CIRCLE K

Circle K operates thousands of convenience stores across Mexico as part of its global footprint.

Fragmented systems and data forced Circle K to rely on manual, Excel-based processes for sales and operations analysis.

These limitations in data infrastructure hindered effective decision-making for commercial teams—particularly in store performance, category management, and forecasting.

SOLUTION

Data Integration & Transformation

By partnering with Arkham, Circle K integrated its ERP, POS, and Excel-based catalogs into our Data & AI Platform—eliminating manual processes and saving hundreds of hours on data consolidation and analysis.

AI-Powered Use Cases

With unified and reliable data, Circle K's business and technology teams deployed high-impact use cases:

- Automated store sales and category reporting, with AI-powered answers in seconds.

- A real-time Sales & Operations Control Tower that monitors key metrics across every store, region, and brand.

- Fully automated sales forecasting.

IMPACT

Intelligence, Speed, and Control:
More than 50 team members now make data-driven decisions across pricing, promotions, and sales performance-powered by reliable data and AI-powered insights.

Total Control :
Circle K operates with a real-time view of sales and operations across every store, category, and SKU.

Accelerated Execution:
In under six months, Circle K built a scalable foundation for AI adoption-saving over 18 months compared to traditional implementation timelines.

"Our teams move faster with trusted data and insights in seconds. Arkham is our Data & AI Control Tower for sales and operations."

Carlos Guerrero
IT Director, Circle K

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