



MuscleFood Drives Business Value and Creates Data-Driven Culture



UK-based healthy-food retailer excels with Pyramid Analytics with its complete end-to-end capabilities, flexibility and cost effectiveness

With a motto of “healthy living for all,” [MuscleFood](#) is an online and multistore food retailer based in Nottingham, England. They supply pre-prepared meals, ready meals, recipe kits, and fitness-related products and plans throughout the United Kingdom. Muscle Food primarily sells its products online and in retail outlets. Their goal is to make healthy food more accessible and affordable for its 1.8 million customers.



THE CHALLENGE

MuscleFood had a long list of data sources in its tech stack, including Magento, Shopify, Recharge, Klaviyo, Gorgias, Saleslayer, PPD, SQL and more — running everything from its customer-service portal to its inventory and warehouse management system, to its subscription service and more. As MuscleFood evolved and added these new sources of data, PowerBI (and Microsoft) costs started to spiral. MuscleFood had to act quickly to address the cost and flexibility challenge. On top of this, they also wanted a clear understanding of performance against all KPIs, along with an understanding of what data is driving decision making.

“We needed a solution where we could run multiple stores — whether that’s three stores, 10 stores or 50 stores,” says MuscleFood CIO Richard Fallows. “We wanted a framework and a BI solution where we can create new pipelines and bring new store data into an existing data model and data warehouse, and where we can then, effectively, just push the data into existing reports.

“We needed to find a partner and supplier that gave us that flexibility in terms of the design and the build — and that’s also cost-effective.”





THE SOLUTION

“What we particularly liked about Pyramid was it is end-to-end,” Fallows says. “We went through quite an extensive vetting process, and other supplies we looked at – which included Tableau, Qlik, SAP Analytics and Kleene - were more focused on the transformation side of things or the data modelling side of things. In short, we wanted the most cost-effective supplier we could find that runs in the cloud (AWS) and gives us the full end-to-end ability to do *all* of it.

Pyramid’s unified Decision Intelligence Platform provided MuscleFood with the technical capabilities and complete flexibility they needed, including:

- Multi-source direct access to any data with the fastest direct query engine in one easy-to-use, central platform
- An AI-guided, no-code user experience with secure, governed self-service for anyone to access data and uncover insights
- A simple, user-friendly LMS for easy training for all users

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THE RESULTS

MuscleFood is using Pyramid to improve capabilities and efficiency in every part of its business, from warehousing and fulfilment to sales and marketing. In marketing efforts alone, they’ve seen a 65% reduction in marketing cost per order thanks to Pyramid.

Pyramid’s reporting and self-service capabilities are streamlining MuscleFood’s data access, usage and visualization. The company values its new sales dashboard – which tracks channel performance for key metrics, including volume, gross profit, new customers, average order value and more – so much that they installed large plasma screens throughout their offices to display the dashboards. The large screens create transparency on where they stand against their targets in real time and reinforces their data-driven culture.

In addition to the standard reporting, MuscleFood is making full use of Pyramid’s AI-guided self-service capabilities to allow users throughout the company – from front-line workers to members of the board of directors – to access the data and insights they need to drive and support their decisions.

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 **Richard Fallows**
CIO, MuscleFood

MuscleFood has also found the Pyramid User Community to be a valuable resource for their implementation and development efforts. Their team has frequently turned to the Pyramid User Community for quick and effective solutions to various challenges, including the creation of a user and report usage report, which aided them in identifying and measuring user adoption.

“We created more self-service, which increased user adoption – especially thanks to the assist of AI – and we’re getting value already,” Fallows says. “We are making Pyramid the backbone of everything the business does.”

“We’ve even used Pyramid to drive business and warehouse value. That wasn’t in my mind as part of the BI solution, but it was something the business needed. We’ve got this capability in Pyramid. It supports the business with critical processes that involve data, such as short pick in the warehouse, refunding customers, emailing customers. We’ve automated a lot of this using Pyramid, which is great for the business. The business is happy.”





About Pyramid

Pyramid is what's next in analytics. Our unified decision intelligence platform delivers insights for everyone to make faster, more informed decisions. It provides direct access to any data, enables governed self-service for any person, and serves any analytics need in a no-code environment. The Pyramid Decision Intelligence Platform uniquely combines Data Prep, Business Analytics, and Data Science in a single environment with AI guidance, reducing cost and complexity while accelerating growth and innovation.

**Pyramid Decision Intelligence Platform.
Shape Your Decisions.**



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