



Senior Executives & CEO

I need to quickly
prove my
business
hypothesis

Data Quality

Downstream Oil & Gas

Retail fuel: pricing and strategy performance

Client : The largest UK fuel forecourt provider and 5th largest supermarket

Challenge

A global investment firm that helps build valuable businesses was looking to understand the UK fuel market and forecourt performance to inform a decision to sell a UK forecourt asset, as well as optimise performance and pricing.

The UK retail fuel market is complex and has changed significantly pre and post pandemic. Traditional methods of analysis were too simple to robustly validate market trends at a competitor, region and site level. Without a better understanding of the relative pricing dynamics of the petrol and diesel markets, it was difficult to proceed with confidence – especially when working with patchy market data from a variety of sources. In particular, validating margin opportunities through improved pricing strategy and execution required enhanced clean data and granular analysis at scale.

Solution

- Created a significantly improved, accurate and enriched data asset in <1 month. Enabling on demand extraction of meaningful insights and value from the data.
- Quickly developed new zonal pricing strategy clusters enhanced pricing precision and competitiveness in an industry where +1ppl translates to +£150m in yearly revenue across the portfolio*
- Modelling of 5+ scenarios per week and tested 20+ hypothesis to deliver answers on demand over 4 months, focusing on market dynamics, competitor strategies, areas for growth and missed pricing opportunities
- Utilized advanced models, together with a visualisation dashboard to enable 'What If' scenario modelling in real time

Impact

- ✓ The client can now make fast and unbiased, data-driven investment decisions.
- ✓ **Identified missed yearly revenue of +£200million** for portfolio of retailers post-COVID*.
- ✓ **Completion of a ~\$3.1bn deal**, demonstrating the power of high value insights in driving significant business outcomes.
- ✓ Blend's analysis directly influenced the post-deal pricing agreement between parties, ultimately enabling the deal to proceed.

* Blend assumption based on observed volume and profit differences for different pricing scenarios and site dynamics



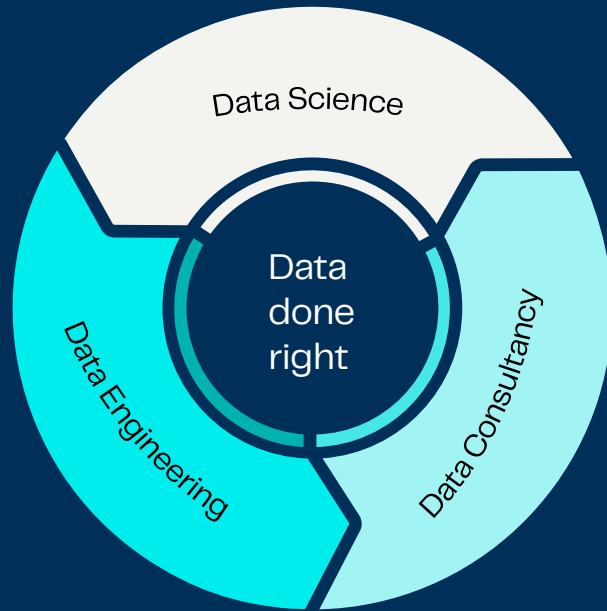
WE BUILD DATA SOLUTIONS

Blend believes that data and AI are critical for building a smarter, cleaner energy future, by driving efficiencies and enhancing decision-making.

Blend are award-winning data scientists, data engineers, BI consultants and strategists who **help build agile, digital organisations** that are fit for a modern energy landscape.



Our data solutions combine world-class capabilities



Data Science

Optimisation

Predictive modelling

Natural Language Processing

Computer vision

Generative AI

Insights & Analytics

BI & Reporting

Data entry tools

Data Engineering

Architecture design

Use case delivery

Pipeline build

Architecture deployment

Platform build & support

Machine learning ops

Data Consultancy

Strategic Advisory & CDO

Data strategy

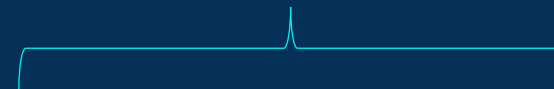
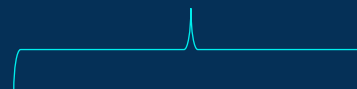
Data maturity assessment

We integrate cross-industry insights to implement specialised, best-practice solutions for the energy industry.

Experience delivering directly with energy clients

+

Experience delivering best-in-class solutions for data mature industries



Why Blend



Expertise without excess

Unlike large consulting firms, we provide no surprises delivery without the premium price tag or unnecessary overhead.



Best of world

We combine access to global talent and technology, with the flexibility of a boutique consultancy.



Bridging theory and practice

We deliver commercially viable, implementation-ready models that deliver business results, not academic theory.



Vendor-agnostic approach

Our independence allows us to recommend and implement the most suitable tools for your specific challenges, avoiding vendor lock-in.



External perspectives with internal integration

Our cross-industry experience brings fresh insights and best practices, while avoiding internal biases and ensuring seamless integration with your existing processes.



Customised solutions, not off-the-shelf constraints

We adapt our solutions to your business, not the other way around, ensuring you get 100% of what you need, not just 80%.

Thank ™ you

Niall Rowantree

VICE PRESIDENT OF ENERGY

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