

CASE STUDY GLOW25

BUILDING A SCALABLE MODERN DATA INFRASTRUCTURE THAT EMPOWERS FAST DATA DRIVEN DECISIONS

THE COMPANY

Glow25 is a “pro-aging” brand that develops collagen-based beauty and wellness products.

PROBLEM STATEMENT

Fragmented, manual data processes made it difficult to monitor key KPIs and prevented non-technical teams from accessing reliable insights, resulting in limited visibility on business performance and slow reporting.

GEMMA ANALYTICS x glow²⁵

GEMMA SOLUTIONS:

CENTRALIZED DATA & CLEAN ANALYTICS

Ingested data from e-commerce, marketing, and subscription systems into BigQuery, transformed and modelled via dbt to create a curated, reliable dataset.

SEMANTIC & METADATA LAYER

Standardized KPIs, dimensions, and business logic ensure consistent definitions across the company, feeding into Lightdash for self-service analytics.

AI-POWERED, USER-FRIENDLY DASHBOARDS

Lightdash dashboards with AI interface allow non-technical users to ask questions in natural language; fast, maintainable, and governance-ready.



WHY THE CHANGE WAS NEEDED



Fragmentation

Fragmented, manual data processes made it difficult to track key business metrics and gain clear insights



Monitoring

Key business metrics like CAC or churn could not be tracked efficiently due to manual processes



Inaccessibility

Non-technical teams couldn't find quick answers to business questions without a modern data stack



Self-Service

A lack of self-service analytics prevented business teams from independently analyzing data and making timely decisions.

HOW WE SOLVED THE PROBLEM

01 **Ingestion and Integration of data** from e-commerce, marketing, and subscription systems into BigQuery for unified reporting and analysis

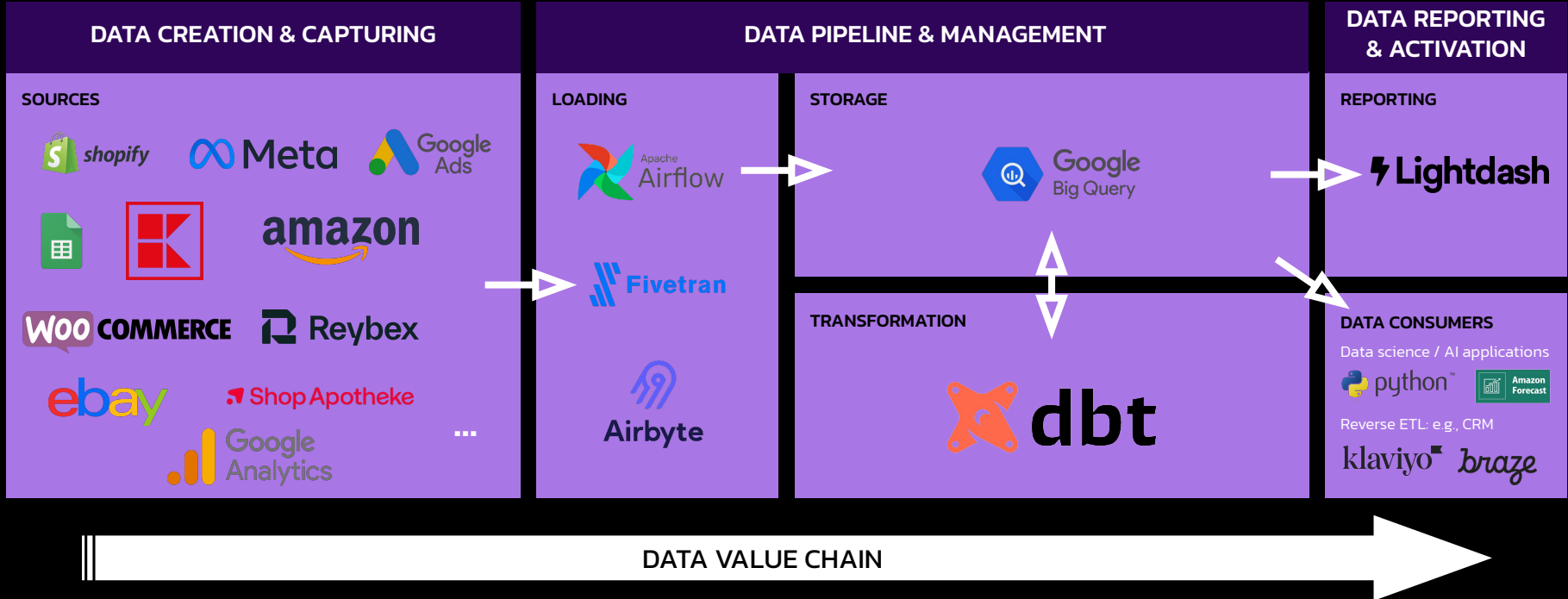
02 **Transformation and Modelling of data** via dbt to create a clean analytics dataset with clearly defined tables, metrics, and business logic

03 **Metadata and Semantic Layer** providing standardized KPIs, dimensions, and hierarchies, feeding Lightdash for self-service analytics

04 **AI-Driven Interface** in Lightdash to ask business questions in natural language and receive accurate answers from curated data

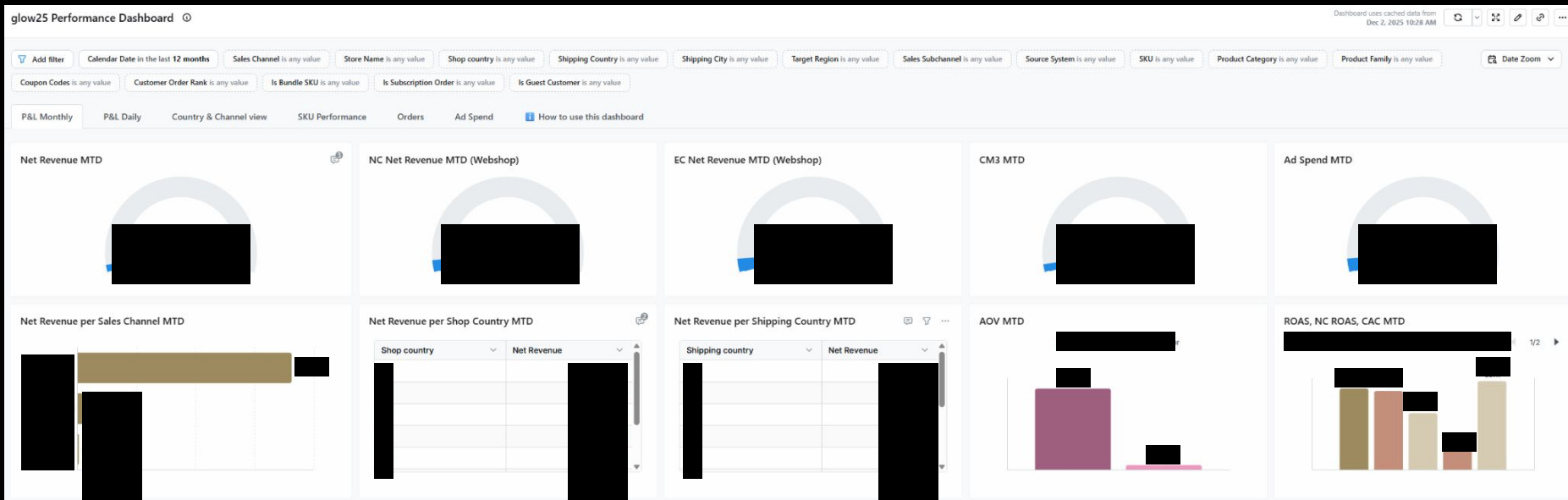
05 **Fast and Maintainable Dashboards** for minimal manual work compared with spreadsheets while empowering non-technical users

GEMMA TECH STACK

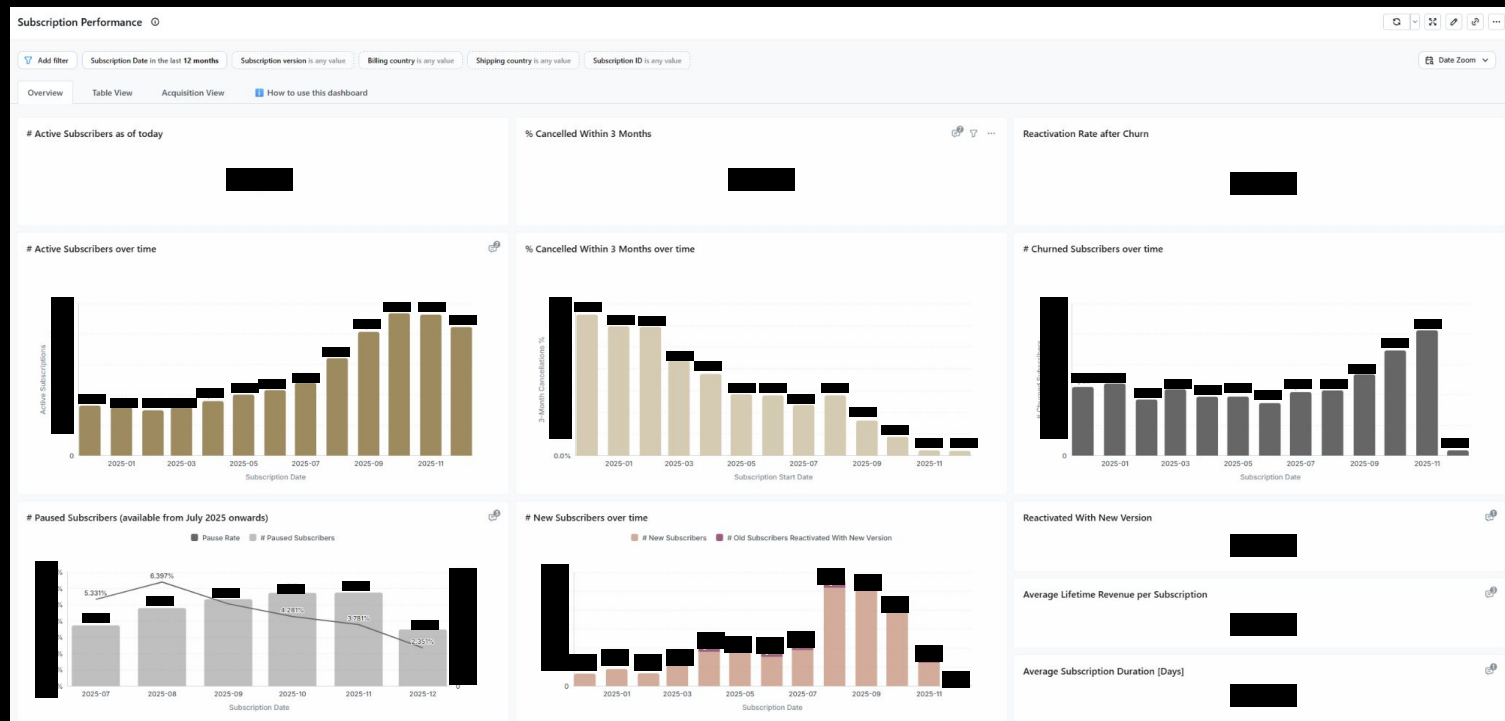


* GLOWS FINAL TECH STACK... ADDITIONAL SUPPORT/ DATA VALIDATION???

GLOW25



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