



DiamondStream

## DiamondStream Helps Build.com Leverage Its Data to Understand Revenue

**About:** Build.com is a leading home improvement online retailer that carries a wide selection of the leading home improvement manufacturers like American Standard, Hansgrohe, Kichler, Progress and Schlage. Experience a better way to shop for home improvement. With the lowest prices, best in class customer service, and unbeatable selection, Build.com is your one-stop shop for home improvement products.

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- **Russell Lobban**, Director of Customer Retention



**Overview:** Build.com is among the 100 largest internet retailers in the United States, and one of the online category leaders in plumbing, lighting, door hardware and ventilation. Build.com tracks the ever-changing needs of the online customer via detailed data analytics and performance monitoring and then uses that information to make marketing and business development decisions. However, the network of on-line stores that belong to Build.com each produce distinct and unstandardized transaction data sources, making it challenging for Build.com to access and integrate that data for analytical purposes. In the past, Build.com relied on manual processes to export data to Excel to perform analyses. The complexity of this approach sometimes produced inconsistent result sets and outdated information.

To address these issues, Build.com recently chose to create a centralized warehouse. This warehouse served three main purposes:

- To provide a centralized, single source of truth that integrates Build.com’s disparate data sources
- To simplify the consumption of analytics information by enabling easy report and dashboard creation
- To increase the flexibility around access to the information required and simplify the process of updating the warehouse and reporting as new insights are developed

DiamondStream, a leading marketing analytics company and a Champion-level Birst implementation consultant, executed that solution utilizing Birst’s enterprise-caliber business intelligence (BI) platform. “DiamondStream has worked on both sides of the equation. They are not only a long-time Birst customer, but a Champion implementation consultant, as well,” said **Sharon Gordon, VP of Birst Alliances and Technology Partnerships** at Birst, Inc. “With first-hand insight into the client’s perspective, combined with a real-world understanding of business issues and software application expertise, DiamondStream was clearly in a position to launch Build.com down the path toward BI success.”

**Phase 1 Initiatives:** In the initial phase of the implementation, DiamondStream leveraged Birst’s integrated ETL capabilities to model Build.com’s transactional data sources, creating a logical data design geared for report and dashboard development. In addition to enabling insightful reporting and analytics, this data model was designed to grant Build.com the flexibility to upload new or adjusted data sources without requiring changes to the model in multiple places.

After creating the logical model in Birst, DiamondStream ran through a number of test cycles to ensure that the data upload and ETL processes ran smoothly, and led the development of multiple reports and dashboards to help Build.com gain initial insight into the data. DiamondStream also provided support and educational materials in the



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- **Brandon Proctor**, VP Marketing

form of ongoing training throughout the implementation, and user manuals that Build.com used for reference as they took ownership of the new system. Finally, DiamondStream configured an ongoing daily data refresh process that kicks off automatically each night, so that Build.com always has access to the latest trends in their reports and dashboards. “DiamondStream is a dynamic, fast-paced and action-oriented company. They helped us significantly with the implementation process and were always available for troubleshooting. We were able to run reports within a month of launching the project,” said **Russell Lobban, Director of Customer Retention at Build.com, Inc.**

**Results:** Build.com is now able to quickly view and generate reports to analyze their revenue streams, identify top performing products, and pinpoint products with high return rates. These reports update with new data daily, enabling the users to constantly monitor performance and take appropriate action quickly. “We are now able to see which of our sites and vendors are most profitable, which products get returned the most, as well as track customer success throughout time. Our employees can see what’s happening with orders on a daily basis and take action on this information accordingly, thanks to DiamondStream’s expertise and guidance and Birst’s integrated analytics platform. All of this means that the platform enabled us to unify all data sources in one reporting interface, which will help us learn and act on our customer interactions which potentially means millions of dollars in additional revenue,” said **Brandon Proctor, VP Marketing at Build.com, Inc.**

**Conclusion:** With the help of DiamondStream’s dedicated team, Build.com now has a robust BI foundation and the skill-set necessary to adjust and iterate on the system on their own going forward. “We are very happy with DiamondStream’s work as our implementation consultant and hope to work with them in the future,” said **Russell Lobban, Director of Customer Retention at Build.com, Inc.**

