



# DATA ANALYTICS SUCCESS STORIES

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PANOPLY.IO

## INTRODUCTION

# DATA ANALYTICS SUCCESS STORIES

We fully understand that implementing a new data warehouse infrastructure for your business is overwhelming. The resources needed and the time commitment are reasons so many companies stay stuck with legacy data warehouses and arcane manual processes that slow them down. *But sooner, rather than later, a flexible and fast data warehouse will be a necessity.* The companies that are able to leverage data are already running far ahead of their competition in implementing an automated, smart cloud data warehouse.

To give you confidence that your business can become data-driven too, we're sharing these incredible success stories. These businesses are real-life examples of what can happen when you implement Panoply. They all chose to implement a data stack and the results were indisputable.

We know you'll see your business needs reflected in these examples. These case studies explore the journeys of startups to world-class enterprises across various industry verticals. After reading these stories of data success, you'll be inspired to implement your own cloud data stack that delivers actionable insights.

- Team Panoply

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**We're in a world full of startups with grand ideas.** But new companies with an innovative idea and ambitious plans often struggle to execute. We're sharing the story of a startup that found a way to take their vision and turn it into a profitable reality with the help of Panoply.

Read on to learn how choosing the right data stack helped turn this company from a great concept into a startup success story.







MEET

# SPACIOUS

Spacious is an innovative New York startup that defines itself as the “future of work”. They’ve built an exciting network of working spaces, made for the modern age.

Spacious makes spaces like restaurants that are otherwise vacant during the day available for working during regular business hours.

## HOW PANOPLY CHANGED THE GAME FOR SPACIOUS

### **Immediate Queries, Zero Frustration**

Before their data stack was implemented, the team was frustrated with the inefficiency of running analyses. They were manually exporting data and looking at everything individually in spreadsheets. In a nutshell, everything was compartmentalized and no dataset could talk to or be compared to one another.

The company's CTO knew their data stack had to be improved quickly to support their big vision. They chose to implement Panoply's smart cloud data warehouse to automate time consuming tasks that they were doing manually. After Panoply was added to their data stack, Spacious could run queries and immediately make decisions that accelerated their business.

### **Large, Small and Custom Projects**

Furthermore, Panoply flexes to Spacious's project needs, whether large or small. When they are working with a platform that generates a large quantity of data, Panoply performs. Alternatively, if it's something that generates a small amount of data, Panoply has a CSV upload into a Panoply data warehouse. This capability means they can experiment with platforms that might be custom or one-off projects.

Mulvaney says

"I can export lists and upload them into Panoply  
- and in 10 seconds have all this data. It is magic!"

### **No More Manual Data Reconciliation**

The company has a fairly complex way of allocating revenue to different partners across their network and before Panoply, they had countless hours of data exports and manual file checking. Now, with Panoply, anyone can upload their data into Panoply smart data warehouse, and with or without SQL knowledge. Mulvaney can generate revenue numbers in a matter of minutes, a task that used to take hours.

In speaking about time savings, Mulvaney says "Every team was affected by this rigorous accounting effort - it literally sucked a week of both our CEO's and the Head of Operations'

time. It literally took up 25% of our executives time. As a Data Analyst, I was able to prescribe a much easier way with Panoply at the center.”

### **Panoply Makes Results Crystal Clear**

Mulvaney’s main analyses focus on the customer and supply/space side. The key ratio is customer acquisition cost (CAC) vs LTV (lifetime value of a customer).

Spacious’s model depends on keeping that ratio in check because it shows profit generated per member versus the cost of acquiring that customer.

Some of the business-defining questions they answer using Panoply include:

- How does frequency affect revenue?
- How much revenue is generated per check in?
- How much revenue is generated per specific space?

### **Why Panoply is Perfect for Startups**

Startups and small businesses don’t have the time or financial resources to spend on a Data Engineer or data team. Panoply enables lean companies to get their data all in one place without having to involve engineering or spend budget on additional data analysis roles.

Panoply is perfect for startups with big dreams  
but tight data resources.

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While Spacious is a nimble startup making big moves, [Panoply has also saved world class institutions time and money](#). Next we're sharing how a global juggernaut used Panoply to save a quarter of a million dollars. See how Panoply powers-up an elite consumer packaged goods enterprise.







## MEET



### **The right data stack is worth \$250,000/yr to Kimberly-Clark**

The Kimberly-Clark Company is a global heavy hitter in the personal care market. The Fortune 500 company has recently elevated their ability to use data to drive results, using a stack that includes Tableau and Panoply.

Their path to data excellence, however, wasn't simple. The large company was faced with the common enterprise conundrum: large sets of disparate data and limited resources. Read on to find out how they solved their data challenges while also saving a quarter of a million dollars.



## **Mining Mountains of Data**

Kimberly-Clark has mountains of data from across the world. But this legacy data warehouse infrastructure created a huge barrier to their marketing teams. Their systems were inflexible and could not address business intelligence queries quickly enough.

In any organization, business intelligence questions occur continuously and in-the-moment. With the legacy data warehouse infrastructure, receiving answers to these questions in an actionable time frame was a struggle because of the ETL and data processing requirements.

## **Analytic Superpowers**

To become a nimble organization, Kimberly-Clark's EMEA team needed a way to shorten the path from curiosity to insight. The company's choice of Panoply's cloud data warehouse was a game changer.

Ask Helena Carre, Analytics Lead, about Panoply, and she'll tell you it's like having “analytic superpowers.”

Panoply's automated solution eased their constraints dramatically, saving them 8 hours a week and over \$250,000 in two years. Furthermore, these process improvements all occurred without adding additional Business Analysts to their team. The new data systems have also led to a much more empowered marketing team, giving them the ability to spearhead their own data analysis efforts.

“The one-two punch of using Tableau on Panoply for fast performance was the best possible solution for my team,” says Carre. “It gave me the things I needed - speed, automation, efficiency, flexibility - without blowing up my budget, increasing my headcount, or adding unneeded complexity.”

## **Panoply's Performance Edge**

Adding Panoply has been so successful because of its smart technology which monitors queries in real-time, automatically adjusting for performance. Panoply uses proprietary AI algorithms to learn usage patterns, optimize datasets, and cache frequently-run queries, which improves performance for the user.

In fact, Tableau and Panoply ran a joint study assessing performance improvements with common dashboard configurations.

The results showed that Panoply provided up to a **90 percent** reduction in dashboard runtime.

### **Sharp Enough for a Startup, Strong Enough for an Enterprise**

While Panoply is a sharp solution for startups, it's also strong enough to handle vast enterprise data. Kimberly-Clark is an institution, with years of data and high stakes. Panoply handled the challenge, saved substantial costs, and greatly improved performance.

Panoply is the perfect solution for any enterprise that wants to get to insights faster.

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A data warehouse might just seem like a tool for technical companies. However, [any online business can benefit from a data warehouse](#). Our next customer spotlight shows how an unlikely ecommerce retailer became a data hero. Learn more about this quirky company that dominates with data.



# OKTOBERFEST

PROST TO 5lb STEINS



MEET

*Shinesty*

## **Shinesty Means Fun**

When you visit online retailer Shinesty's website, your first reaction will be to smile. The fun and quirky brand seems to be striking the perfect chord online with both upbeat and bold messaging in selling party-themed apparel. Behind the scenes, the company isn't just fun and games, though. In fact, Shinesty has made big moves in the area of data, analytics, and business intelligence.



## **A New Data Focus**

Shinesty recently hired Bob Vermeulen, Shinesty's Director of CRM who has been the driver of their new focus on data.

Given the team is small, Vermeulen was tasked with a large constellation of responsibilities. This included time-intensive work like connecting data sources and creating dashboard visualizations the entire company can access. Right away, he knew they needed a better process.

## **Their New Tools For Success**

Vermeulen came up with a lean but serious solution to tackle the small company's big data tasks. He piloted a few solutions but ultimately chose three tools. This data stack is made up of Panoply, an automated data warehouse, Fivetran a database integration tool, and Looker a business intelligence data visualization tool.

The most foundational piece of their data stack is Panoply, which is the first "smart" cloud data warehouse. Panoply is noteworthy because it integrates artificial intelligence and self-learning technology. An optimizing data warehouse is crucial because as the company grows, so do customer touch points and the number of data sources, as well as the terabytes of information being stored.

The result of implementing Panoply was hours of saved data processing time and a data warehouse that can operate independently without the help of a data architect or IT team, thanks to its built-in automation of key tasks.

Before Panoply, the business was doing hours of manual work on their reporting. They would take data from Google Analytics, Facebook, and other digital platforms and paste them into one master spreadsheet.

Shinesty said of Panoply, "With a smart data warehouse implemented, marketing managers and business owners can see all of their data in one hub.

**This means less manual work and more insights."**

## **Bold Moves Ahead**

With their new data infrastructure, they can now implement high-growth strategies like customer segmentation and personalization.

Vermeulen credits choosing tools like Panoply that “just work” for their success. No matter how appealing the tool, if it doesn’t integrate quickly, it is not sustainable for a fast moving startup like Shinely.

Shinely’s success shows that no matter how small or offbeat the business, a data strategy is your secret weapon. Panoply is so user friendly that almost anyone can implement a data warehouse in under 10 minutes.

Panoply allows anyone to become a citizen analyst  
and make data driven decisions.

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We move from ecommerce to a business with a bigger mission, to help people achieve financial stability. Our next success story is about how [Panoply helped a Mexican debt resolution company free people from financial strain](#). Learn more about this company's incredible approach to lead scoring using data.





## MEET



### **Resuelve Is Changing People's Financial Future**

Resuelve Tu Deuda (translated: resolve your debt), is a savings program for people overwhelmed with debt. They provide financial help through re-structured debt and more lenient payment plans.

Their engineering department are self-described nerds, that love using data to solve customer problems. Ultimately, the Resuelve team uses data to make the company smarter and faster. They have built an effective data stack with the help of Panoply.



Currently they are using machine learning (ML) and natural language processing (NLP) on phone calls and support tickets, This enables them to learn about customer behavior patterns and make predictions from structured data. The first part of their data stack is to gather and collect all the data touchpoints for their current and potential customers. Then they aggregate data from various databases through Panoply.

### **Life Before Panoply Was More Manual**

Before leveraging Panoply's automated data warehouse technology, Resolve had their data analysts reviewing ad hoc spreadsheets and doing manual joins. Their data process was largely based on inefficient and time-consuming processes, using spreadsheets and CRM reports.

### **Improving their Data Landscape**

In improving their data stack, their goal was to empower people to have direct access to data and enable each area's analysts to conduct analysis on their own, without needing help from the engineering team. They wanted a more agile data team that would be free to focus on creating better data models.

Ultimately, their goal was to stop looking at the past, and start predicting the future - as in what type of customer leads are most valuable - using data and Panoply's machine learning.

### **Lead Scoring Makes an Impact**

The most impactful contribution they've achieved with Panoply is highly sophisticated lead scoring. As a company, they generate around 30,000 leads per month but they don't close them all. It takes a lot of effort to call that many people per month - so a lead scoring model helps them prioritize the leads with the most potential.

Resolve classifies leads on a 100-point score that predicts which of their potential customers are most likely to close. To pull in all these data points from their various sources - Panoply was the only data warehouse solution they found that worked.

### **Panoply Handles it All**

Panoply ingests multiple sources like Salesforce, Zendesk, Asterix for IVR - Interactive Voice Response, Postgres and Mongo databases, MailChimp and custom spreadsheets. Panoply also works overtime to conduct data cleansing of their data.

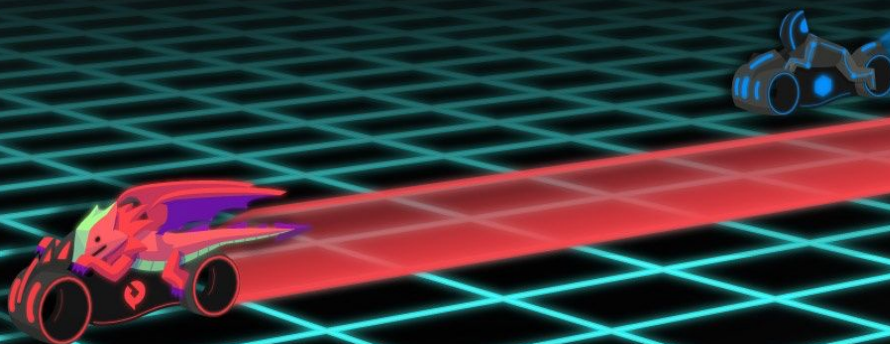
Resuelve found that Panoply was the best solution for their highly complex lead scoring needs.

Some of the benefits they found include being able to integrate with dozens of different data sources and not needing a dedicated engineer to manage the data warehouse.

Resuelve said of Panoply, “My favorite facet of Panoply is how easy it is to add new data sources to our warehouse. It’s point and click and the data’s there. It’s fantastic.”

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Our mobile-driven world is obsessed with apps. There seems to be an app for almost everything. However there are some ideas that make your life so much better. This next success story is about an app that makes you think “*Wow I wish I’d thought of that*”. Learn more about how this company is using Panoply to deliver convenience across the country.





MEET

# SAUCEY

## **Saucey Delivers With the Help of Data**

Saucey was founded when three friends had lunch. One of the founders mused that almost anything can be delivered these days; groceries, household goods, and even laundry. They wondered why there was no alcohol delivery service available.

When they dug into their idea they found that alcohol shopping habits are almost totally convenience-based. This meant that an alcohol delivery app would be a welcome-service for many people. The app, Saucey, was born.

Throughout Saucey's growth and success, they've focused intensely on the consumer experience with the app. Part of that consumer focus



happens through data analysis. As they've evolved, they've selected a very specific data stack which enables them to stay extremely close to their consumers needs.

### **Complex KPIs and Targets**

Saucey has three primary elements to their business, each with their own set of KPIs and targets to track to. They have customer facing applications, where they track e-commerce events and data – conversion, repeat and retention rates, purchase frequency, AOV, LTV, etc.

On the retail partner side they analyze their menu to deliver as much consistency in offering and pricing to all of their customers in a given market.

On the logistics side of the business they track to delivery times, fulfillment rates, ratings and are always monitoring and improving the efficiency of their route optimization.

### **Their Data Stack Delivers**

From a pipeline standpoint, they wanted plug-and-play while maintaining the ability to customize to their business's specific needs. Saucey didn't want to internally worry about performance and therefore wanted a managed warehouse that was cost effective. Panoply checked all of these boxes for them.

From a visualization standpoint – the company also wanted a solution set that was easy-to-use, reliable and fast while maintaining flexibility. Something that an agile business user can use to pull reports independently, while still allowing for someone to run more complex queries and ad-hoc analyses.

### **Their Key Data Players**

Coming through Panoply they have Mongo for their internal data, Stripe for transactions, Twilio for messaging, Typeform for courier applicants and survey data, and Google Sheets for some one-off or offline data.

For visualization they use Looker and have been able to automate quite a lot. Employees have most of their everyday data readily available near real-time and have reports sitting in their inboxes daily or weekly as needed. It's been great empowering everyone to pull and manipulate data on their own.

## **The Big Win**

Saucey previously had trouble properly transforming Mongo data with other ETLs, the way

Panoply handles nested objects proved perfect for them. It finally solved what felt like a never ending issue.

They also achieved dramatic improvements in query speed as well on Panoply. In terms of visualizations, their Looker dashboards are far more efficient and fast now that they have everything hosted with Panoply's smart data warehouse.

Panoply has democratized data and insights at Saucey. Everyone at their company has dashboards and metrics they track independently when needed. Consequently, 100% of their company touches Panoply in one way or another.

Saucey said of Panoply, "If you have data needs but don't have the desire or resources to hire and manage a data team – Panoply is an amazing plug-and-play solution."

We hope this roundup of data superstars has been inspiring. Often people think implementing a data warehouse is either highly complex, or not relevant to their size of business. The truth is that data is the currency of the future. Companies will need data warehouses to gather, sort, and make vast disparate data sources seamlessly connected to BI visualization tools to be readily available.

Companies that seize the moment and implement a data warehouse that can scale with them will emerge on top. Panoply is a revolutionary force that enables companies from startups to enterprise to be more agile in their markets through data. We hope every customer that chooses our platform is as successful as these powerful examples.

- Team Panoply

[Request a Customized Demo](#)

