Supercharging Time to Analysis at Harry's

How Harry's uses Ascend.io to rapidly ingest and transform new, varied data sources for analysis in minutes—not weeks.

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OVERVIEW

Anticipating the booming market around men's personal care and shaving products, Harry's launched in 2012 with a revolutionary Direct to Consumer (DTC) model that is now widely emulated, becoming a direct-to-consumer industry leader with a growing presence in online retail, and brick and mortar markets. The growing diversity of product lines, retail outlets, and customers has led to an explosion of new, disparate data feeds that are critical for timely and actionable business insights. Recently, the data science team undertook an effort to expedite ingesting, transforming, and delivering these data feeds into a robust shared data model that connects all brand information across every retail delivery model.

To accelerate the access to and bolster the analytics of new and existing data feeds, Harry's head of analytics, Pooja Modi, and data analyst, William Knighting, spearheaded an initiative to deploy a new data orches tration platform that could reach securely across all their data infrastructure, and also work seamlessly with Looker, the company's business intelligence and analytics tool of choice. The retail analytics team needed a faster, simpler way to get new analytics up and running, and a platform to ingest and transform these disparate data feeds in a low-code sandbox environment.

According to Pooja, "As we launch into more and more retailers, we're realizing that we need to have a really robust retail data model, spanning our retailer, product, and DTC data, as well as how we connect all the information we have about our brand across individual stores, zip codes, orders, and other data dimensions that matter to our business." This unified view has a direct impact on Harry's by unlocking more and more analytics use cases, especially in the brick and mortar retailers.

With Ascend, Harry's analytics team has *reduced the time it takes to build models on new data feeds*, and is replicating how the data should be structured to build additional models without being hampered by traditional lengthy engineering processes.

"The value it unlocks," says William, "is the stuff that couldn't be done before. The *iteration and speed at which the analysts can take on projects were impossible* to do before."

With a current ecosystem of mostly home-grown and open source solutions that rely on a heavily burdened data engineering team, it could take weeks to get new, critical retail data sources connected to Looker. The Harry's analytics team needed that turn-around to happen in hours.

The iteration and data pipeline deployment speed was only one of the benefits the Harry's team quickly realized. The other was the simplicity offered with the flexible user interface. While current data orchestration technologies can take up to a couple of months to ramp up on, the team was able to very quickly start building and managing their data pipelines with Ascend.io.

"While it's always been easy for us to get DTC data into Looker, we've struggled with how to easily get retail data there," according to Pooja. "*And as soon as we signed on Ascend.io, within a week, we had our first retail data in Looker.* It sounds simple, but it was a big win for us to finally be able to see omni-channel data in Looker."

With evolving business needs and business data, the flexibility offered with Ascend.io provides an ease of use that has been critical to accelerating the use of Harry's data and analytics.

AT A GLANCE

- ☑ Omnichannel family of brands with disparate data sources

- ☑ Challenged with ingesting new retail data sources into Looker

- ☑ 10X the speed to ingest, transform and pipe data into Looker using Ascend.io

- ☑ Accelerated the ramp time for data analysts using Ascend.io's flexible UI

- ☑ Accelerated and simplified iteration on data feeds to get faster, more actionable analysis within Looker.

"The speed at which we can *meet our business partners needs is 10X faster.* The business gets what they need, we can get the 90% answer out the door, *and that is a win*."

~ Pooja Modi, Head of Analytics @ Harry's

ASCEND.IO

*A **unified data engineering platform** for a rapidly expanding data ecosystem*

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