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MAY 12-15, 2025 LAS VEGAS

Blazing trails with Alteryx in Cannabis while avoiding high flying costs

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About West Monroe

What people think of cannabis companies...

What cannabis companies really are...

Cutting edge cultivation

Proven CPG leaders

Leading data-adopters

Agile / fast to move

Providing for medicinal patients

What makes the cannabis industry unique?

Federally Illegal

No bank loans

Raise capital Or re-invest earnings

No tax breaks

Lower margins

Heavy regulations

Reporting & tracking burdens

Limited vendors

Limited access to commercial technology

“Seed to sale“ value chain overview

Plant & Cultivation

Harvest

Trim

Production
(Distillate & Final Product)

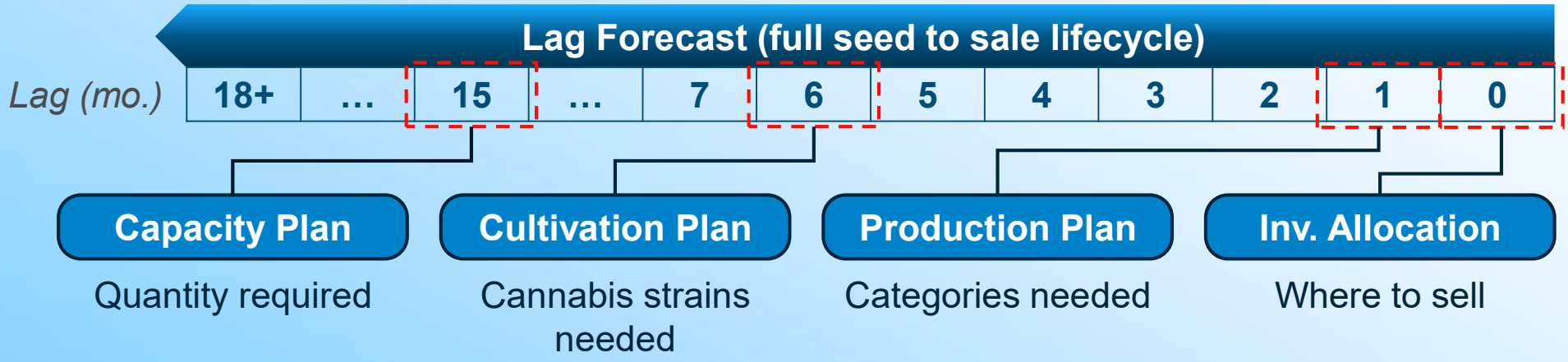
Compliance Testing

Packaging

Distribution

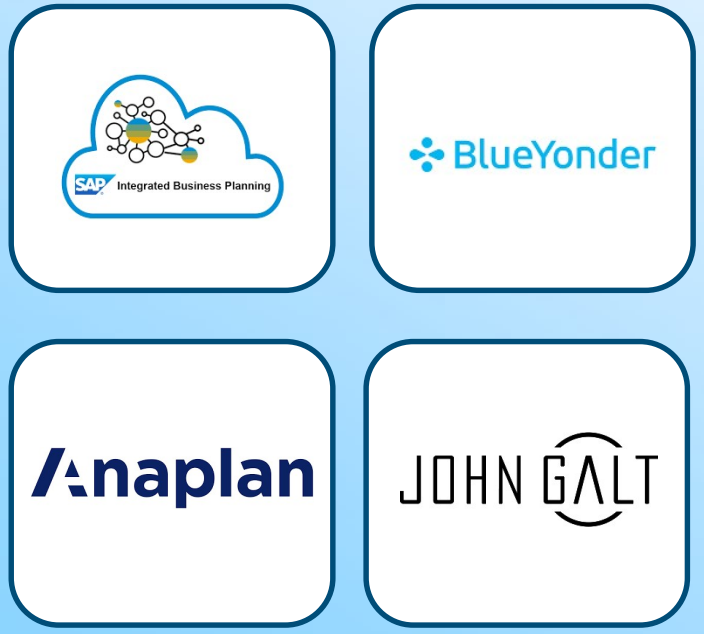
Selling

What tools can be developed to meet cannabis's unique planning needs?



Capacity Plan | Cultivation Plan | Production Plan | Inv. Allocation

Commercially available software solutions aren't suited for the unique needs of a niche industry



High configuration & licensing costs

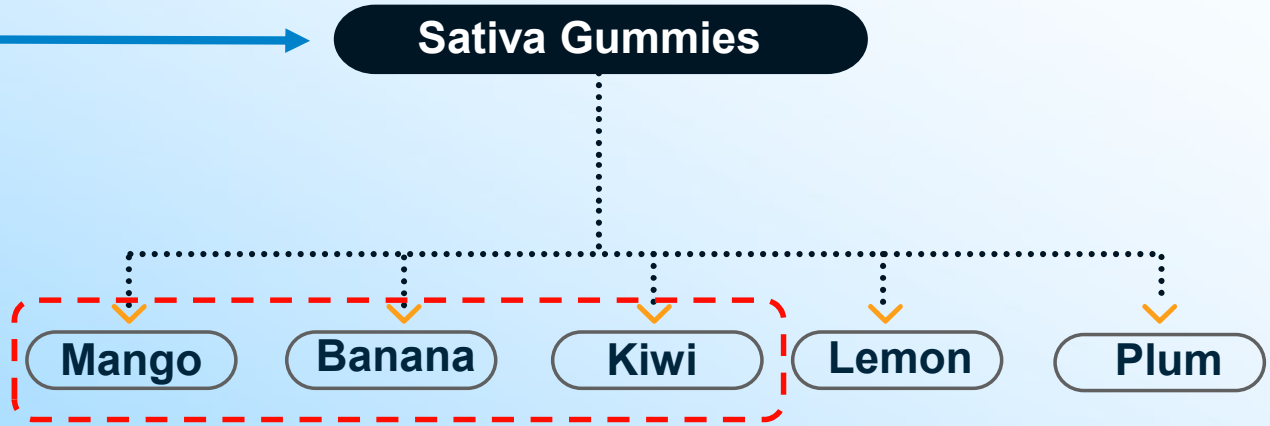
Low build and licensing costs

The solution has to efficiently direct the flow of product through our client‘s network

Our Client‘s retail inventory requirements

Product Line
Service level target = 99%

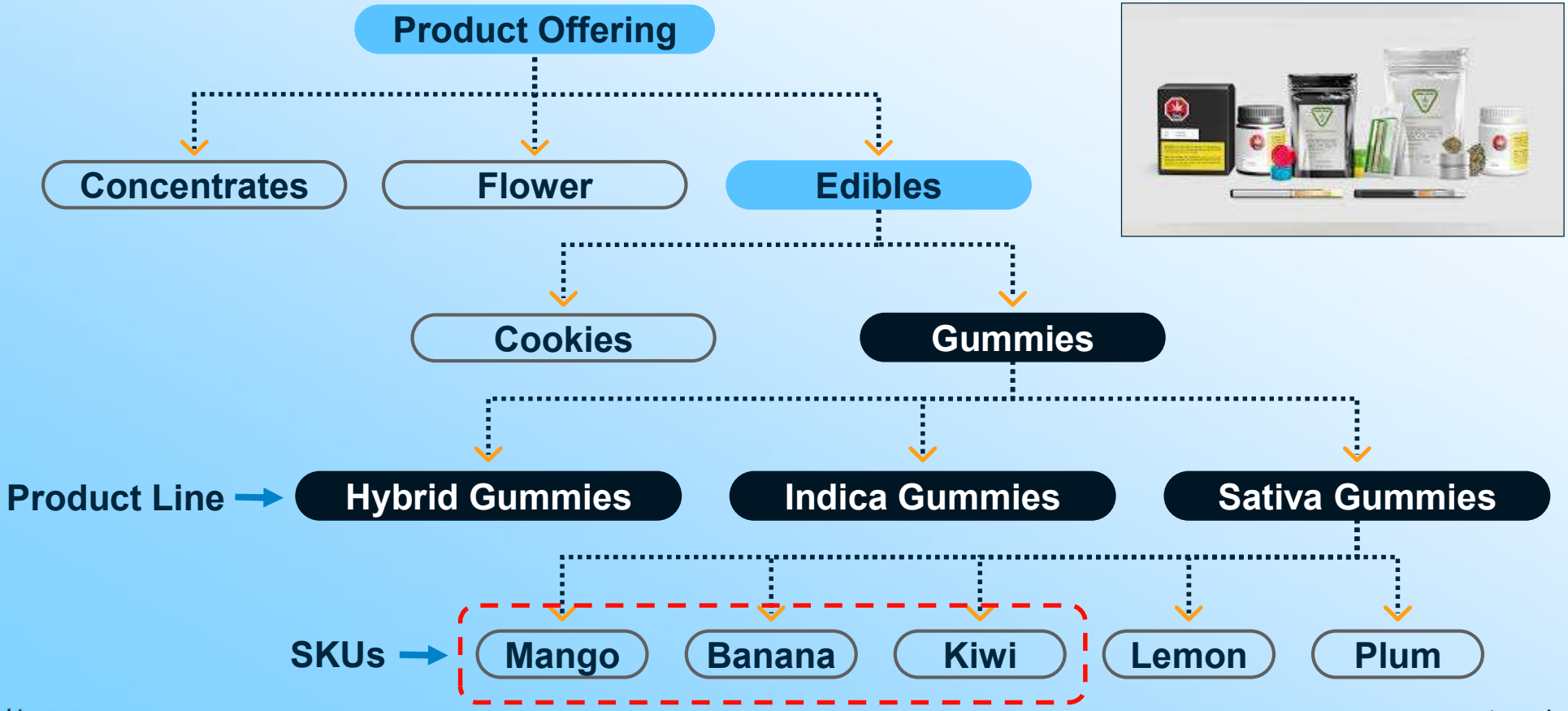
SKUs
Variety target = 3



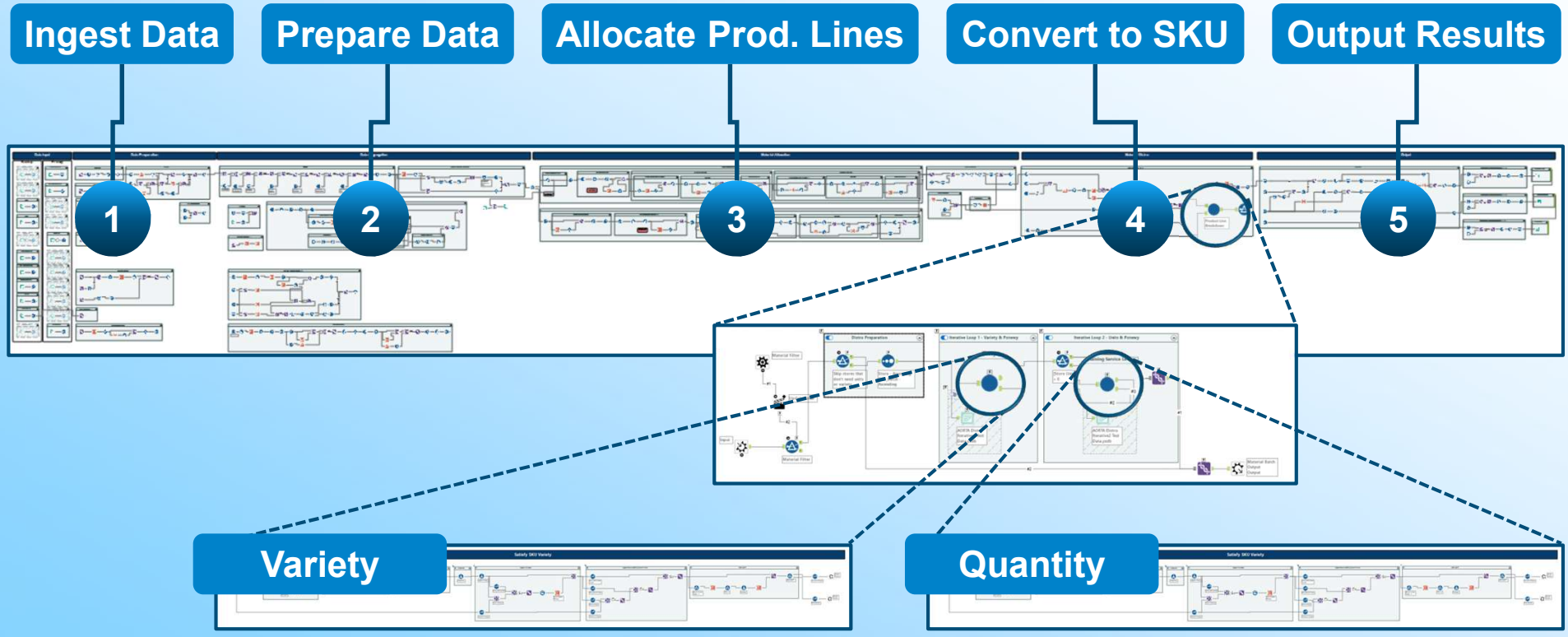
Interpretation

*Each store must achieve **99% availability (service level) by product line** comprising at least **three unique SKUs***

Our client's inventory requirements

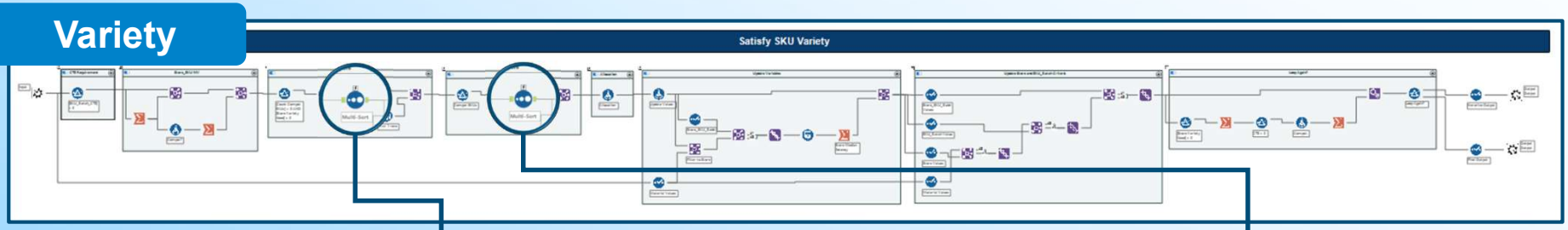


Alteryx solution



Convert product line allocation targets to SKUs

Variety

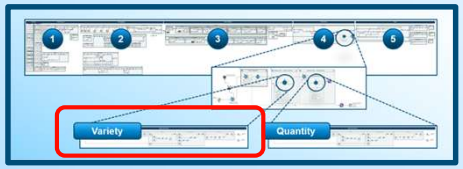


Find Store

1. Highest variety need
2. Lowest average potency
3. Highest unit need

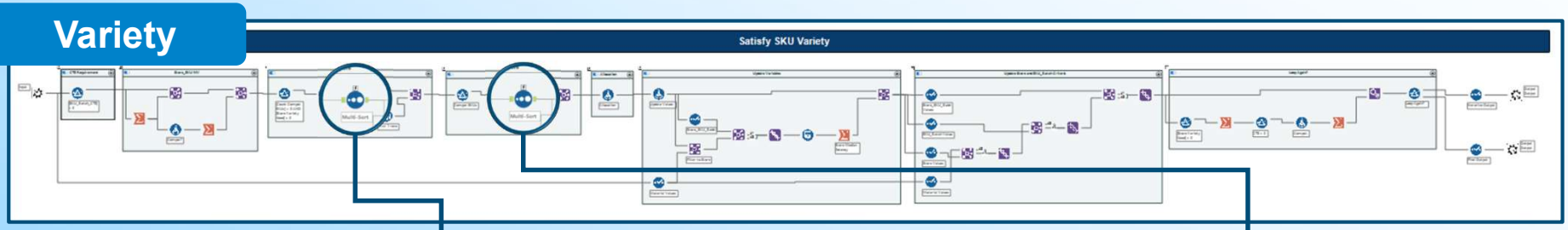
Find SKU

1. Can increase variety
2. Highest available inventory



Convert product line allocation targets to SKUs

Variety

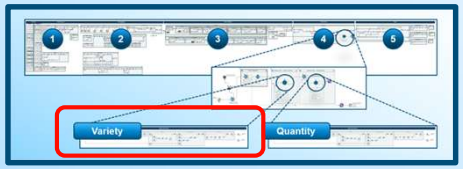


Find Store

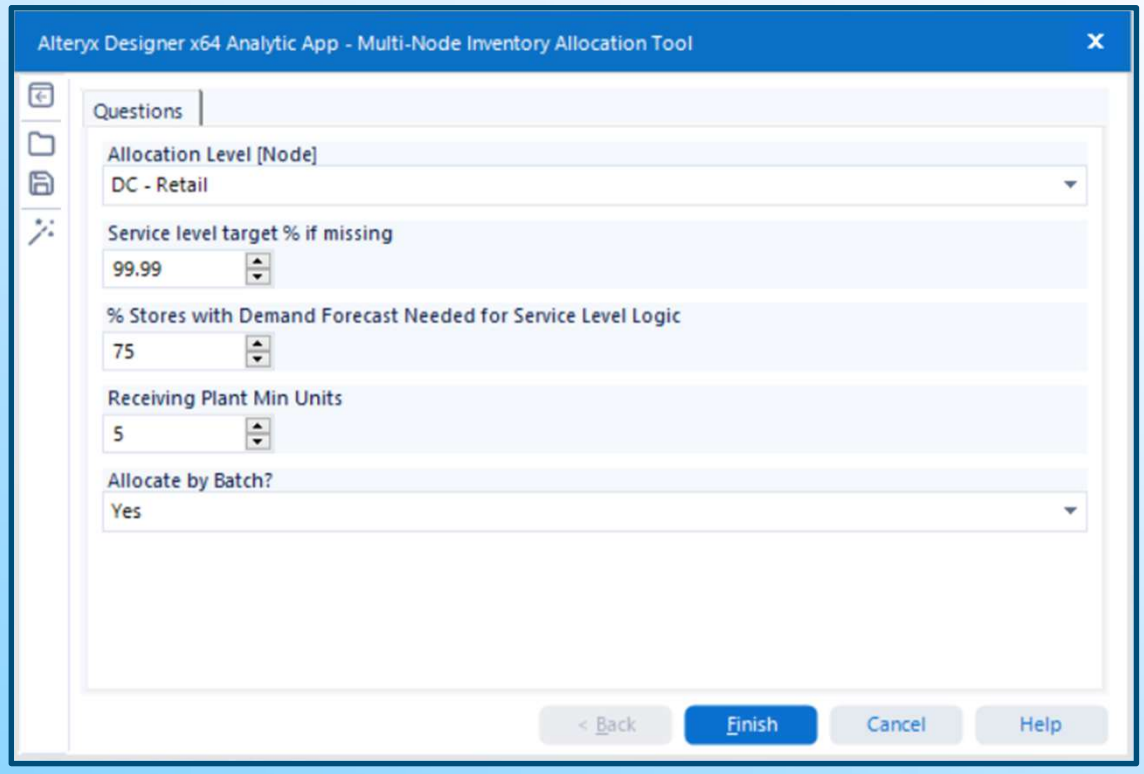
Store	Variety Need	Avg. Potency	Unit Need
S103	3	19.00%	110
S110	3	19.00%	90
S100	3	24.00%	105
S105	3	26.00%	100
S107	2	20.00%	80
S101	1	21.00%	60

Find SKU

SKU	Variety?	Qty. Available
34109	Yes	200
35410	Yes	100
22104	No	2,000



Running the tool is simple!



Lessons Learned

Business vs. Tech QA: Impact to be measured, not the numbers

No “black boxes”: Complexity & confusion drive rejection

User preference is king: Prioritize user needs over perfections

Adoption is THE value: Reserve efforts for training & change management

Questions?