# data.world

CASE STUDY:

# How Square Panda increased sales by nearly 3,000%

## square panda™

## ? CHALLENGE

Everyone in this startup team plays multiple roles and needs to make data-driven decisions

## SOLUTION

Build a central catalog to pull real-time data from multiple sources and conduct multi-channel analysis

## RESULTS

**2,920% YoY sales increase on Amazon Prime Day**

Every company can benefit from data-driven decision making. Square Panda, a Silicon Valley startup innovating education to help young children learn to read, is doing just that. Data is central to the team's workflow, but due to the small size of their team, many people play many roles and need to work quickly to solve problems as they come. They need to be agile: monitoring data as it comes and reacting to market signals to stay ahead of the competition.

### CONNECTED ANALYTICS STREAMLINES PROCESSES

To complement the limited size of the team, Square Panda integrated data.world with their existing tools, like Amazon, Shopify, and Facebook Ads. They automated a significant part of their workflow to spend time focusing on more crucial needs in the company. Their data practitioners took the lead managing the company's data using features like federated queries, a unique data.world feature which joins multiple datasets to analyze them together.

## CONFIDENT DECISIONS MADE FASTER

With their data catalog created, all they needed to do was bring this information beyond the data science team, to their people in sales, marketing, and more.

Square Panda's new setup democratized data access to their entire team with little friction. A business user, for example, could access and run analysis on a dataset without the need to ever see a single line of code. Once a query is set up with a query template, data.world does the rest in the background, making it not only user-friendly, but quicker to understand data, make decisions, and act—all at the speed of the market.

## TEAMS PARTNER OVER DATA
## FOR BUSINESS IMPACT

This optimized process had a big impact on Square Panda's sales during the most recent Amazon Prime Day. To make the most out of one of the biggest online retail opportunities of the year, data was front and center in the strategy. Sales used real-time data on things like shoppers' activity combined with the Marketing team's analysis on customer trends and engagement to adjust their ad strategy as the day unfolded. By exposing this data to the subject matter experts in the field, they were able to get specialized insights and coordinate across their different teams to make this their most successful day in the history of the company.

## TO LEARN MORE, CONTACT
sales@data.world

*Square Panda had the biggest campaign to date and was able to increase sales by 2919.6% year over year on Amazon Prime Day with the help of data.world's talented team and technology.*

**- Debbie Heimowitz**
*VP Marketing*

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