CASE STUDY

Streamlining BI Reporting Processes and Reducing Marketing Overhead for an eCommerce Giant – Quantzig's New BI Success Story

In 2020 **retail eCommerce** witnessed an unprecedented boom due to the impact of the pandemic. Notably, this growth gave rise to new opportunities in etail that prompted more brands to venture into the eCommerce space to explore and take advantage of online retailing. However, the drastic turn of events and the shift to online retailing have paved the way for several new data management challenges characterized by the sudden influx of data.

Given the huge volumes of data at hand, data integration, analysis, and report generation may seem to be challenging, but it is crucial for e-commerce businesses to move forward in their digital transformation journey. *We have a proven track record in enabling business intelligence reporting and advanced analytics for some of the world's leading brands.* Contact our analytics experts *to learn how we can help you address the challenges in an ever-evolving business environment.*

The Client

The client is a retail eCommerce firm based out of the United States. They are well-known for their unique product offerings that span myriad segments, including consumer electronics, household products, clothing, and consumer goods.

Challenges

Being one of the fastest-growing online retailers in the United States, the etailer had amassed huge volumes of unstructured customer transaction and behavioral data sets. Though the client had access to several data sources, they needed to implement a strategy to integrate and analyze data sets from isolated databases. To add to their woes, the data obtained from their eCommerce platforms and other channels weren't compatible, further preventing them from leveraging data to analyze the impact of their online and offline marketing activities. They needed a robust BI solution to overcome the challenges of their isolated databases and a robust plan to improve marketing campaign effectiveness.

The client approached Quantzig to leverage its analytics expertise and obtain the following benefits:

- Boost campaign effectiveness and gain detailed insights into critical business data
- Integrate data from various sources with relevant stats to find new sales opportunities and identify upcoming trends
- Streamline processes and reduce online marketing overhead

The Opportunity

An in-depth analysis of the client's challenges revealed that their business operations could be streamlined if only the data from multiple platforms could be aggregated, and the BI reporting process could be improved. By implementing an advanced BI reporting process tailored to the client's specific needs, the client will be well-positioned to understand essential business metrics and use BI reporting data to make crucial business decisions.

Solution Offered

Quantzig's analytics experts analyzed the client's challenges and offered a tailored BI solution to provide insights into their business data. The BI reporting project was carried out in three phases over a span of six weeks. The implementation of a robust BI reporting process enabled the client to integrate data from disparate systems and accumulate it in one database for querying, data modeling, and data visualization. The addition of an analytics layer to the business intelligence dashboard further empowered the client to gauge and monitor important business operations in real-time using customized KPIs and reports.

Business Intelligence Reporting
Our Approach

PHASE 1

Data Integration

PHASE 2

Data Quality Management

PHASE 3

Insight Generation

We empower clients to combine data mining, reporting, data visualization, benchmarking and performance management, and advanced business analytics to turn data into actionable business insights that aid in crucial decision-making. Get in touch *with an expert to learn more about our capabilities.*

Quantzig

Quantzig played an active role in revamping the BI reporting process and streamlining sales strategies. As a result, the client achieved remarkable improvements with a reverberating impact on sales and marketing spend.

Looking for more comprehensive insights? Request a free pilot project *from our experts.*

Business Impact

Within five weeks, the client had access to a fully functional, flexible BI reporting system that enabled aggregation and analysis of data based on end-user requirements. With advanced analytics, data visualization, and BI reporting capabilities, the client could put their data to use immediately to make crucial decisions. The BI solution also empowered key decision-makers to analyze the specif areas of interest, save data visualizations, generate reports, and share them with other teams and stakeholders to take further actions. Other benefits include:

- Streamlined processes to improve operational efficiency
- Combined data from various sources and offered real-time insights into marketing effectiveness
- Aligned sales goals with organizational objectives
- Implemented a unified business intelligence reporting framework
- Deployed real-time data dashboards to drive decision-making
- Reduced marketing overhead by more than 37%
- Designed and developed a scalable BI reporting platform to respond quickly to market dynamics