Styling Data Pipelines for Analytics Success at Mayvenn

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How Mayvenn uses Ascend.io to simplify rapid ETLT iteration of business-critical data sources for analysis in minutes.

OVERVIEW

With a mission to provide high-quality beauty products with an unparalleled shopping experience, Mayvenn is focused on using data to empower hairstylists and salon professionals while also providing the stylists' customers with stellar experiences. The data team at Mayvenn built a robust, data-centric platform to connect the right customers with the right stylists and the right experiences in addition to powering the growing business with comprehensive data analytics pipelines.

Servicing a growing list of stylists and end-user customers, Mayvenn relies heavily on moving a variety of data—from ad and marketing spend to email, text and customer service data and more—from Amazon S3 through to Amazon Redshift using Python for analysis and into Looker for reporting. Previously, the engineering team used Alooma for these data orchestration needs, but the complexity hindered fast iteration of ETLT.

Geoff Aoyagi, Senior Director of Data and Analytics at Mayvenn, explains that "when you're working with an engineering team to do first-level transformation, it takes a lot of communication and planning to make it usable data."

Geoff with the rest of his team were often blocked on projects, both large and small, due to dependency on Mayvenn's engineering team, which while collaborative often had a very full queue.

Enter the Ascend Unified Data Engineering Platform, which for the first time empowered data analysts at Mayvenn to make changes quickly and cost-effectively without tasking other teams.

With data analysts working deeply in the Ascend Unified Data Engineering Platform within a month, the team was thrilled by their newfound pipeline acceleration and independence.

"To a large extent, *we had the technical skill set with SQL and PySpark to be able to do many of the tasks we required*; we just didn't necessarily understand the architecture of how it was being transformed through the pipeline.

"*With the Ascend Platform's visual and interactive UI, everybody on the team is now comfortable with being able to do the vast majority* of the transforms that we need."

~ Geoff Aoyagi, Senior Director of Data and Analytics at Mayvenn

Geoff notes that "if we have a thought at midnight on a Sunday, we can adjust the data and be working with it within an hour."

While this increase in speed and cost-effectiveness was transformative for the team, Geoff also notes the ability to own the management of data for business and strategic needs, especially with faster and smaller analyses, as being a major benefit for them.

"*Ascend provides the ability to do a lot of shorter-term analyses*, so we are no longer working in the context of the engineering queue to see what we can get help with," according to Geoff.

In addition to Ascend's exceeding these original program requirements, the team at Mayvenn also saw a number of other benefits, including the simplicity of a visual flow that makes seeing every step of your transformations possible with the click of a button and a customer support team that is always on call to rapidly respond to any questions or support requests.

As a whole, Mayvenn has relied on Ascend to help bring its mission of empowering stylists and delighting customers to life through the use of data.

AT A GLANCE

✔ Highly data-driven company serving both stylists and their clients

✔ Challenged with dependencies that resulted in delays and process complexity

✔ Ascend enables the team to rapidly and cost-effectively make changes to data pipelines

✔ Ascend's visual and interactive UI accelerated and simplified iteration of data feeds for faster time to analysis

"Being given the ability to manage the data for the business needs and strategic needs is historically one of the biggest challenges at Mayvenn. *With Ascend, having the ability to own the management of those business needs more efficiently, even with a small team, has been very powerful for us.*"

~ Geoff Aoyagi, Senior Director of Data and Analytics at Mayvenn

ASCEND.IO   A *unified data engineering platform for a rapidly expanding data ecosystem*

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