

HOLZRICHTER Berlin - Becoming a Data-Driven Company

Seibert Media has supported HOLZRICHTER Berlin with the development and implementation of a data analytics management cockpit for better insights and smart decision making for their e-commerce business.

The challenge

Former unstable data connection to Data Studio via third party tools has led to bad user experience and a certain skepticism towards the reliability of the service. Also data was living in multiple data silos and visualizations. Due to that the possibilities of data insights were mostly limited to siloed data sources.

The solution

By introducing BigQuery at the core of HOLZRICHTER Berlin's data collection strategy we were able to overcome the separation of data into several data silos. Data from external sources and data from Google native sources is now living in one serverless, highly scalable data warehouse, BigQuery. Data for end users is visualized in Looker Studio and configured to their needs.

The results

HOLZRICHTER Berlin has finally gained confidence in a stable and trustworthy data analytics architecture. Employees can easily access the data and the customized reports helps teams to focus on insights and smart business decisions. Multiple data sources in one data warehouse have enabled more complex cross-source queries for better insights.

“Before the project we did not have quick access to some relevant company KPIs. Now I don't have to ask a specialist to evaluate key figures. They are always available with one click only. We feel less dependent on the basic analysis features of the tools we work with. Thanks to Google technology we are able to build individual dashboards according to our specific demand.”

Alexander Korduan, owner and CEO of HOLZRICHTER Berlin

HOLZRICHTER BERLIN

About Korduan Leather Company GmbH

HOLZRICHTER Berlin is Germany's first address for fair access to high-end and characterful leather bags and accessories for modern globetrotters. Everything is handmade to provide the comfort and class that only a specialist craftsman can supply.

Industry: Manufacturing & Industrial

Primary project location: Germany

// SEIBERT / MEDIA

About //SEIBERT/MEDIA GmbH

Seibert Media is operating as Google Cloud Partner since 2017 in Germany, Austria and Switzerland, focused on Collaboration and Data Management.



Products

Google Cloud Platform