

VENTURE CAPITAL FIRM UNLOCKS VALUE OF DATA

A leading investment firm with \$30B+ assets under management has been a Data Clymer client since April 2020.



A GROWING PARTNERSHIP

The firm initially turned to Data Clymer to create a new data model and build out a modern data stack. Since then, they have continued to expand the scope of their data projects. Multiple teams across the firm now partner with Data Clymer to achieve their goals through improved data analytics, dashboards, and strategic guidance.

OUTCOMES & RESULTS



Instant Cost Savings

The firm's new best-in-class cloud data stack was less costly, more scalable, and easier to maintain.



Improved Decision Making

Teams across the firm rely on actionable reporting and dashboards to make timely strategic decisions.



Flexible On-Demand Expertise

The firm gained flexibility with an instant data team that scales up or down based on projects and business needs.

TECHNOLOGY



USE CASES

- Marketing analytics
- Financial analytics
- Product analytics
- Modern data stack

DATA GOALS & INITIATIVES

Enable self-service access to timely insights

Data pipeline creation and modeling development to support six internal departments with various needs and use cases for CRM, financial, and activity data

Spread data literacy and create a data culture

Training and support for users and super-users across five departments, with office hours and ad-hoc working sessions as needed

Improve security and governance of sensitive data

Completed a security overhaul and created Looker user management framework and day- to-day administration of users

Save time and manual finance work

Consolidated and integrated financial data from internal and external sources into streamlined reports

Answer relevant business questions & support KPIs

Organized data into scalable models, optimized processes, and created activity stream models

Create a search repository of industry experts

Partnering with Data Science team to support an ongoing search repository initiative that will integrate nearly a dozen external data sources

ABOUT DATA CLYMER

Data Clymer is a full stack data consulting firm that enables clients to drive positive business results through data accessibility and actionable insights.



DATA CLYMER
www.dataclymer.com