

CUSTOMER SPOTLIGHT

vineyard vines



“ Now, our team is able to explore our business through a customer-focused lens. They are asking more in-depth questions, which lead to a better understanding of our business and ultimately better business decisions. ”

Chris Fitzpatrick
Vice President of Business Analytics and Strategy

CHALLENGE

vinyard vines is a clothing retailer with millions of customers worldwide. They have built their business around putting the customer first, but they needed their technological capabilities to align with and support that mission. The marketing team realized they would benefit from an advanced analytics tool to help them better visualize and understand their customer base and optimize their omnichannel strategy. Disparate customer data silos created inconsistencies in data and a limited, disconnected view of the business.

SOLUTION

3Cloud built a unified Azure data platform to allow for scale and shared use across departments. By implementing Power BI reports, we empowered business users to perform their own analysis, as well as operationalized analytics and department dashboards for consistent use. A unified commerce platform blends siloed datasets and will scale to support future needs of the company. In addition, Azure Machine Learning reveals deeper customer intelligence data which empowers employees with a keen understanding of customers for more informed decisions.

IMPACT

The data and analytics solution we provided gave the vineyard vines the benefit of an immediate understanding of customer behavior, including how, when, where, and why they buy. Customer data is now in one centralized hub, allowing the marketing team to easily find insights via an intuitive self-service dashboard. Predictive analytics fuels more informed decision making. Most importantly, the ability of more personalized campaign development led to a 150% ROI in 1 year.

vinyard vines captures 150% ROI using advanced analytics & Power BI, plus gains insight into their customer behaviors to empower better, data-driven decisions

CLIENT PROFILE



- Industry: Retail
- Number of Employees: 2,800
- Annual Revenue: \$1.5B
- Innovation Focus: Data and Analytics