

# MandM Direct: Managing Models at Scale with Dataiku + GCP

GCP enabled M&M Direct to easily provision machines for their Dataiku design & automation environments, increasing power when the machine learning workload demands it. They benefit from the processing power of native BigQuery for large SQL jobs.

## The challenge

Scaling out AI deployment in a traceable, transparent, and collaborative manner: MandM's first machine learning models were written in Python and run on local machines. They needed to prevent interruptions or failure of the machine learning deployments.

## The solution

Google BigQuery's fully-managed, serverless data warehouse helped to dissolve data silos and democratize data access across teams. They are one of the first online retailers to implement Google BigQuery across the organisation. Many live models from scoring customer propensity to generating pricing models and teams can easily offload computation for data preparation and machine learning to GCP.

## The results

Benefits they have seen by using Dataiku + GCP aren't limited to time saved from tedious maintenance work - they are having more impact across the business. The data team is able to deliver a variety of business solutions on business problems from adtech to customer lifetime value, whether that's a dashboard, a more detailed piece of analysis or a machine learning project deployed in production.

“ Having a platform like Dataiku allows our data scientists to focus on building cool things, not spending hours and hours on maintenance and making sure things are running. With workflows deployed in Dataiku, we save literally days of work every month. ”

Ben Powis, Head of Data Science, MandM Direct



## About MandMDirect

MandM Direct is an online clothing store in the United Kingdom. It sells its products over the Internet and was the second largest online fashion retailer in the UK in 2010-s. It specialises in buying clearance stock from manufacturers and selling at discounted prices.

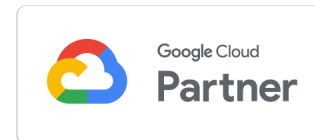
Industry: Retail & Wholesale

Primary project location: United Kingdom



## About DATAIKU

Dataiku is built to natively leverage your investment on Google Cloud and is cloud agnostic in line with Google's multi-cloud philosophy.



## Products

Google Cloud Platform