

Victoria Plum Data Platform & Price analysis

Victoria Plum wanted to quantify the impact of a promotion on basket conversion rates. Netpremacy built a GCP-based data platform, transferred data into it, analysed it within BigQuery and set up visualisation with Data Studio.

The challenge

Victoria Plum wanted to expand its level of data maturity across the business by standardising and bringing data together in one place. However, whilst there are pockets of data excellence and expertise within the business, the internal team does not have the resource or experience needed to create the data pipelines and platform.

The solution

Netpremacy designed and built a data platform on GCP using Cloud Storage, Cloud Functions, Dataflow, and BigQuery. A data pipeline was set up to extract data into the platform. They analysed, merged and transformed the data sets in BigQuery to answer business questions and Data Studio was used to visualise it.

The results

Data is now held in a single location, allowing Victoria Plum to expand on the findings from the initial set of data and look for actionable insights. Victoria Plum aims to add more data to the platform and use Data Studio dashboards to start joining up further parts of the business.

“This is our first step towards getting key business data into one place and making it accessible. I want my team and I to spend more time analysing business problems in real-time rather than looking back at previous results. I'll take this example back into the business and we'll continue to test, measure and evaluate it. This is just the beginning for us.”

Charles Lamb, Head of Insight, Victoria Plum

Victoria Plum.com

About Victoria Plum

Founded in 2001, Victoria Plum has been at the forefront of online bathroom buying for over 21 years, pioneering new and innovative ways to help make life easier for more than two million customers in the UK.

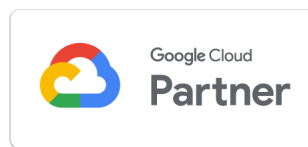
Industry: Retail & Wholesale

Primary project location: United Kingdom



About Netpremacy Limited

Netpremacy helps global companies transform and energise their business to gain a competitive edge with Google products.



Products

Google Cloud Platform