Sales growth increased by 12% with Keboola

Keboola 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.

Keboola enabled 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.

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.

Keboola empowered Euromedia to acquire data from 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

Results:

12% increase in sales growth

Fulfillment rate increased from 80% to over 95%

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.

Learn more at keboola.com