Black Clover
Data Warehouse + Tableau Case Study

EideBailly

Company Overview

Black Clover is a lifestyle apparel company, known for its distinct premium hats. Established in 2008, Black Clover offers quality clothing and accessories for men, women, and children.

Location
Draper, Utah

Industry
Retail and e-Commerce

Eide Bailly Solution
Tableau Software
Data Warehouse as a Service (DWaaS)

Results
▶ Accurate, timely reports that allow for easy and accurate sales team monitoring, measuring, and management.
▶ Impressive initial results prompted additional project work to include sales and inventory data.
▶ Real-time access to inventory data to accurately calculate profit per item, identify overstocked items, and optimize pricing strategy.
▶ Anywhere, anytime access to company reports and insights across any device.
▶ Executive leadership team equipped with the data and analytics they need to empower decision-making.

The Data Challenge

In the beginning, Black Clover used QuickBooks reporting and Fishbowl analytics platform without a data warehouse, but as their business grew so did their data troubles.

Sales and inventory data were stored in two separate systems, leaving Black Clover with two disparate data sets that were difficult to work with and analyze efficiently.

It became clear that they needed a complete BI solution after poor reporting and inaccurate numbers led to growing pains and churn on their sales team.

Black Clover first tried to tackle the problem with Tableau, but after a few integration attempts failed, they realized that in addition to a new reporting tool, they would also need a data warehouse.

Rather than taking on the costs and maintenance of standing up their own server, database, and software and hiring additional IT resources, Black Clover opted for a Data Warehouse as a Service (DWaaS) solution and came to our team for a fully managed, full-stack solution.

The Data Warehouse Difference

Discovery: Eide Bailly sat down with Black Clover to assess their goals, needs, and current data sources and reporting tools.

Extract: We pulled and centralized Black Clover's inventory and QuickBooks (sales) data.

Transform: We created a new data warehouse that scrubbed and synthesized the data into a single "source of truth" that every department in Black Clover could access through Tableau.

Reporting: We built custom reports using Tableau and our new data warehouse. Our team provided Tableau training so Black Clover's employees could get the most out of their new reporting tool.

Monitoring: We host their data and perform routine audits and maintenance to keep things running smoothly.

"Our new reports allow us to monitor our business in real-time helping us make both tactical and strategic decisions. One of the smartest decisions we have made as a company.

STEVE LICHTE
COO | Black Clover