



**DIGITAL BI TO POWER
UP REPORTING
EFFICIENCY**

STORE|S.



Santoni

CASE STUDY | SANTONI

Digital BI to power up Reporting Efficiency

Main Challenge

The brand aimed to enhance reporting efficiency and strengthen its enterprise business intelligence architecture. This involved integrating digital data (GA4) and internal data (SFCC & Target), automating daily and weekly reports, and creating dynamic dashboards to facilitate data-driven decision-making.

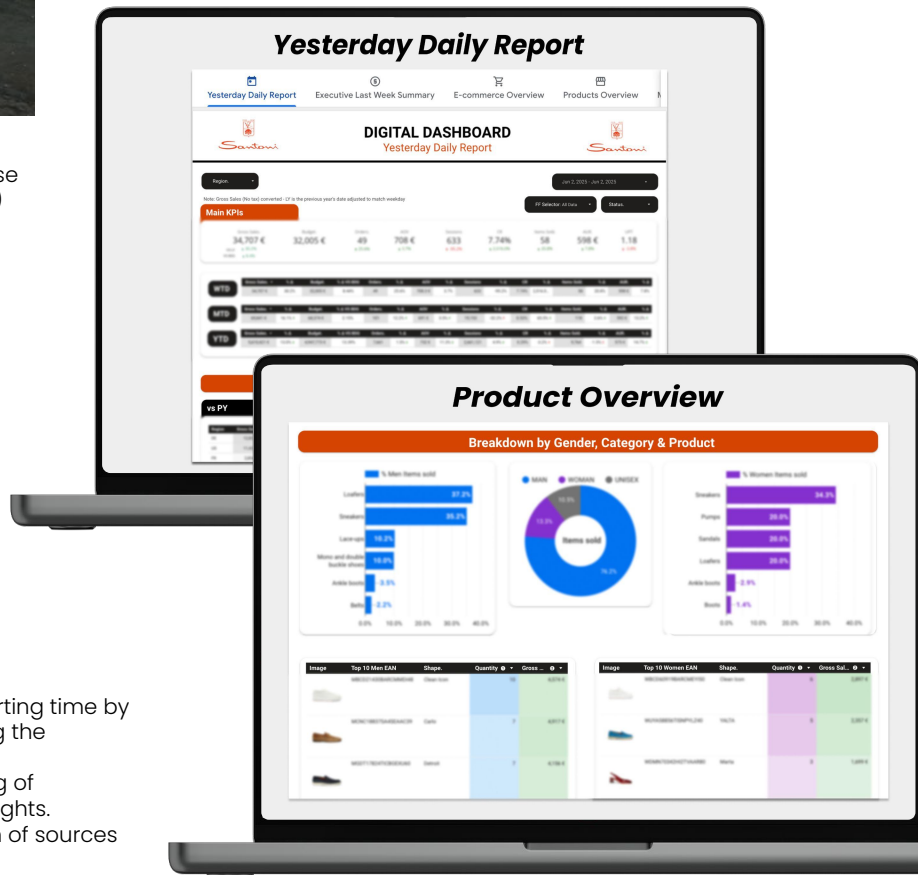
How To

To ensure consistency, quality, and automation, the project was divided into the following stages.

- **Vendor selection of ETL platforms** to automatically extract data from multiple sources.
- **Designing and validating the data architecture in a cloud-based data warehouse** to aggregate and transform data from different sources, ensuring the quality and efficiency of the process.
- **The development of dynamic dashboards** that are updated in real time from the data warehouse and offer views of ecommerce overviews, products, and markdowns.
- **The creation and automation of "Yesterday" and "Weekly"** scheduled reports with key KPIs for the evaluated period.

Key Wins

- **Operational Efficiency:** Automation has dramatically reduced reporting time by up to 2 days per week and errors from manual processes, improving the accuracy of analyzed data.
- **Holistic view and business clarity:** By offering integrated monitoring of geographic, product, channel, and discount KPIs for data-driven insights.
- **Improved attribution and customized visualization** the integration of sources and product images.
- **Scalability and Future Integration:** The ability to integrate other sources, such as data from marketplaces, CRM, and ADV costs.



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