You can't have a smart marketing strategy without predicting the net profit attributed to the entire future relationship you'll have with your customers. For this, you'll need a real understanding of who your customers are, what they expect, and how you can measure their value. But pre-packaged customer intelligence solutions are often not optimized to keep up with your company’s evolving data. That’s why our clients choose Data Science Studio to develop in-house customer intelligence and lifetime value optimization applications that are always on par with their business needs and customer expectations.
About Our Customer
BlaBlaCar launched the first online carpooling booking service in the world, making this new practice a true means of transportation. BlaBlaCar now has over 10 million members, is located in 13 countries, and is growing at 200% per year.

Industry
Online Car Sharing Platform

Market
Europe & India

Use Case
Lifetime Value Optimization (CRM)

Challenge
BI Teams are Dependent on Technicians for Reporting & Analytics
When BlaBlaCar’s BI teams need to access data, their queries depended on IT teams. IT teams have to generate repetitive and time-consuming queries to deliver requested data. The process between request and delivery of data can take days. BlaBlaCar wants a solution that can help them clean, consolidate, and then centralize heterogeneous data sources for on demand access by BI teams around the world.

Solution
Automatic Cleansing & Centralization of Data for Global On-Demand Access
With Data Science Studio, one developer and one BI Data Manager were able to build a stream that automatically retrieves data from multitudes of sources (SQL databases, external data such as social network data, user reviews, partner logs…), aggregates it, and stores it in a Vertica database optimized for analytical calculations and complex queries in Big Data environments. Subsequently, business, marketing, and BI teams can build and view reports without regenerating complex and expensive queries on SQL databases. The BI teams use Tableau Software, which is connected to the Vertica database, to create visualizations of the data.

Results
Increased BI Productivity & Better Grasp on Data Lead to Optimized Conversion Rates & Improved Retention
Since BlaBlaCar developed the application, business impact is notable on several fronts:
• BI teams around the world easily collect & use performance indicators on demand,
• Huge increase in BI productivity,
• Decrease in delivery time,
• Quick and accurate BI reports translate into optimized conversion rates and improved retention.

“Data Science Studio is a tool for all members of the data team from data engineer to data analyst. With the help of DSS, we have created a structure that allows us to empower teams of analysts. One of our primary goals was that iterations no longer be dependent on technicians. With DSS, we’ve succeeded.”

Gaëlle Périat
BI Manager - BlaBlaCar

www.dataiku.com
_data science studio_

External Data (social, partner logs…) & SQL Databases

Automatically Clean & Centralize Data Streams into Vertica

Vertica stored-data feeds into Tableau for on-demand access by BI teams

A powerful ETL for all data sources

A collaborative tool adapted for the entire data team

Automated queries & data centralization made easy

Technology

Vertica
SQL
Tableau

Time

Team

Pre-processing Automatic Features
Fuzzy Joins
Date Parsing
Custom Formulas
...