

Sur La Table embarked on a new mission to bolster their position as an industry leading retailer powered by data driven insight.

Decisive Data's experts provided a clear path to untangle complex legacy data systems to build the foundation that will lead to self-service data visualization. Their vision of empowering the organization to make data driven decisions is now a reality.



Sur la table

PROJECT SUMMARY

Creating a single view of a customer using data coming in from over 100 retail stores across North America, an ecommerce website, and catalog orders is not a project for the faint of heart. Throw in 45 years of business history, a massive email registry, messy data entered at the point-of-sale, data feeds from third party vendors and the task at hand seemed next to impossible.

With no clear path forward, Sur La Table hired Decisive Data to bring clarity and thought leadership to the vision and execute solutions that will help transform Sur La Table's self-serve data culture.

A MISSION CRITICAL SITUATION

When valuable data flows into silos within an organization, identifying meaningful insight is time consuming, challenging, and expensive. The opportunity cost of operating with sub optimal data to drive key decisions is beyond measure. Without trust and confidence in a data platform an organization's ability to gain momentum by empowering employees to make data driven decisions is next to impossible. Successful business intelligence programs are achieved when an entire team has a single vision of the truth, solid data, and tools to deliver the data in intuitive visualizations.



TURNING DATA DRIVEN INSIGHT FROM A DREAM TO A REALITY.

Selecting Snowflake, A Data Warehouse Built for the Cloud

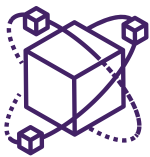
Snowflake was built using a modern architecture that focuses on deriving insight from data. This substantial differentiator is super charged due to Snowflake's partner ecosystem that includes the leading data management, data integration and business Intelligence companies. Out of the box, Snowflake's modern architecture makes it easy to handle very complex queries and automate long processes. This allowed us to eliminate the pre-processing work that a third party was currently charging tens of thousands of dollars for each month.

Cleaning up the messy data

Due to the complex nature of the situation and operating within tight timelines, Decisive Data executed a real-time phased approach to identify and discover technical needs and overall project scope. As each layer of the onion was peeled back, a new requirement that required focus was identified. Because this process was clearly communicated at the beginning of the project, Decisive Data's collaborative execution of real-time project discovery left Sur La Table feeling confident in the solution.

Custom Algorithm

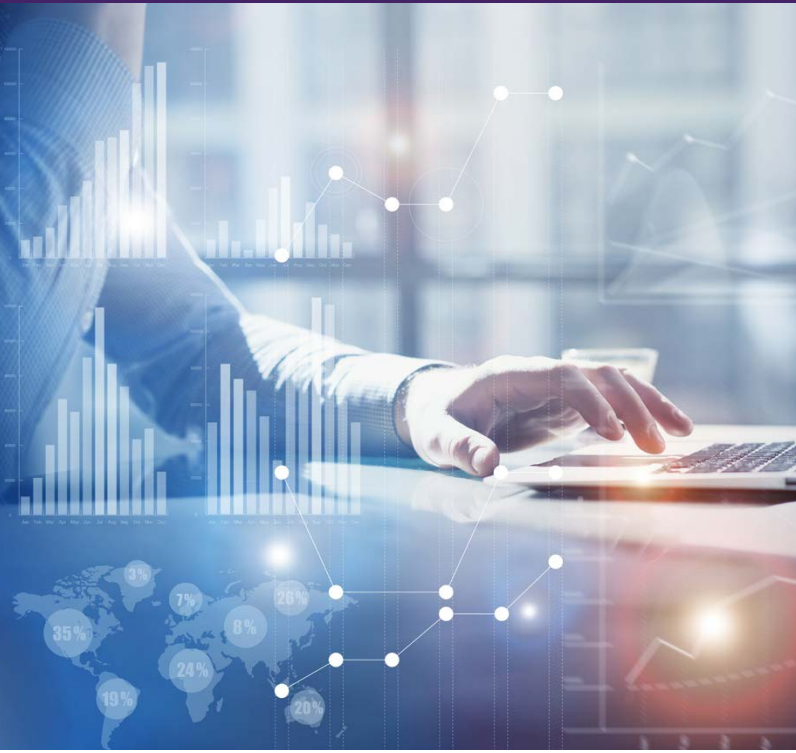
Snowflake's modern architecture comes complete with connectors that allow data to flow into the new warehouse. To achieve this, data from each of the sources needed to be cleaned, deduped, and structured in a format that can be queried within Snowflake. The complexity of this problem far exceeded basic data transformation. Decisive Data's development team built an advanced algorithm using extremely powerful computations to solve these complex issues. And further, built a modular approach that can adapt easily to more sources.



A MESSY DATA LANDSCAPE

It was a messy situation: Data was everywhere; there was no central data repository; and existing customer data was stored in various silos. Multiple databases held customer records, email addresses, third-party data feeds and other data. On top of this, customer data is entered live at the point-of-sale leading to typos and a need for expensive and time-consuming services to scrub data and remove duplicate entries.

This loose framework created significant delays in acquiring value-added data from upstream sources. Imagine the business impact of not understanding the true lifetime value of your customer, where value is spread incorrectly across sources and marketing messages cannot be targeted accurately.



PROJECT RESULTS

1. Single view of Sur La Table's individual customers is now a reality
2. 3x ROI in operational expenses alone (does not include top line revenue ROI)
3. Customer-level reporting: Cross channel behavioral trends, retention/rebuy rate and multi-year movement around new customer acquisition by source to inform future marketing investments
4. Easily integrate digital sources to create personalized customer experiences across multiple channels
5. Internal, transparent processes that resolve the duplication of e-commerce and retail transactional customer data
6. Fully scalable and secure cloud based solution
7. Data visualization ready
8. Ability to deploy outside subject matter experts to analyze data

SUR LA TABLE'S NEW DATA PLATFORM

Decisive Data's experts untangled Sur La Table's complex systems and achieved the impossible in less than 60 days. Sur La Table's new mission to bolster their position as an industry leading retailer powered by data driven insight is now an exciting new reality.



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Every business decision should be informed by data. As an end-to-end business analytics consultancy, we deliver repeatable, actionable insight for making critical business decisions informed by data and science. Transform your business into a data driven business using our visualization, data science, predictive analytics, data management and application development services.