

# West Marine Elevates Customer Data Insights with PK & Alteryx

70% of annual costs saved managing customer insights

1

## Goal

The main roadblock we faced was not having the ability to cleanse, enrich, and analyze our own customer data.”

2

## Strategy

“PK helped deliver an automated process to create a single source of quality data that West Marine owns, controls, and manages, allowing us the ability to respond quickly to business and customer needs.”

3

## Results

“We’ve uncovered that we’ve **saved 70% of our annual costs** in terms of managing customer data and getting insights back from what we used to have to spend with our old vendor.”

4

## Next Steps

We’re focused on understanding customer behavior so that we can provide exactly what it is they’re looking for in their journey.”



**Industry**  
Retail

**Department**  
Multiple

**Location**  
North America

*“Alteryx is truly like a swiss-army-knife, in that you can tackle almost any problem with it.”*

—Louis Holmes

Senior Manager, BI,  
West Marine

Read the **full story** 