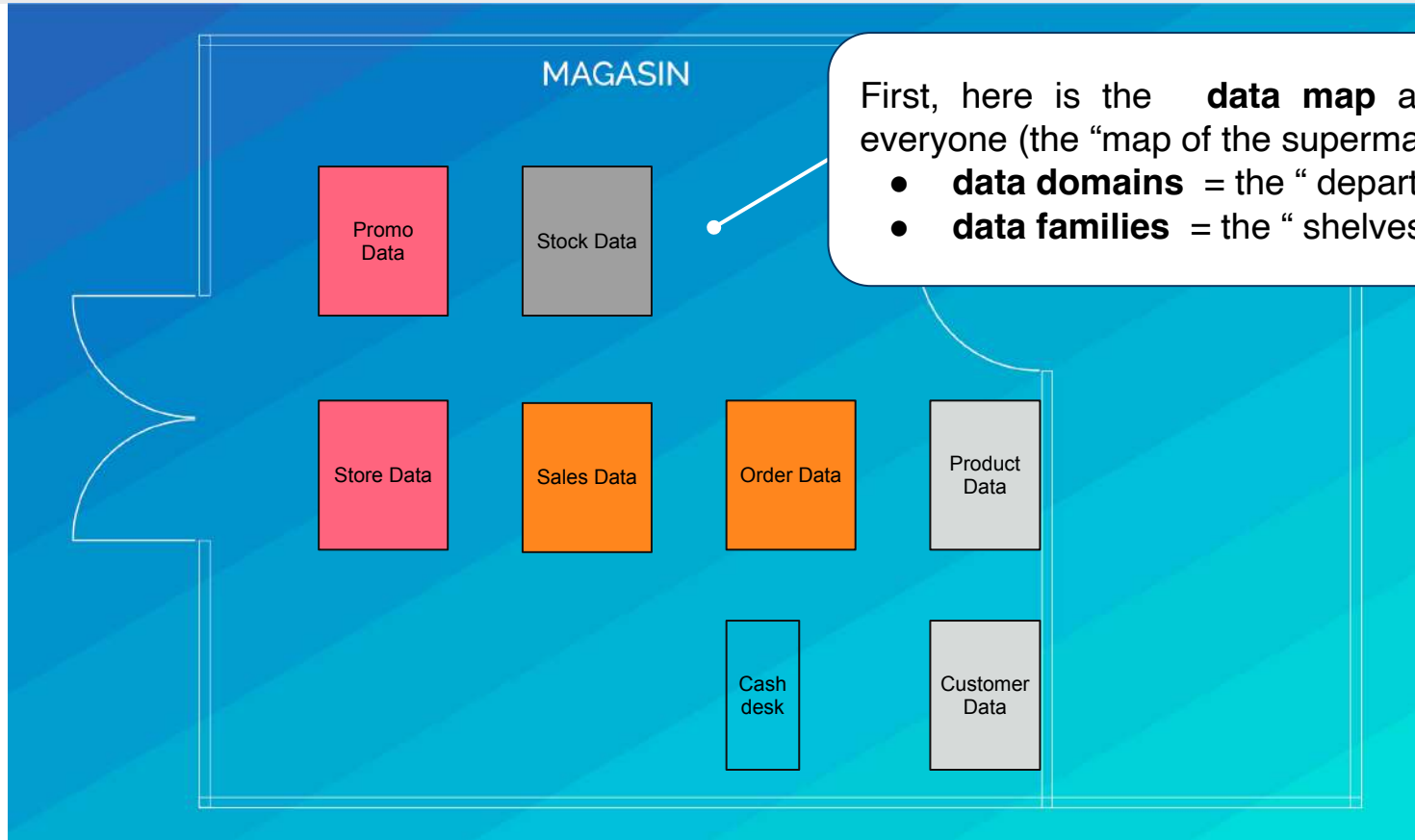


**Make “data shopping” as simple as going to a supermarket**

- “Everything under one roof”
- Easy-to-access
- Well indicated
- Accessible to anyone







# Data domains have been defined to ensure a complete and well structured mapping of Carrefour's data patrimony

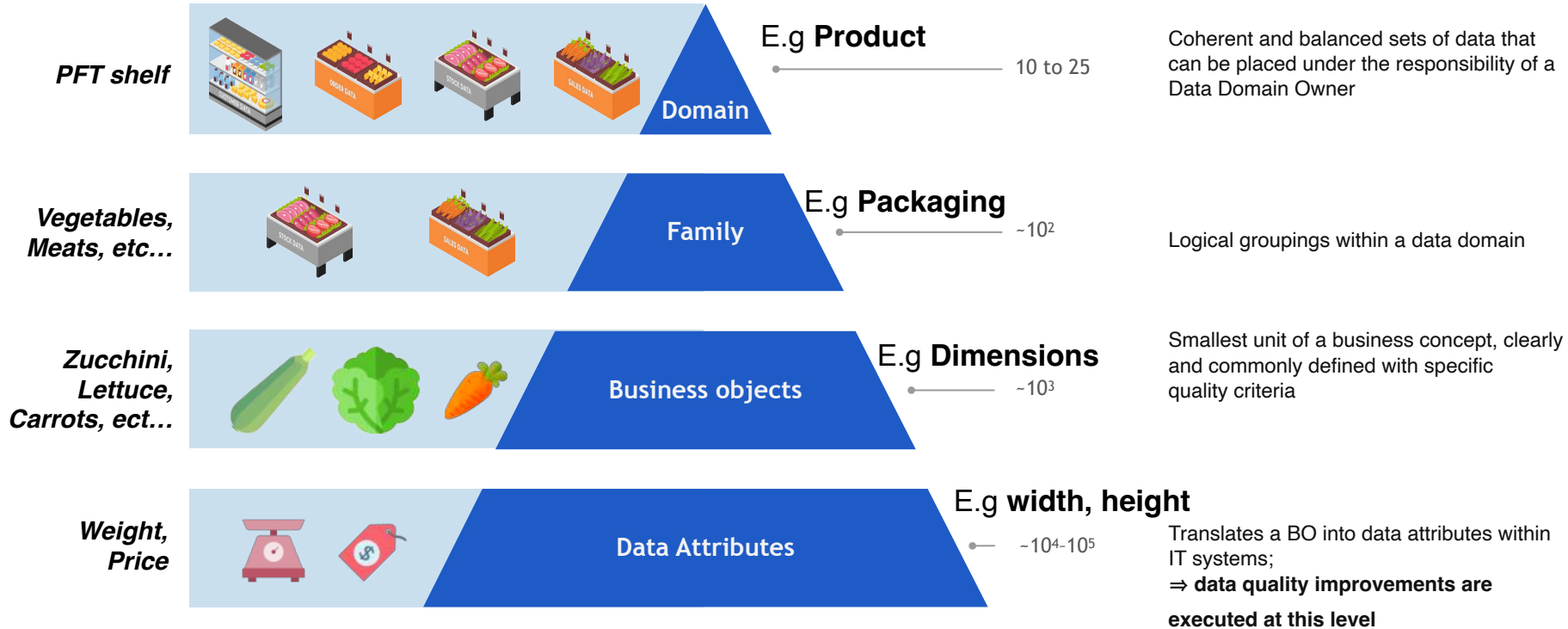


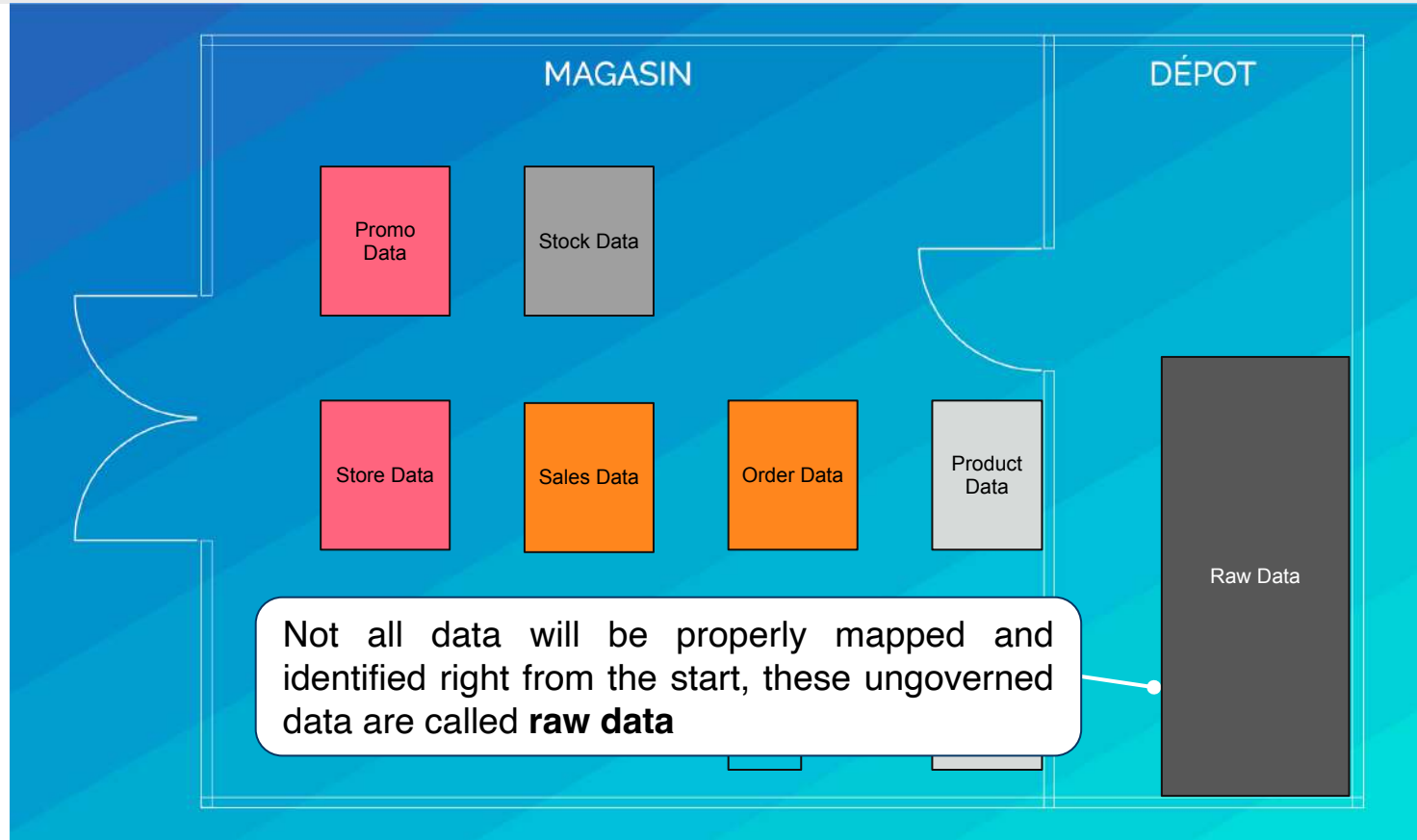
Assortment

*Equivalents in a grocery supermarket:*

*Example of data domain structure*

*Definition*



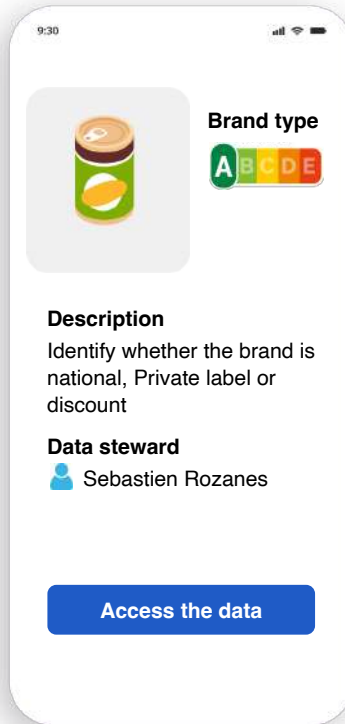
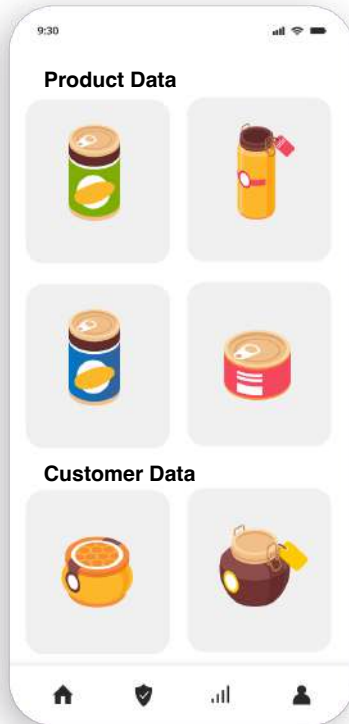


Based on this map, **data will be properly ordered**, like products in a store





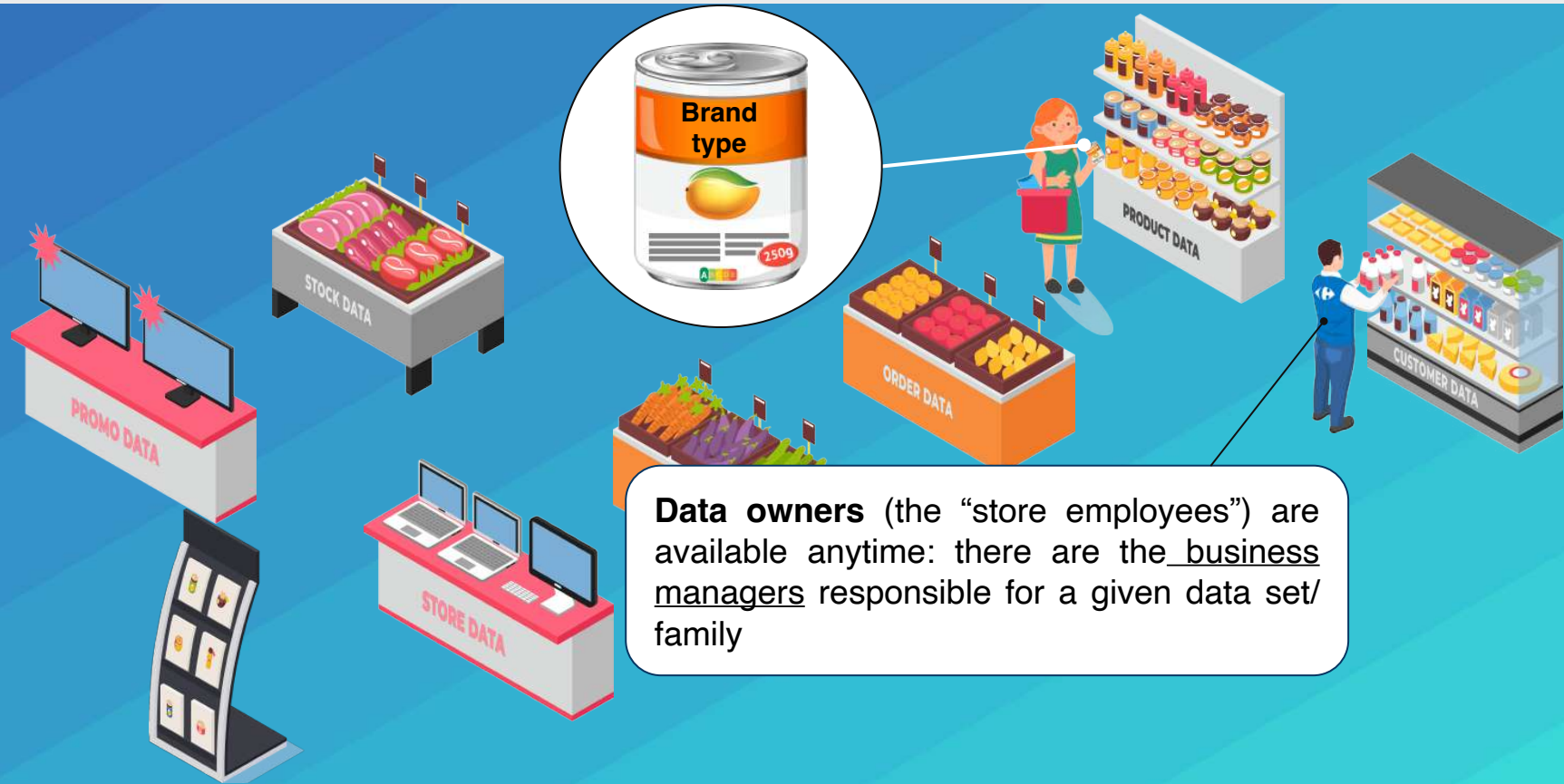




**Data Catalog** is an easy-to-use application that allows business users to **search** for data and **find** useful information about them called the "meta-data"

1

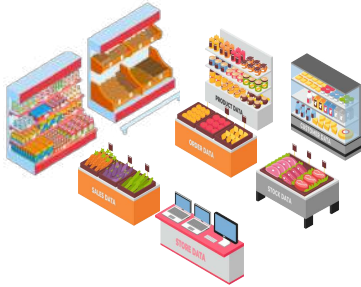
## Data governance: Building Carrefour's "data supermarket"



1

## Data governance: Building Carrefour's "data supermarket"





## An assortment

The data domains with a business-ready catalog



## An organization and a team



**Department manager**  
Data domain leader  
Data family owner



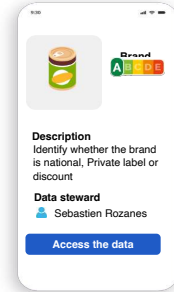
**Shelf Manager**  
("Responsable de rayon")  
Data owner



**Compliance & quality**  
Data Governance Leader  
Data Quality Specialist



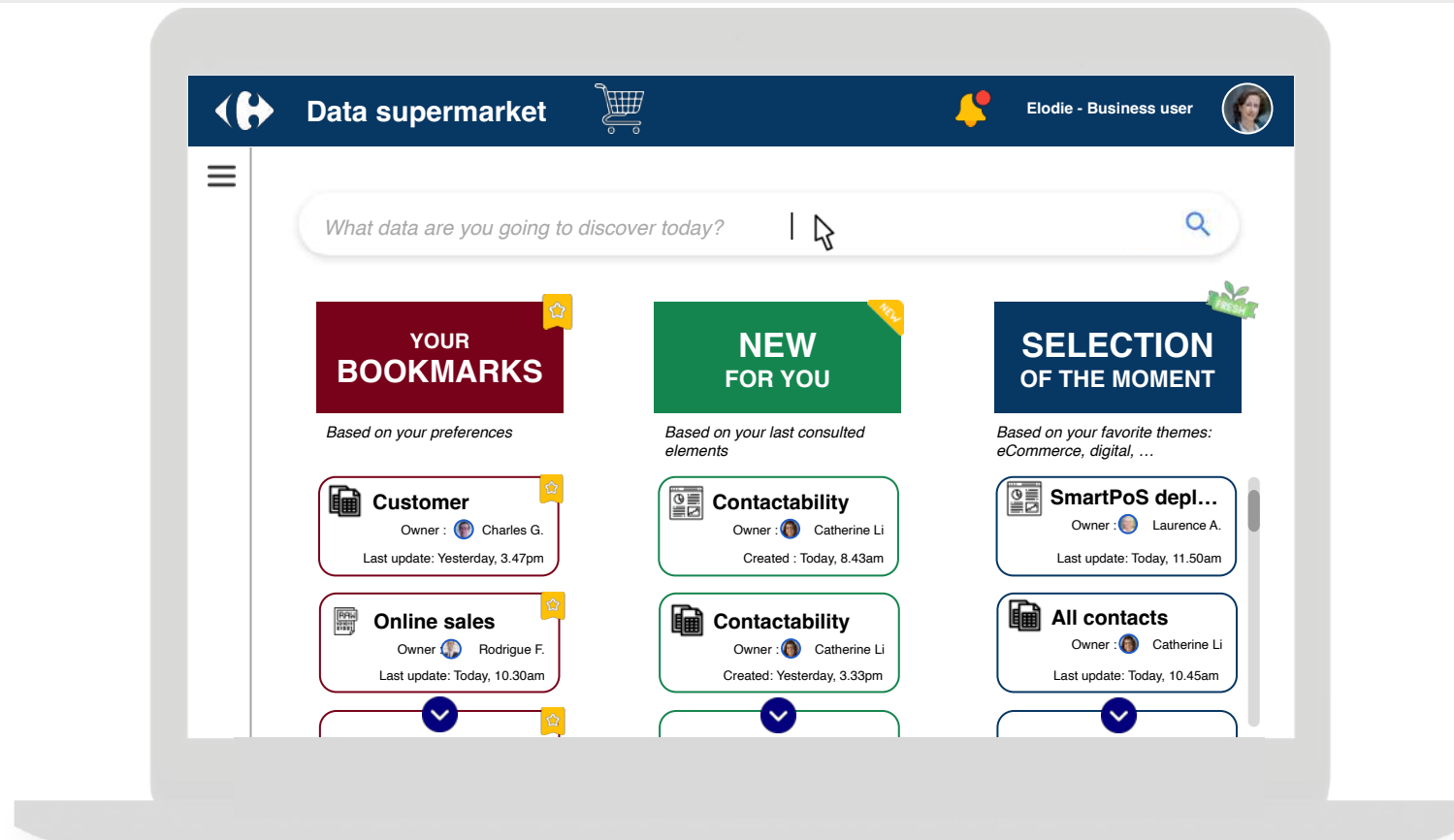
**Logistics**  
Data Product Owner  
Data Gov Tech



## A tool

To support the store operators





## Zoom #3 : Data supermarket

Ce à quoi ressemblerait le data supermarket (2/4) - Définitions et navigation des datasets

The screenshot displays the 'Data supermarket' interface. At the top, a dark blue header contains a navigation icon, the title 'Data supermarket', a shopping cart icon, a notification bell, the user name 'Elodie - Business user', and a profile picture. Below the header, a search bar contains the text 'Drive revenue'. On the left, a 'Filters' sidebar lists categories like RESULTS, RESOURCETYPE, DATATYPE, OWNER, and STATUS with expandable options. The main content area is divided into two sections: 'Definitions' and 'Data catalog'. The 'Definitions' section features two data family cards: 'Drive' (describing Carrefour's drive locations) and 'Ticket Sales' (describing Point of Sale tickets). The 'Data catalog' section lists three datasets: 'Online sales' (revenue overview), 'Drive performance' (financial and operational performance), and 'Drive' (partially visible). Each dataset card includes a title, description, popularity stars, quality score, owner name, and last updated timestamp. Action icons for email and shopping cart are present for each dataset.

**Data supermarket**

Drive revenue

**Filters**

- RESULTS
  - ☐ Include all community results (1/12/21)
- RESOURCETYPE
  - ☐ Column (11)
  - ☐ Dataset Column (7)
- DATATYPE
  - ☐ date (1)
  - ☐ decimal (1)
  - ☐ bigint (1)
  - ☐ date (1)
  - ☐ decimal (1)
- OWNER
  - ☐ labtech (1)
  - ☐ pharmanotech-clinical (1)
- STATUS
  - ☐ approved (1)
  - ☐ warning (1)
- OWNER
  - ☐ labtech (7)

Clear all filters

**Definitions**

**Drive**

This Data Family contains all the data related to Carrefour's drive locations. [see more](#)

Similar: shopper, consumer, buyer, purchaser, patron, client, regular

**Ticket Sales**

This Data Family contains all the data related to the Point of Sale tickets. [see more](#)

Similar: income, takings, receipts, earnings, profit, profits

**Data catalog**

**Online sales**

This table gives an overview of the revenue and its evolution per day per Drive in France... [see more](#)

Popularity: ★★☆☆☆  
Quality Score: 2  
Owner: Laetitia Bastien  
Last updated: Today, 8.43 am

**Drive performance**

This report is used to track financial and operational performance of our individual drive locations. [see more](#)

Popularity: ★★☆☆☆  
Quality Score: 4  
Owner: Catherine Li  
Last updated: Yesterday, 9.26 am

**Drive**

Popularity: ★★☆☆☆



Data supermarket

Elodie - Business user

Transaction > Online > Revenue

Online sales

Data objects overview

#	Type	Column name	Description
1	date	Day	Day observed
2	abc	Structure	Store or warehouse where product are stored
3	123	Revenue	Volume of transactions performed in a given day (in €)

Scroll for more ...

Lineage - where this data comes from

Source systems

Source datasets

Data objects

SAP

Darwin

Revenue

Store referential

Warehouse ref.

Online sales

More ...

Report issue

Frequent queries

Add to cart

Online sales is a Carrefour certified Data Product

Popularity:  92 %

Quality Score:  92 %

Data Owner

Laetitia Bastien

Technical owner

Sophie Danzé

Description

This table gives an overview of the revenue and its evolution per day per Drive in France... [see more](#)

Thread

Ouvert à l'inscription

Hello, les définitions s'appliquent bien aux 24 derniers mois ?

oui, tout à fait

merci

your message here

16

A date, nous exposons nos "ingrédients" dans notre datalake , mais **3 éléments sont nécessaires** pour que nos Métiers soient capable de complètement les exploiter

*Shop ingredients effortlessly:*

### Data



*Use a great kitchen with  
ustensiles & recipes:*

### Citizen data tooling



*Acquire the  
Chef skills:*

### DigitalRetail Academy



### Priorités 2023

**Q1: Pilote FR** sur deux  
domaines de données:  
**Customer** and **finance**

**Next steps:** Extension à d'autres  
domaines et SP / BR

**Q1: RFP global** visant à  
sélectionner **1-2 outils de  
dataviz** (vs. 13 aujourd'hui)  
pour la totalité de nos pays

**2023: Formation** aux bases  
de la data et aux outils de  
dataviz pour **100% des  
utilisateurs monde**



## The IT side

## The business side

1

**The supermarket:** the place where users can discover and consume all their data and related resources in self-service

**Consumers** need additional components to cook:

-  **A kitchen with ustensiles & recipes** - environment to consume data, BI tool, data transfo. tool, ...
-  **Chef training** - minimum tech skills to use data

e

**The customers:** the different users (*business users, data analysts, data scientists*) consuming and using data in day-to-day operations

2

**The caterer:** the "Analytics Factory" designing and creating advanced analytics products for the business

3

**The warehouse:** the data platform where all data processed is stored, waiting to be consumed

5

**The processing plant:** the place to process and transform raw data into enriched data ready to be consumed

1

**Raw material:** the raw data coming from the different Carrefour IS systems (e.g. PoS, Prolog, Apoline, etc.)

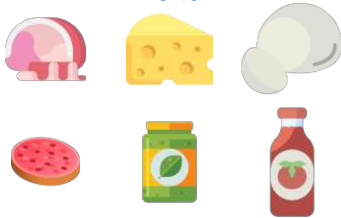




In summary, to democratize data usage **we need 3 things:**

**Shop ingredients  
effortlessly:**

**Data**



To be purchased in the  
Supermarket

**Use a great kitchen with  
utensiles & recipes:**  
**BI, analytics platform etc.**



Via Citizen Data Tooling  
beyond Excel / Google Sheet

**Acquire the  
Chef skills:**

**People with data training**



Through Digital  
Retail Academy

