GoodData

GoodData Corporation

Multi-brand E-commerce Analytics:
Maximizing your online revenue with data

Traditionally, analytics has been used to supply internal teams with the data they need. An accelerating trend of high-growth companies is to expand the use of data to external teams and partners.

This ebook will explore how e-commerce platforms, that market and promote a multitude of different brands, can embrace these data analytics opportunities. In particular, how they can maximize existing revenue streams and increase loyalty across brands and suppliers.

E-commerce Business Today

The e-commerce market is becoming an increasingly competitive environment with more online platforms entering the game. This makes your ability to attract and retain brands not only a key competitive advantage but necessary to sustainably grow your e-commerce business.

And this is where data comes in.

While there is an abundance of data available to ecommerce platforms, up until now, their ability to harness the power of the data has been missing. This makes data analytics a key part of driving increased revenue and reducing costs both for you and your brands.
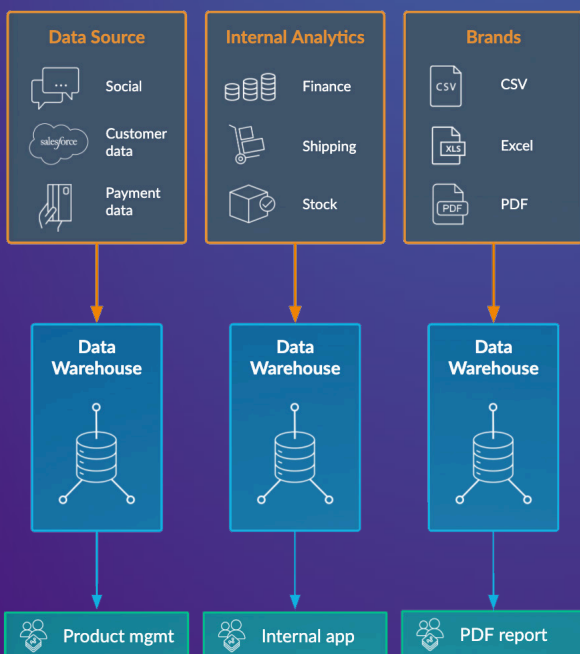
It has been shown that going beyond internal analytics, and efficiently sharing it with external brands and suppliers can bring a significant ROI.

E-commerce Analytics Today

Typically, e-commerce companies are investing in and capturing these kinds of data:

- ▸ ecommerce site logs,
- ▸ website traffic and behavioral data,
- ▸ digital marketing campaigns,
- ▸ customer data,
- ▸ order system data,
- ▸ billing/payment data.

These different batches of data are either processed separately, or for those with more sophisticated systems, consolidated in data lakes or warehouses.

Data Source
- Social
- Customer data
- Payment data

Internal Analytics
- Finance
- Shipping
- Stock

Brands
- CSV
- Excel
- PDF

Data Warehouse

Data Warehouse

Data Warehouse

- Product mgmt
- Internal app
- PDF report

The data is accessed internally by product managers, finance teams, logistics managers or sales and marketing teams. More often than not, the different internal teams have different systems to access the data they need. This means that discrepancies in the data, and difficulties in working with only the data each stakeholder needs, can be a common problem.

This 'old world' data setup often extends to brands and suppliers also. Without direct access to the data relevant to them, they have to wait for weeks or months to receive statics reports in PDF, Excel or CSV format. Not only are these exports not manipulatable, they are also out-of-date, almost the instant they are sent.

This leaves the brands' ability to react to market changes, sales trends or customer behaviour very limited and often falling behind the curve.

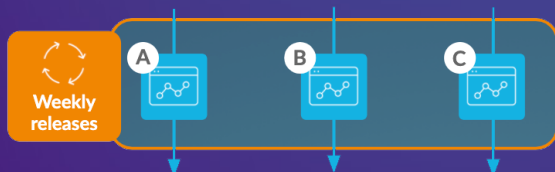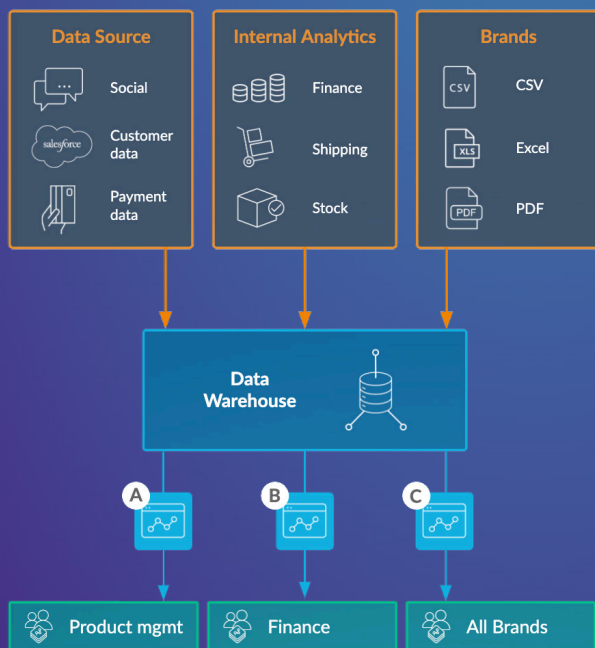## E-commerce Analytics Evolving Towards The Future

However, a solution does exist.

The new world of e-commerce centers on an integrated analytics solution that not only delivers the right data to all of the internal teams, but also to external brands.

With all the different data collected being stored in a single data lake or warehouse, there then exists a single source of truth, putting data discrepancies and duplications in the past. This data can then be viewed through one governed set of reusable analytical objects - reports, dashboards, visualizations and metrics.

Further, with the right analytics tool, data can be viewed in real-time by internal teams, and pushed out directly to brands and suppliers. With data from the ecommerce platform available directly through the brand portal, brands have the chance to use reliable and accurate data and react quickly to sales trends and changes in the market, thus letting them capitalize on these changes.

An integrated analytics solution also helps to deliver more features, faster, letting you respond quickly from a technical point of view. With a centrally governed approach, developers and analysts are able to quickly release new versions of analytics, either with updates or bug fixes to both internal and external teams.

Data Source
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- Payment data

Internal Analytics
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Data Warehouse

A   B   C

Product mgmt   Finance   All Brands

Weekly releases

A   B   C

Ease of use for non-technical users

While non-technical users (often referred to as business users) have a less in-depth understanding of how analytics works, there are far more of them than data or analytics specialists.

As such, providing easy-to-access, self-service analytics is key in getting them the data they need with the least hassle.


This means keeping non-technical users at the forefront when implementing data analytics in the e-commerce environment, doing everything possible to make analytics part of their normal workflow. The easier it is to access, the more often and more confidently they'll use it.

Dashboards, in particular, should be designed to serve a specific business problem or workflow, providing an interactive story-like experience. This allows non-technical users to dig deeper into the data and drill down into the details of the specific use case.

Offering an initial set of out-of-the-box dashboards to your brands gets them up and running quickly and allows them to see the most important KPIs and metrics right away. You brands can then choose to customize their dashboards as they see fit, or create completely new ones to suit their individual requirements.

Providing a set of dashboards, reports and visualizations, which can then be manipulated and customized by the non-technical user, is a flexible and cost effective way of getting them the data they need. It also frees up time for the analytics experts to focus on strategic innovation and system updates, rather than spending precious time on simple, tedious tasks.

Once you're set up with self-service analytics the next logical step is to reap the benefits through effective strategies.
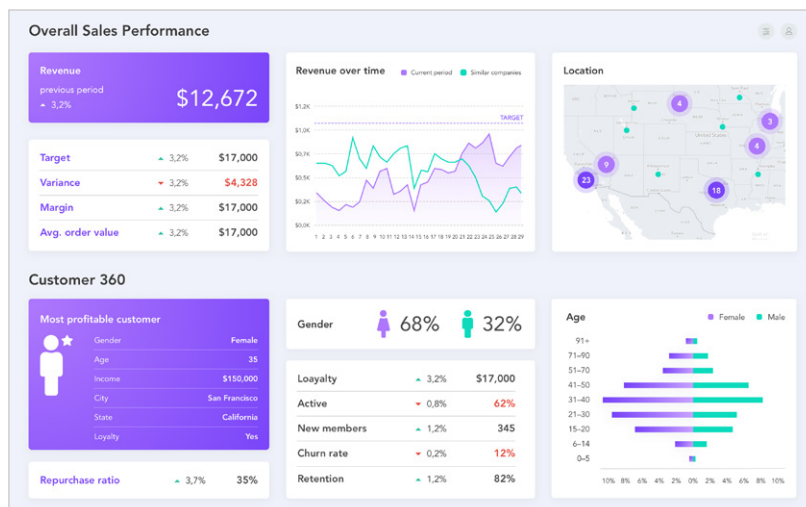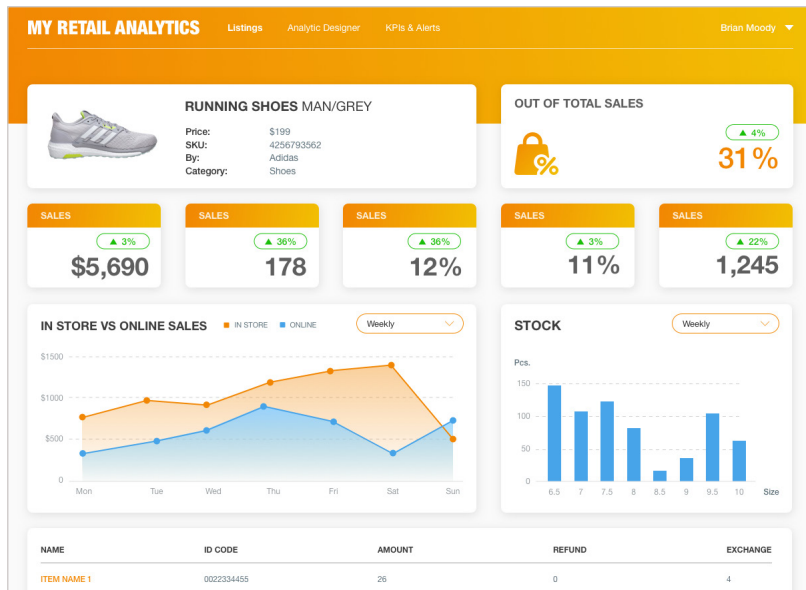
Strategy 1: **First 'Maximize'**
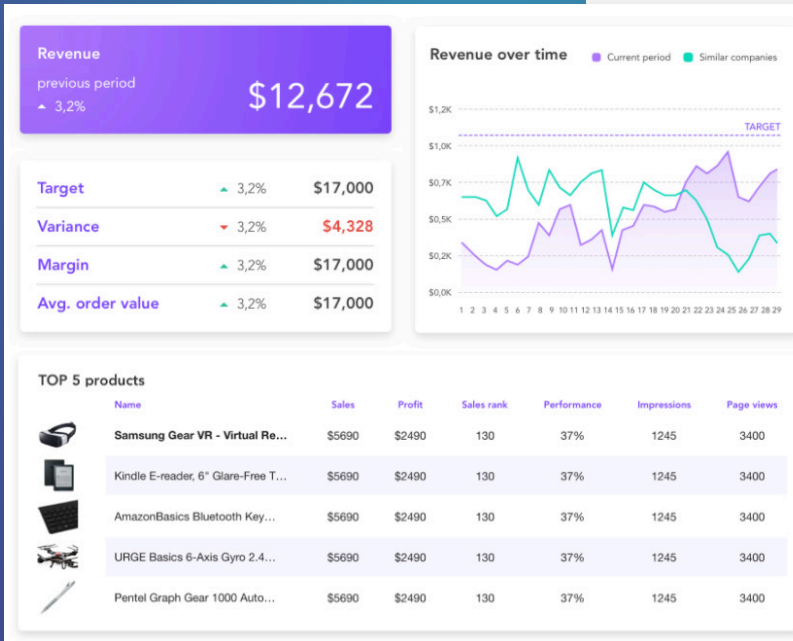
By supplying easily accessible data insights to your brands you can help streamline your business as well as maximize revenue and profit margins.

With access to data, your brands can react to market trends, optimize product return rates and ultimately improve their bottom line.

This helps improve their performance on your platform, increasing loyalty as well as attracting new brands and suppliers.

Strategy 2: **And Then 'Monetize'**

As well as maximizing your business, data analytics also lets you open up entirely new revenue streams. By packaging data analytics into free and paid plans for your brands, you can provide different levels of data analytics insights. This encourages your brands to fuel their success with data while monetizing this extra service.

You bring in more revenue and your brands have access to more data, letting them further streamline their product offerings.

How does the GoodData platform fit these e-commerce strategies best?
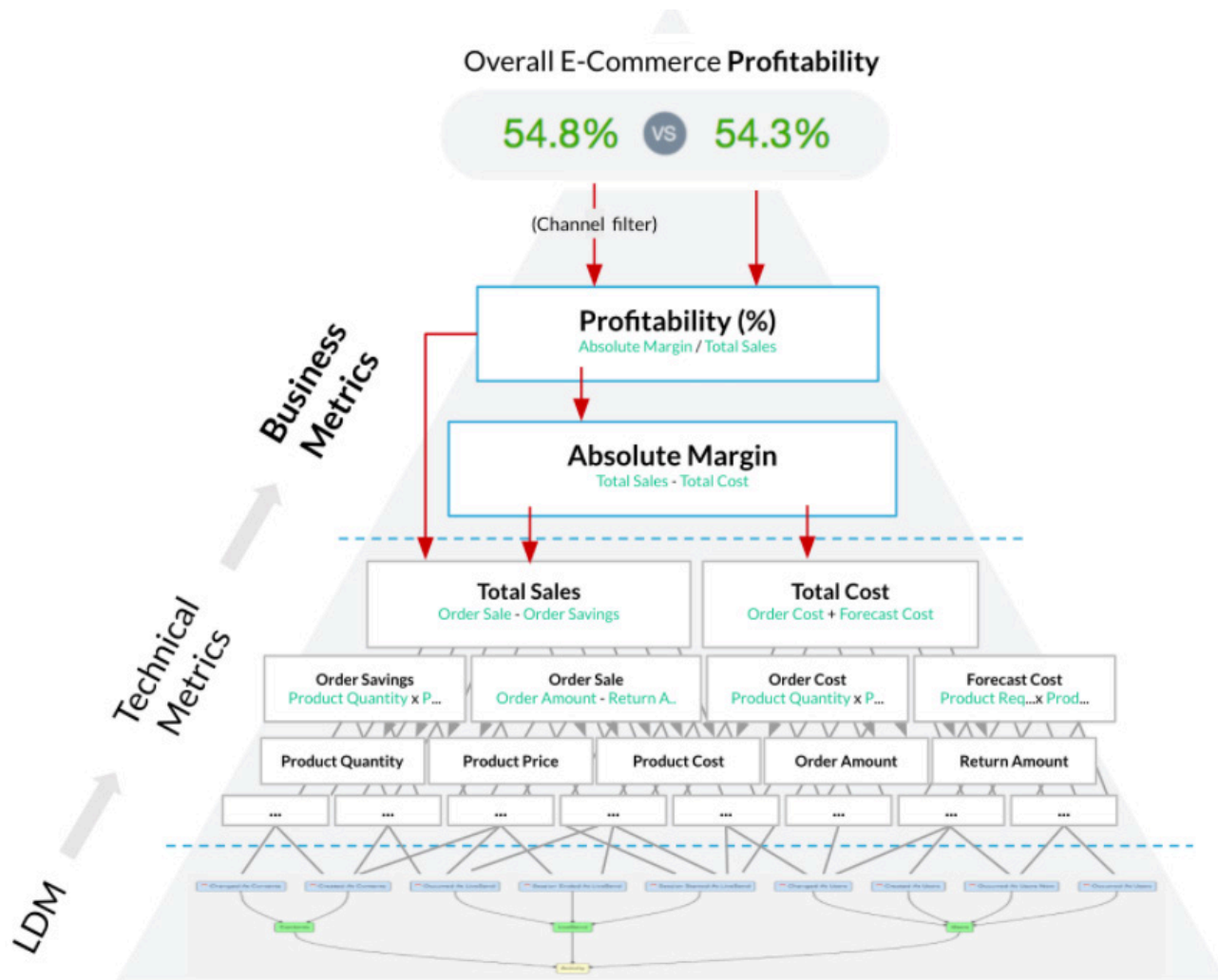
GoodData's unique data analytics architecture is built to enable e-commerce platforms rapid, cost-efficient and fully customizable scaling of embedded reports and dashboards to hundreds of independent brand partners and suppliers.

To achieve that, the analytics solution is based on, what we call, workspaces.

Workspaces, or analytics containers, separate all the analytical data for each brand or internal team.

Each brand or business unit has their own workspace containing everything they need to create dashboards, vizulations and data insights for 10s, 100s or 1000s of users.

Having these separate workspaces for each of your brands enables them to be fully customized while ensuring data privacy and security isn't compromised.

Agile innovation with workspaces

In the fast moving world of e-commerce, you need an analytics platform that can keep pace with these changes. GoodData allows you to keep up by letting you roll out new versions to all, or selected, brands without affecting each brand or user's custom settings.
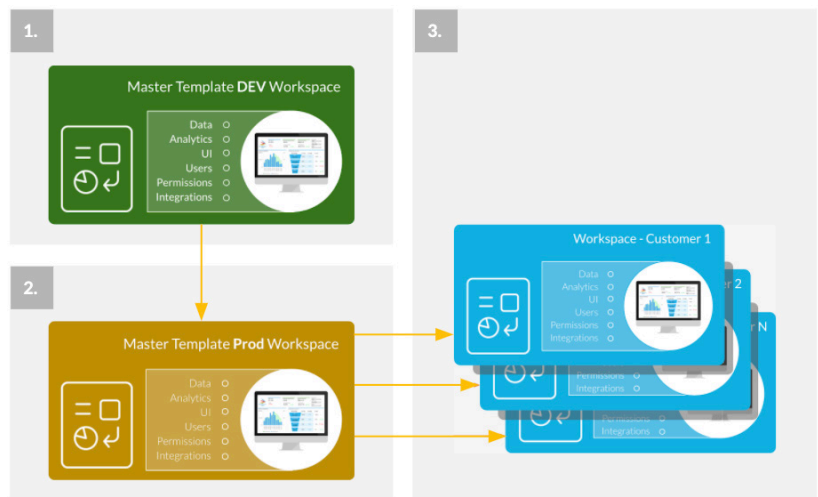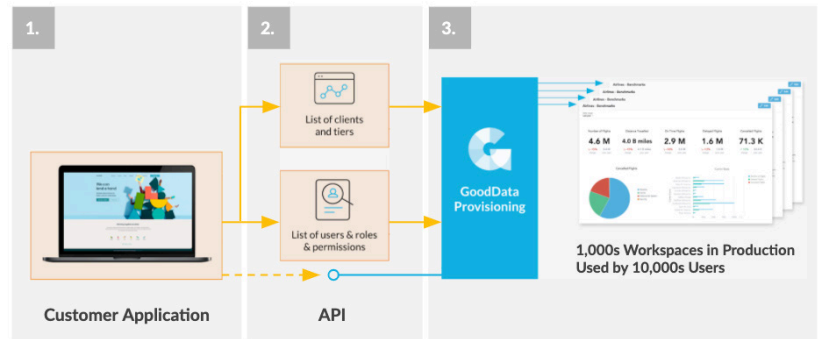
Data Model

Providing customizable data-driven insights to each of your brands is possible thanks to the semantic data model.

The semantic data model is the foundation of dashboards and reports, with each workspace having its own data model. Data elements and their relationships can all be defined within the model as well as properties and data type, with the metrics being reusable and context aware.

Thanks to its architecture, non-technical users are guided to the correct results based on the information in the semantic data model. Meaning, even novice users experience an intuitive straightforward data analytics environment.

Further, the semantic data model is customizable by each brand or internal employee without affecting other users' data or personal settings and preferences.

Strategic pricing

The added benefit of the GoodData platform is the lack of 'per user' pricing. You pay per workspace, giving you the ability to encourage data analytics adoption across your brand partners at the user level.

Free

Get started for free with our self-service analytics platform.

With the Free plan, you can:

- Integrate with third-party data warehouses or upload CSVs
- Create dashboards simply by dragging and dropping
- Embed dashboards into any web and mobile application
- Discover insights to fuel your business

5 workspaces and 100 MB/workspace

$0

per workspace
no credit card, unlimited number of users

Start for free now

Growth

Efficiently scale your analytics and insights as your business grows.

Everything from the Free plan plus:

- Don't pay per user when scaling
- Scale faster: smoothly manage, edit, and control all dashboards and end users
- Add data power with more computing performance (reports, GBs)
- Layer additional features, such as branding, data warehousing, and more

From 10+ workspaces and starting with 1+ GB/workspace

from **$20**

per workspace/month
billed annually, unlimited number of users

Configure a plan

Enterprise

Get your raw data ready for scaled big data analytics.

Everything from the Growth plan plus:

- Transform your raw data from any one of 150+ data sources
- Benefit from the power of the GoodData warehouse in the cloud (1 TB for free)
- Enjoy advanced security and data privacy (HIPAA, GDPR-S, etc.)
- Let our experienced data engineers transform your data and customize anything

Unlimited

Custom pricing

Talk to our sales team

With this scale-friendly pricing model, you can start off for free and pay as you grow. You can trial the adoption of data analytics in your product, free of charge, and then scale up to either Growth or Enterprise tiers as you roll out data analytics across your brands.

With GoodData, you can provide embedded analytics to your brands in a cost effective package.

Will it fit your goals or growth strategy?

There is no better way to find out than by trying the GoodData platform for yourself. Schedule a free call with our consultants at **www.gooddata.com/request-a-demo**. Once requested, you'll have access to product videos while you wait.