



# Faster, Higher Quality Dashboards for Better Customer Analysis

## Vast Improvement via Automation and White-Box Approach

Dashboards are a common deliverable for teams across an enterprise, especially in customer-facing roles where having a complete understanding of consumer behavior is critical to operations. However, they can be challenging to produce scalably or keep updated regularly, and often they prove to be more of a burden than an agile tool used reliably for insights.

Take a closer look at how one company was able to scale up its efforts to efficiently disseminate data to teams across the enterprise while simultaneously freeing up the time of those working closest with the data to take on more impactful and creative projects.



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### About OVH

OVH is a global provider of hyperscale cloud, which offers businesses a benchmark for value and performance in the sector. Founded in 1999, the group manages and maintains 27 datacentres in 12 sites across four continents, deploys its own global fibre optic network, and manages the entire supply chain for web hosting. Running on its own infrastructures, OVH provides simple, powerful tools for businesses, revolutionizing the way that more than 1 million customers work across the globe. Respect for individuals' right to privacy and equal access to new technologies are central to the company's values. For OVH, "Innovation is Freedom."

### Industry

Cloud Computing

### Market

Worldwide

### Use Cases

SEO Automation  
Dashboarding

*"Bringing Dataiku in as part of our advanced analytics and data science strategy has been a tremendous success. We have teams across the company leveraging the tool for all kinds of projects and are adding more users and projects every day, but most notably we've been able to use Dataiku for a revolutionary SEO project powered by machine learning."*

Magali Barreau-Combeau  
Expert of Data @OVH

## Challenge

### Long Data Prep with Lack of Transparency Left No Time for Creative Analysis

The primary point of contact between OVH, a global provider of hyper-scale cloud services, and its users is through their site, where customers can place an order and receive technical advice or support. Thus, analyzing users' interactions and deriving insights from their behavior to inform the product and operations teams' decisions is paramount.

But the business analysts responsible for disseminating data and insights to inform the commercialization and optimization of the website were facing issues; namely, while they had built a dashboard with basic, high-level metrics (like user behaviors and site traffic), its utility was limited.

It didn't combine different data sources for a complete view, so it necessitated ad-hoc analysis, for which the analysts had little time since data preparation for the dashboard took up more than 80 percent of working hours. Additionally, ETL for the dashboard presented concerns for the data architects around data and insights quality, as there was a lack of transparency around exactly what data was being transformed and how.

## Solution

### Automated Data Preparation Frees Time for More Insightful Ad-Hoc Analysis

OVH chose Dataiku Data Science Studio (DSS) to power their dashboards, leveraging its features to slash data preparation time and ensure visibility into the data life cycle. With Dataiku, business analysts at OVH are able to:

- Quickly connect directly to any number of data sources (weblogs, CRM, etc.).
- Combine data sources for more complete customer insights.
- Do data preparation work efficiently thanks to an intuitive visual interface and the automation of much of the process, making more creative and innovative ad-hoc analysis the core of their job.
- Have a culture of experimentation and rapid prototyping.
- Accomplish more with a small team of data scientists.

Outside of the work of business analysts, Dataiku:

- Gives data architects peace of mind, thanks to clear visualization of data flows, that analysts are working with quality data.
- Allows data architects to clearly see and correct any issues in data quality directly.
- Gives data scientists the opportunity to work directly with data prepared by analysts to apply machine learning techniques to other facets of the business more efficiently.

## Impact

### Data Scientists 40% faster in Completing Data Projects for Overall Quicker Time-to-Market

With Dataiku, OVH saw a 40 percent lift in the productivity of data scientists thanks in part to increased efficiency among data analysts, who are better able to contribute to projects and work together with the rest of the team. They attribute the time savings to Dataiku's more efficient solutions for data preparation and data workflow monitoring. All of these gains with Dataiku amounts to a faster time-to-market overall, accelerating OVH's ability to go from data warehouse to meaningful business insights.