

Why Shinesty Chose Panoply: Ease of Use & Speed to Insights

CASE STUDY : SHINESTY

The Company

Industry

Retail Apparel, Ecommerce

Team

Data management

Location

Boulder, CO

Data sources & tools

Panoply, Bing, Delighted, Facebook, Fivetran, Google AdWords/Analytics, Klaviyo, Looker, Netsuite, Shopify, Zendesk

When you visit online retailer Shinesty's website, it's no surprise they're growing. The fun and quirky brand seems to be striking the perfect chord online with both upbeat and bold messaging in selling party-themed apparel. Behind the scenes, the company isn't just fun and games, though. In fact, Shinesty has made big moves in the area of data, analytics, and business intelligence.

The Challenge:

A New Data Focus: Shinesty recently hired Bob Vermeulen, Shinesty's Director of CRM who has been the driver of their new focus on data. Given the team is small, Vermeulen was tasked with a large constellation of responsibilities. This included time-intensive work like connecting data sources and creating dashboard visualizations the entire company can access. Right away, he knew they needed a better process.

"Our biggest goal is democratizing data – giving dynamic dashboards, insights and the ability to explore data to as many Shinesty employees as possible." – Bob Vermuelen, Director of CRM

The Solution:

Shinesty's New Tools For Success: Vermeulen came up with a lean but razor-sharp solution to tackle the small company's big data tasks. He piloted a few solutions but ultimately chose three tools. This data stack is made up of Panoply: a cutting-edge data warehouse, Fivetran: a database integration tool, and Looker: a data visualization tool. The most foundational piece of their data stack is Panoply which is the first "smart" data

warehouse. Panoply is noteworthy because it integrates artificial intelligence and self-learning technology. An optimizing data warehouse is crucial because as the company grows, so do the number of data sources and the terabytes of information being stored.

Implementing Panoply resulted in hours of saved data processing time and a data warehouse that can operate independently without the help of a data architect.

Before Panoply, the business was doing hours of manual work on their reporting. They would take data from Google Analytics, Facebook, and their other digital platforms and paste them into one master spreadsheet. With a smart data warehouse implemented, marketing managers and business owners can see all of their data in one hub. This means less manual work and more insights.

“Panoply has done everything to make it easy to spawn a warehouse, import data and get to work. The ease-of-use with Panoply is outstanding.” – Bob Vermuelen, Director of CRM

The Results:

Bold Moves Ahead, with Panoply: With their new data infrastructure, they can now implement high-growth strategies like customer segmentation and personalization. Vermeulen credits choosing tools like Panoply that “just work” for their success. No matter how appealing the tool, if it doesn’t integrate quickly, it is not sustainable for a fast-moving startup like Shinessy.

“Panoply is performing and doing its job – materialized views are making our queries/visualizations fast and efficient. The fact that Panoply just works is huge for me and us as a company.” – Bob Vermuelen, Director of CRM



Panoply is a smart data warehouse that automates all 3 key aspects of the data analytics stack: data collection & transformation (ETL), database storage management, and query performance optimization. Panoply empowers anyone working with data analytics to quickly gain actionable insights on their own—without the need of IT and Engineering.

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