

STOREIS. × PASSIONATA

How a solid  
**data collection**  
unlocked  
**deeper insights**

STOREIS.



## PASSIONATA

# HOW A SOLID DATA COLLECTION UNLOCKED DEEPER INSIGHTS

### KEY WINS

**+43%**

Data Accuracy vs PP\*

CENTRALIZED TRUSTED DASHBOARD

**-4,5%**

"Not Set" Values

### MAIN CHALLENGE

Improve **PASSIONATA's** data structure, accuracy, and reliability to support effective analysis and reporting.

### HOW TO

To support evolving business needs, the project began with a thorough **mapping of strategic requirements**, followed by the development of a **data governance framework** to ensure quality and consistency.

This led to the design of a **data collection process** fully aligned with business objectives, enabling more effective and informed decision-making.

## STOREIS.

### TRANSACTIONS MONTHLY COMPARISON | Shopify - GA4



### BETTER TRACKINGS FOR BETTER ATTRIBUTION



\*Previous Period: the period ranging from the launch of the ecommerce to the start of the project with Storeis, from September 2024 to December 2024.

WANT TO LEARN MORE?  
LET'S TALK :)

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