

## Gobi Cashmere - Sales and Customer Analytics

The Cloud platform powered by Niveus features a real-time data gathering solution that consolidates data from diverse sources, along with implementing dashboards and advanced analytics for faster data-driven decision-making.

### The challenge

Gobi Cashmere was looking to drive sales growth by aligning to company wide KPIs on sales and customer engagement. Previously, the systems are in silos and have multiple data sources, limiting their capability to get consolidated insights to make business decisions.

### The solution

Niveus developed a data platform to boost sales and customer engagement. Sources such as e-commerce applications and databases were directly ingested via Fivetran Console/UI and Fivetran DB connector for data. Looker Studio was used for visualizing the dashboards. BigQueryML and k-means clustering algorithms employed to develop demand forecasting and customer segmentation.

### The result

Niveus has benefited Gobi Cashmere by building a robust data infrastructure that includes a data lake, data warehouse, and BI tool. Additionally, they integrated all data sources on GCP and developed a powerful sales prediction model. The automation achieved through their solution has effectively reduced manual work, enabling Gobi Cashmere to make data-driven decisions with ease.

“Your collaboration with GOBI Cashmere has been exceptional. Your dedication, professionalism, and attention to detail have been commendable throughout the project. Without hesitation, we highly recommend Niveus to all considering GCP migration for outstanding data solutions and seamless cloud integration”

Batbileg Purevdorj, Senior Data analyst, Gobi Cashmere

# GOBI

MONGOLIAN CASHMERE

About Gobi Mongolian Cashmere

Gobi Cashmere is a luxurious cashmere manufacturer headquartered in Mongolia.

Established in 1981, they have grown to become one of the world's top five vertically integrated manufacturers specializing in cashmere, camel wool, and yak down products.

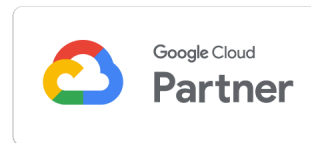
Vertical/horizontal solution: Retail & Wholesale

Primary project location: India

## NIVEUS

About Niveus Solutions Pvt Ltd

Niveus Solutions, a Google Cloud Partner leverages cloud technologies to help enterprises with a range of cloud capabilities and services.



### Products

Google Cloud Platform