**Gymshark Earns Process Improvement of 37x Using Alteryx**

<table>
<thead>
<tr>
<th>Goal</th>
<th>Strategy</th>
<th>Results</th>
<th>Next Steps</th>
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<tbody>
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<td>“We needed more speed to get the right data where it belonged, and it was a very manual process.”</td>
<td>“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.”</td>
<td>“New hires are now able to come in and hit the ground running right away with Alteryx, even though they aren’t data analysts.”</td>
<td>“We have a huge opportunity to use data to problem-solve within the business.”</td>
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"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

Industry: Retail  
Department: Marketing  
Location: Europe

Social advertising across 131 countries