

DATA ANALYTICS

CUSTOMER STORY

# Chef Works

Qlik AutoML reduced labor process and helped Chef Works dominate with data.





## CUSTOMER STORY

---

“A lot of the value lies in the time savings. We’re not having to spend time coding, troubleshooting errors, or researching how to tune the model, and can move much more quickly through the modeling process”

Sarah Gasman, Senior Business Data Analyst at Chef Works

### **Chef Works Meets Qlik AutoML™**

Chef Works began their journey with Qlik® in June of 2020.

Impacted by the economic climate driven by the global Covid-19 pandemic, Chef Works experienced a reduction in bandwidth and, with it, a growing need to effectively practice data science with a lower time commitment.

Qlik AutoML has enabled Chef Works to explore their data with machine learning and iterate on machine learning models in a fraction of the time it took via previous labor processes.

### **About Chef Works**

Chef Works is an industry leader in the design development of apparel for the hospitality industries. A leader in innovation, Chef Works aims to provide the modern products their customers need at a competitive price point. They offer a wide range of products and styles to suit chefs, bartenders, servers, and other hospitality professionals with frequent new offerings that key in on industry trends.

### **Navigating An Uncertain Landscape With Agility**

With locales banning or limiting eat-in dining and travel at record lows, Covid-19 left many businesses in the hospitality industry on uncertain ground. As a supplier for hospitality businesses, Chef Works needed to make the best use of their time and resources to not only sustain themselves through these changes, but to continue to innovate in ways their customers have come to expect at a price point that would be agreeable to once-lucrative businesses now strained for cash.

Chef Works understood the grim reality that, while many of their customers would see the other side of the pandemic with business in-tact, many would not — as is the nature of such things. To better support those that would survive, and to understand which businesses those were most likely to be, Chef Works turned to the power of data science.

With Qlik AutoML, Chef Works was able to see how Covid-19 was mostly likely to impact their customers, taking into consideration a vast array of business information including state industry and predicted sales using Shapley values to guide their predictions.

They explored topics and solutions in the realms of forecasting finished goods, bringing inventory under control, reducing lead times, making regional changes, efficiency and sales analysis, and regression analysis. They were first to market with industry innovations in no small part due to their data-centric approach — data domination in their own words.

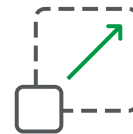
## Chef Works Core Value Pillars Achieved With Kraken:



Time Savings



Self-Service



Scaling Data Science

### The Power Of Predictive Analytics At The Speed of Intuition

Chef Works was able to discover not only which types of businesses had the highest rate of probable survivability but also more granular information like which products were most likely to be purchased together. They achieved this with unprecedented speed thanks to Qlik AutoML's intuitive approach that supports quickly and efficiently changing models, easily pulling in new features, and filtering.

Without the need to code and tune their models, Chef Works was able to use machine learning in a small fraction of the time it took to complete similar tasks manually using R, sometimes in as little as 30 minutes. Their previous process included making self-described finicky changes throughout a time-consuming iterative process that involved pulling data multiple times, cleaning it multiple times, coding, etc. None of that was required when working with Qlik AutoML.

### Making The Switch To Qlik AutoML

The transition to Qlik AutoML was a smooth and speedy one, even without a predictive analytics background. Although they tried other products prior to Qlik AutoML, they never continued with the demos of other services for long.

Qlik AutoML was the all-around winner in terms of time and cost savings for a robust and powerful ML platform that simply fit with Chef Work's goals and expectations. In fact, Qlik AutoML saves Chef Works as much as \$10K annually in time commitment alone. They described Qlik as "communicative and clear," noting that everyone was on the same page from the beginning. Whenever they encountered questions or errors, Qlik was always there to respond "really, really quickly."

Qlik supports new clients with comprehensive onboarding assistance to ensure clients are able to fully utilize the power of Qlik AutoML from the beginning. Aside from being ultra-responsive all the time, optional monthly meetings offer a sounding board for solutions with Qlik AutoML's own data experts who can help guide businesses down the right path to achieve their predictive analytics goals. Our team is your team.

"Partner or provider?" This was the essential question asked by Chef Works who maintains a relationship with all of their software partners. Qlik welcomed this long-term partnership, adapting to feedback from Chef Works to improve the future of Qlik AutoML and Chef Works alike.

## A Bright Future Ahead

Chef Works plans to continue to use QliktoML this year to launch more product bundles, increase sales on the retail website, and engage in targeted marketing along those lines. They will explore lead scoring for new and existing customers, increasing sales and focusing attention on where there's going to be the right amount of value. They will also be experimenting with using Google Analytics data to do customer analysis, to improve and launch new features on the retail website.

“[With Qlik AutoML], we can go from loading the data to having an output really fast, in as little as 30 minutes. The more we use Kraken, the bigger time savings we'll have.”

Nicolette Molina, Business Analyst Manager at Chef Works



### About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

[qlik.com](https://www.qlik.com)