

CASE STUDY

Urgent analytics expert to create holistic strategy

INDUSTRY: Ecommerce retail

BUSINESS TYPE: B2C

CHALLENGE

A middle market PE firm director came to us with an immediate need to optimize their portfolio company's ecommerce sales via third-party platforms. With two of their primary sales channels being the world's largest third-party ecommerce platforms, they knew they needed to optimize the opportunity that existed there. The PE firm and portfolio company were in need of a business analytics expert with a strong ecommerce background that could look at their third-party sales data and provide recommendations on how to increase the sales they made via these channels. They needed a provider that could provide holistic strategic recommendations that could be presented at the company's board meeting in a couple of weeks.

RESULT

Within 24 hours, the PE firm was introduced to multiple, specialized service providers with the exact-fit niche ecommerce analytics experience they were looking for. The client engaged with their selected consultant and was able to start the project immediately. The provider started the project by first understanding the client's sales data that existed on these platforms and then began to draw insight on how opportunity in these channels could be optimized through key word optimization, product tagging, and more.

SOLUTION

Leveraging our founder's 20 years in private equity, we have extensive frameworks for assessing PE-grade business intelligence and analytics needs. BluWave utilizes technology, data, and human ingenuity to pre-map, assess, monitor, and maintain deep pools of analytics advisors that uniquely meet the private equity standard. We interviewed the PE firm to understand their specific key criteria, and then connected the client with the select pre-vetted specialized consultant from our invitation-only Intelligent Marketplace that fit their exacting needs.

“ We were able to deliver an exact-fit provider with niche ecommerce experience by leveraging our tried-and-true process. Our Intelligent Marketplace of exact-fit experts allowed our client to kick off the project and receive a holistic strategy and solution to optimize their ecommerce vertical within the tight timeframe that they had.

-BluWave Consulting Manager