

WHITE PAPER

Moving the Needle for Your **E-Commerce Business** with Data-Driven Insights

Stories of Before and After
Business Intelligence



Spryker × **aws**



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Without data insights, businesses struggle to grow and stay competitive.

As consumer expectations continue to rise, businesses need access to advanced customer behavior and sales analysis to overcome emerging challenges.

“67% of e-commerce businesses focus on driving revenue over profitability, often due to incomplete views of customer behaviors.¹”

Without proper reporting and analytics, businesses struggle to understand customer journeys, preferences, and pain points. This limits their ability to optimize the user experience, effectively target marketing efforts, and personalize offers, leading to lower conversion rates and customer retention.

“The cost of acquisition has risen 60% over the past five years, putting pressure on businesses to use more data-driven insights to optimize GTM strategies.²”

In the absence of robust analytics, decision-making is often based on assumptions or incomplete information. This can result in missed opportunities, inefficient resource allocation, and suboptimal strategies. Businesses may fail to identify market trends, competitor activities, or operational inefficiencies in real-time, hampering growth and competitiveness.

“20% of e-commerce revenues are eaten up by fulfillment costs, eroding profitability, but often go unseen.³”

A lack of analytics means businesses cannot accurately track essential KPIs such as conversion rates, customer lifetime value (CLV), average order value (AOV), or cart abandonment rates. Without these insights, it's hard to assess the effectiveness of marketing campaigns, sales performance, and overall operational efficiency, making it difficult to drive growth and improve profitability.

Data-driven reporting has never been more vital

But lack of embedded insights hinders an e-commerce business's ability to scale, optimize processes, and stay competitive in a data-driven market.

Imagine a world where your business isn't held back by the limitations of insufficient data. Where it's possible to tap into unified views of data across all your systems with tailored dashboards that adapt to your unique needs without requiring technical expertise.

Where AI-driven insights surface actionable trends in seconds, empowering smarter decisions. In this world, you have the information to improve customer experience through actionable insights, enhance operational efficiency by automating data analysis, and make faster, more informed decisions powered by AI and data unification.



What's possible: Revenue Growth

BEFORE BUSINESS INTELLIGENCE

Stifled Sales Performance

A B2B manufacturing company was stuck in a revenue plateau and could not identify why growth had stagnated.

With multiple data sources and reports scattered across disconnected applications, they struggled to pull together a complete picture of performance. The rigidity of their existing reporting tool set-up also made it impossible to add or customize new key performance indicators, leaving the team with access to only generic sales data. These fragmented insights into their digital commerce performance meant the sales team haphazardly applied promotions and discounts, often eroding profitability instead of boosting sales. They also consistently missed opportunities to identify market trends, leading to a misuse of marketing resources and an inability to capture market share. Without an accurate assessment of conversions, customer lifetime value (CLV), average order value (AOV), and buying trends, leadership faced major challenges in pinpointing avenues for growth and improving profitability.





AFTER BUSINESS INTELLIGENCE

Unlocking Growth with a Sales Dashboard

With an embedded business intelligence solution purpose-built for digital commerce, the company turns blind spots into opportunities, gaining the clarity needed to drive revenue growth.

Their team now has the ability to seamlessly pull data from multiple locations and embed it directly into the back office of their e-commerce set-up, reducing maintenance and time to market. Leveraging an out-of-the-box Sales dashboard that can be personalized with custom KPIs, they have a comprehensive view of sales performance that helps them easily track trends over time. This allows them to analyze which product categories and brands are most profitable and identify how discounts are impacting their margins.

With these actionable insights, the company is able to:

- Boost AOV through upselling, bundling, or offering free shipping thresholds.
- Introduce loyalty incentives for high-spending customers, raising CLV.
- Track revenue trends to better evaluate pricing strategies, marketing efforts, and product performance—improving overall sales efficiency.



A better understanding of sales performance helps companies discover new avenues for boosting revenue and profitability.

What's Possible: Strategic Decision-Making

BEFORE BUSINESS INTELLIGENCE

Misguided and Directionless Decision-making

A consumer goods wholesaler struggled to make accurate decisions due to reliance on assumptions rather than real-time data insights.

With an e-commerce set-up that lacked real-time, unified data insights, the company was struggling to make informed decisions. Their existing solution, which offered a black-box approach to data sourcing, made it difficult for stakeholders to trust and validate decisions. It also offered limited options for adding data sources, meaning they relied on substandard, disjointed product data, making it impossible to identify which products were driving profitability. As a result, leadership struggled to prioritize investments, adjust pricing strategies, and refine their product portfolio to align with market trends. And with no ability to control user permissions, their legal team feared that sensitive information was at risk of being accessed by users who shouldn't see it.





AFTER BUSINESS INTELLIGENCE

Making Better Decisions with a Product Dashboard

With a solution that embeds BI into their e-commerce back office, this wholesaler turns guesswork into precision, driving smarter product strategies and business outcomes.

With a customized Product Dashboard that seamlessly incorporates all of their data sources, their team now has a unified view of product performance and buying trends. The dashboard integrates data from their CRM, ERP, supply chain, and external customer behavior platforms, providing reliable insights into availability, returns, and top-selling items while also tracking category distribution and trends so that their team can make smarter, more informed business decisions and optimize their business strategies. Moreover, they have the ability to control user permissions, ensuring sensitive data is only accessible to key decision-makers.

With these strategic insights, the company is able to:

- Focus marketing campaigns and inventory prioritization on high-demand products to maximize revenue and customer satisfaction.
- Improve strategic target campaigns such as infusing cart abandonment campaigns with discounts or reminders for high-interest products to convert to purchase.
- Identify patterns in high return rates and address them by improving product quality, descriptions, and customer expectations.



A better understanding of product performance helps companies make more informed decisions with insights from across the business.

What's Possible: Enhanced Customer Experience

BEFORE BUSINESS INTELLIGENCE

A Generic and Uninspired Buying Journey

An industrial goods manufacturer was failing to meet the demands of the modern B2B consumer, who is increasingly looking for personalized, efficient, and 'anytime, anything, anywhere' buying.

Despite their loyal customer base, the company faced increasing challenges in meeting rising customer expectations. Their e-commerce platform's lack of AI-driven insights slowed their ability to react to quickly changing market dynamics. Moreover, its inability to efficiently unify customer behavior data across data sources left them blind to critical metrics, such as order value, registrations, and customer demographics. As a result, their buying journey lacked personalization and was riddled with disruptions with no clear visibility into the root causes. Insufficient data led to inefficient resource allocation, putting their customer experience in further jeopardy. Without crucial insights, the team had no chance of identifying high-value customers or creating strategies that foster loyalty. Thus, customer churn increased as frustrated customers turned to competitors.

Transforming the Customer Experience with a Customer Dashboard

Working with an embedded, AI-driven BI tool, they have access to a complete picture of their customers and can enhance their online experience with personalization.

With the extensibility to customize their Customer Dashboard, this manufacturer has access to a unified view of their customer data so they can track order numbers and values, registration trends, geographic distribution, and demographic data. AI-driven insights, such as predictive analytics and automated data interpretation, help to personalize their online experience, and Generative AI enables them to more deeply understand customer behaviors by generating visual dashboards and creating compelling, sharable stories with insights that surface faster.

With these instant insights, the company is able to:

- Identify and remove pain points in the customer journey, improving conversion rates, increasing retention, and reducing churn.
- Infuse their buying journey with the latest AI and technology, such as an intuitive, reimagined Q&A experience powered by GenAI.
- Design tailored strategies for high-value customers, such as personalized account management and premium service offerings, boosting NPS, CSAT, and customer loyalty.



A better understanding of customer performance helps companies create personalized and seamless customer experiences, meeting the demands of the modern-day consumer in a competitive landscape.

What's Possible: Optimized Market- place Performance

BEFORE BUSINESS INTELLIGENCE

A Marketplace that Under- performs

An automotive manufacturer struggled with operational inefficiencies in their online marketplace, lacking the insights required to optimize performance.

As their marketplace grew, the company hoped to further scale their business—but were limited by their existing infrastructure's inability to aggregate data sources for a holistic view of merchant performance, product availability, and commissions. The inefficiency of their data collection led to misaligned priorities and missed opportunities for cost reduction. Because their reporting tool was external to the marketplace back office, they also faced challenges consistently tracking growth, maintaining a healthy commission structure, and diversifying their merchant base over time. This lack of visibility meant that high-performing merchants were overlooked while underperforming ones were ineffectively managed. Without accessible insights into which merchants were driving revenue, where to allocate resources to maximize ROI, or if commissions were optimized to balance revenue and cost, all they knew for certain was that their marketplace was failing to meet its potential.





AFTER BUSINESS INTELLIGENCE

Scaling Marketplace Success with a Marketplace Dashboard

By migrating to a solution with embedded and extensible BI, the company unlocks operational inefficiencies that reduce costs and improve marketplace health.

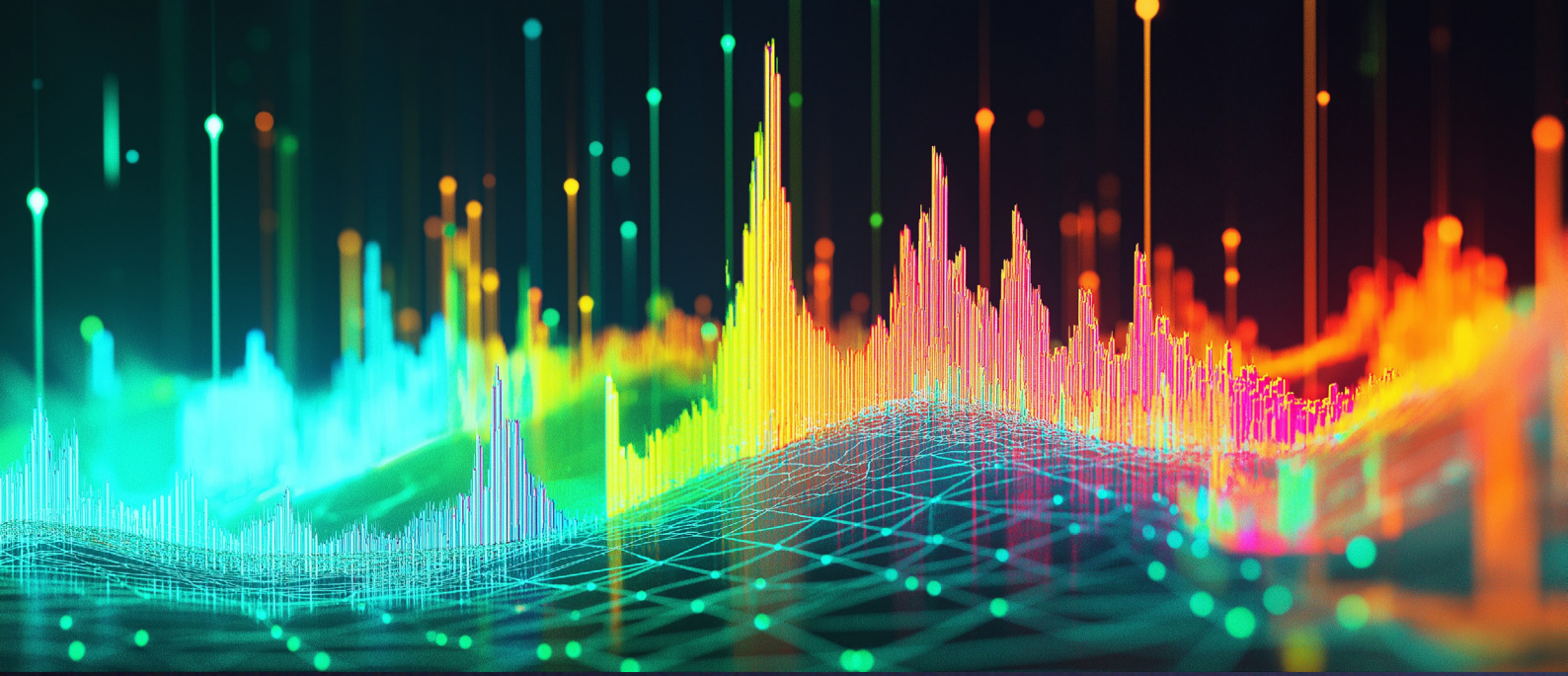
An out-of-the-box marketplace dashboard means they don't waste a second—they are up and running with a comprehensive view of their marketplace performance instantly, leveraging automated data analysis for a faster time to market. Meanwhile, the flexibility of the solution still allows them to add new KPIs or further customize the dashboard to best fit their business needs. Now, they can easily track merchant status and commissions, provide an overview of merchant orders and products, and highlight offers that resonate with customers, all within the back office of their e-commerce platform.

With these optimized insights, the company is able to:

- Improve overall marketplace performance by monitoring marketplace growth and merchant diversity while enabling strategic onboarding of merchants to expand offerings.
- Assess commission revenue health to optimize fee structures, balancing profitability and merchant satisfaction.
- Identify high-performing merchants to provide exclusive benefits, strengthen partnerships, and increase revenue while simultaneously detecting merchant fulfillment issues and addressing them with process optimizations or additional support.



A better understanding of marketplace performance helps companies improve operational efficiency, ensuring marketplace growth and scalability in a competitive landscape.



Business Intelligence, powered by Amazon QuickSight

Embedded business intelligence for smarter, faster decisions that move the needle for your e-commerce business.



Immediate Insights and Data Export

- Instant data connection with default dashboards and 57 pre-configured KPIs, integrated directly within the Spryker platform.
- This feature, pre-connected to the primary e-commerce database, provides immediate, meaningful insights without the need for complex setup or integration processes.



Built-in Business Intelligence, Not Just a Dashboard

- Unlike basic e-commerce dashboards, Spryker's embedded QuickSight integration offers a full BI tool for deep analysis, real-time reporting, and advanced modeling in the Spryker Back Office, empowering users with insights and streamlined workflows.
- Robust Pre-built Dashboards cover critical areas such as sales performance, inventory management, and merchant behavior. They are instantly accessible to users in the Back Office and Merchant Portal (coming soon).



Highly Customizable, A Data Analyst's Powerhouse

- Spryker's solution empowers data analysts, enabling extensive customization to tailor reports, dashboards, and workflows.
- Users can create complex data models, apply custom filters, and build personalized reports, easily modifying existing dashboards and creating new ones to tailor the analytics to their specific operational needs and strategic goals.



Extendable with Multiple Data Sources

- Amazon QuickSight seamlessly integrates with various data sources, consolidating data from CRM, ERP, DWH, and marketing tools into a single analytics platform for a comprehensive view of operations.



Growing companies need a platform to grow with them

Amazon QuickSight (by AWS) gives Spryker customers the business intelligence required to understand sales, products, and customer behavior



Compelling Data Visualization:

The ability to visualize large datasets in real-time to monitor performance and make swift, data-driven decisions.



Customizable Reporting:

The need for customizable reports to meet the specific requirements of different stakeholders within our customers' organization.



Scalable Analytics:

A scalable solution that can handle increasing data volume as our customers grow.



Integration with Existing Systems:

Seamless integration with existing tools and databases to ensure a smooth workflow and data consistency.



User-Friendly Interface:

Tools that are intuitive and easy to use for our customers who have varying levels of technical expertise.



Ready to transform your business?

Drive growth today while preparing for tomorrow

In a world where customer expectations are higher than ever and technological advancements are rapid, Spryker is the partner you need to unlock new avenues for growth and profitability so that your brand remains at the forefront of digital commerce. It's time to optimize costs, drive revenue, and enhance customer experiences so that you can respond quickly to market volatility and leapfrog your competition in the race to capture market share.

[LEARN MORE](#)





About Spryker

Spryker Systems GmbH is a privately held technology company headquartered in Berlin, Germany and New York, USA. Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. Spryker is the most modern, fully composable platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterprise-ready and loved by developers and business users worldwide. Spryker customers extend their sales reach and grow revenue with a system that allows them to increase operational efficiency, lower the total cost of ownership, expand to new markets and business models faster than ever before: Spryker solutions have empowered 150+ companies to manage transactions in more than 200 countries worldwide and is trusted by brands such as Aldi, Siemens, Hilti, and Ricoh. Gartner® recognized Spryker as a Leader in the 2024 Magic Quadrant™ for Digital Commerce and has also been named as a major player in B2B e-commerce by IDC. Finally, it is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. Find out more at spryker.com



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