



Industry:
eCommerce

Region:
United Kingdom

Agilexi solution:
Business Intelligence

Innovating new services with Looker's embedded analytics

The Business

A UK based eCommerce SaaS company providing automated conversion rate optimisation platform for eCommerce businesses. AI and machine learning are used to provide real-time optimisation of their client's customer journey. Their clients include leading B2C enterprises across insurance, retail, electronics, telecommunications and travel sectors.

The Challenge

Clients using the platform to optimise their customer journeys wanted transparency on the underlying data being used to generate recommendations. The company is a data processor due to its storage and handling of confidential click-stream and sales data from their numerous customers. Hence maintaining robust data privacy and security were key considerations.

Solution

- **Portal embedded data analytics:** A seamless, user-centric data experience implemented in fully branded customer portal. Embedded Analytics Looker visuals and widgets to provide interactive data visualisations. Custom JavaScript visualisation libraries used to present domain-specific metrics and associated analysis.
- **Data security:** Looker custom views provided for each customer with segregation of data implemented using Looker User Attributes. Roles and Group embed permissions used enforce row-level security for different users groups depending on the needs of the end-customer. Looker SSO used to provide a seamless authentication between portal and Looker security models.

Benefits

- Fulfilled urgently requested feature requests from client's customer base
- Client launched value adding services which simultaneously generate revenue, impart product differentiation and drive deeper collaboration (and associated loyalty) with their customers.
- Data directly leveraged as a core part of value proposition.

About Agilexi

At Agilexi we help customers accelerate business value using data. We do this through machine learning, business intelligence and data strategy services.