

# Fuel Price Intelligence System for a North American Fuel Retailer with 3,000+ Gas Stations



## Challenge

Our client, a leading North American fuel retailer with over 3,000 gas stations, relied on manual processes to monitor local competitor fuel prices. These manual methods involved site visits, manual checks, and limited web search, resulting in slow updates, missed pricing opportunities, and lack of real-time visibility into market dynamics.

## Objectives

Automate fuel price monitoring across all competitive geographies. Enable real-time pricing insights to support dynamic pricing decisions. Consolidate pricing data from multiple sources into a centralized intelligence platform.

## Key Results

**1M+**

price points processed daily across North America

**90%+**

accuracy in fuel type and brand match

## Approach

- Aggregated pricing data from multiple public sources.
- Applied data matching models to align competitor prices with specific locations, brands, and fuel types (regular, midgrade, diesel).
- Integrated real-time alerts for pricing anomalies and built automated dashboards for pricing analysts.

## Solution

- Straive developed an automated fuel price intelligence engine combining web scraping, API integrations, and machine learning models to track and validate over **1 million daily pricing records**.
- The system supports geolocation mapping, daily refreshes, competitor clustering, and price trend analytics—streamlining pricing strategy across all regions.
- Implemented data governance to support location-level accuracy and scalability.

## About Straive

As a data analytics and AI operationalization company, we don't just build top-tier data analytics and AI solutions—we integrate them seamlessly into your core workflows. This approach drives enhanced efficiency, improves user experience, and boosts revenue, setting you apart from the competition. Serving a diverse range of industries—including Pharmaceutical & Life Sciences, Logistics, Supply Chain & Manufacturing, Research & Publishing, Information Services, EdTech, Banking & Financial services, and Retail Tech, Entertainment & Media—we have a global client base spanning over 30 countries. Our strategically positioned resource pool operates across seven countries, including the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, and Singapore, where the company is headquartered.