Data Warehousing Overview with

SNOWPLOW

LeROI
Premium Digital
Analytics & Marketing

We help people use data to make smarter decisions

Google Partner

Premium Digital Analytics Services
We help people use data to make smarter decisions

LeROI

- ✓ Digital Analytics & Business Intelligence with Marketing focus
- ✓ Competitive advantages by (Big) Data
- ✓ Experts for many digital analytics solutions, incl. Snowplow
- ✓ Data-driven high-class marketing services
- ✓ Google Partner & Google Partner Academy Trainer
- ✓ **SNOWPLOW**
  Premium Partner Germany

home24   99designs   Google   HitFox Group   WeltSparen

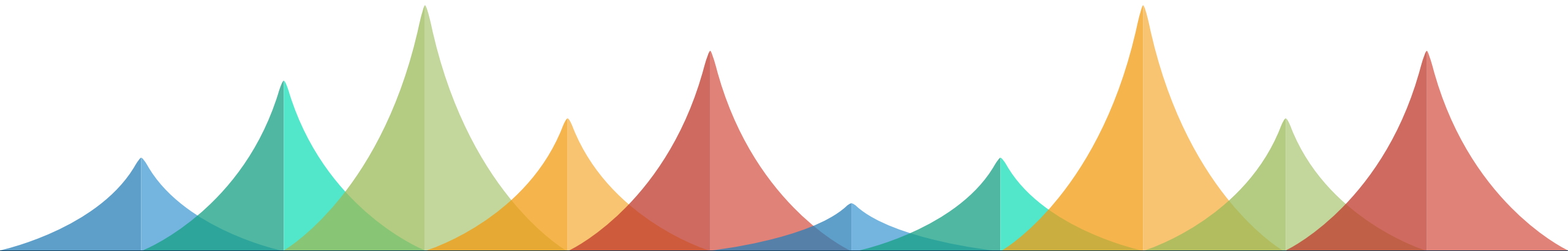auxmoney   ROCKET INTERNET   GROUPON   sparwelt.de   GOEURO

Why data-driven?

✓ **Correctly measure** your marketing activities and ROIs - waste less money

✓ Find out how your typical **customer journey** looks like

✓ Build the **right features** for the right people and **promote** them at the right time

✓ Understand exactly what people do on your website / app

✓ Get your **product to fit the market** before you're going crazy about scaling

✓ Find out what makes **customers loyal** to your business

✓ Improve **customer acquisition** process

✓ … and so much more

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"89% of business leaders believe Big Data will revolutionize business operations in the same way the Internet did."
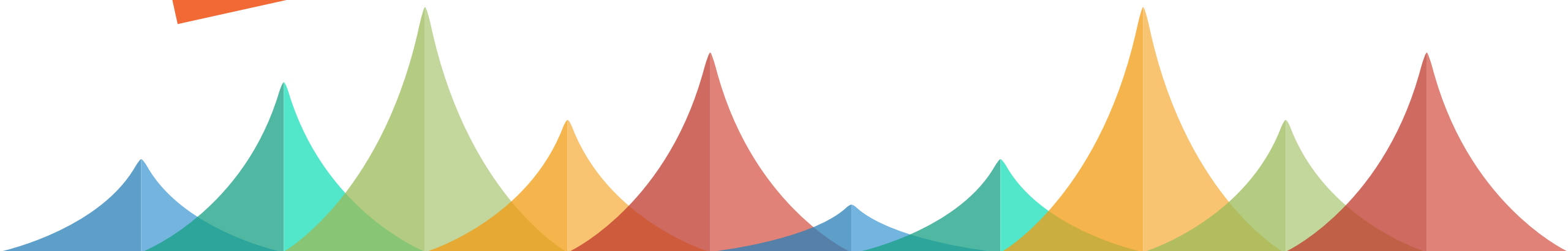
"84% believe that companies that do not adopt a Big Data analytics strategy in the next year risk losing market share and momentum."

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89% believe that companies that do not adopt a Big Data analytics strategy in the next year risk losing market share and momentum."

Are you in, or will you miss the train?

You want a full 360° perspective on your customers

Deep Customer
Journey Analysis

Full Return on Invest
(ROI) Reports

Automated and
reliable Reporting

360°
Customer View
example use cases

Increase Retention
and Satisfaction

Custom Attribution
Modelling

Prevent Customers
to Churn

Detailed Event Stream
of a single User

Customer Clustering
(ABC, RFM, etc.)

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Google Analytics
Free version

(Marketing) Data Warehouse Architectural Overview

LeROI Experten übernehmen das technische Setup und können den Betrieb sicher stellen

Google AdWords

facebook.

Google Analytics

SNOWPLOW

salesforce

MailChimp

adjust

+ viele weitere Datenquellen

Skalierbare und sichere Big Data Infrastrukturen (cloud oder in-house)
Alle relevanten Daten zusammen bringen, aus Marketing, Produkt, CRM uvm.

Interne / eigene Unternehmensdaten
wie bspw. SQL Datenbanken, Web-Shops, CRM-Systeme

php   Java

MySQL

PostgreSQL

Magento

SQL Server   + viele mehr

360° Kundensicht - Automatisierte Reports - Flexible, fortgeschrittene Analysen

+ableau SOFTWARE

Excel

looker

Support for the full pipeline, use cases and super granular RAW data

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And if you don't do it right ...

Expensive and
never-ending projects

Finance & Accounting

Marketing

Operations

Logistics

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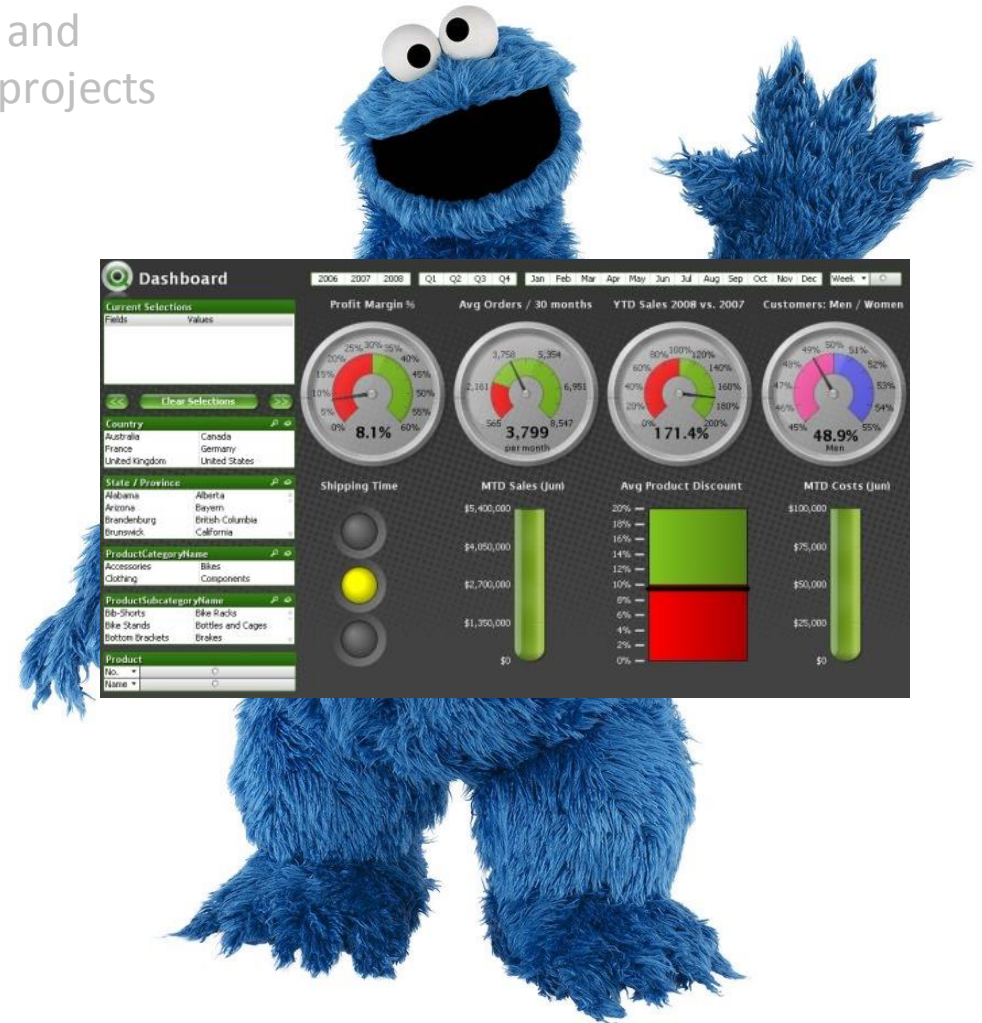
In real world, those monsters are not great, but eat your time, budget and resources.
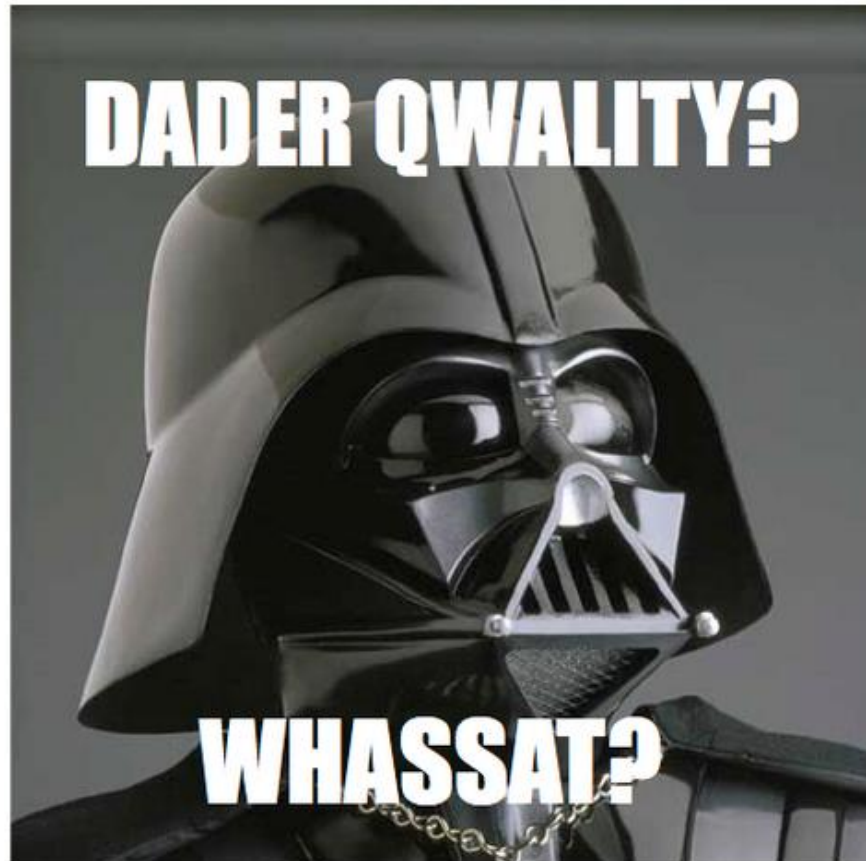
img: http://gregbeazley.com/wp-content/uploads/2014/02/Data-Quality-Whats-That-Darth-Vader.png

Garbage in

Garbage out

Don't "just start" with analytics

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Or this, because often BI is a HUGE bottleneck if done improperly

Recap: Corporates vs. „Startups"

A typical traditional / oldschool business

- ✓ Strongly defined processes and hierarchies
- ✓ Waterfall development
- ✓ Huge business plans
- ✓ Historic data & knowledge available
- ✓ Long planning cycles and projects
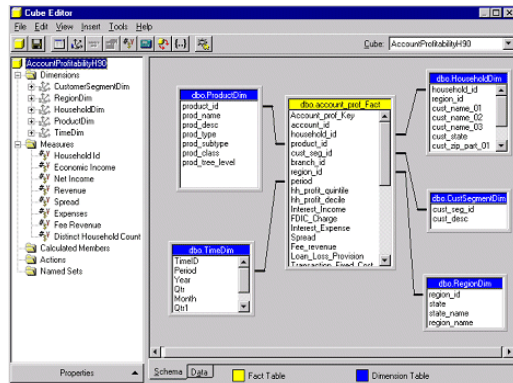- ✓ High budgets / cost required(!)

A typical startup / new business

- ✓ Ever changing processes and low hierarchies
- ✓ Agile development (scrum, kanban, ...)
- ✓ Lean startup (MVP, build measure, learn)
- ✓ Data realised as competitive advantage
- ✓ Fast „build, measure, learn" cycles
- ✓ Limited budget and time

Big, slow but „unstoppable"

Agile, fast but fragile

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Data Warehousing – Status Quo

Traditional Data Warehouses

✓ Huge(!) project timeline, 12-18 months – cannot really be used until finished, very expensive
✓ Very un-agile – requirements get outdated
✓ Software used that was built 10-15 years ago
✓ Operated by highly specialised team
✓ Extremely long time-to-reports
✓ Well defined requirements, though
✓ Inflexbile ETL-processes
✓ Little, but big data sources

Modern / Agile solutions

✓ Reasonable timeline (6 months), but can be used already after few weeks
✓ Ever-changing requirements
✓ Agile and iterative development steps
✓ Can leverage modern software
✓ Self-service BI approach for short time-to-report
✓ Data-discovery for all employees
✓ Virtualised data sources
✓ Lots of small (unstructured) data sources

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It's not about having a data warehouse, it's about a solution that fits your company.
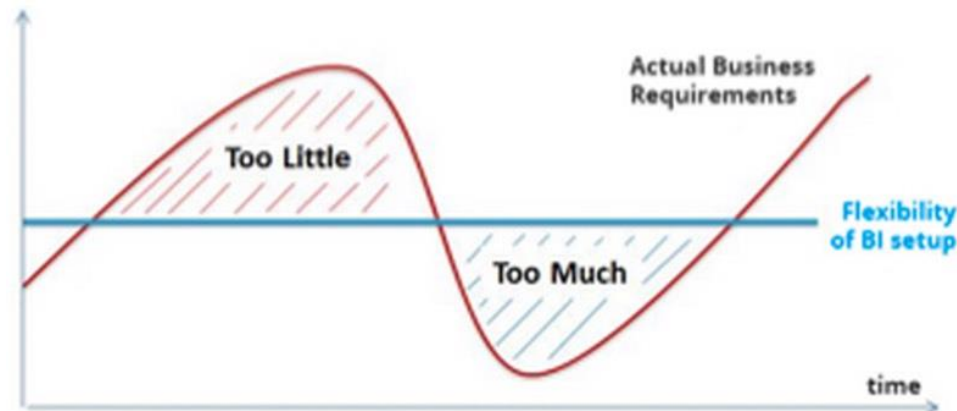
Analysis example with raw data from Snowplow

Cohort Type
Acquisition date ▼

Date Range
15 ▼

Cohort Size
Day ▼

Cohort Metric
Session retention ▼

» Analyze

Cohort analysis by Acquisition date

Date	Users	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Oct 29 week 44	70029	4.9 %	2.3 %	1.4 %	1.4 %	1.6 %	1.4 %	1.2 %	1.1 %	0.9 %	0.6 %	0.7 %	0.9 %	0.9 %	0.8 %	0.1 %
Oct 30 week 44	73127	3.5 %	1.4 %	1.2 %	1.2 %	1.1 %	0.9 %	0.8 %	0.6 %	0.4 %	0.5 %	0.6 %	0.5 %	0.5 %	0 %	
Oct 31 week 44	60408	3.1 %	1.6 %	1.4 %	1.0 %	0.9 %	0.7 %	0.6 %	0.5 %	0.5 %	0.5 %	0.5 %	0.5 %	0 %		
Nov 01 week 44	50325	4.2 %	1.8 %	1.2 %	0.9 %	0.8 %	0.7 %	0.6 %	0.6 %	0.5 %	0.5 %	0.4 %	0 %			
Nov 02 week 44	63452	3.6 %	1.8 %	1.2 %	0.9 %	0.7 %	0.6 %	0.7 %	0.6 %	0.5 %	0.5 %	0 %				
Nov 03 week 45	73664	3.9 %	1.7 %	1.2 %	0.8 %	0.6 %	0.6 %	0.7 %	0.6 %	0.5 %	0 %					
Nov 04 week 45	84738	3.4 %	1.4 %	0.9 %	0.6 %	0.6 %	0.6 %	0.6 %	0.5 %	0 %						
Nov 05 week 45	71910	3.3 %	1.3 %	0.8 %	0.7 %	0.8 %	0.6 %	0.6 %	0.1 %							
Nov 06 week 45	66857	3.2 %	1.2 %	1.0 %	0.9 %	0.7 %	0.6 %	0.1 %								

LeROI

Enabling self-service BI with leading software and technology

Thank you for your attention – and now some beer ;)

Christian Lubasch

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LeROI
Professional Digital Analytics & Marketing

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