

ZUS Coffee - Customer Analytics and Data Warehouse

We developed customer data warehouse in google Big Query for senior management and marketing which integrated customer loyalty data from a cloud point of sales system, Google Analytics 4 for mobile for customer event tracking.

The challenge

The customer had data sitting across different data silos covering point-of-sales, mobile app backend data and app behaviour data within Google Analytics 4. This made communication (real time and batched) difficult and resulted in manual syncing and delayed insights on how well the company performed.

The solution

Customer needed the a single view of the customer where we required unification of e-commerce sales and loyalty. They also need to drill down on opportunities to identify higher monetary value segments across our customer base through a Google Data Studio dashboard to identify opportunities. That data was important as they synced to marketing automation and ad buying platforms.

The results

800% growth in app revenue over 12 months 75% increase in average order value over 12 months

The product offered a cost effective data warehousing solution in Google BigQuery that allowed us to scale up as our data scaled up.



About ZUS Coffee - Malaysia's No 1 Coffee Delivery Brand

ZUS Coffee is Malaysia's No 1 Coffee Delivery brand with over 60 outlets across Malaysia. The business is an omnichannel driven specialty coffee delivery and have offline dine-in/takeaway outlets. The business has grown to 60 outlets within 2 years and is looking to continue its growth in the coming years.

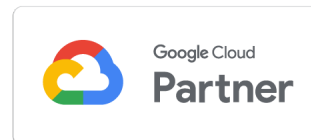
Industry: Food, Beverage & Restaurants

Primary project location: Malaysia



About PERSUASION TECHNOLOGIES SDN. BHD.

We combine data science and digital marketing to help businesses systematically and predictably increase sales and return on investment.



Products

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