

factory14 delivers self-service insights to teams across 15 countries with ThoughtSpot and AWS



Executive summary

[factory14](#), a European consumer goods company that acquires, grows, and increases the profitability of noteworthy brands sold on Amazon, is leading what Forbes calls “the Fulfilled By Amazon (FBA) acquisition gold rush.” This billion-dollar, booming industry is very exciting, but the competition is fierce. In order to remain true to the value they bring as venturers, and to also stay one step ahead, the team at factory14 sought a way to obtain instant, self-serve, key insights that inform vital business decisions. With [ThoughtSpot](#), people are no longer restrained by hard-to-use dashboards that provide data and metrics after the fact. Instead, anyone in the company — from analysts to brand managers to executives — can quickly run queries in [Amazon Redshift](#) and find the insights they need to strategically plan.

Drowning in spreadsheets

In early 2021, when the tech teams at factory14 began building a data warehouse and create custom solutions, the brand management and operations teams were trying to make do with more than 40 Excel spreadsheets; analyzing, pulling reports, and attempting to extract key data. As a result, they weren’t able to make quick business decisions or react fast enough when issues arose. They were also unable to restock products within the required time frame.

Confusion becomes clarity with self-service, customizable insights

factory14 required a single source of truth to allow for effective calibration. They needed a unified solution to provide key insights across all brands, product categories, and markets. In response, the engineering team began to build on AWS infrastructure, using [AWS Lambda](#), [Amazon Glue](#), [Amazon Simple Storage Service \(S3\)](#), [Amazon SageMaker](#), and Redshift. However, the factory14 model required a more customized solution.

ThoughtSpot provides this added visibility by reducing time-consuming, ad hoc requests required from analysts and data scientists. Business stakeholders themselves can now quickly access Redshift data by simply entering keywords into a search bar. They have everything they need in seconds, rather than days or weeks. Stakeholders can easily run their own ad-hoc analyses using pre-built drilldowns, by right clicking. That’s something not easily replicated with other BI tools. Moreover, ThoughtSpot lets users customize the kind of data they’re looking for and quickly source it, rather than waiting for someone else to locate it for them.

About factory14

The factory14 logo, featuring the word 'factory' in red and '14' in a larger, bold red font.

factory14 is inspired by show-stopping products and digital brands with a high-growth niche.

Empowering people to focus on what they do best

With ThoughtSpot and Redshift as permanent cogs in the factory14 machine, data scientists and analysts are now freed up to focus on tasks that significantly impact business. The team has gained the gift of clarity, and individuals understand what they should be focusing on during their workday. That includes things like pay-per-click strategy, conversion rate analysis, and pricing automation algorithms. Everyone tends to spend a lot less time searching for data in Excel. Instead, they're finding the exact data and insights they need with ThoughtSpot and Redshift.

Future plans: more time building the business, less time building dashboards

Today, factory14 has been able to hire a full team of people who spend the majority of their time focusing on strategic business decisions. That's possible because of the unique, self-service nature of ThoughtSpot — data engineers, data scientists, and other analytics experts don't need to spend 40-50% of their time working on dashboards, which would have been the case under the old model. "As we move forward with ThoughtSpot and Redshift, we're getting the same level of efficiency for a lot less budget," said Leon Tang, Vice President of Analytics at factory14. "So now, instead, we can focus on things like automating workflows and pricing models. Honestly, the improvements in efficiency are massive. That bodes well for future growth and where we want to take the company."

"For someone like [the CBO] to just go into ThoughtSpot, type a few words into the search bar and pull the exact information he needs, just like that — is nothing short of amazing. Now people are using Excel a lot less. Instead, they're finding the exact data they need with ThoughtSpot."

**Leon Tang,
Vice President of Analytics
at factory14**

About ThoughtSpot

The world's most innovative enterprises use ThoughtSpot to empower everyone in their organization — from C-suite executives to frontline employees — to quickly uncover data-driven insights. ThoughtSpot combines a search-engine-like interface with an AI-driven analytics engine to make finding anomaly and pattern-matching as simple as can be.

