

Synthesizing customer data models to understand trends

Following a successful Data Warehouse build, Ancoris was instructed to support the development of Sigma's dynamic pricing and recommendation model.



The challenge

Sigma's current data was siloed across multiple areas making it difficult to gain a true understanding of key drivers in sales performance. In addition, the commercial performance was assessed at the product level with little consideration to their understanding of customer factors.

The solution

Ancoris supported moving ERP data to Cloud SQL and transferring data from marketing, social media and content through to BigQuery to be used for analysis and reporting. Following this Ancoris & the Sigma dev team created a ML Model for pricing, implementing knowledge from the buying team and market trends along with utilising BigQuery ML to predict upcoming sales trends.

The results

Ancoris were able to build Sigma's Data warehouse and enable insights within just 3 weeks enabling Sigma to be hands on with their data and support the business early within the project. The pricing model was able to reduce 40 man hours of labour a week for the purchasing team and allowed the buyers to take a proactive approach to pricing.

“Ancoris truly accelerated us in our data journey and empowered us to drive the company forward”

Jack Dennison, Head of Ecommerce & Data at Sigma Sports

About Sigma Sports Ltd.

Sigma Sports is a Specialist Omni Channel Retailer specialising in Road, Triathlon and the electric cycling market with its focus on providing customers with unparalleled customer service along with a great assortment of products from the best known brands in the industry.

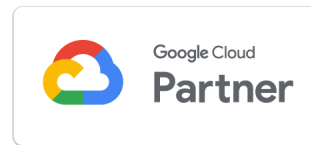
Industry: Consumer Packaged Goods

Primary project location: United Kingdom

Ancoris

About Ancoris Limited

Innovate and transform through the use of Google Cloud.



Products

Google Cloud Platform