

Global eCommerce Company Accelerates Growth with Data and Analytics

Pythian empowers global eCommerce company to streamline data management and enhance customer insights with Google BigQuery, boosting strategic decision-making capabilities.

Overview

Based in Canada, the organization is a global provider of eCommerce and point-of-sale (POS) solutions. With over 3,000 employees and over \$700 million in revenue, they serve businesses worldwide by integrating data analytics into their offerings to facilitate seamless transactions and operations for retailers, restaurateurs, and other business owners.

The challenge

The eCommerce company faced significant challenges following a series of acquisitions that left their data strategy fragmented. The lack of a centralized data view impeded their ability to answer critical questions, such as customer count and acquisition costs, due to disparate data sources and inadequate integration. The absence of a unified data structure complicated efforts to track key performance indicators (KPI) and strategically upsell products.

The company faced high costs and expertise barriers in managing complex analytics, limiting its ability to use data competitively. If unresolved, the organization may struggle in the fast-paced digital market. Without accurate data insights, decision-making became speculative, leading to missed revenue opportunities and lower customer satisfaction. Poor customer data tracking could result in inefficient marketing spend, as campaigns cannot be properly targeted. Additionally, competitors employing more efficient analytics could capitalize on the market gaps left by the eCommerce company, eroding its market share over time.

Industry

eCommerce & POS

Location(s)

Global, headquartered in Canada

Technologies

- Google Cloud
- Google BigQuery
- Dataform
- Jupyter Notebook

Overview

The organization partnered with Pythian to streamline its data environments, producing deeper insights and accelerating growth through enhanced data analytics capabilities.

The solution

Recognizing the need for a robust data strategy, the ecommerce and POS company engaged Pythian to develop a comprehensive solution. Due to availability constraints, the company asked Pythian to help create a Gross Transaction Volume (GTV) data mart, which would centralize and streamline the company's data across multiple product lines. This approach aimed to enhance data visibility, accuracy, and usability.

Pythian's implementation strategy revolved around integrating Google BigQuery to optimize data analytics and governance. By employing Dataform and Jupyter Notebooks to facilitate data transformation and validation, Pythian ensured accurate GTV calculations. The team worked closely with the organization's architects and analysts to establish a consistent data model and executed phased developments to revitalize their data infrastructure.

What Pythian did:

- Developed a GTV data mart to enable accurate reporting and analysis.
- Utilized Dataform and BigQuery for advanced data analytics.
- Developed Jupyter Notebooks for effective data comparison and validation.
- Implemented data pipelines to streamline data flow across departments.

Business outcome

The collaboration with Pythian transformed the eCommerce company's data management capabilities, enabling a unified view of customer data across departments. This integration improved strategic decision-making, as they could now effectively track and measure KPIs, enhancing their ability to upsell products.

With the refined data strategy, the eCommerce company gained the ability to deeply analyze customer behavior, better understand retention and churn metrics, and optimize marketing campaigns. This empowered the company to set more informed strategic goals and efficiently respond to market demands, positioning them well for sustained growth and innovation.

Looking to accelerate valuable business outcomes through data analytics?

[Pythian's Google Cloud experts](#) can guide your team through the journey, and support you in evaluating and implementing key tools that allow you to unlock your data and introduce innovative technologies like AI.

Business need

They needed a centralized data strategy to improve key performance indicators and leverage advanced data analytics.

Solution/What Pythian did

Pythian created a GTV data mart and implemented data pipelines using BigQuery and Dataform, enhancing data integration and reporting accuracy.

Result/Key outcomes

Enabled strategic decision-making with integrated customer views, improved KPI measurement, and increased capability to upsell products.

About Pythian

Founded in 1997, Pythian is a data and analytics services company that helps organizations transform how they compete and win by helping them turn data into valuable insights, predictions, and products. From cloud automation to machine learning, Pythian designs, implements, and supports customized solutions to the toughest data challenges.

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