

Circle K Test & Learn

From Marketing Ideation to Experimentation

One self-serve experimentation platform that turns market trends into faster, data-driven, statistically rigorous retail campaign experiments.

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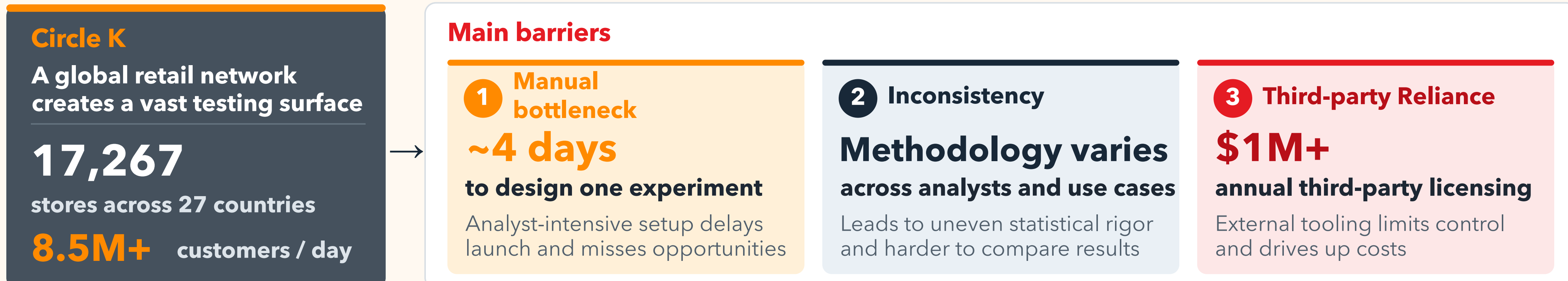
Justin Che



Yichi (Jeremy)
Zhang

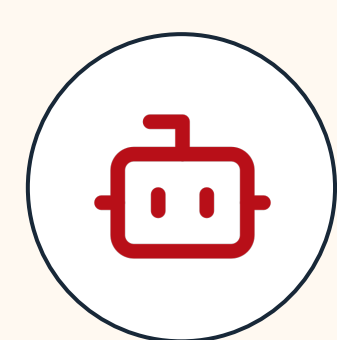
WHY IT MATTERS

Scale, manual work, and vendor dependence constrain experimentation velocity.



PLATFORM OVERVIEW

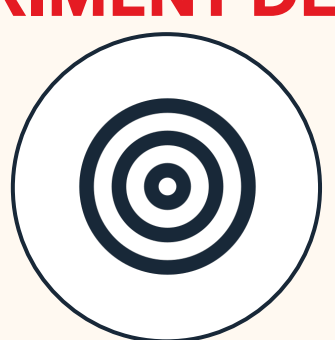
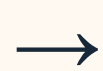
One workflow carries a campaign idea into a diagnostics-backed store test.



Campaign
Ideation



Experiment
Specification



Power
Analysis



Store
Matching



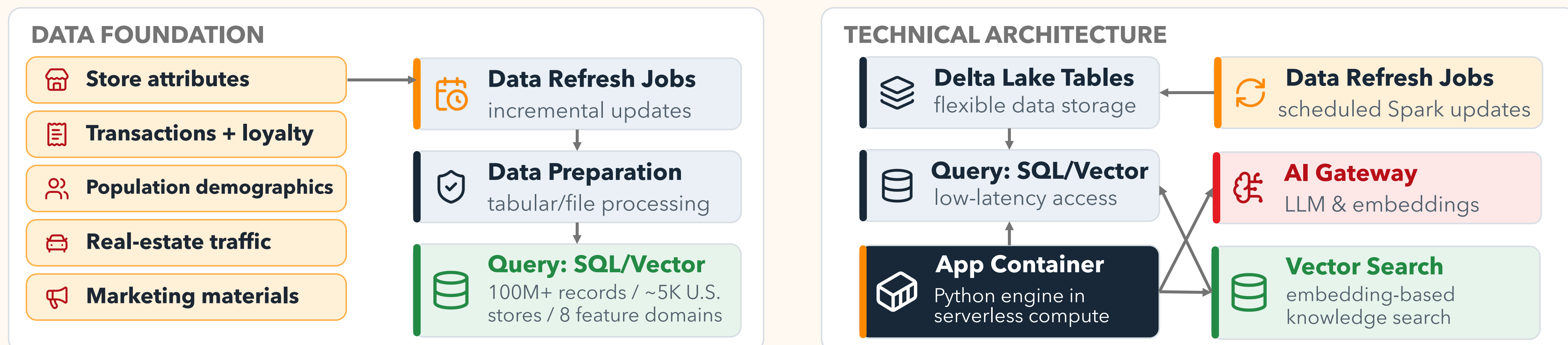
Post-Test
Analysis

EXPERIMENT DESIGN

FUTURE

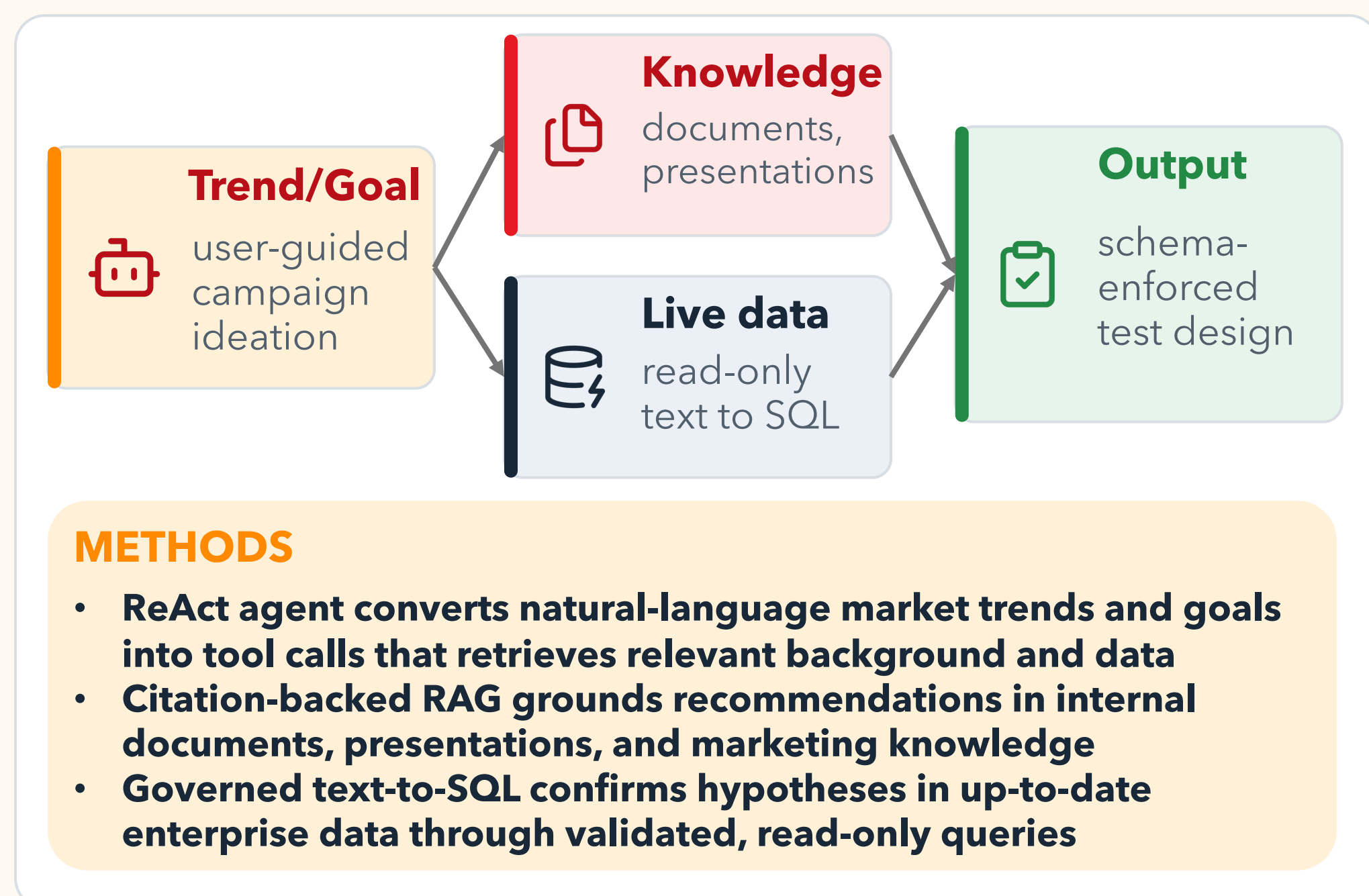
HOW IT WORKS

A governed data foundation powers one compact, production-ready architecture.



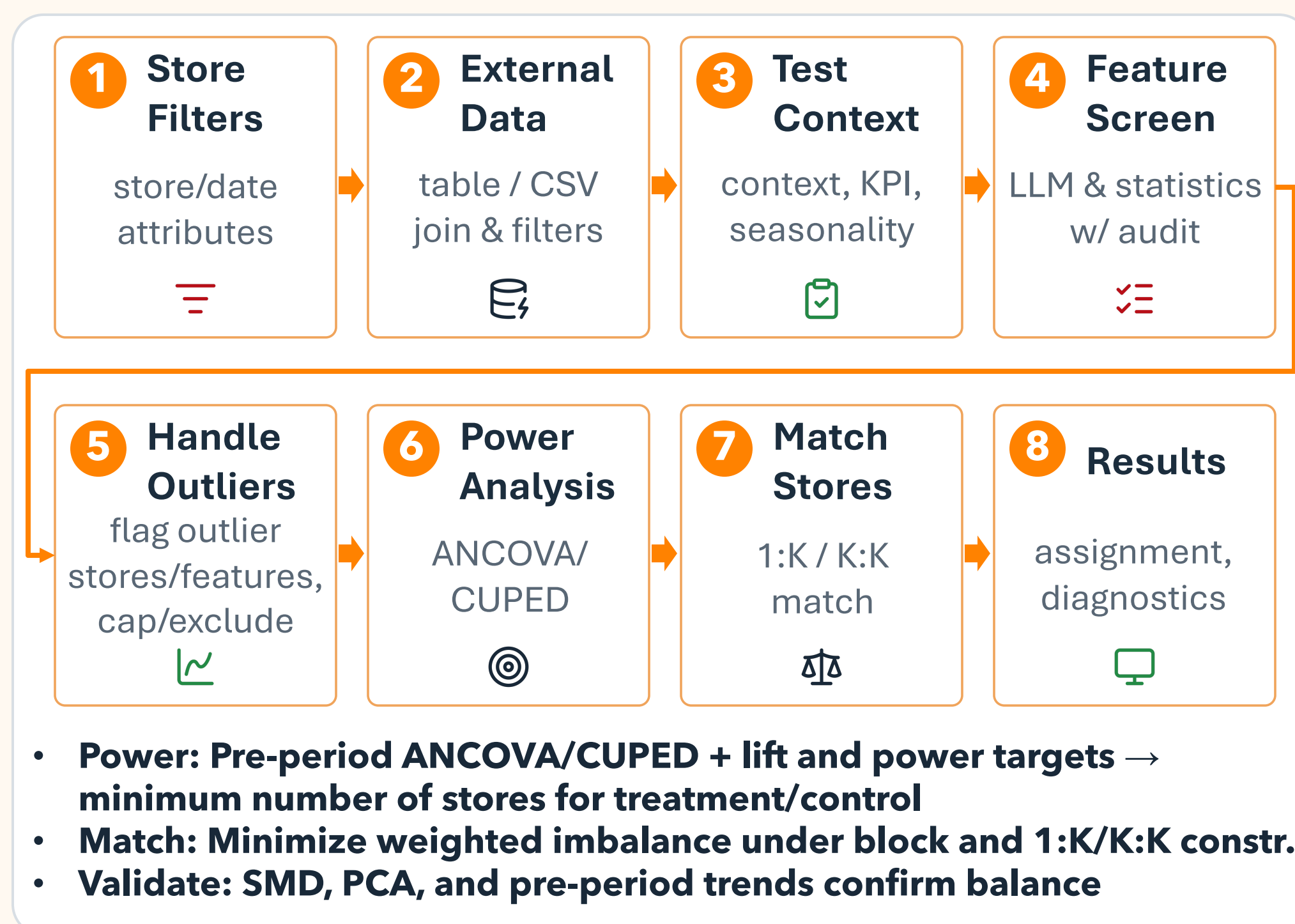
CAMPAIGN IDEATION

Ground ideas in internal knowledge and live data.



EXPERIMENT DESIGN

Size and match stores with auditable diagnostics.



BUSINESS IMPACT

Faster, Better & More: spend avoided, time saved, and more tests made possible.

20h → 1h

hands-on design time per test

\$4.3M+

annual license + labor savings

~3x

more experiments made possible

User Feedback

"The staggered rollout I did before considered multiple methods for store matching and took a long time... with this tool, you can use it directly; the data is already prepared, matches my causal design, and is reliable"

- Jane Chen, Data Scientist

User Feedback

"Relying on our external partner for insights is a black box ... Circle K is a huge company with complex operations, which results in a lack of standardization; the platform brings a great, standardized format that lets us compare side-by-side ... If we can scale to thousands of stores, this will equal millions of dollars of value"

- Gautam Lele, Director