COMPANY CASE STUDY

An Entrepreneur and Investor who previously worked with a Big Analytics company faced challenges in Category Data Management across diverse online retailers. To offer more daily promo and pricing insights to customers, he partnered with DataGrass for effective Promo Code Engineering, Database Management, and Price Intelligence.

BUSINESS CHALLENGES

The client initially managed the manual monitoring of promo codes for a few platforms in Excel, which hindered their ability to enforce an automated data solution for multiple brands with consistent pricing data intelligence. The absence of dynamic pricing and promo insights also impeded the formulation of an optimized pricing strategy. DataGrass offered automation and custom Master Data Management tools to streamline promo and price monitoring and enhance the overall product-selling strategy.

SOLUTION

TAILORED MONITORING TOOLS

DataGrass developed customized pricing monitoring tools, leveraging cutting-edge e-commerce scraping services. These tools were designed to collect real-time pricing data across a spectrum of online retailers, ensuring comprehensive coverage.

AUTOMATED DATABASE MANAGEMENT

The implemented solution went beyond monitoring, incorporating dynamic pricing insights. We eliminated the need to rerun data manually every time, set up an automated alert system for new products, and synced the master data sheets periodically.

CONCLUSION

DataGrass' tools offered a proactive approach and prevented the repeated process for each run. It helped save the generic SKUs for the master database and allowed only new data attributes to be updated.

Automated monitoring and reporting significantly reduced the time and resources spent on manual tracking, enabling a focus on strategic initiatives.

DataGrass' data solution methods elevated the client's pricing strategy through dynamic insights and delivered analysis that helped them achieve sustainable success in the competitive e-commerce landscape.

https://datagrass.io