

Rittman Analytics Helps Rixo Create A Single View Of Its Trading

Focusing on Rixo's retail and ecommerce business and key business metrics such as sales revenue and margin, unit and order volumes, Rittman Analytics implemented a data analytics platform, provided a managed service and built their new data team.

The challenge

Rixo had a need to monitor revenue streams, stock levels, and their retail and ecommerce activity, whilst also having a desire to innovate and improve their business via analysis of the data those activities produced. As a fast-growing startup, Rixo had, however, no in-house analytics capability or tools and to build a centralized data warehouse to accompany their new NetSuite implementation.

The solution

We set up flexible connections to the various data sources using Data Virtuality, store their data in Google BigQuery, and then use dbt ("Data Build Tool") to standardise and transform those sources into a structure optimised to answer business questions, along with Looker dashboards that provide high-level Trade process metrics along with more detailed metrics for specific parts of that process.

The result

Overall, Rixo considered this first phase of our engagement to be "a very comprehensive condensation of what was previously a sprawling mess of unused data sources and disconnected software."

“ Rittman Analytics's expertise and experience with building out data infrastructure has massively sped up the timeframe in which we are able to implement the Trade Dashboard. Their ways of working and engineering methodologies have set a terrific foundation for the project and have really acted as a force multiplier by enabling the Rixo Data Team to function above their expected level. ”

Alex Macartney



About Rixo

Founded in 2015 by London College of Fashion graduates Henrietta Rix and Orlagh McCloskey, Rixo is a fashion brand based out of London, England famous for hand-painted prints, premium materials and vintage-inspired silhouettes that counts Taylor Swift, Lily James and the Duchess of Cambridge as fans

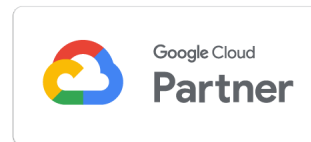
Vertical/horizontal solution: Retail & Wholesale

Primary project location: United Kingdom

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About Rittman Analytics Limited

Rittman Analytics is a boutique data analytics consultancy that helps growing business scale-up their analytics capabilities. We wor



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