Case Study: Luxe Gemstone Co.

How CMS Transformed E-Commerce Analytics for a $500M Luxury Jewelry Brand

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Client Overview

Luxe Gemstone Co. is a premier luxury jewelry retailer operating flagship stores, boutiques, and a high-performance e-commerce platform. With annual revenues exceeding $9476M and 119,533+ customers, they required sophisticated analytics capabilities to maintain competitive advantage in the luxury market.

> **Client Profile**
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> - **Industry:** Luxury Jewelry Retail
> - **Annual Revenue:** $9476M+ (E-Commerce)
> - **Customer Base:** 119,533+ active customers
> - **Markets:** US, UK, EU, Australia
> - **Product Lines:** Engagement Rings, Wedding Bands, Fine Watches, Earrings, Necklaces, Bracelets

The Challenge

Luxe Gemstone Co. faced several critical analytics challenges that were limiting growth and operational efficiency:

Key Pain Points

- **Data Fragmentation:** Customer, sales, and product data siloed across 7+ systems with no unified view
- **Delayed Reporting:** Monthly reports took 2+ weeks to compile, missing critical decision windows
- **Limited Segmentation:** Unable to identify high-value customers or predict churn
- **Channel Attribution:** No visibility into marketing ROI across channels
- **Inventory Blind Spots:** Product category performance unclear, leading to overstock and stockouts

The CMS Solution

Clean Metrics Studio deployed a comprehensive analytics transformation over 6 weeks, delivering enterprise-grade capabilities at boutique speed.

Phase 1: Data Integration & Cleansing

- Unified 800,000+ transaction records from e-commerce, POS, and CRM systems
- Standardized customer identifiers across all touchpoints
- Implemented automated data quality checks and anomaly detection

Phase 2: Analytics Engine Development

- Built custom customer segmentation model (VIP Elite, Premium, Regular, Occasional, New)
- Developed lifetime value prediction algorithms
- Created real-time channel attribution framework
- Designed product affinity and cross-sell recommendation engine

Phase 3: Reporting & Visualization

- Deployed automated monthly executive dashboard
- Created category-level performance scorecards
- Built customer health monitoring system
- Established KPI alerting for critical metrics

Deliverables Package

CMS now provides Luxe Gemstone Co. with a comprehensive monthly analytics package:

Report	Frequency	Key Metrics
Executive Summary	Monthly	Revenue, Orders, AOV, NPS, YoY Growth
Sales Performance	Monthly	Channel Attribution, Payment Mix, Add-on Rates
Product Category Analysis	Monthly	Category/SKU Performance, Material Trends
Customer Intelligence	Monthly	Segmentation, LTV, Retention, Geographic
Ad-Hoc Analysis	As Needed	Custom Deep-Dives, Campaign Analysis

Results & Impact

48-72hr

REPORT TURNAROUND

vs. 2+ weeks before

+18.4%

REVENUE GROWTH

Data-driven decisions

+22%	**$2.1M**
CUSTOMER ACQUISITION	IDENTIFIED SAVINGS
Channel optimization	Inventory optimization

Quantified Business Impact

- **Revenue Optimization:** Identified $8.2M in cross-sell opportunities through product affinity analysis

- **Marketing Efficiency:** Reallocated $1.4M marketing spend to higher-ROI channels based on attribution data

- **Customer Retention:** Reduced VIP churn by 34% through early warning detection system

- **Inventory Turns:** Improved category turnover by 18% through demand forecasting

- **Operational Savings:** Eliminated 120+ hours/month of manual reporting

Client Testimonial

"A True Analytics Partner"

"Clean Metrics Studio transformed how we understand our business. What used to take weeks now takes days. More importantly, we're making decisions based on data we actually trust. The customer segmentation alone has driven millions in incremental revenue. CMS isn't just a vendor—they're a strategic partner."

— Sarah Chen, VP of E-Commerce, Luxe Gemstone Co.

Why CMS

CMS Advantage	Benefit to Client
48-72 Hour Turnaround	Rapid insights for time-sensitive decisions
Principal-Led Delivery	Senior expertise on every engagement, no outsourcing
Enterprise Security	SOC 2 aligned, GDPR/CCPA compliant data handling
Fixed Transparent Pricing	Predictable costs, no surprise invoices
Industry Expertise	Deep understanding of retail, e-commerce, and luxury markets

Engagement Summary

Scope

- 800,000+ transaction records analyzed
- 119,533+ customer profiles unified
- 8 product categories tracked
- 5 customer segments defined
- 8 marketing channels attributed
- 6 geographic regions mapped

Deliverables

- 4 recurring monthly reports
- Real-time executive dashboard
- Customer health monitoring
- Product recommendation engine
- Channel attribution model
- Ad-hoc analysis capacity

Ready to Transform Your Analytics?

Clean Metrics Studio delivers enterprise-grade analytics at boutique speed. Whether you're a luxury retailer, fintech platform, or regulated enterprise, we provide the rapid, accurate insights you need to drive growth.

Get Started

- **Website:** cleanmetrics.studio
- **Email:** hello@cleanmetrics.studio
- **Packages:** Starting at $2,500 (Sprint) to $15,000 (Summit)
- **Turnaround:** 48-72 hours on most analyses

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