

CASE STUDY

How Data-Driven Delivery is Disrupting LA's Cannabis Market

Hyperwolf:

Rapidly growing cannabis e-commerce retailer promising 90-minute delivery



Overview

The green wave of cannabis legalization is expected to yield high returns in the US market, worth approximately \$30 billion. Experts forecast a CAGR of +14.2% through 2030. This is a prime opportunity for companies like Hyperwolf to take advantage of the growing demand with innovative products and services. Hyperwolf is a California-based online retail brand that offers cannabis products, backed by its hallmark guarantee of speedy local delivery.

Unlike other companies, Hyperwolf's focus is on making cannabis products more readily accessible by allowing buyers to choose between immediate or scheduled delivery. Hyperwolf has created a network of drivers who provide discreet delivery of cannabis and vaping products in Los Angeles. Customers can choose a 30- to 90-minute delivery window and even schedule deliveries up to a week in advance. This focus on speedy delivery and exceptional customer service sets Hyperwolf apart, helping it grow significantly.

Its innovative business model disrupted the California cannabis market by offering nearly instant delivery of purchases. This is particularly helpful for medicinal cannabis users who cannot make a trip to a dispensary or have difficulty doing so. Hyperwolf found itself in the right place at the right time, offering the right services to those who needed them most. On the fast track to explosive growth, they discovered the one thing that stood in the way: poor data infrastructure.



The Challenge: Promises to Pitfalls

Hyperwolf rapidly garnered a customer base in the L.A. area, but notable challenges arose in delivery management as orders increased. Speedy deliveries were advantageous for the company, but scheduling gridlocks caused issues. These issues included substantial shipping delays, with deliveries often arriving days after the promised date. Unexpected product demand spikes complicated inventory maintenance, while fragmented data made route scheduling confusing.

Human errors in manual scheduling further exacerbated delays, resulting in backlogs of undelivered orders stretching up to a week. This backlog negatively impacted customer loyalty and led to significant financial losses. Hyperwolf needed to streamline operations by implementing a robust data system capable of managing inventory and improving delivery scheduling. Erosion of customer trust was becoming a significant concern, as unfulfilled deliveries harmed the company's reputation and threatened its survival.

The Solution: Hyperwolf Rolls Out a Data Warehouse Solution for Success

Hyperwolf partnered with Data-Sleek to build a modern data infrastructure that could scale with rising demand. The solution began with implementing a data warehouse using data integration to sort, structure, and organize data from multiple sources. From there, Hyperwolf could cluster data based on geographic location.

Hyperwolf's primary focus was on optimizing deliveries using demand forecasting. The new solution enabled the company to forecast demand based on predictive analytics based on historical data accurately. Historical data examples include past order volumes, rate inventory levels at each delivery center.

Before implementation, the company invested significant resources into scheduling and troubleshooting deliveries. Each order was manually scheduled and vulnerable to unforeseen circumstances. Now, data-driven analytics optimize delivery routes, cutting scheduling errors and reducing operational costs.

Incorporating advanced data architecture revolutionized Hyperwolf's operational efficiency, with the solution providing a 360-degree view of their data. This enabled them to address bottlenecks at all levels and quickly adapt to unexpected challenges as needed. By building an effective data ecosystem, Hyperwolf was equipped with the tools to scale rapidly, opening up new opportunities for growth and expansion while delivering exceptional customer satisfaction and fulfilling its delivery promises.

The Results:

A Joint Effort Leads Hyperwolf to Success

Following implementation, Hyperwolf experienced a notable improvement in operational efficiency. The company retained its position as a leading cannabis provider in the rapidly growing Los Angeles market. Its robust data architecture equipped the company to schedule deliveries more efficiently and virtually eliminated data-related delays.

Hyperwolf's partnership with Data-Sleek has been key to their success. By enhancing their operations, Data-Sleek has helped Hyperwolf reach new heights. Through effective visual modeling, Hyperwolf forecasts demand for three weeks. This forecast improves responsiveness and profitability while supporting a lean model. This robust data infrastructure has led to a 92% reduction in delivery delays, enabling seamless scaling in a growing market and maintaining their position as a market leader.

About Data-Sleek

Data-Sleek's extensive partnership opportunities help organizations strategically build data science and analytics capabilities to achieve their business objectives. Ready to learn more? Reach out to our experts today and discover how partnering with Data-Sleek can transform your organization's future.

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