

Retail

 ModernCaseStudy

Global Retail and E-commerce Firm
Improves Shopping Experience of
its Customers using The Modern
Data Company's DataOS



Industry

Retail and E-Commerce

Headquarters

San Jose, CA

Objective

Provide improved shopping experience to its customers by leveraging data

DataOS Key Benefits

- Created a holistic and unified view of customer's data
- Time taken from data to insights is 3x faster now
- Inbuilt apps like Customer 360, Workbench, Audience helped our customer to understand their customer faster and make real-time business decisions

The Customer

Our customer is a American multinational e-commerce corporation that facilitates consumer-to-consumer and business-to-consumer sales. Their mission is to provide a better shopping experience to its users all round the world.

The Challenge

Our customer has about 1.2 billion listings on their website. That means an enormous amount of data is generated for analysis. Customer wants to leverage this data, understand their customers better and improve their overall shopping experience. The objective of internal teams is also to enhance effectiveness of their marketing campaigns, improve service and boost sales.

Now, there is only one show stopper but a major one – An effective data handling and management platform that can serve all our customer's data needs.

A Unified View of Large Volumes of Data

Unlike other data management platforms, we completed an end-to-end deployment of DataOS on the customer's cloud within six weeks. Dealing with large amounts of data also meant that we need to ingest data from multiple diverse data sources. We accelerated the process of data ingestion and integration process and in turn created a unified view of their data and made this data available to analysts for ready consumption.



How the Customer Used DataOS

With data being available readily, data users in our customer's organization are now able to understand their data better by using data dictionary and data lineage. Our customer is able to work on most recent data and make accurate and timely decisions. They are now able to give instant feedback and analysis to other businesses listed on its platform and improve overall gross mean value (GMV).

Our Customer was able to reward its most loyal customers by offering their loyalty points or cashback. Shopping community is now able to see the rewards for their purchases and this improved the overall shopping experience and boosted sales.

The Modern Solution

The Modern Data Company deployed DataOS in six weeks, ingesting different types of data from diverse data sources.

The Benefits

DataOS helped the customer reduce time in collecting and understanding data from multiple data sources, speeding up data analyses. Their business teams use inbuilt applications like Customer 360, Workbench, Audience to build and segment their customers better and introduce new programs to drive revenues and make real-time business decisions.



About DataOS®

DataOS is an operating system that consists of a set of primitives, services and modules that are interoperable and composable. These building blocks enable organizations to compose various data architectures and dramatically reduce integrations. Enterprises can have the same data-driven decision-making experience akin to data-first tech companies in days and weeks instead of months and years.

About The Modern Data Company

Founded in 2018, The Modern Data Company began with the realization that enterprise-wide data access has been siloed. Data engineers and database administrators have been the longstanding data gatekeepers who funneled data to analysts and data scientists. We aim to change that by freeing enterprises to make better data driven decisions by democratizing access to data. When all employees, irrespective of their technical skills or background, can easily explore and analyze enterprise data, then both productivity and market expansion are realized at a faster pace.



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