

Sales growth increased by 12% with Keboola



Euromedia is the largest and strongest entity operating within the Czech Republic's book market. Keboola made it easier for the company to streamline data operations and use business intelligence to support better decisions.

Read the full case study here



CHALLENGE

Euromedia relied on Excel for its business intelligence and reporting. This created data silos, a lack of transparency, and delayed insights to support crucial decisions.

SOLUTION

- Data consolidation in a single place
- End-to-end automation of data pipelines
 - Automated reporting
 - Advanced analytics

OUTCOME

Keboola has enabled Euromedia to scale data operations and automate reporting processes. As a result, they have the insights they need to positively impact key business metrics.

Results:

12% increase in sales growth

Keboola empowered Euromedia to collect and analyze data throughout the entire customer journey. This enabled them to understand and optimize the conversion funnel from visitor to buyer.

Fulfillment rate increased from 80% to over 95%

Using Keboola, Euromedia integrated warehouse data, online orders, and procurement plans into a single system. This helped them to automate procurement and delivery alerts.

“Everything, every analysis, every decision we made is based on data that’s processed in Keboola. So anything I will say that we did, we did thanks to Keboola.”

Radan Papousek
Head of Business Intelligence at Euromedia CZ

EUROMEDIA*

Use cases:

Automated reporting

Keboola's automated data pipelines enable data to be collected from online sales and physical bookstores, then cleaned and aggregated. The metrics are then computed and can be visualized in Power BI.

Stock optimization

Euromedia's team has developed pipelines that inform the procurement department about stock movements, giving them the knowledge to quickly increase or reduce the stock of underperforming items.

Conversion optimization

Euromedia has leveraged Keboola's analytics capabilities to calculate detailed conversion metrics, providing them with visibility into what attracts visitors and converts them into buyers.

About Keboola

Keboola enables customers to automate business processes across departments by utilizing no-code orchestrations and data templates with complete data governance, user management, and 24/7 support. The platform handles all data demands and removes granular or disconnected data, freeing your best people from repetitive, data-related tasks.