

Exporting Ecommerce and Support Data to a Data warehouse

HIGHLIGHTS



360° View
of Customers



Anytime Visibility
to Reports



Deep
Insights



Improved Customer
Retention Rate

THE CUSTOMER

The customer is a science and technology company that has reinvented the air purifier. Their unique technology destroys pollutants instead of collecting them on filters, bringing clean air into homes.

THE CONTEXT

The customer had their online store powered by Shopify and their customer service by Zendesk. The data from both these platforms was residing in silos, which made it difficult to create reports and uncover insights to provide better customer service.

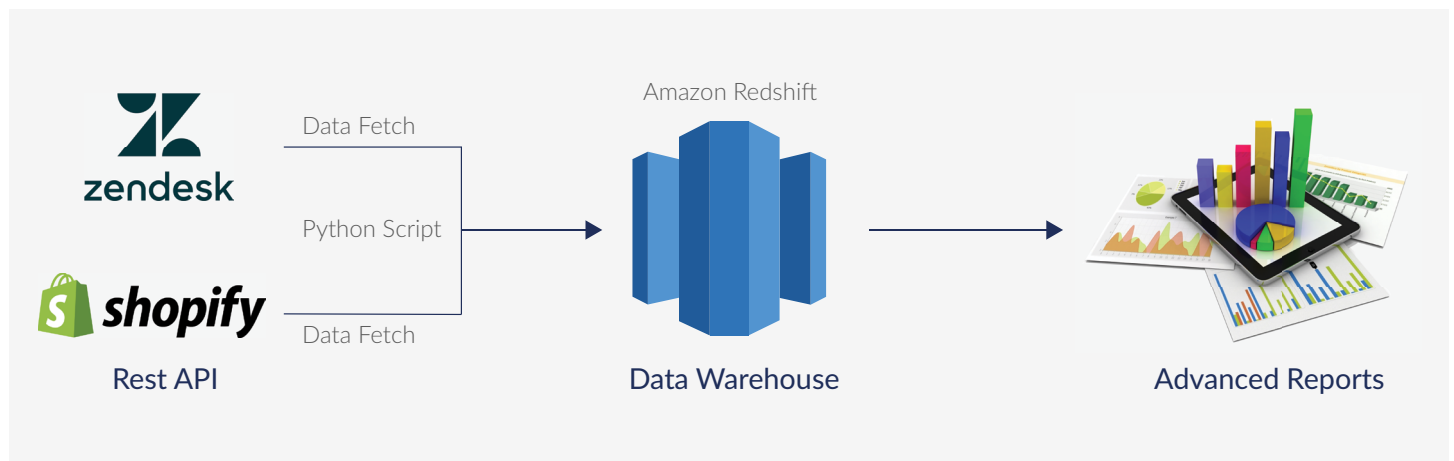
THE OBJECTIVES

The customer wanted to create a data warehouse of all the data present in Shopify and Zendesk at one place, so that they could get a 360° view of their customers. Moreover, they wanted to create advanced reports from their eCommerce and support data.

THE SOLUTION

- To connect, fetch, and parse data from REST APIs of both Shopify and Zendesk, we used Python scripts.
- Next, to Authenticate Zendesk Chat (OAuth2.0) to fetch data, we generated an access token with a lifetime validity.
- The process was automated to push data into the tables incrementally with a frequency of two hours.
- To make reporting efficient, a data model using snowflake schema had to be created. So we created a data warehouse in snowflake at Amazon Redshift with consistent and integrated data.

SYSTEM ARCHITECTURE



THE OUTCOME

With their Shopify and Zendesk data at one place, the customer was able to get a 360° view of their customers. Moreover, real time data sync enabled them to always have access to updated reports. Along with that, this data helped the customer improve their customer retention rate, reduce churn, and attain a higher NPS.