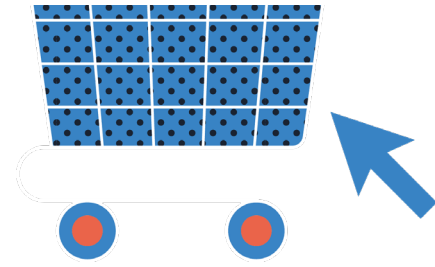


Retail and eCommerce

The world of online sales is growing exponentially, with new technology, services, and marketing approaches flooding the landscape almost daily. Outpacing your competitors means constant evolution. You have to keep your teams agile and continually hone your strategy for making faster, better, smarter decisions. Because, as you know all too well, success in this space is all about one thing: data.



Unlock & Leverage your Data

For retail and e-commerce companies, your crucial key performance indicators (KPIs) link to orders, customers, and website visitor behavior. Use your data better to do better business. Specifically, it's about analyzing and leveraging the data and KPIs at your disposal. A literal wealth of data exists within these three subgroups—vital information that, when utilized correctly, can tell you everything you need to know about the health and outlook of your business.

Visualizing your Data for informed decision making is easier than you think

Looker's BI platform offers everyone in your organization a customizable, 360° view across marketing, sales, customer service, and product data spectrums. With best-in-class analytics & data governance capabilities, the result is a trusted, consistent, and reliable big picture, that can be infinitely sliced and diced to provide holistic results which are both insightful and actionable. Companies can leverage a single source of truth that gives their teams detailed, self-service, and customized reports which enable them to make better decisions and achieve their retail and e-commerce business goals.

Boost self-sufficiency

With your aggregated and centralized retail and e-commerce data funneling into Looker, you can start empowering team members who possess the most expertise in marketing, sales, customer service, operations, and fulfillment, who now have the flexibility and freedom to customize their own reports from a streamlined database without resorting to their own error-prone and time-consuming retrieval methods.

Fuel Insightful KPIs

Order & Items e.g.

- Total orders
- Average order value (AOV)
- Attributed Marketing Channel
- Period-over-Period comparisons

Customers & Cohorts e.g.

- Weekly/monthly active customers
- Customer acquisition cost
- Time since last order
- Cohort spend/units/orders

Clickstream e.g.

- Visits
- Pageviews
- User pathing
- Feature use

Contact us at info@das42.com to learn more about how DAS42's expert consultation and Looker's revolutionary data analytics & BI platform can help transform your business.

