

CASE STUDY

The Body Shop



Background

The Body Shop's story started in Brighton, England in 1976. It began with its founder, Dame Anita Roddick, and her belief in something revolutionary: that business could be a force for good. Following her vision, The Body Shop has been rule breaking, never faking and change making ever since. As a certified B-Corp, The Body Shop operates around 2800 retail locations in more than 70 countries always delivering high-quality, naturally-inspired skincare, body care, hair care and make-up produced ethically and sustainably.

The Body Shop has embarked on an IT transformation with the aim of aligning IT investment with Business Strategy. This is underlined with ambitions to become a data driven organisation and a beacon of sustainability.

With the retail sector under considerable pressure following the pandemic, the marketplace has changed. It was recognised that a stronger customer interaction and engagement model is required.

This challenge necessitates a data platform that ingests and unifies a substantial amount of disparate data sources to enable smarter customer interactions and reduce manual intervention in the reporting process. The

Advanced Customer data platform unified data for web analytics, in store and online transactions, together with marketing and campaign data. This broke down existing data silos and enabled Data Scientists to spend more time using the data as opposed to finding and processing the data. Consequently, this is providing more time to explore data driven value propositions.

Microsoft's Advanced Customer Data Platform offers a class leading collaboration experience, and a one stop shop for data professionals. Engineers, analysts, data scientists and users all collaborate to facilitate "pipeline to visualisation" at an unprecedented scale.



Problem Statement

The Body shop wants to combine 6 core data sources across numerous technology stacks. There is also the requirement to be able to easily scale to ingest and process additional data sources. In addition, they want to reduce the effort required to unify the data for advanced analytics and marketing purposes.



Strategic Objectives

The Consultation delivered by Agile Solutions recommended a minimal viable product (MVP) approach that would allow the platform to grow sustainably over time:

- MVP data platform ingesting data from key source systems
- Pilot of customer insights to accelerate their unified customer data processing
- A roadmap that augments the platform overtime to support the Data strategy
- A platform that enables data science capability and self-service Business Intelligence



Outcomes

- The implemented platform replaces several disparate data tools that provides a single point of entry for data professionals to access, manage and utilise the data that has been pooled within the platform
- The Agile Solutions development team delivered an MVP within 3 months that consumed 20TB of data from 6 core source systems.
- The processing and collation of the data is fully Automatic. It runs every day giving Data professionals across the enterprise access to high quality data to drive better business outcomes
- Providing full transparency of ongoing costs and budget controls, the platform allows the business (The Body Shop) to fully optimise their spend.



Quotation

“As part of Team Grace and our Data Platform initiative, Agile Solutions successfully delivered a minimal viable product based on Azure Synapse in addition to a pilot for Dynamics Customer Insights. Rapidly utilising up to 20 Terabytes of data the solution identified 35,000 new customers through out of the box machine learning models, which in turn created over twenty new segments and measures, while enabling the data platform to break down data silos and unlock big data sources into one platform for the first time”

— Tony Butler
Software and Data Engineering Director
The Body Shop International