

**CASE STUDY:
CAVE SPRING VINEYARD**

A business benefit:

Cave Spring Vineyard gains transparent business and industry insights from Last Call Analytics



The Cave Spring Vineyard management team sought an easy-to-use alcohol data insight tool, and found that and more with Last Call Analytics

CLIENT OVERVIEW

More than three decades ago, the Pennachetti family helped to pioneer the cultivation of noble European grape varietals on the Niagara Peninsula with the planting of their first Riesling and Chardonnay vines at Cave Spring Vineyard. In the years since, [Cave Spring Vineyard](#) has established itself as one of Canada's most acclaimed wineries, earning a reputation for crafting elegant and distinctive cool-climate wines in the heart of Ontario's wine country.

BUSINESS CHALLENGE

To gain insights into the beverage alcohol industry across Canada, the Cave Spring Vineyard team was using a low code software tool, which required manual coding and work from their internal team to derive the correct and valuable information. The Cave Spring team sought a simplified, easy-to-use tool that would give them the same crucial insight into Canada's beverage retail market but didn't require as much time and resources.

CAVE SPRING

VINEYARD

ABOUT LAST CALL ANALYTICS

Last Call Analytics is a powerful sales data analytics and visualization platform that empowers frontline sales teams and managers to identify opportunities to improve sales and profitability. The platform has become a key tool for retail operations teams in the beverage alcohol and cannabis industries.

“We were very impressed by how easily and quickly we were able to get started deriving useful insights from the platform. Last Call Analytics has helped us to clarify where we are and where we can be. Where our days were cloudy before, Last Call Analytics has cleared the skies.”

- Tom Pennachetti, Managing Partner and Vice-President of Marketing and Sales at Cave Spring Vineyard

THE WINNING SOLUTION

Since using Last Call Analytics, the Cave Spring team has benefitted immensely from the rapid updates and data insights on the platform, which require no manual coding at their end.

One of the most valuable parts of the dashboard for the Cave Spring management team has been the subsets and the ability to manipulate the data by varietal. By working closely with the Last Call team, they have set up ghost territories to develop potential future scenarios, which has allowed them to reorganize their sales teams and strategies to reflect their business goals. By looking into the data through different location subsets, the team can focus on placing more products in the best-performing stores and spending less time and resources on the lower-performing stores.

For the sales representatives, the Last Call Dashboard has been instrumental in shaping their daily agendas by creating daily actionable insights such as accounts to check in with, stock out advisories, and promotional performance. It has also allowed them to be more successful while in stores, with the ability to quickly pull up insights on their phones for managers.

KEY BUSINESS BENEFITS FOR CAVE SPRING VINEYARD INCLUDE:

- Data-driven decision making
- Efficient and streamlined reporting
- Insights for future strategy planning
- Customization and adaptation of the dashboard for unique business needs