



Fostering data-insights powered decision making



Data Integration
and Data
Management



Automated
Reporting and Insights



BI, Analytics and
ML/AI Services

What We Do?

We build data products and offer consulting services to accelerate growth for eCommerce and digital businesses through the innovative use of cloud technologies, advanced analytics, and data science.

Who are we?

We are a full stack data team comprising of engineers, analysts, data scientists, and domain experts combining our strengths to accelerate the goals of those who are challenging the status quo.

Our Customers

Some of the world leading brands trust us and our work.

Enterprise – Digital



Mid-Market – DTC



Product and Solutions

A purpose-built data consolidation and analytics platform for eCommerce and retail businesses

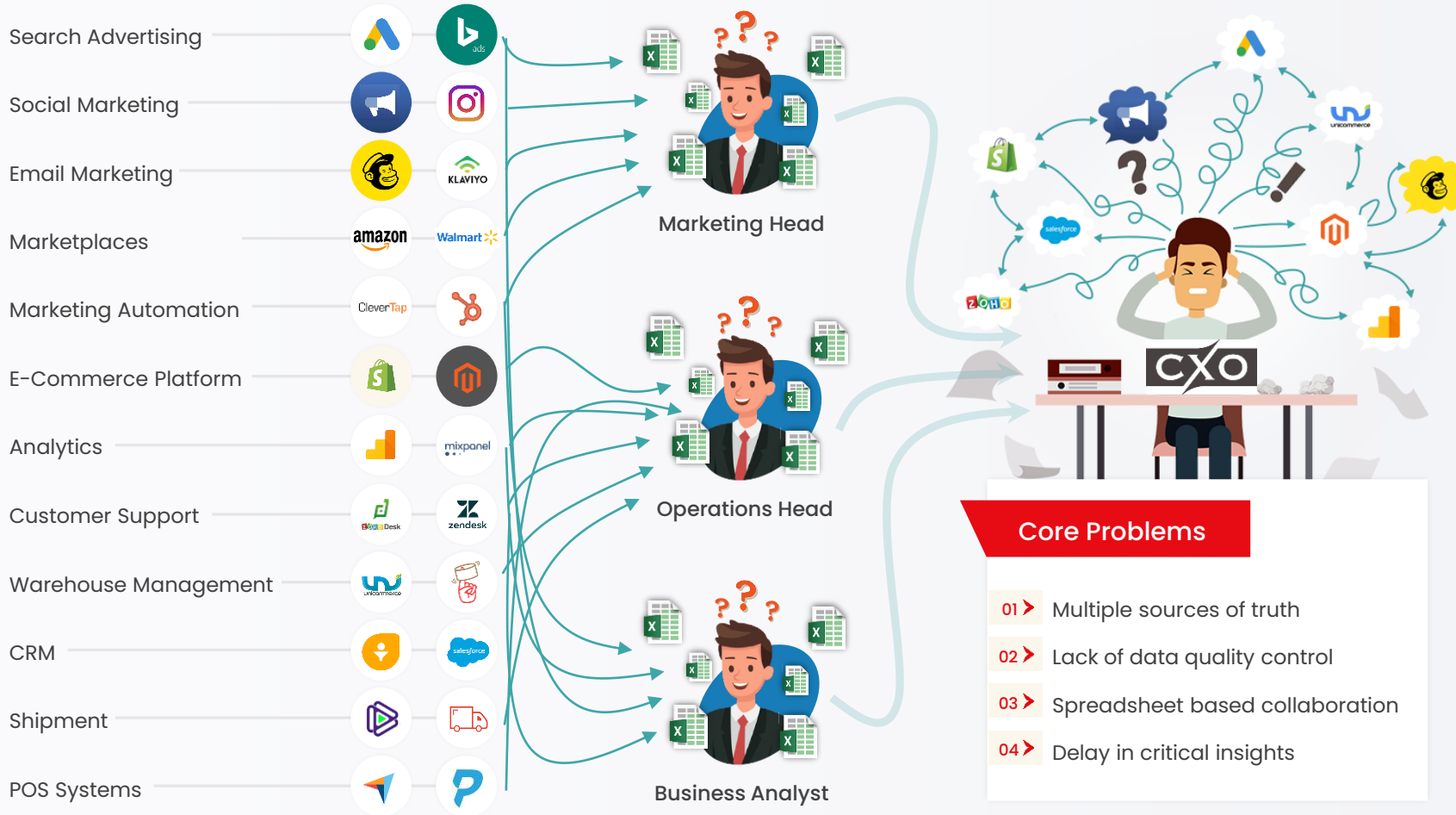
The Problem

Multiple Apps used for Business

Manual Report Building

Confused with Multiple Sources of Truth/Reports

Analytical Challenges Faced



Analytics

- 100s of hours goes into manual reporting of ROI
- Lack of Cross Departmental Insights
- Unable to perform higher order analytics

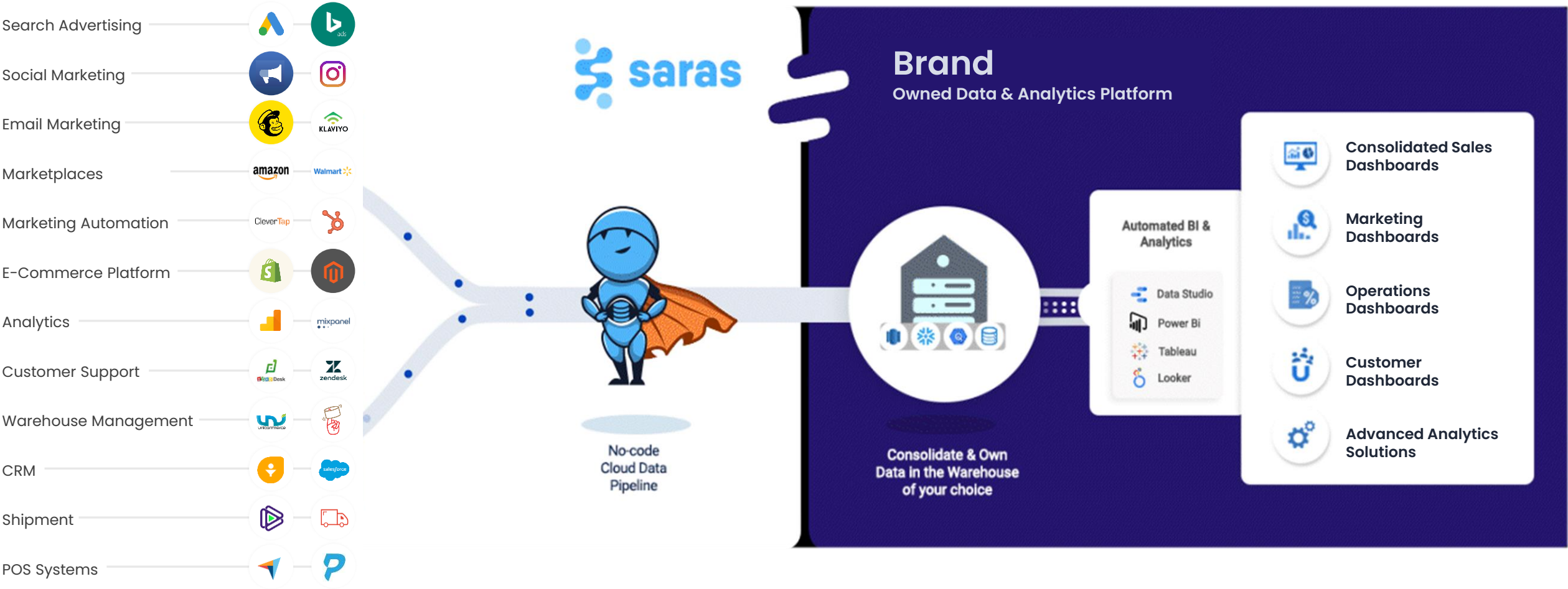
Marketing

- Inability to drill down at Ad level for ROI reporting
- Inefficient Ad Spends made on slow moving products
- Customer retention reports like Cohorts CLTV reports

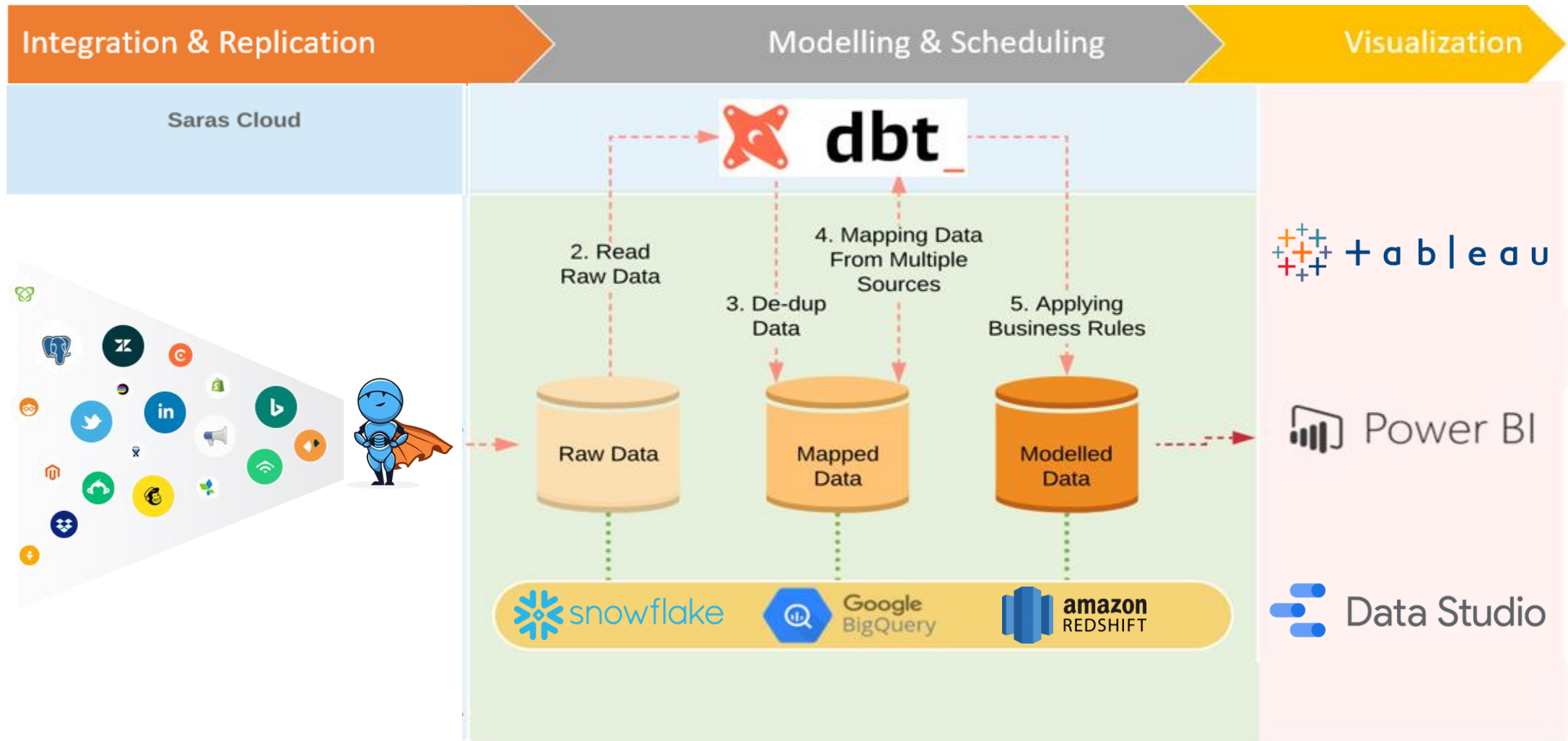
Merchandise

- Lack of inventory forecasts
- Lack of Insights for Sequencing on Listing pages
- Inadequate support for Merchandize Planning

Our Solution



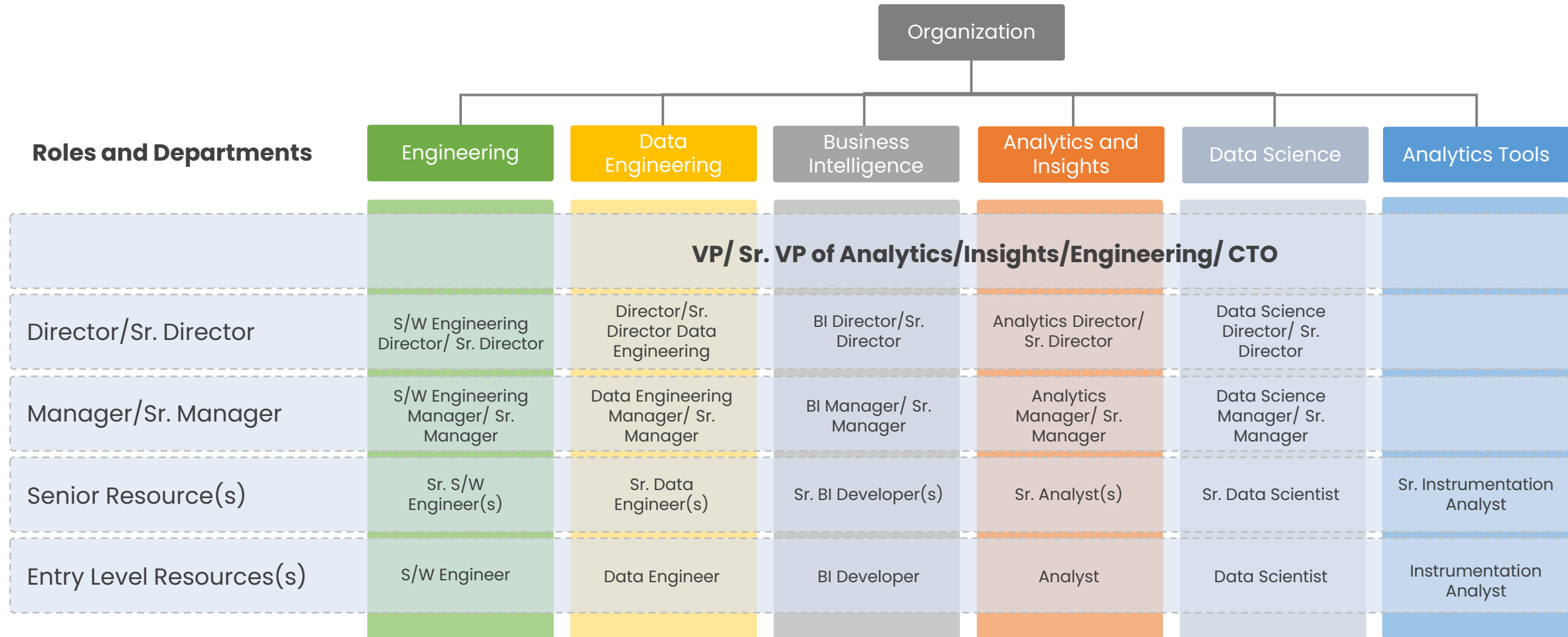
Our Solution



* BigQuery & Power BI are indicative and can be replaced with your preferred CDW & BI tool

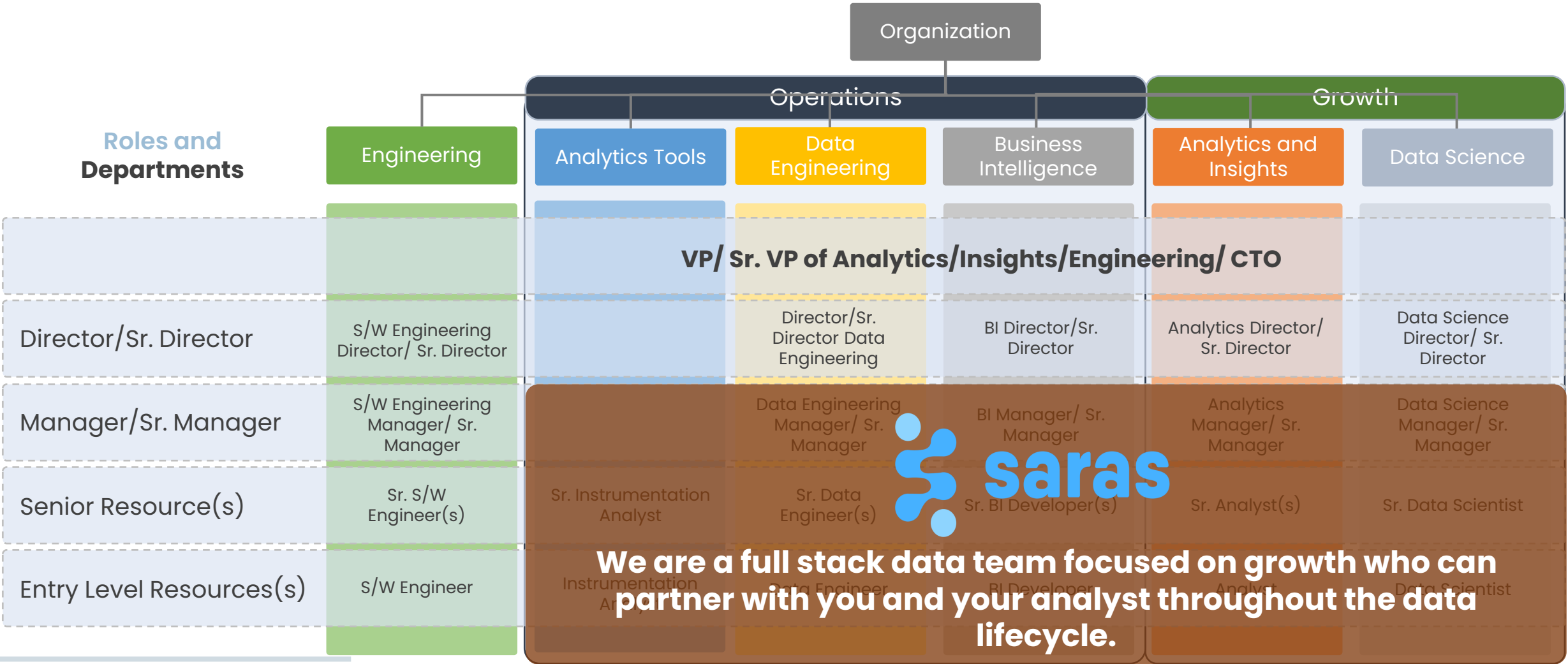
Organization Structure Large Companies

Larger companies tend to have specialized teams that handle specific aspects of the data analytics/data science stack.



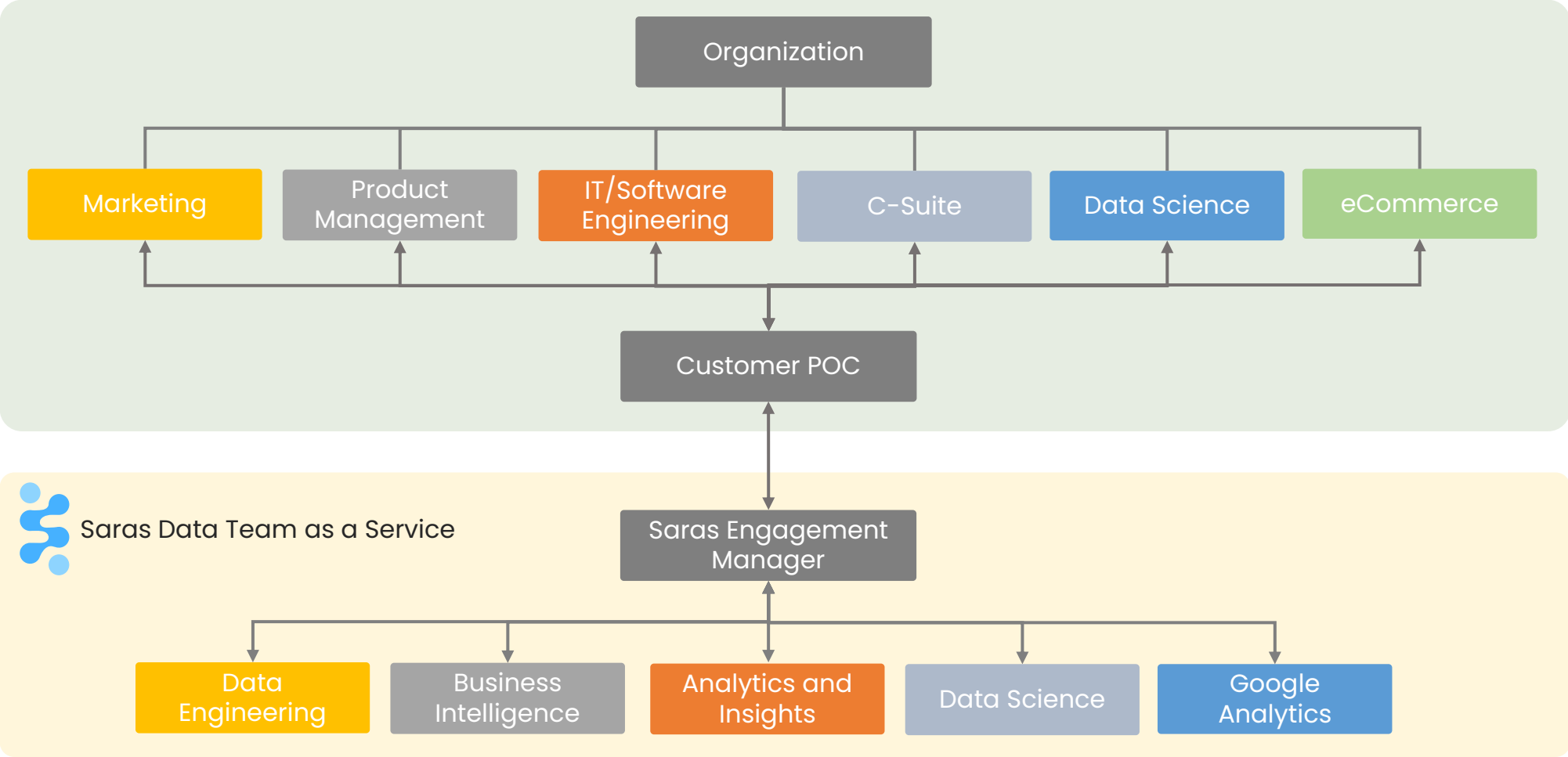
Organization Structure Small-Medium Companies

Mid-Size companies may have a leaner analytics team with more fluid job responsibilities. It is not uncommon to find one or two resources, typically called analysts, who are entrusted with the job of 4 or 5 specialized resources.



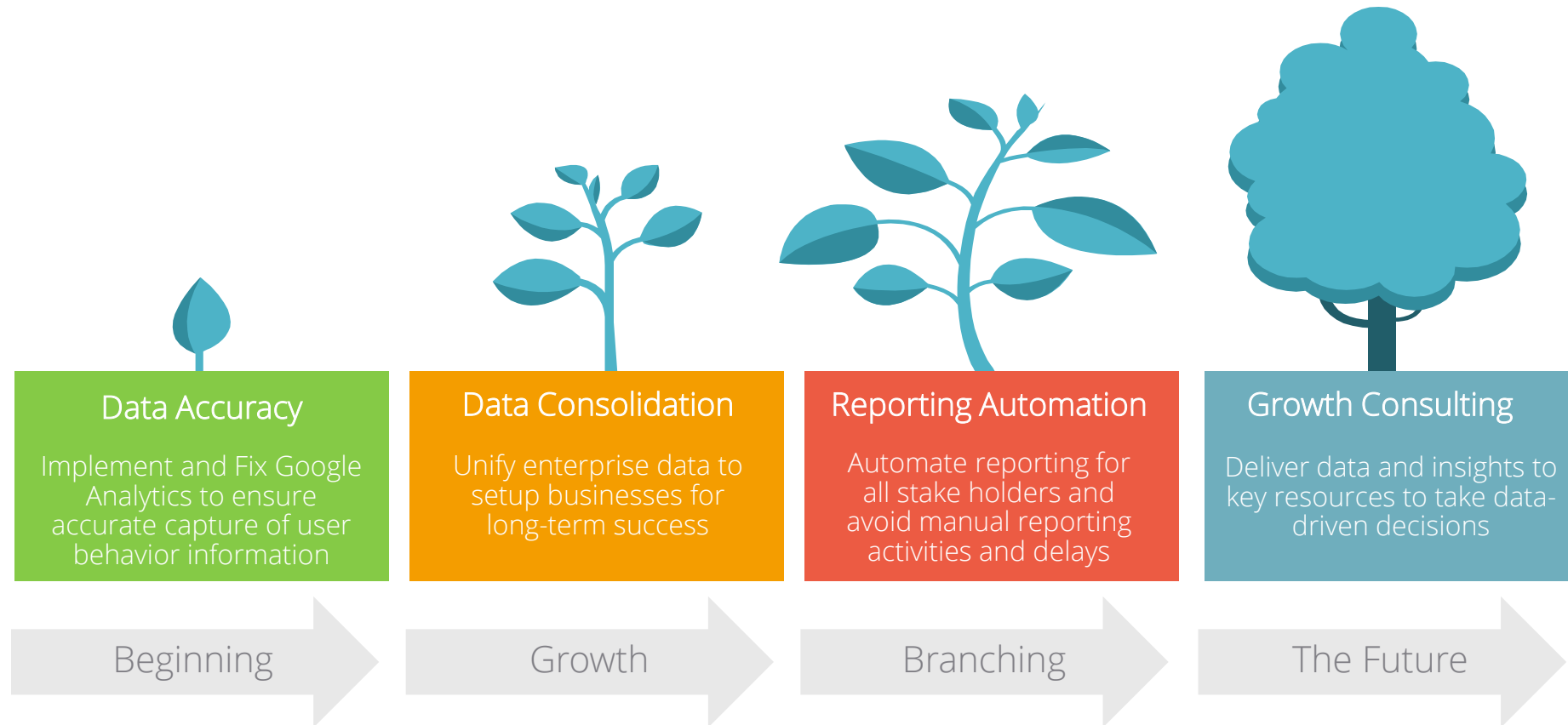
Data Team as a Service

A diverse, complete team of Google Analytics, Tagging experts, Data Engineers, Visualization developers, Business Data Analysts, and Data Scientists that you can engage based on your requirements for a simple flat fee.



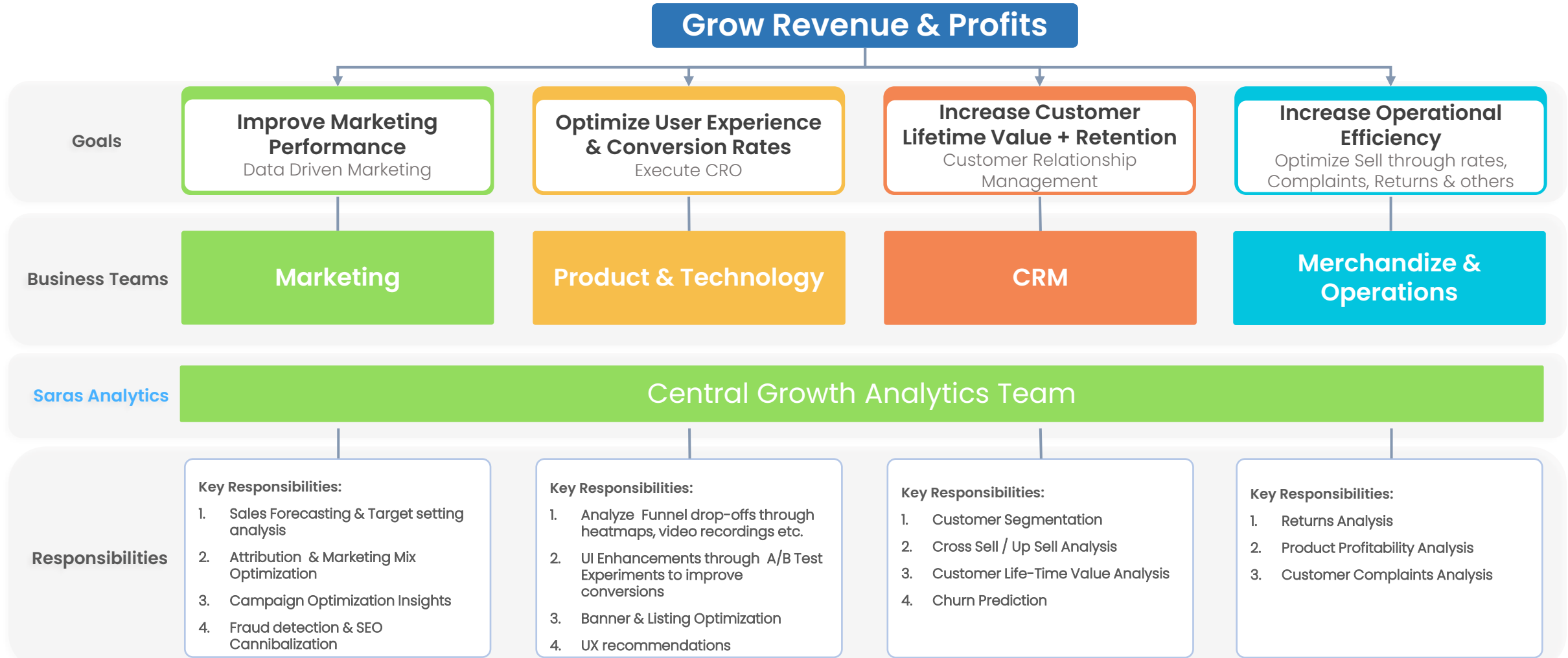
Our Approach

Leveraging our products and services to accelerate development of cloud-based data warehouses and using the consolidated data to deliver growth.



Growth Insights and Analytics Team

We partner with your eCommerce, product, marketing, and analytics leaders to deliver the required execution and delivery support across the business teams.



Contact



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