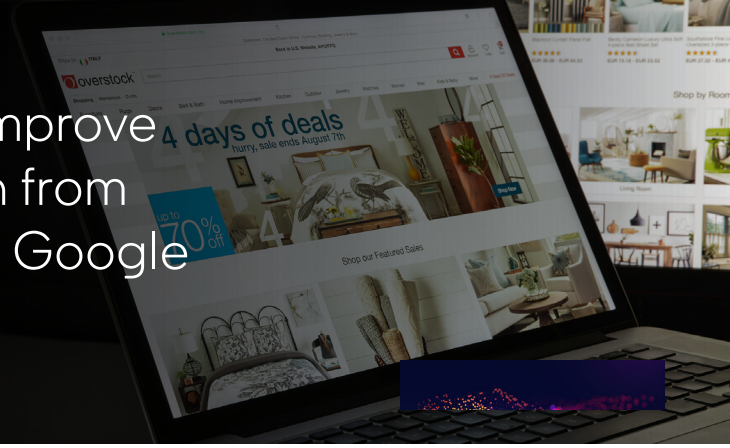
Overstock Uses Aible Sense to Improve Speed to Data-Quality Evaluation from Weeks to Minutes Per Dataset on Google Cloud Platform



Company Profile

Leading Online Furniture and Home Furnishings Retailer

Industry

Retail

Region

North America

Challenge

Overstock wanted a faster approach to analyze multiple datasets on GCP including data from their website, digital marketing, and e-commerce solutions. They wanted a comprehensive view of where they had valuable data in order to identify buying behaviors, key variables and insights affecting a sale, and to improve their overall Gross Merchandise Sales.

Solution

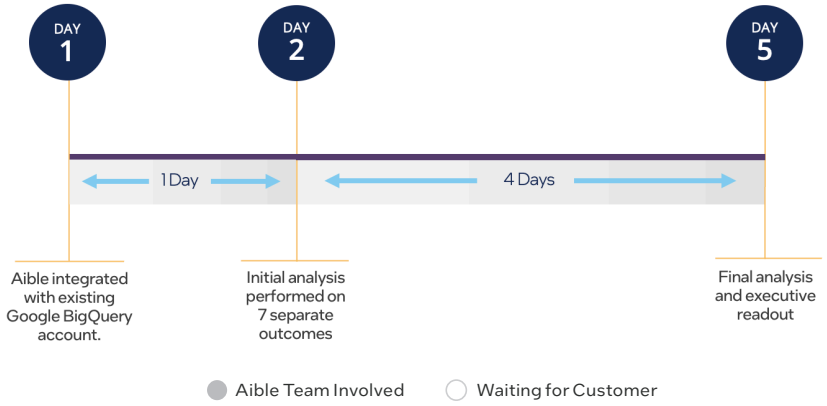
Aible Sense scanned dozens of datasets across multiple sources on GCP to detect data that is useful for analysis and for creating predictive models. This filtered out datasets with weaker signal for analytics or predictions, and significantly optimized the cost-effectiveness of their pay-per-query cloud data warehouses. This was achieved by completely automating manual data engineering tasks at extremely low cost by using Serverless techniques and Google BigQuery.

Use Case & Project Details

- **Goal:** Improve data quality readiness for analysis and machine learning
- **Results:** Improved speed to data-quality evaluation from weeks to minutes per dataset
- **Time:** 5 days
- **Elapsed time from start of data evaluation to actionable insights on serverless infrastructure: :** 10 mins per dataset

Outcome

Delivered detailed understanding of the improved speed to data-quality evaluation from weeks to minutes per dataset.



"We extensively use Google BigQuery. Aible's seamless integration with BigQuery allowed us to analyze datasets with a single click, and in a matter of minutes automatically get to a dynamic dashboard showing us the key insights we need to see. This would have taken weeks of work using our current best practices. When we can analyze data in minutes, we can get fresh insights instantly as market conditions and customer behavior changes."

- Joel Weight, Chief Technology Officer, Overstock.com