

Want 10X faster **metrics** to win at E-commerce?



Automated business intelligence for high growth brands



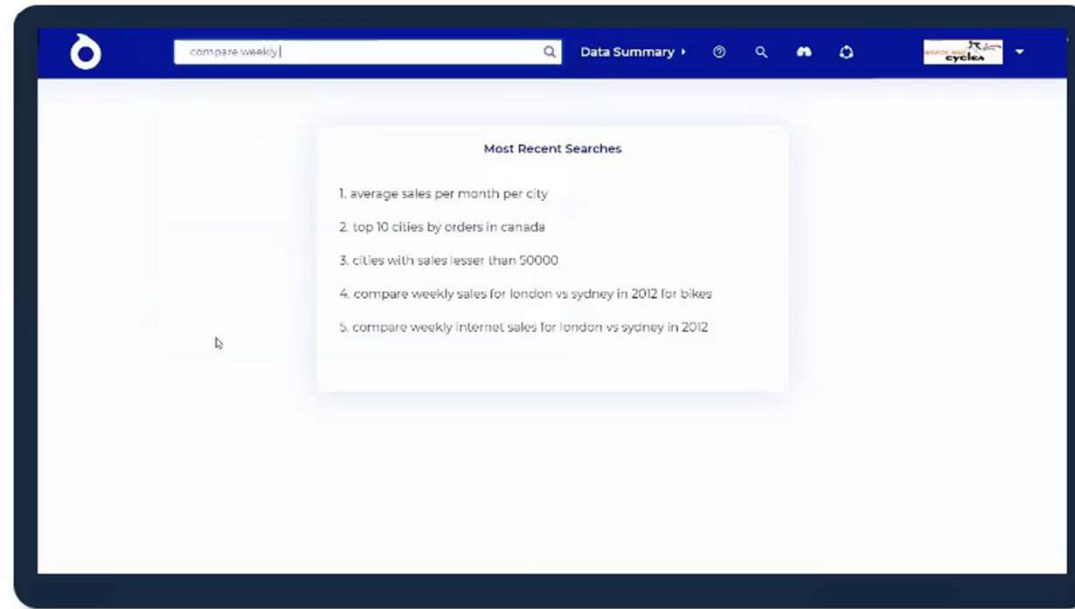
Never wait for data



360° business visibility



Effortless changes included



Maximize revenue with effortless metrics

Any user can monitor, deep dive and collaborate on all data

COMPARE
ANYTHING

ASK WHAT
YOU NEED

YOUR DEFINITION/
YOUR JARGON

SALES vs STOCK for TOP 10 Products WTD



FROM ALL MARKETPLACES/
LOCATIONS

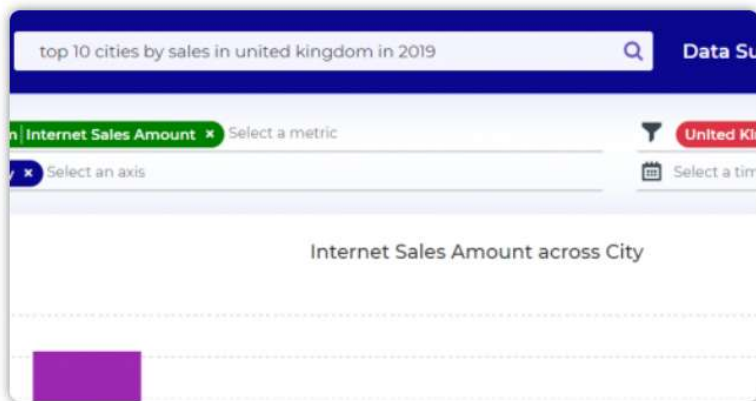
FROM ALL INVENTORIES/
LOCATIONS

UNDERSTANDS YOUR
HIERARCHY/ ATTRIBUTES



Never wait for any decision any data!

Reach any insights with no efforts or dependency

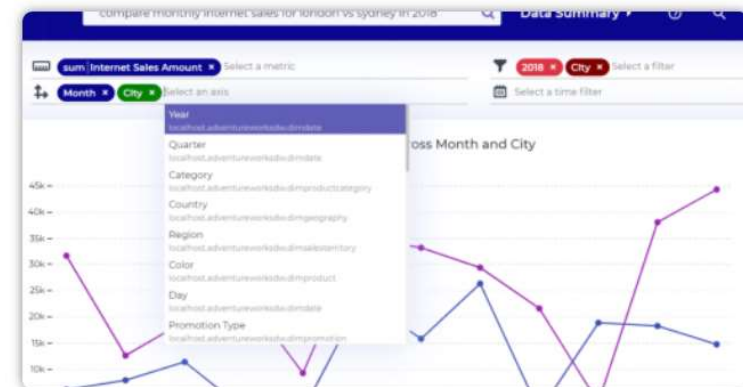


Answer any questions

Instant reliable answers to all your complex business queries

Click for deep dives

Click your way to insights across your data with no constraints



Can your Ops be more efficient?

Every stock decision data driven

Add new marketplaces, product groups, vendor data with clicks

Data decisions 10X simplified



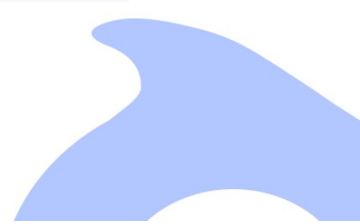
Product performance
across marketplace?



Which products to order,
stock, list first?



Are we losing money on
this product?



Can your Marketing ROI be better?

Every spend decision data driven

Analyse new channels, metrics, tools, spreadsheets as you go live

Data decisions 10X simplified



Daily CAC trends for this product?



Weekly plan vs actuals for campaigns?

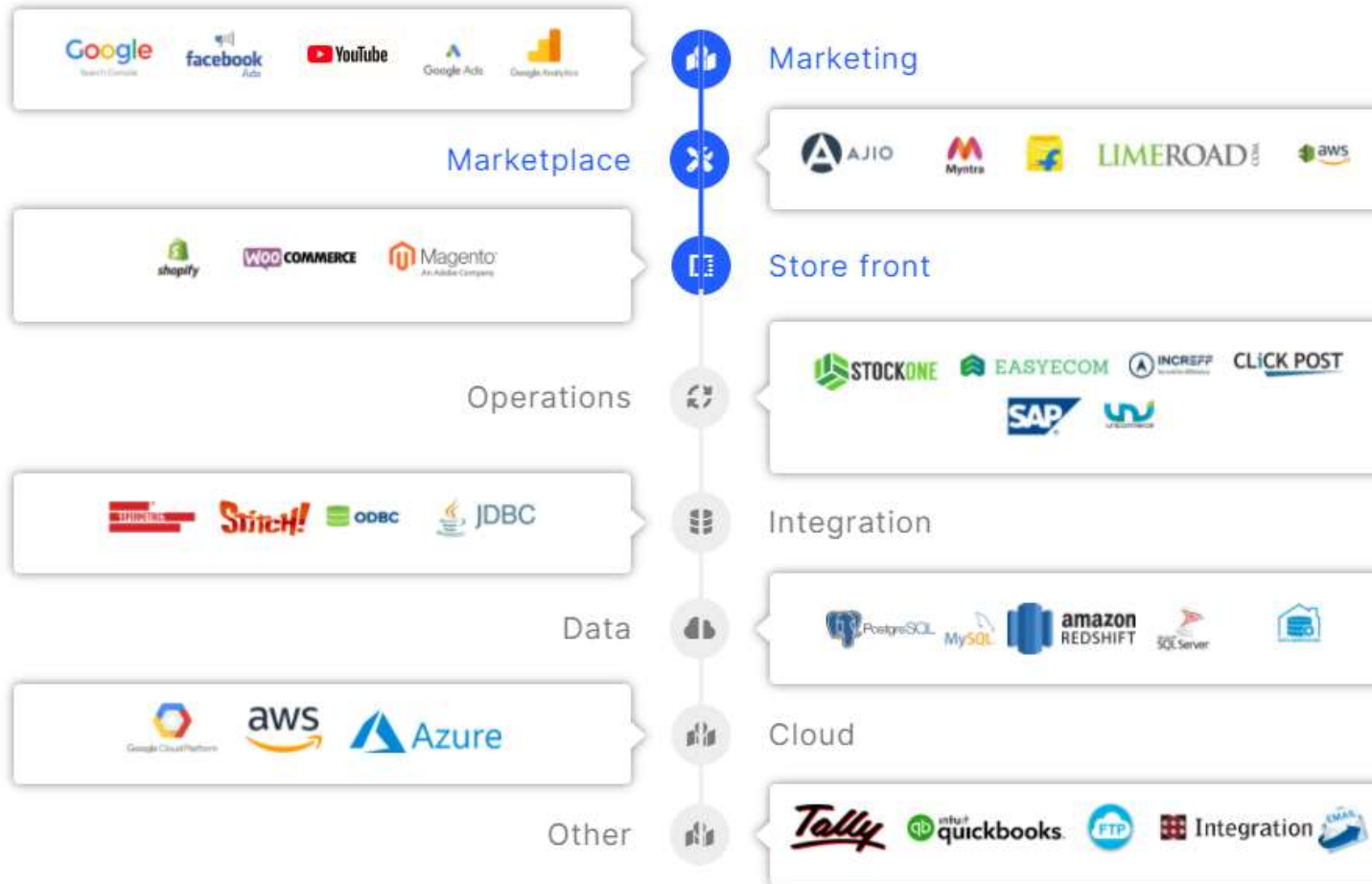


ROI per click for new channel?



360' data visibility for all your teams

Cohesive view of all your marketplace, tool, channel and spreadsheet data



Easy admin as you change and grow

1. Data Source 2. Tables 3. Metrics 4. Axes 5. Keywords 6. Reserved Keywords 7. Hierarchies 8. References

Configure Metrics

Search + Add metric

Columns

- MaritalStatus**
Table: dimcustomer Active
- Gender**
Table: dimcustomer Active
- DayNumberOfWeek**
Table: dimdate Active
- FullDateAlternateKey**
Table: dimdate Active


Metrics

- ListPrice**
List Price
Table: dimproduct Column: ListPrice Active
- DaysToManufacture**
Days To Manufacture
Table: dimproduct Column: DaysToManufacture Active
- OrderQuantity**
Internet Order Quantity
Table: factInternetsales Column: OrderQuantity Active

 Add new metrics, data sources, jargon, business rules same day

 No need for data team efforts for adoption, usage or changes

Business changes 10X faster

-  Never have data siloes or blind spots
-  Create, monitor, collaborate any metrics
-  Supports complex data/slices/calculations

Aspire to 10X growth?

Unleash your team's bandwidth

Data driven brands love our intuitive, agile & handheld approach



"We needed an agile tool to work with our pace of business. Orcablue has adapted to our use-case within weeks to make data decisions easier. Every insight about our sales or stock is a few clicks away. "



Aditya

Co-founder, CampusSutra

"Orcablue saves a lot of time that we spent crunching data with excel sheets. All our business data is now unified for everyone to analyse. Creating new reports now takes minutes instead of days."



Abhinav

Head - Marketplace,
CampusSutra

"End to end data visibility and ROI clarity was needed to make smarter growth decisions. Every team has effortless access to granular metrics that they need."



Kanishk Arya

COO, SleepyCat

Easiest way to grow faster?

Simplify 10x for better decisions

Your teams will take faster decisions backed by data

Before



Only 5-6 top metrics available



Data silos and blind spots



Manual effort for ad hoc queries



Analyst bandwidth dependency

After



30+ active metrics for all teams



360° data visibility for leadership



Instant answers with words/clicks




Self-served users with support included

Get a 14 day pilot to validate your metrics/data

Delivered by Orcablue experts to meet any business/enterprise need

No Adoption Cost



 [Talk to our experts](#)

 [Take the customer fit quiz](#)