

DATA TRANSFORMATION IS A PERFECT FIT FOR ARMOIRE

The online style service gets a business intelligence makeover for real-time visibility into customer behavior



ABOUT ARMOIRE

Location: Seattle, WA

Founded: 2016

Industry: Retail

Not sure if you'd buy that wild dress or new style of jeans? Try it out. Armoire lets women rent clothing to save on costs or branch out into something new. Members can choose from more than 75,000 items, buy what they try, or swap in something new.

DATA-DRIVEN STYLE

Finding that perfect style or fit while shopping for clothes can be a near-impossible challenge. And nothing hurts more than taking a chance on an expensive piece of clothing that lies dormant in your closet. Armoire exists to help women everywhere try out clothing, which helps them be more adventurous with their style, spend money on the right choices, and keep busy women looking good by carefully curating their looks.

HUNGRY DATA MODELS, OUTDATED ANALYTICS

That curation is the key to Armoire's success, and doing it right takes data to build models for predictive analytics engines that yield targeted, personalized recommendations. Armoire had a mountain of data on customer behavior across subscriptions, rental history, preferences, and purchases that could be invaluable in satisfying and delighting their shoppers. But bringing all of that data together and harnessing it to feed predictive models was a significant challenge. Their Periscope business intelligence platform wasn't flexible enough to empower forward-facing analytics in a governed way. As a result, getting the predictive view they needed required some gnarly SQL queries.

Armoire needed a more effective way to use that data and serve up the perfect look for its customers to fuel their activity and their fashion inspiration.

DATA CLYMER AND LOOKER: THE PERFECT FIT

The Armoire team had data, dashboards, and a lean analytics team, they just needed to add a modern business intelligence platform and wrangle it all into one system that could be rolled out throughout the entirety of the business. The data team partnered with Data Clymer to understand how to apply governed data democratization and self-serve analytics to transform the way the whole company looks at and works with data. As summed up by Tristan Rees, CTO of Armoire, "We wanted to invest in a tool which would allow us to extract tables and enable business users to explore data even without dashboards or SQL knowledge."

By migrating away from inflexible and complex SQL queries to clearly defined Explores in Looker, the Armoire team and Data Clymer moved to a business intelligence platform that not only makes them more productive and effective, but that can be used by stakeholders in all departments across the business.





REAL-TIME VISIBILITY AND A FORWARD-THINKING DATA CULTURE

With the new BI system in place, the Armoire team now has optimal data models where they have visibility into real-time item performance. The entire company has traded a rear-facing analytics mindset for a forward-thinking data culture. Says Rees:

“We now have people in our warehouse, merchandising, and operations teams, some who have never touched data, where our conversations are less of ‘hey can you build me this report’ to ‘hey, I’m running this report and it’s not performing. Can you help me?’”

RESULTS

- Valuable, useful data models fed by trusted data
- Real-time visibility into customer behavior and item performance
- Ability to predict customer style tastes and patterns and return highly curated suggestions
- Increased data team productivity
- Democratized data and analytics accessible to stakeholders across the business, without the need for complex coding

ABOUT DATA CLYMER

Data Clymer is a next-gen data consultancy enabling clients with trusted, full-stack cloud data and analytic solutions that drive positive business results through data accessibility and actionable insights. Our experienced team of consultants are certified data engineering and analytics experts and provide a highly-personalized level of service to enable data-driven companies like Peet’s Coffee, Thirty Madison, the Big Ten Conference, and the Las Vegas Raiders to unlock the value of data.

If you want to create a modern data stack for your organization, contact us at sales@dataclymer.com.



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