Looker implemented as BI platform for fast-growth start-up

Industry:
eCommerce

Region:
United Kingdom

Agilexi solution:
Business Intelligence

The Business

A UK based eCommerce SaaS company providing automated conversion rate optimisation platform for eCommerce businesses. AI and machine learning are used to provide real-time optimisation of their client's customer journey. Their clients include leading B2C enterprises across insurance, retail, electronics, telecommunications and travel sectors.

The Challenge

As a VC backed organisation there is a strategic imperative to maximise growth in a highly competitive sector. Data was regarded as a key enabler for this. As such they were seeking a platform that would enable all parts of the organisation to use data to generate better and faster business insights.

Solution

- **Vendor selection**: A variety of leading BI vendors were considered. Looker was recommended and chosen based on its BI self-service, agile data modelling capabilities, enterprise security and native support for agile development practices. Google BigQuery, already a key data source for the company, was supported by best-in-class integration.

- **Implementation**: Looker installed in private cloud to comply with data compliance. Data made rapidly made available to BI developers and Data Scientists with the aid of LookML's auto-generation feature. Agile DevOps practices supported using Git integration. Dashboards developed and released for sales and management functions with drilldowns to granular data.

- **Enablement**: Focused training given to accelerate enablement. Self-service and development best practices imparted to key user groups, i.e. management, analysts, developers and data scientists

Benefits

- Increased the speed of insight through reuse of LookML logic and data collaboration between business areas
- Sales team able to directly analyse key reports in a true self-service manner

About Agilexi

At Agilexi we help customers accelerate business value using data. We do this through machine learning, business intelligence and data strategy services.

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