

# A MODERN DATA PLATFORM LEADS TO MORE CUSTOMERS AND LOWER COSTS

CBD Pioneer Charlotte's Web Reduces Operational Costs by \$2 million



## ABOUT CHARLOTTE'S WEB

Location: Colorado

Industry: Health and Wellness

Charlotte's Web manufactures and sells cannabidiol (CBD) products that help improve the quality of life for tens of thousands of customers every day. The company is a pioneer in the CBD industry and one of the largest CBD companies in the United States. Charlotte's Web sells products on its ecommerce site and through retail partners across the US.

CHARLOTTE'S WEB DATA STACK:



panoply



Looker



# A FAST-GROWING BUSINESS WITH A LAGGING DATA AND ANALYTICS PLATFORM

The CBD industry has exploded over the past decade. Today, one in seven Americans use CBD products to help relieve pain, combat insomnia and anxiety, and alleviate a variety of medical symptoms. With an established product line and a solid reputation, Charlotte's Web was at the forefront of this booming industry. But as with many fast-growing companies, data management and analytics couldn't keep up with the rate of growth.

Siloed data and data management, undefined data governance, and Excel-based analytics done by a loosely defined "data gang" severely hindered the company's ability to be truly data driven. Without a centralized data warehouse, analytics could only be done from one system at a time. PowerBI directly queried their production ERP database, and they were stuck with the limited reporting provided by their e-commerce platform. Only a select few employees used PowerBI, and none of them trusted the data.

"A minimum of 65% of the data gang's time was spent managing data, not analyzing or activating insights," said Darren Kuehne, Manager of Data Intelligence at Charlotte's Web. "We had hours of data management that was done in Excel to produce simple charts for presentations and planning, and we weren't enabled to lead progress in the organization, even though we could see heaps of business value in our data."

When Paul Lanham started as CIO of Charlotte's Web, he and Darren led the charge to modernize and reinvent the company's data and analytics practice.

## BUILDING A TRUE DATA CULTURE

Working with Data Clymer as a trusted partner in data innovation, Charlotte's Web set out to do three things:

1. Design and implement a fast, flexible, and scalable SaaS solution for the BI data stack
2. Build out a data team with the specialized IT and data science skills needed to fully leverage the new BI technology
3. Democratize data and make analysis accessible, timely, relevant, and actionable for the entire business

Data Clymer brought deep experience in building and designing data warehouse & BI solutions, acting as an "instant data team" that was up and running and helping to build the Charlotte's Web solution in a matter of days. Together, Data Clymer and Charlotte's Web implemented an entire ecommerce reporting and analytics solution based in the cloud.





## A THRIVING DATA CULTURE WITH TRUST AND TANGIBLE RESULTS

In just six weeks, Charlotte's Web went from entirely siloed data and no BI stack to regular cross-functional reporting based on transformed, trusted data.

*"Having Looker, Matillion, and Panoply experts from Data Clymer who could be sounding boards was pivotal," Darren said. "They greatly influenced the support we received from all the vendors and we were able to implement a system that I wouldn't have been remotely close to delivering myself."*

In addition to the enhanced reporting, the teams implemented a new personnel support system coined the "Data Docs", that includes:

- 1 A scheduled Data ER desk (office hours to address complex questions)
- 2 Slack channel to facilitate collaboration
- 3 Cadenced Business Review meetings where stakeholders and the Data Docs sync on actionability of data and insights
- 4 Ad-hoc meetings to ensure new stakeholders who join the Charlotte's Web team can access the data they need to succeed

Where there were once siloed teams and gaps in information and data education, Charlotte's Web is building an efficient, thriving data culture. Leaders in eCommerce, Marketing, Sales, Operations, and IT have stable, consistent, and distributed access to the same data.

**BY IMPROVING DATA ACCESS AND DATA QUALITY, CHARLOTTE'S WEB WAS ABLE TO SAVE OVER \$2 MILLION IN OPERATIONAL COSTS.**

And during the COVID-19 crisis, when brick-and-mortar sales dropped by more than half, the company was still able to increase customer acquisition by 25 percent.





## AN ONGOING PROJECT AND PARTNERSHIP

Since its initial success with the data and analytics transformation, Charlotte's Web has continued to collaborate with Data Clymer to build out the rest of the central data warehouse and analytical data strategy. In addition to technology improvements, this also includes daily Slack messages, multiple standup meetings per week, and a daily sprint. With consistent and open communication and collaboration, the team continues to enhance the data culture and capabilities at Charlotte's Web.

## RESULTS

- More than **\$2 million saved** in operational costs
- Reporting times reduced from **40 minutes to less than 2 minutes**
- Went from zero to a full BI analytics stack in **6 weeks**
- Increased customer acquisition by **25 percent**

## 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](mailto:sales@dataclymer.com).



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