Gymshark Earns Process Improvement of 37x
Using Alteryx

GYMSHARK

1
Goal
"We needed **more speed to get the right data** where it belonged, and it was a very manual process."

2
Strategy
"We're using Alteryx to **pull all of the raw data from our customer touchpoints**, centralize it into our analytics database, and tap into insights on what's happening across different channels and **get a complete view of our customer."**

3
Results
"New hires are now able to come in and hit the ground running right away with Alteryx, even though they aren't data analysts."

4
Next Steps
"We have a huge opportunity to **use data to problem-solve within the business."**

Industry
Retail

Department
Marketing

Location
Europe

*"Alteryx has not only **saved us time,** but has also allowed us to **recruit for new positions** for people that don't have to have those specific skills in coding or data mining techniques."*

— Gemma Hulbert
Chief Data Officer, Gymshark

Read the **full story**

Social advertising across 131 countries

alteryx