

# Case Study

## RoyalSkin – High-quality Skincare Products

### THE CHALLENGE

RoyalSkin, a SME specializing in high-quality skincare products, is facing a challenge in connecting all their data together. Initially, they did not anticipate the need to implement a robust Business Intelligence structure. However, as their business grew and their data collection expanded across various channels, including their own e-commerce website, selected high-end shops, and several marketing and social media platforms directing traffic to their website, they now find themselves grappling with the vast amount of data they have accumulated. The lack of a cohesive data integration system has hindered their ability to effectively analyze and derive insights from their data. This challenge poses a barrier to their ability to gain a holistic view of their business operations, customer

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behavior, and marketing effectiveness. RoyalSkin recognizes the urgency of implementing a comprehensive data management solution to harness the power of their data and make informed decisions that drive their growth and success.

# **THE FINDINGS**

In our endeavor to comprehensively explore and understand RoyalSkin's data landscape, our investigation has uncovered a wide-ranging array of vital data sources, with each of them holding a pivotal role in shaping the company's day-to-day operations and driving its path toward growth and success.

### **E-commerce Website Database:**

This SQL database serves as the foundation of RoyalSkin's data ecosystem, capturing transactional data from their own e-commerce website. It includes customer profiles, product information, order history, and sales data, providing valuable insights into the behavior and preferences of their B2C clients.

### **Customer Relationship Management (CRM) System:**

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The CRM system is designed to manage and nurture relationships with high-end B2B clients. It stores comprehensive customer information, such as contact details, purchase history, and customer interactions.

### **Google Analytics:**

Google Analytics captures website traffic data, user behavior patterns, conversion rates, and other key website metrics.

### **Marketing platforms:**

RoyalSkin utilizes multiple marketing platforms such as Facebook, Instagram, and Google Ads, which provide additional data insights and analytics for their marketing campaigns across various channels.

## **THE SOLUTION**

In our commitment to address RoyalSkin's data integration challenges, we have developed a comprehensive solution that encompasses data extraction, storage, and visualization. This holistic approach seamlessly connects and integrates data from various sources to provide RoyalSkin with valuable insights into their operations. Our solution empowers them to make informed decisions and drive business growth. In the following

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section, we will provide an overview of this process, highlighting its transformative impact on RoyalSkin's data-driven decision-making capabilities.

### **1. DATA EXTRACTION**

Azure Data Factory serves as the robust backbone of RoyalSkin's data integration strategy, enabling the seamless connection and extraction of data from diverse sources. Through a combination of SQL Linked Server connections and Azure Functions, we achieved a comprehensive solution that harnesses the power of Azure Data Factory to retrieve data from different systems.

#### **E-commerce Website Database and CRM System:**

The e-commerce website database and CRM system are seamlessly integrated into RoyalSkin's Business Intelligence structure using SQL Linked Server connections. The custom-built pipelines establish a direct connection to these SQL servers, allowing for the extraction of customer profiles, product information, order history, sales data, and comprehensive customer information, including contact details, purchase history, and interactions.

#### **Google Analytics and Marketing Platforms:**

Azure Functions are utilized to retrieve data from Google Analytics, Facebook, Instagram, and Google Ads. With Azure Functions and API

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calls, relevant website and marketing-related data are efficiently extracted from those sources. The data extracted through Azure Functions seamlessly flows into the overall data integration process, enhancing the effectiveness of the business intelligence structure.

### **2. DATA STORAGE**

Azure Synapse Analytics serves as the central hub for RoyalSkin's data storage needs, offering a secure and scalable environment. By leveraging Azure Synapse's capabilities, RoyalSkin achieves a unified platform for storing structured and unstructured data, ensuring data consistency and accessibility for analysis. Azure Synapse Analytics provides the foundation for RoyalSkin's data-driven decision-making process.

### **3. DATA VISUALIZATION**

Power BI acts as the visualization layer in RoyalSkin's Business Intelligence solution, seamlessly connecting to Azure Synapse Analytics. This integration enables the creation of dynamic and interactive dashboards and reports, empowering users to gain valuable insights.

## **RoyalSkin's New Indispensable Dashboards:**

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- **Sales Performance Dashboard**

The implemented Sales Performance Dashboard empowers RoyalSkin to closely monitor various aspects of their business operations. It provides insights into revenue trends, sales volume, and customer behavior, allowing for informed decision-making. Additionally, the dashboard facilitates in-depth analysis of product performance, enabling the identification of top-selling items and customer preferences. Moreover, it enables the tracking of essential metrics such as order history, fulfillment performance, and sales targets, aiding in the assessment of the company's sales performance and goal attainment.

- **Customer Relationship Dashboard**

The Customer Relationship Dashboard offers a comprehensive perspective on their clientele. It serves as a valuable tool to gain a holistic view of customer profiles, interactions, and purchase history. Furthermore, the dashboard facilitates the segmentation of customers based on demographics, behavior, and preferences, allowing for targeted marketing strategies. It plays a pivotal role in identifying opportunities for personalized marketing initiatives and improved customer engagement, enabling RoyalSkin to forge stronger and more meaningful relationships with its diverse customer base.

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- **Website Analytics Dashboard**

The RoyalSkin Website Analytics Dashboard provides an in-depth perspective on their online presence. This tool enables the analysis of vital metrics, including website traffic, user behavior, conversion rates, and engagement, delivering valuable insights into the performance of their online platform. Furthermore, it supports the evaluation of integrated marketing campaigns and customer acquisition strategies, allowing the company to measure the effectiveness of their digital marketing endeavors. Additionally, it functions as a resource for pinpointing areas that require website optimization and content improvement, guaranteeing an enhanced online experience for both customers and potential clients.

- **Marketing Campaign Dashboard**

The Marketing Campaign Dashboard at RoyalSkin plays a pivotal role in assessing the impact of marketing efforts across various platforms. It offers a comprehensive evaluation of campaign effectiveness, allowing the company to gauge the success of their strategies. This dashboard enables the tracking of key metrics such as impressions, click-through rates, and campaign return on investment (ROI), providing essential data for informed decision-making. Moreover, it serves as a valuable tool for identifying successful campaign strategies and optimizing marketing spend,

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ensuring that resources are allocated efficiently to maximize their marketing impact.

## **THE RESULTS**

By integrating and analyzing data from these diverse sources, RoyalSkin gained a holistic understanding of their customers, sales performance, website effectiveness, and marketing campaigns. This comprehensive data ecosystem empowers them to make data-driven decisions, optimize their operations, and enhance their overall business performance in both the B2C and B2B domains.

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