

Crate&Barrel

Customer Solution

Maven Wave improved process flows, built data pipeline efficiencies, and provided rich visualization tools to better analyze marketing program data in the cloud.

Process Flows

Visualization

Data Analytics

Crate&Barrel

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- Crate & Barrel is located in Chicago, IL
- The customer was experiencing an inability to attribute marketing spend to sales. The process of customer segmentation was time consuming leading to slow turnaround for new data and reports.
- Built by Maven Wave
- This project increased throughput between 4x and 10x the previous solution

