

# Lucy & Yak Scales Data Operations Without Adding Engineering Headcount

Fashion brand saves hours weekly, builds custom retail reporting, and accelerates insights with Boomi Data Integration

“I needed a tool I could set up quickly and manage alone. Boomi gave me full control over our data without needing an engineer.”

**Zivile Januskeviciute**  
Data Lead,  
Lucy & Yak

## Business goals

The UK-based fashion brand Lucy & Yak does more than sell comfortable, trendy clothes. The company has a strong commitment to sustainability as part of its ethos, which has contributed to its increasing popularity. As the company has grown, Lucy & Yak faced significant data problems. The brand needed to bring data operations in-house to reduce reliance on third-party contractors.

Operating both online and across eight physical stores, the team needed to empower internal users with access to key KPIs, inventory levels, and customer sentiment. Its goals included:

- Gaining full control over data pipelines
- Enabling self-service analytics companywide
- Reducing time-to-insight from new data sources
- Supporting growth without expanding the data engineering team

Lucy & Yak sought a scalable, easy-to-use integration platform that could unify its retail and marketing data for faster, more reliable reporting.

## Technology challenges

Before turning to Boomi Data Integration, Lucy & Yak’s only data practitioner relied on a third-party contractor to manage data pipelines. This created numerous bottlenecks:

- Data from platforms like Shopify, Klaviyo, and Peoplevox could take months to ingest
- Reports contained inconsistent metrics due to slow manual reconciliation
- Tableau dashboards were nearly unusable due to refresh limits
- Ad hoc stakeholder requests were difficult to fulfill
- Reliance on spreadsheets limited data accuracy and availability

Keeping up with the increasing volume of data demands had become a daunting task. As a small team, Lucy & Yak needed an agile solution that removed dependency on external resources while enabling fast and accurate data delivery. In other words, it needed a data solution that matched the quality of its clothing.

## How Boomi helped

With Boomi Data Integration, Lucy & Yak quickly unified data across Shopify, Peoplevox, Klaviyo, and Judge.me – without hiring additional engineers. Boomi played a pivotal role in key deployments that included:

- Historical and real-time Shopify ingestion
- Custom Python-based connectors to SOAP APIs like Peoplevox
- Data actions to build REST API integrations without code
- Data workflows to orchestrate transformations and syncs
- Seamless integration with Snowflake and Tableau

Boomi's flexibility and ease of use enabled the team to manage all ELT processes in-house, supporting faster reporting, improved accuracy, and self-service analytics – saving time and resources.

## Results & business outcomes

Lucy & Yak's data operations were completely transformed by Boomi Data Integration. The company was able to modernize its internal operations in ways that made the business more efficient and capable of moving faster. The team was able to easily build a dedicated retail Weekly Sales, Stock & Intake (WSSI) tool to optimize inventory. Additionally, Lucy & Yak:

- Reduced manual data integration hours each week
- Experienced a significant drop in query times – from minutes to seconds
- Enabled a data analyst to lead end-to-end operations
- Increased dashboard adoption across departments
- Connected even non-database sources like spreadsheets

With Boomi, Lucy & Yak transitioned from dependency on contractors to full data autonomy, supporting rapid business growth and operational efficiency with an in-house team.

## CUSTOMER SPOTLIGHT

<b>Industry &amp; Market</b>	Retail (Sustainable Fashion)
<b>Headquarters</b>	Brighton, UK
<b>Employees</b>	100
<b>Key Integrations</b>	<ul style="list-style-type: none"><li>• Shopify to Snowflake (Order + Product Data Ingestion)</li><li>• Peoplevox stock management via Python + SOAP API</li><li>• Judge.me customer reviews via REST API</li><li>• Klaviyo marketing automation (in progress)</li><li>• Tableau for reporting and visualization</li><li>• Spreadsheet ingestion for non-structured data</li></ul>



Boomi lets us stay lean while remaining confident we can connect any data source we need."

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Data Lead,  
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