Rohlik Group is an online grocery delivery service that became the first Czech unicorn in 2021. They have expanded their operations across Europe, operating multiple brands including Knuspr, Gurkeri, Sezamo, and Kifli. Keboola is used across all of Rohlik’s data processes, making the platform a key driver for operational efficiency and profitability.

Read the full case study here

**Results:**

Increased operational efficiency and profitability

With a centralized platform for all data processes and advanced analytics, Rohlik’s partnership with Keboola led to significant improvements in growth, profitability, customer experience, and data-driven decision-making.

“...Rohlik’s partnership with Keboola enabled the company to automate its data processes and deliver faster insights for informed decision-making...”

**Use Cases:**

- **Logistics and supply chain optimization:** Keboola allowed Rohlik to optimize its logistics and supply chain through real-time demand forecasting and dynamic route planning based on live data. This has ultimately led to faster deliveries and reduced costs.

- **Smarter personalization and marketing:** Rohlik leveraged Keboola’s advanced analytics and insights to personalize recommendations, boosting customer satisfaction and average order value. At the same time, it uncovered hidden issues and paved the way for data-driven marketing decisions.

- **Data-driven pricing:** By using Keboola, Rohlik harnessed machine learning models for dynamic pricing strategies, significantly slashing food waste and increasing revenue.

**About Keboola**

Keboola enables customers to automate business processes across departments by utilizing AI, no-code orchestrations and data templates with complete data governance, user management, and 24/7 support. The platform handles all data demands and removes granular or disconnected data, freeing your best talent from repetitive, data-related tasks.

Learn more at www.keboola.com