

# Loblaws Digital - Data Driven Experience for Marketing Analytics

Badal used the Looker platform to build a reporting platform that is intuitive and easy to use without sacrificing the granular level of data control needed by a data driven organization like Loblaws.

## The challenge

Loblaws had a number of challenges integrating data from different systems such as PowerBi and Data Studio, as well as reports from different business units that made it difficult to gather, model, and visualize data in a flexible and efficient way. This raised concerns in regards to automation, ease of use, and scalability.

## The solution

Badal built a reporting platform that is intuitive, and easy to use without sacrificing the granular level of data control needed by a data-driven organization like Loblaws. Badal developed LookML data models and views that standardized an iceberg of computations and business logic utilized across various business units into a single data exploration experience.

## The results

Badal assisted Loblaws in simplifying reporting and data collection procedures by developing a single source of truth that standardizes logic used to obtain certain metrics across many business units at the corporation. Loblaws is now able to more easily obtain and share data insights across the organization, ensuring all stakeholders have easy access to accurate reports and analytics.

“ The Badal team is a really strong team of collaborators, challengers and solution partners. Badal helped us strike at the heart of our problems and came up with an end solution that will serve as the foundation for future growth and unifying a single source of the truth at LD. The team also served as strong thought leaders and did a solid job transferring their knowledge throughout the engagement. ”

Errol Muirhead, Director (Operations Analytics), Loblaws Digital



## About Loblaw Companies

Loblaw Companies is known as the largest public food distributor in Canada, with a varying range of product lines built to cater to a diverse group of customers, both instore and online. A 100% Canadian owned business operating in more than 2,400 stores all across Canada, with some famous named brands including: President's Choice and Joe Fresh

Industry: Retail & Wholesale

Primary project location: Canada



**Badal**

## About Badal.io Inc.

Badal is a Google Cloud Premier Partner providing white glove services to help enterprises deliver high quality business results on the cloud.



## Products

Google Cloud Platform