+ tableau

tableau.com

Vente-Exclusive uses Tableau & BigQuery to 'Harness the Complex to Make it Simple'

Flash sales site, Vente-Exclusive had billions of data points on customer behavior, email campaigns, and more—but no way to gain fast insight into all of that data. A data architecture consultant recommended Tableau, which connects natively to Google BigQuery. Today, Google Cloud Platform stores and processes the data, and Tableau visualizes and shares the data for SQL-free analysis. Today, Vente-Exclusive is able to:

- Enable employees to ask questions of data without SQL skills
- Speed access to billions of data points
- Instill a culture of data-driven decision making

''With just a few simple clicks, you can create compelling visualizations with analysis in no time.''

-Wouter Cuypers, Product Manager, Vente-Exclusive

••• vente-exclusive.com

Vente-Exclusive
Amsterdam, Netherlands
www.vente-exclusive.com

Billions of data points analyzed in minutes

Users across the company can understand data without SQL

Native connections allow for automatically-updated visualizations with BigQuery