



## Case Study

### Digital Engineering

# Data Enrichment and Integrated Business Intelligence for an Ecommerce Team

**Industry:** Technology

**Client:** Multinational ecommerce company



## Business Impact

- Moved from **35 manual reports** to a **single automated insights** view
- The company's data analysts use the insights **on a daily basis** to make **better, faster decisions**

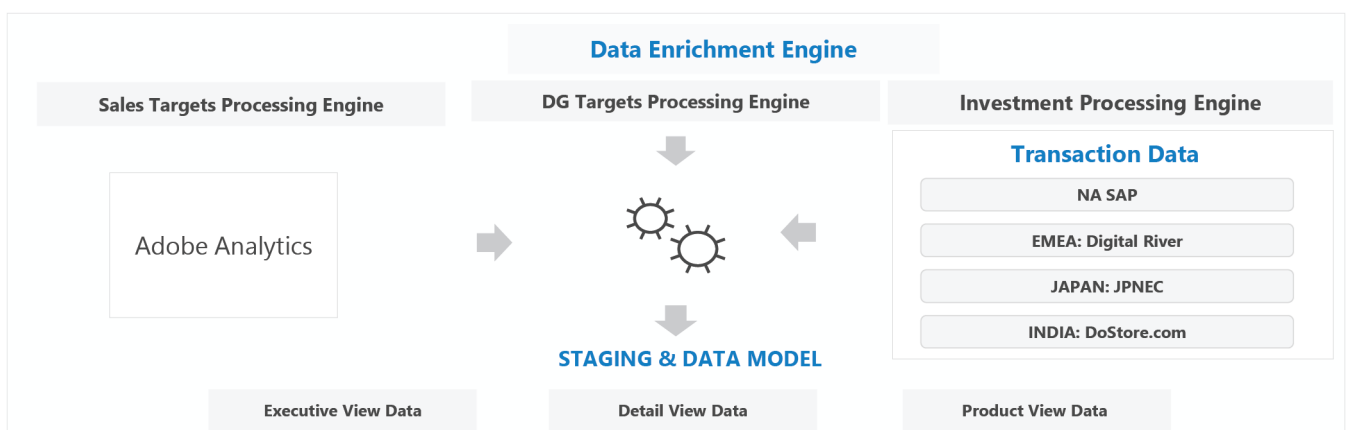


## Business Requirement

The client, a multinational ecommerce company, engaged Course5's Digital and Analytics team to help unify disparate and inconsistent data from 13 sources. The client wanted to create a single view of ecommerce sales, website traffic, demand generation and product performance data that could be easily tracked and leveraged to get automated insights.



## Solution Approach



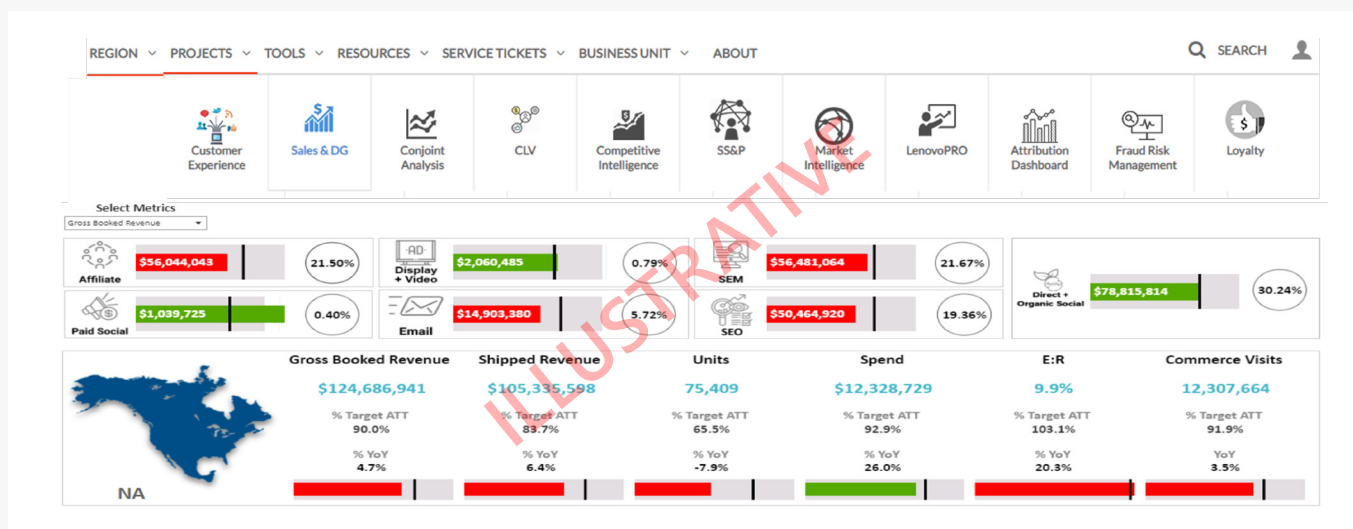


## Outcomes

- Harmonized performance data from all sources to produce a master report that is refreshed 6 times a day
- Empowered business teams to take decisions based on timely and integrated intelligence



## Master Report on Harmonized Data



### About us

Course5 Intelligence is a pure-play data analytics and insights company with a focus on helping organizations drive digital transformation using artificial intelligence (AI), advanced analytics, and insights. We enable organizations to solve complex issues relating to their customers, markets, and competition at speed and scale through a combination of industry-specific domain expertise with AI-driven products and solutions that are Intellectual Property (IP)-led and leverage the latest technologies. We use a multi-disciplinary approach to data integration across structured and unstructured data sources to help businesses grow through informed decision-making.