

Data aggregation for Ecommerce

Use Case:

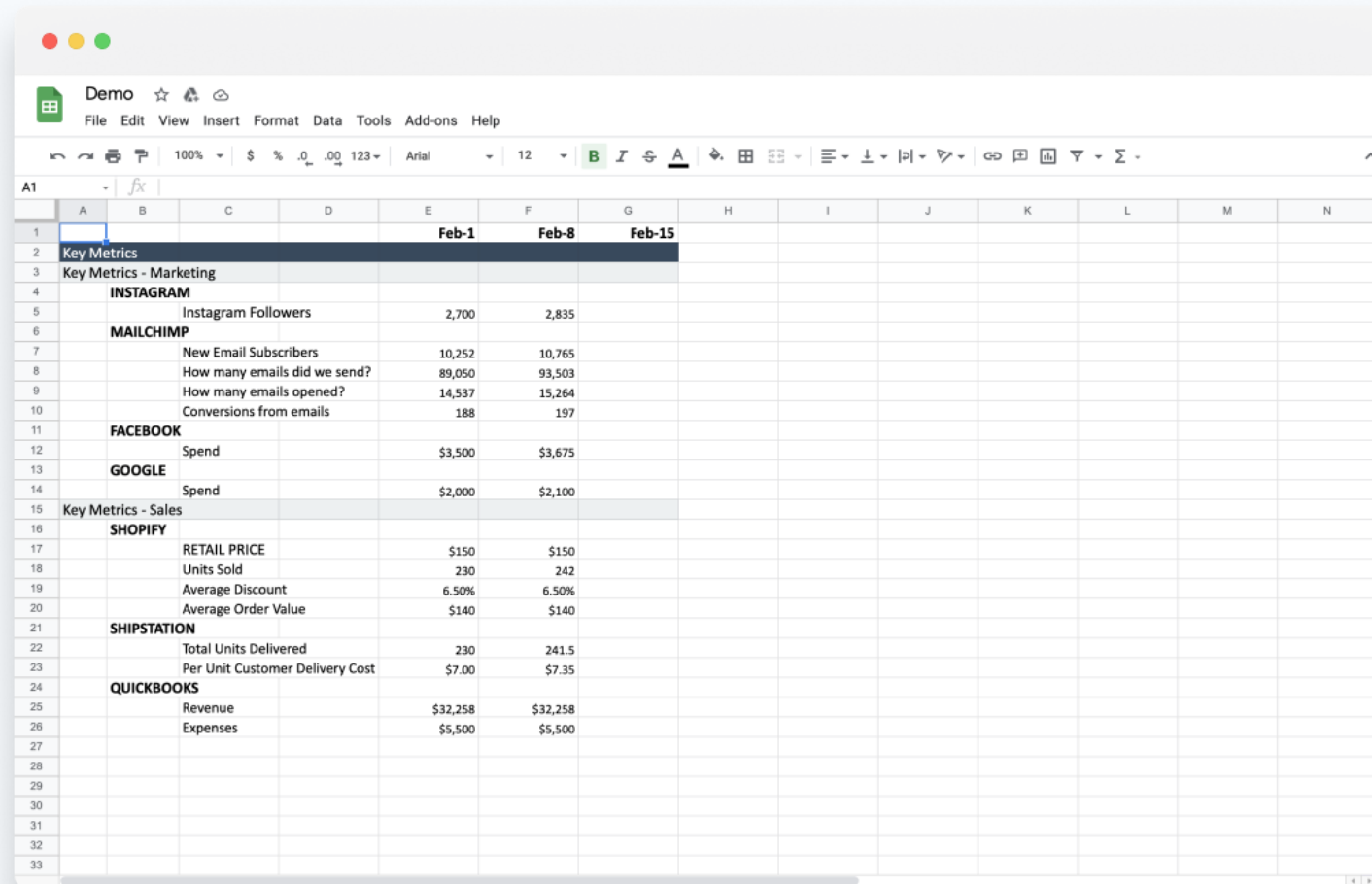
Connect Costs with Revenue

For efficient business operations, ecommerce businesses have to calculate their KPIs

Let's have a look at a typical report that has to be generated by a D2C business.

It has to calculate

- advertising costs,
- product purchase costs,
- mailing costs,
- and sales revenue
- and to subtract discounts.



		Feb-1	Feb-8	Feb-15
Key Metrics				
Key Metrics - Marketing				
INSTAGRAM				
	Instagram Followers	2,700	2,835	
MAILCHIMP				
	New Email Subscribers	10,252	10,765	
	How many emails did we send?	89,050	93,503	
	How many emails opened?	14,537	15,264	
	Conversions from emails	188	197	
FACEBOOK				
	Spend	\$3,500	\$3,675	
GOOGLE				
	Spend	\$2,000	\$2,100	
Key Metrics - Sales				
SHOPIFY				
	RETAIL PRICE	\$150	\$150	
	Units Sold	230	242	
	Average Discount	6.50%	6.50%	
	Average Order Value	\$140	\$140	
SHIPSTATION				
	Total Units Delivered	230	241.5	
	Per Unit Customer Delivery Cost	\$7.00	\$7.35	
QUICKBOOKS				
	Revenue	\$32,258	\$32,258	
	Expenses	\$5,500	\$5,500	

All this data is in different apps

Data is spread across SaaS apps

2010s

In the past, it was easy to access data, because all business apps were on-premise and used a standardized SQL server. Data analysts worked directly with data.

Advertising

Brand advertising agency



Sales channels

In-house shop frontend



Backend

In-house order processing

In-house fulfillment

In-house accounting

2020s

Today business apps are cloud based. Data has moved to data silos. BI tools cannot work with data silos directly.

Advertising

Facebook

Google

Snapchat



Sales channels

Google Shopping

Facebook Shop

Shopify store

Amazon

Verishop



Backend

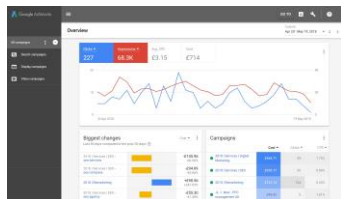
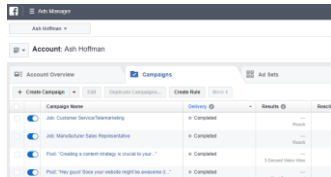
Shipstation

Quickbooks

Shipcalm

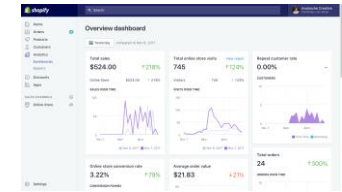


FACEBOOK

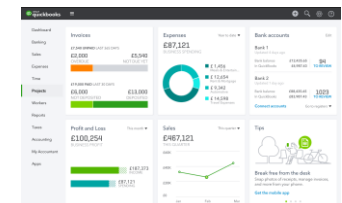
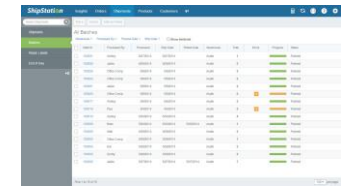


To get this data together, the user has to open the dashboard of every app, download the report, upload the report to a spreadsheet, process and group the data, and include it in the final report.

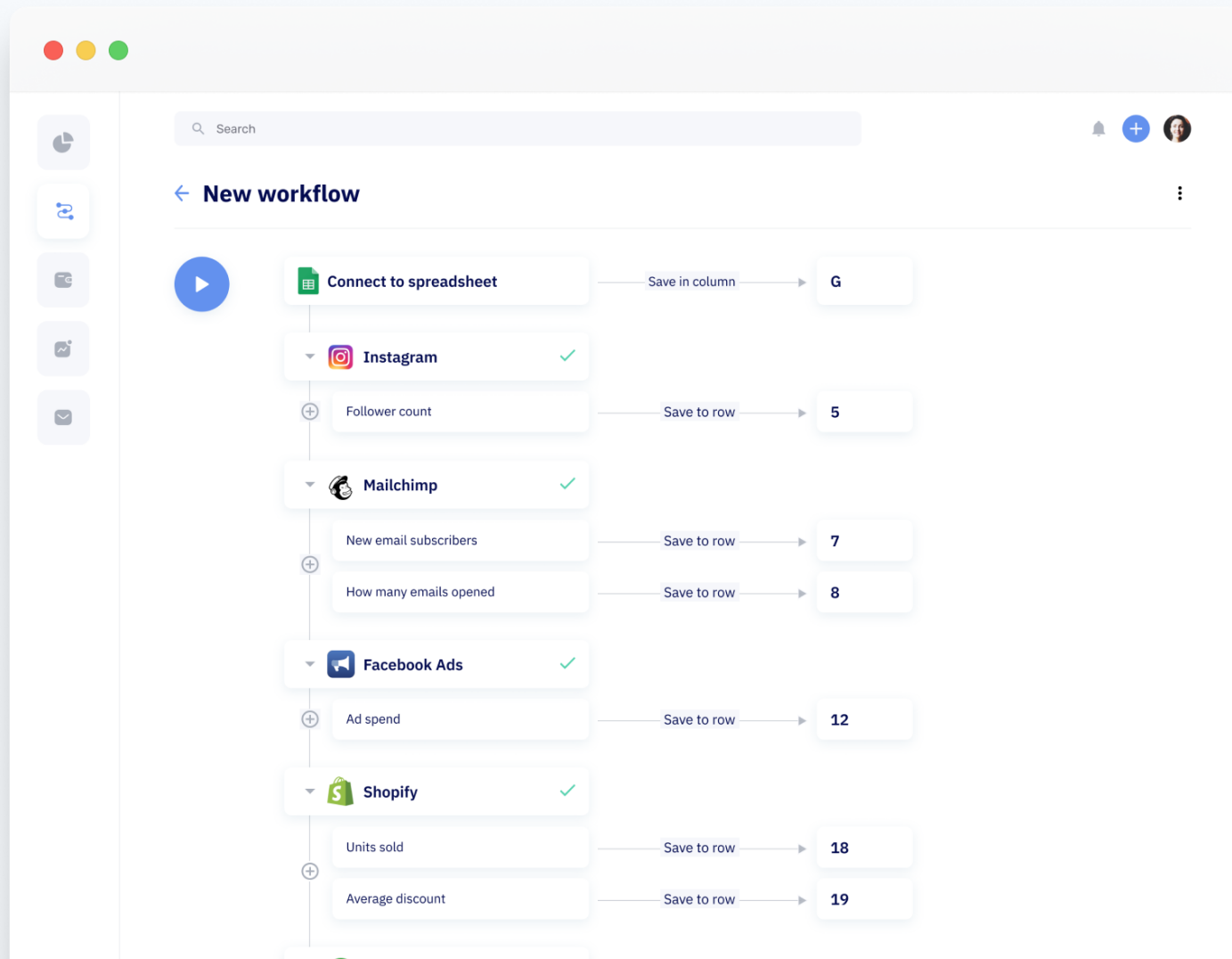
Key metrics					
	A	B	C	D	E
1	Key metrics				
2	KEY METRICS - MARKETING		FEB 1	FEB 8	FEB 15
3	INSTAGRAM				
4	New followers		2,700	2,363	3,246
5	FACEBOOK				
6	Spend		3,500	3,633	
7	KEY METRICS - SALES		FEB 1	FEB 8	FEB 15
8	SHOPIFY				
9	Sales		\$150	\$150	
10	Units sold		230	243	



ShipStation®



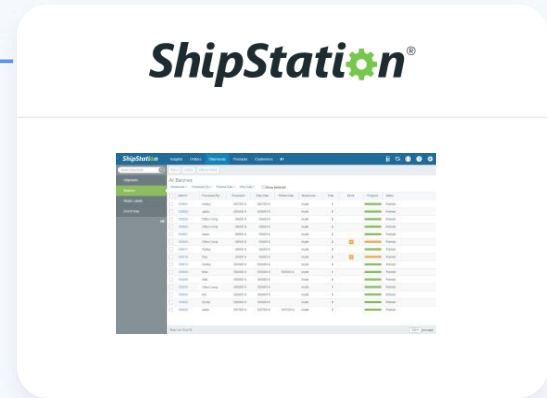
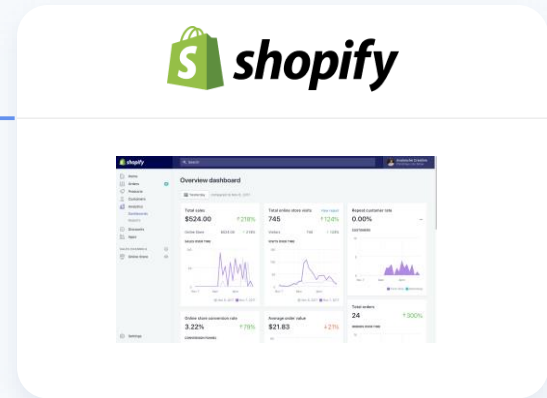
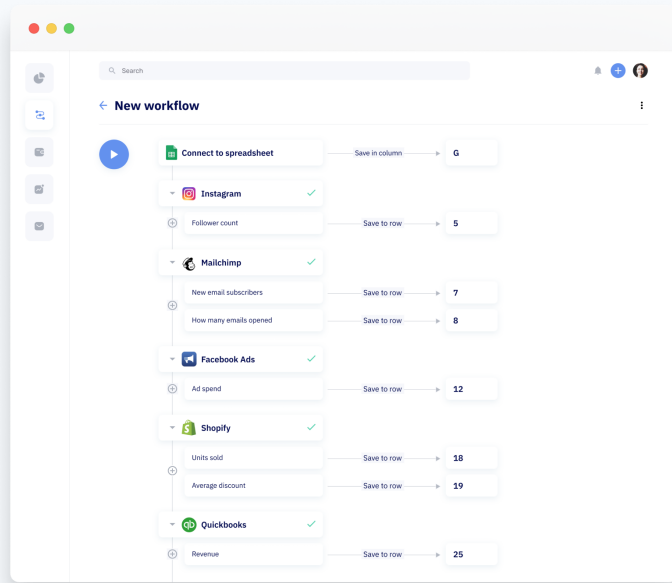
We made a tool to address this challenge



Let's look at how a business user creates such a workflow.

1. The user logs in to their account in a third-party app.
2. The user selects steps such as Download Facebook Ad Campaign Data
3. Specifies the spreadsheet cell to save the result.

There is no need to bring in a data engineer



	A	B	C	D	E	F
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Case Study: a data pipeline for a CMO at a DTC company

Challenge

You can sell a ton of products and have a high ROAS if you're offering a 50% discount, but it may be a negative margin.

This is much trickier to understand when you have a ton of promotions and various levels, free shipping, etc. And you need to tie into the actual cost of the shipping and the actual cost of the products sold.

Goal

Connect costs with revenue. Find true ROI.

Solution

The CMO connects accounts in Facebook, Shopify, QuickBooks, and Shipstation. Our solutions pull the data from the platforms and generates the required report in Google Sheets.

Data sources



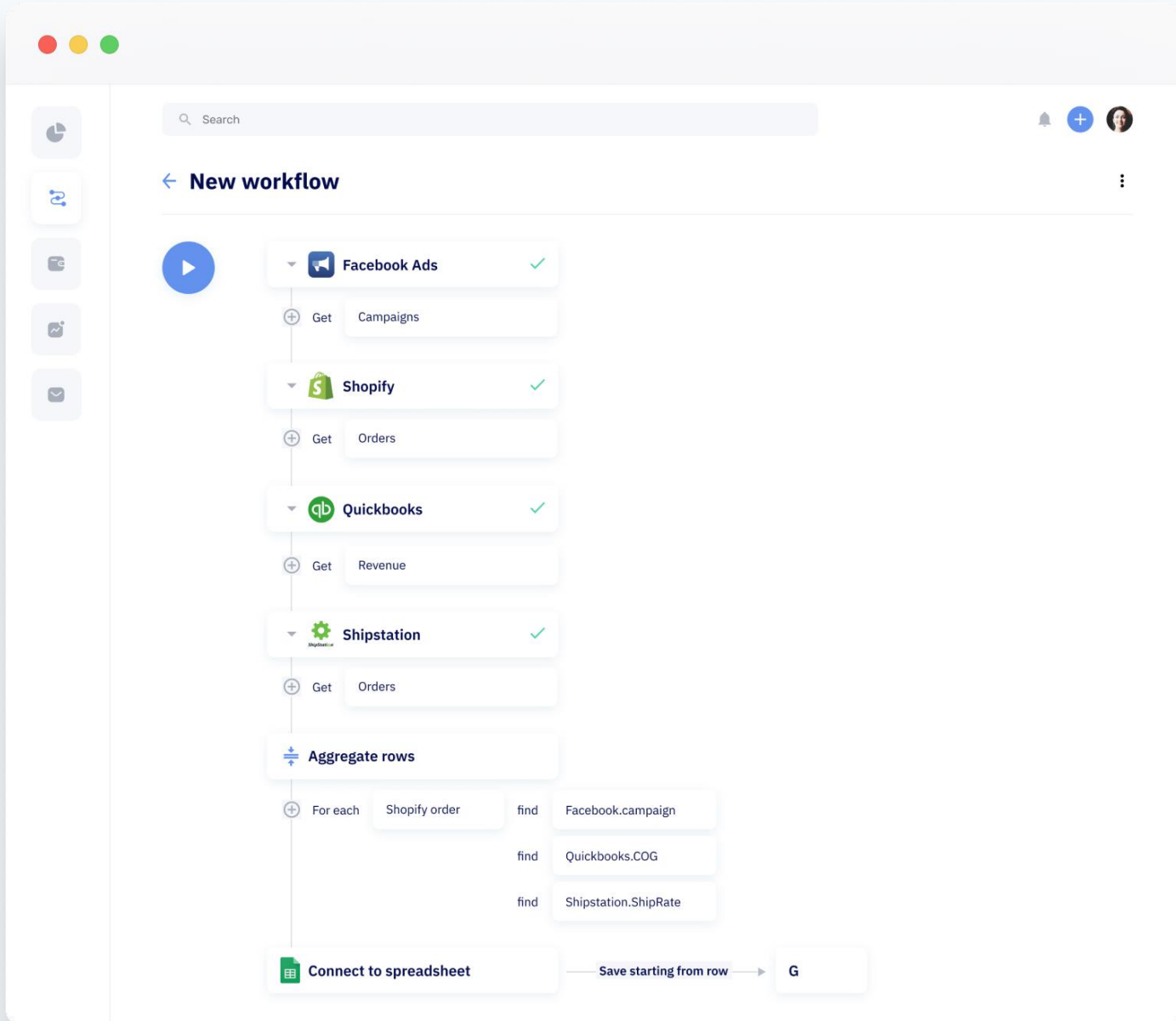
User level report

ORDER#	DATE	AD NETWORK	CAMPAIGN	AD	SKU	CAC	COGS	PRICE	DISCOUNT	SH. COSTS	STATUS	SHIP RATE	RET. COSTS	NET REV
1485	Jan 1	Facebook	Campaign 1	Ad 1	Women's Grey US 9.5	\$45.00	\$70	\$150	-\$50	\$5	Delivered	\$10	0	\$ (20.00)
1486	Jan 1	Facebook	Campaign 1	Ad 2	Women's Grey US 9.5	\$45.00	\$60	\$150	-\$20	\$5	Delivered	\$6	0	\$ (24.00)
1487	Jan 1	Google Ads	Campaign 2	Ad 3	Women's Grey US 9.5	\$40.00	\$0	\$150	-\$20	\$5	Returned	\$6	6	\$ (52.00)
1488	Jan 1	Facebook	Campaign 1	Ad 1	Women's Grey US 9.5	\$30.00	\$60	\$150	-\$50	\$5	Delivered	\$8	0	\$ (57.00)

Real Ad Spend ROI

		AD SPEND	REVENUE	NET	ROAS	ROI
Jan 1 - Jan 3	Total Ad Spend Efficiency	\$160	\$174	\$14	109%	9%
Jan 1 - Jan 3	Campaign 1	\$120	\$181	\$61	151%	51%
Jan 1 - Jan 3	Campaign 2	\$40	\$(7)	\$(47)	-18%	-118%

Data engineer as a product



This workflow generates a report on all costs and revenues, at a level of each particular purchase/transaction.

Our tool knows how to paste together data from all popular SaaS apps.

This is why the user can create a workflow within a few minutes, and then the script will generate a report within seconds.