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Featured Success Story

Fortune 500 CPG company saves 95% of resources in data quality checks

Client: Fortune 500 consumer-packaged goods (CPG) company

Challenges

- Huge performance issues due to data chaos where different kinds of data were scattered across multiple storages and incompatible platforms

- Increased costs for accessing and using siloed data

- Difficulty in deriving actionable insights because of complexities in accessing, understanding, and building reports

- Data inaccuracies and inconsistencies involving manual, error-prone processes of modifying and integrating data

Solutions

- Developed an analytics data platform that consolidates all kinds of performance marketing and consumer data from internal systems and communication channels, including social media, Google Analytics, Nielsen, marketing campaigns, and third-party providers

- Designed the platform to monitor revenue and performance per brand, campaign, subscription, product, and sales channel

- Automated and synced business intelligence (BI) reporting using near-real-time data processing

- Integrated data from Google Analytics, Google Ads, Google Search Console, Facebook, affiliate marketing tools, digital advertising platforms, APIs, and segment platforms

Value Delivered

- Saved 95% of time previously spent in data quality checks, reducing around 10 hours of manual work to a few minutes

- Enabled near-real-time tracking of marketing performance — from data gathering to integration and validation — across more than 20 data sources

- Slashed the time spent calculating key KPIs from two weeks to a couple of hours

- Improved performance, where 30,000 – 60,000 automatic data quality checks are done daily

- Enabled scalability through cloud-based BI systems, allowing reports to be generated on demand

All things data

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