

# How Wana is Infusing the Cannabis Industry

**Cannabis** | Wana | Case Study



In Colorado, Oregon, and Nevada, Wana Brands is a leading infused product manufacturer. Known for their popular sour gummies and extended release capsules, Wana has been a leading innovator in the cannabis industry since 2010 driving success through professionalism, consistency and quality.

## Problem

The cannabis industry has experienced exponential growth as more states adopt legalization policies. As a result of tight regulation, companies operating within this industry are required to collect a high volume of data. In addition, many data sources exist and are often disconnected. The challenge is to identify how to centrally capture and analyze the numerous data sets in order to generate actionable business insights.

The wholesale cannabis industry faces the challenge of increasing competition as more licenses are granted across the country coupled with diminishing returns as prices fall in an oversaturated and heavily regulated market. Furthermore, this market is driven by consumer preferences for product types. In order to address this problem, Pathways International needed to refer to the sample requirements.

Wana came to [Pathways](#) with sales data wanting to know how they could generate value through sales and product analyses. Data was being collected through multiple systems, but was disconnected. Wana knew what questions to ask and Pathways came in to help generate the answers.

## Key Technologies:

- Microsoft Power BI
- SQL Server 2016
- Azure Virtual Machine
- SQL Server Data Warehouse
- Filemaker (source database)

## Sample Requirements:

- Predict demand
- Segment retailers
- Model market basket
- Monitor inventories
- Forecast and budget
- Analyze demand sources

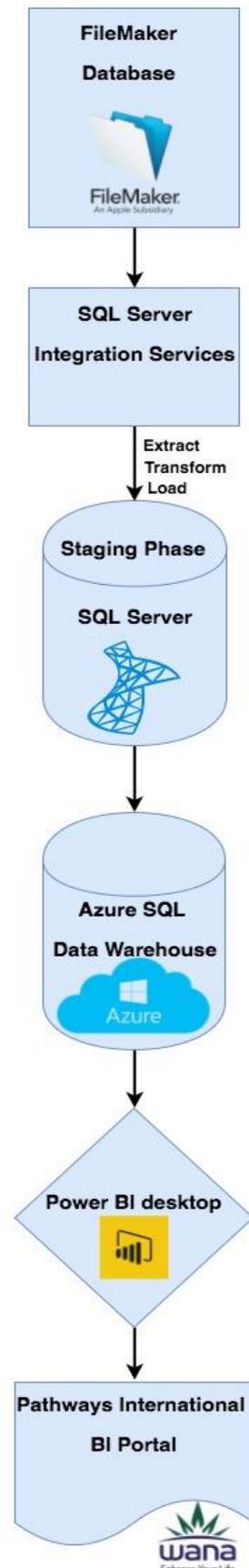
## Solution Steps and Implementation

A big challenge Pathways faced came from staging and normalizing the existing FileMaker database. There were many redundant tables in the existing system, making it difficult to consolidate and centralize data sources.

Starting with Wana’s existing FileMaker database, Pathways utilized SSIS to extract, transform, and load the data to SQL Server. Data was then loaded into an Azure SQL data warehouse. From the Azure SQL data warehouse, Pathways was able to report from Power BI Desktop. Pathways created a C# web application, dubbed “PI-BI Portal” for Wana where they are able to host their dashboards and reports.

“We knew that having fast, efficient and ad hoc reporting from FileMaker is tedious. Pathways provided us with a platform to help us achieve our goals.”

Mike Hennesy  
Sales/Business Technical Manager



## Final Outcome

Pathways delivered to Wana custom dashboards and reporting to assist their management team in making high-level business decisions.

**Revenue Analysis:** Starting with total revenue, this report allows for managers to manipulate the revenue data by month, city and license type. Highlights from this report are Sales Rep performance on both a dollar and quantity level; the relationship between revenues, product, and time; and medical versus recreational breakdowns.

**Top/Bottom Analysis:** Also looking at revenue, the top/bottom report delivered to Wana generated an executive level review of product sales. This report allows users to analyze the sales of the top and bottom five products by dollar volume, quantity volume, and dispensaries. Sales Rep data is used to show where Reps are having success with certain products. A dispensary level review shows what's moving out of retailer's doors and what's sitting on shelves.

**Market Basket Analysis:** On a product and customer orders level, Wana wanted to know which products were being bought together. The market basket analysis report delivers an executive level understanding as to how often two products or product types are purchased in tandem.

**Leaflink Analysis:** Wana wanted to dive a little deeper into their wholesale data collected on transactions through Leaflink. Pathways created a report describing the number of orders through Leaflink broken down by quantity and unique products.

## Conclusion

During Pathway's collaboration with Wana, our team was challenged to create a clean and easy-to-read reporting dashboard. Pathways delivered useful analyses driving insights and efficiency. Through working with Wana's data, our team developed an understanding of the trends affecting the cannabis industry. Pathways is excited to be one of the first analytics companies bringing BI capabilities to the market.