



SUPER COFFEE
PROTEIN + MCT OIL

One of the fastest growing companies in the U.S., Kitu Super Coffee's small but effective analytics team relies on Sisu to uncover trends in their e-commerce data.



KITU SUPER COFFEE'S KEY QUESTIONS:

→ **CUSTOMER LTV**

What combinations of flavors, products, & promotions impact LTV?

→ **AOV**

Which distribution channels improve AOV?

→ **CHANNEL EFFICIENCY**

Which channels are best at acquiring loyal customers quickly?

To stay ahead in a highly competitive market, Kitu Super Coffee must convert as many new customers to brand loyalists as possible. While their two-person analytics team was on top of simpler in-store sales metrics, Kitu needed a powerful analytics engine to dig through their complicated multi-channel e-commerce data to monitor and identify new ways to fuel online growth.

1. A goldmine of customer data

While a majority of Kitu sales occur in-store, a sizeable portion comes from online sources like: Shopify, Amazon, and Walmart.com. But in a fast-moving market with an expanding retail footprint, VP of Business Insights Carl Ekman and Business Insights Manager Don Moore had to choose between understanding their in-store sales data and monitoring their e-commerce data.

Originally, they made the strategic decision to focus their time and budget, on syndicated point of sale data. But these aggregated reports would never provide the granular understanding of their customer preferences that they desired.

The rich, granular e-commerce data they were collecting on customer preferences, promotional campaigns, and LTV lay untapped, meaning the e-commerce team was often left to make gut-feel decisions on how they could grow online sales.

“ We had a massive amount of e-commerce data that was more granular than our retail data and could give us more insights into our customers, but we weren't able to analyze it efficiently. We had little in the way of tools, and often found them to be more hassle than they were worth.”

—Carl Ekman, VP of Business Insights, Kitu

Carl and Don knew there had to be a better way to monitor their e-commerce data and augment their ability to find these critical insights without overextending their small team.

2. Brewing a cloud-native data stack

To tackle these tough questions, Kitu first needed to build a cloud-native data architecture to enable real-time access, handle rapid scale, and quickly generate multi-channel insights.





Working with the Sisu team, Kitu streamlined their stack, combining disparate data sources into a smooth, end-to-end data pipeline.

🗨️ **Sisu helped us build our data stack, beyond just the technology. The Sisu team has been there for us on all fronts, and is by far our best partner in terms of communication, customer support.”**

—Don Moore, *Business Insights Manager*, Kitu

As orders are placed through Amazon, Shopify, and Walmart.com, data from their fulfillment channel, Whitebox, is piped into Snowflake using Matillion, an ETL tool. Sisu continuously monitors new order data as it arrives in the warehouse, provides weekly diagnoses on Kitu's key business questions, and carves out time for on-demand requests.

Sisu makes complex analysis easy and accessible to everyone. Get started today at www.sisudata.com, or send us a note at hello@sisudata.com.

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3. Poring over the data

With a full view of the e-commerce data, the Kitu team began to understand their customers and their rapidly changing preference in new ways.

In one case, Sisu identified that not only did product mix impact LTV, purchase sequencing was also a huge factor in driving sales. From a product category view, they uncovered that customers who had repeat orders of the same variety pack had an LTV almost 15% higher than the average LTV.

4. Fresh-brewed facts

Armed with these facts on a continuous basis, Don and Carl provide the e-commerce and marketing teams with proactive answers about where to target customer segments with specific promotions

Sisu is now Kitu's primary monitoring and analysis tool for their online sales, watching changing retail metrics behind the scenes and informing the e-commerce team of changing consumer preferences

🗨️ **With Sisu, we've been able to not only take the work off of the e-commerce team's plate but not add that analysis work to our already stretched Business Insights team.”**

—Don Moore, *Business Insights Manager*

About Sisu

Based on years of research at Stanford University and proven at scale with Microsoft and Google, Sisu uses machine learning and powerful statistical analysis to help anyone diagnose changes to their business and enable fast, decisive action.