

CUSTOMER STORY: LEVERAGING AI-POWERED ANALYTICS FOR ACTIONABLE E-COMMERCE INSIGHTS



MilliporeSigma, the life science arm of Merck KGaA, is a global manufacturer of R&D equipment, reagents, and chemicals. The digital and e-commerce analytics team saw an opportunity to drive revenue and operating efficiencies for the B2B team’s direct sales channel. With Tellius, they said “goodbye” to monthly scorecards and “hello” to the AI-powered ability to spot hidden drivers, trends, and root causes of KPI changes, enabling faster course correction.

BEFORE

- Monthly manual KPI scorecard reports
- Follow-up root cause analysis requests, leading to hours in SQL/Knime/R
- Requests for new data sources, requiring data engineers

AFTER

- Instant access to data and metrics through an intuitive, Google-like natural language search
- AI-powered automated insights into revenue growth drivers by BU, industry, geography, channel
- No/low-code self-service ability to join datasets and rapidly prototype new ad hoc analysis

THE RESULTS

Rapid root cause analysis

Digital analytics teams can supply timely, detailed drivers of web traffic to the B2B team for faster course correction.

Ad hoc exploration for all

B2B team members get ad hoc answers, visualizations, and on-demand reporting, freeing up the analytics team.

Revenue-generating opportunities

Digital analytics teams identified sizable actionable e-commerce opportunities each month.

Data autonomy

Identify and address shifting market dynamics faster (while reducing dependency on IT) by connecting new data sources and lightweight data prep in minutes.

WHY TELLIUS

Automated key driver and root cause insights

The analytics team needed a solution that triangulated root causes across multiple complex data sources for greater analytics efficacy.

Combining data from multiple sources

Tellius seamlessly integrates multiple data sources and is capable of several out-of-the-box data prep steps to rapidly prototype answers without queues for data engineers.

Natural language ease

Tellius makes data analysis accessible, regardless of users’ skills or analytics needs. B2B business teams self-serve growth trends/drivers and key account performance in natural language.

Scalable, modern analytics

Traditional analytics and BI tools struggle to handle cloud-scale data, whereas Tellius allows users to explore millions of variables for valuable insights and trends.

“Tellius gives us X-ray vision into the underlying drivers of conversion rates. It’s been so intuitive, many business users are self-serving answers directly, freeing up our team to tackle more challenging questions.”

— Head of Digital & E-Commerce Analytics