

## Case Study

# How Momentous **Built a Data Analytics Foundation** that Reduced Time-to-Insight from Days to Near-Real-Time Refreshes





# A D2C nutrition brand, preparing to be AI-Ready

## About Momentous

A science-driven DTC nutrition brand with a growing base of performance-focused customers and repeat buyers. As the product catalog expanded alongside revenue growth, different teams began evaluating performance through their own functional lenses. This made it difficult to:

- Consolidate top-line visibility across all sales channels
- Understand the true drivers of sustainable growth
- Enable faster decision-making without dependence on manual reporting



## Hard to align on “what was working and why”.

### Problem at hand: Data fragmentation & Different Definitions

Leadership sought a unified view of business performance to steer growth, marketing, and customer cohorts.



I lead our **financial strategy, margin expansion work, and the analytics** that support everything from new customer acquisition to broader commercial decision-making.

**Lauren Festante**  
SVP Finance



## Data Fragmentation

- **Shopify** for storefront + transaction-level data
- Subscription platform data (separate customer journeys)
- Marketing channels with siloed reporting
- **3PL fulfillment** systems holding shipping + operational data
- **COGS and platform spends** tracked manually in sheets
- **GWP** and promotional items complicating SKU/accounting logic

Each team had different definitions of the truth of revenue, margin, SKU metadata, cohort retention, making it hard to align on what was working and why.

## Recognizing the Right Time to Build a Data Analytics Foundation

As Momentous scaled, leadership showed strong intuition about what would unlock their next stage of growth. They could clearly see that new product launches, marketing velocity, and a growing repeat buyer community were creating new revenue opportunities, but also new operational complexities. Saras Analytics partnered with them to act early and build the data foundation.

## Designing Unified View

Their ambition created the need to unify:

- Revenue performance across channels
- Subscription and OTP customer journeys
- Product and variant behavior
- Operational realities from fulfillment to delivery
- Marketing signals tied to LTV impact

## Preparing the foundation

Saras Analytics team worked with Momentous to proactively avoid complexity. This involved:

- Align stakeholders on consistent definitions of success
- Improve decision-making speed
- Enable deeper product and margin analysis
- Make the entire business AI-ready in the future



Their insights help us cut through the noise and focus on what truly matters. As a Finance lead at a high-growth start-up, making informed decisions is everything. That's where **a partner like Saras Analytics has been a game-changer for our analytics needs.**

**Lauren Festante**  
SVP Finance



## How did we solve?

Saras collaborated closely with Momentous' Ecommerce, Marketing, and Strategy teams to lay the groundwork for future phases of analytics.



### Unified Data Ingestion + Warehousing

- Consolidation of:
- Shopify Core + Line Item data
- Subscription lifecycle events
- Marketing channel performance data
- fulfillment attributes for operational context
- Instrumented daily automated refreshes to maintain accuracy



Unlocked consistent reporting across all revenue levers

## AI-Ready Data Foundation



Marketing



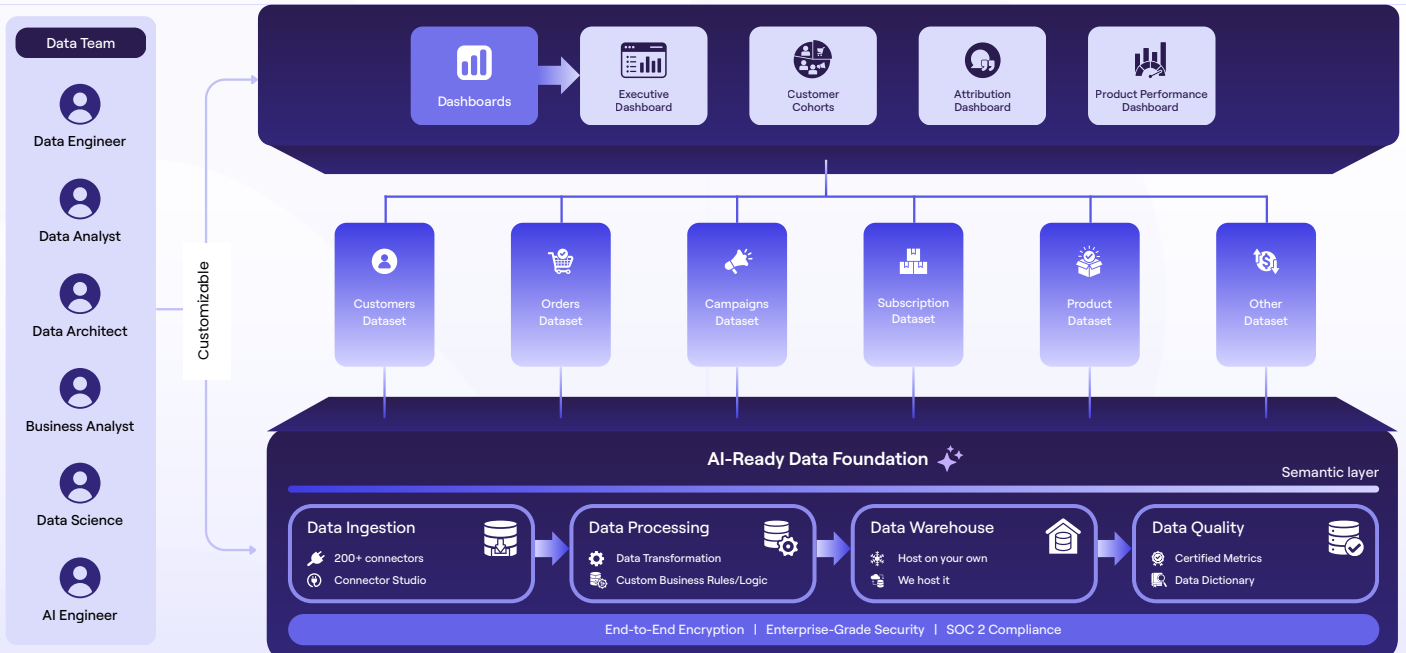
Operations



Finance



Ecommerce





## Master Product & SKU Definitions

- Established SKU mapping governance rules
- Created global identifiers to resolve bundle/variant ambiguity early



Enabled Phase 2 for contribution margin implementation to leverage clean catalog governance

GWP Products: Excluded Sales Channel: .com Order Type: All Customer Type: All Cancelled Orders: All Sub OTP: All Cart Name: All Product Filter: All Product Count: All Recurring Order: All

.com Cart Performance – GWP Products Excluded

Start Date: 2025-05-12 End Date: 2025-05-18

Cart Names	Orders	Orders %	AOV	UPT	Gross Sales	Discount	GSLD	GSLD per Order	COGS	Net Shipping	Gross Product Margin	Gross Product Margin %	Net Product Margin
Grand Total	6,069	100.00%	\$91	2.5	\$610,097	\$101,810	\$508,287	\$84	\$156,083	\$27,668	\$454,014	74.4%	\$352,204
Product 1	949	15.64%	\$49	1.2	\$44,116	\$6,914	\$37,202	\$39	\$12,199	\$6,441	\$31,917	72.3%	\$25,002
Product 2	480	7.91%	\$79	1.6	\$40,119	\$6,041	\$34,078	\$61	\$13,683	\$2,545	\$26,436	65.9%	\$20,395
Product 3	262	4.32%	\$69	1.4	\$19,118	\$3,180	\$15,938	\$61	\$5,936	\$1,446	\$13,182	69.0%	\$10,002
Product 4	193	3.18%	\$101	2.3	\$21,030	\$3,179	\$17,852	\$92	\$6,622	\$290	\$14,409	68.5%	\$11,230
Product 5	181	2.98%	\$70	1.5	\$13,586	\$2,046	\$11,541	\$64	\$3,722	\$874	\$9,864	72.6%	\$7,819
Product 6	177	2.92%	\$59	1.5	\$10,789	\$2,240	\$8,548	\$48	\$2,924	\$960	\$7,865	72.9%	\$5,624
Product 7	153	2.52%	\$74	2.4	\$11,726	\$1,307	\$10,419	\$68	\$2,959	\$674	\$8,767	74.8%	\$7,460
Product 8	145	2.39%	\$104	3.2	\$18,900	\$3,749	\$15,150	\$104	\$5,654	\$32	\$13,245	70.1%	\$9,496
Product 9	143	2.36%	\$50	1.1	\$6,224	\$666	\$5,558	\$39	\$621	\$1,485	\$4,973	90.0%	\$4,088

All the numbers in dashboard are dummy and for representation purpose only

- AOV - Revenue / Orders
- UPT - Total Units / Total Orders
- GSLD - (Gross Sales - Discount)
- GSLD per Order - GSLD / Total Orders
- Net Shipping - Shipping Price - Freight Charge - PickPack Charge

- Gross Product Margin - Gross Sales - COGS
- Gross Product Margin % - Gross Product Margin / Gross Sales
- Net Product Margin - (Gross Sales - Discounts) - COGS
- Net Product Margin % - Net Product Margin / GSLD
- Order Contribution % - Order Contribution / (GSLD + Shipping Price)
- GSLD is calculated excluding refunds, while net sales are calculated including refunds.

- Order Contribution Rank - Current Period - Product ranked for the previous date range based on Order contribution margin
- Order Rank - Current Period - Products ranked for the date range selected based on Order count
- Order Rank - Previous Period - Product ranked for the previous date range based on Order count
- Previous Period - If the Start and End dates selected at 6/24 and 6/30 the previous date range will be 6/17 and 6/23.



## Executive Dashboards

- Introduced baseline reporting for:
- Growth trajectories
- Sales channel insights
- Subscription vs OTP contribution
- Customer mix dynamics



Provided leadership complete visibility into levers that drive business performance

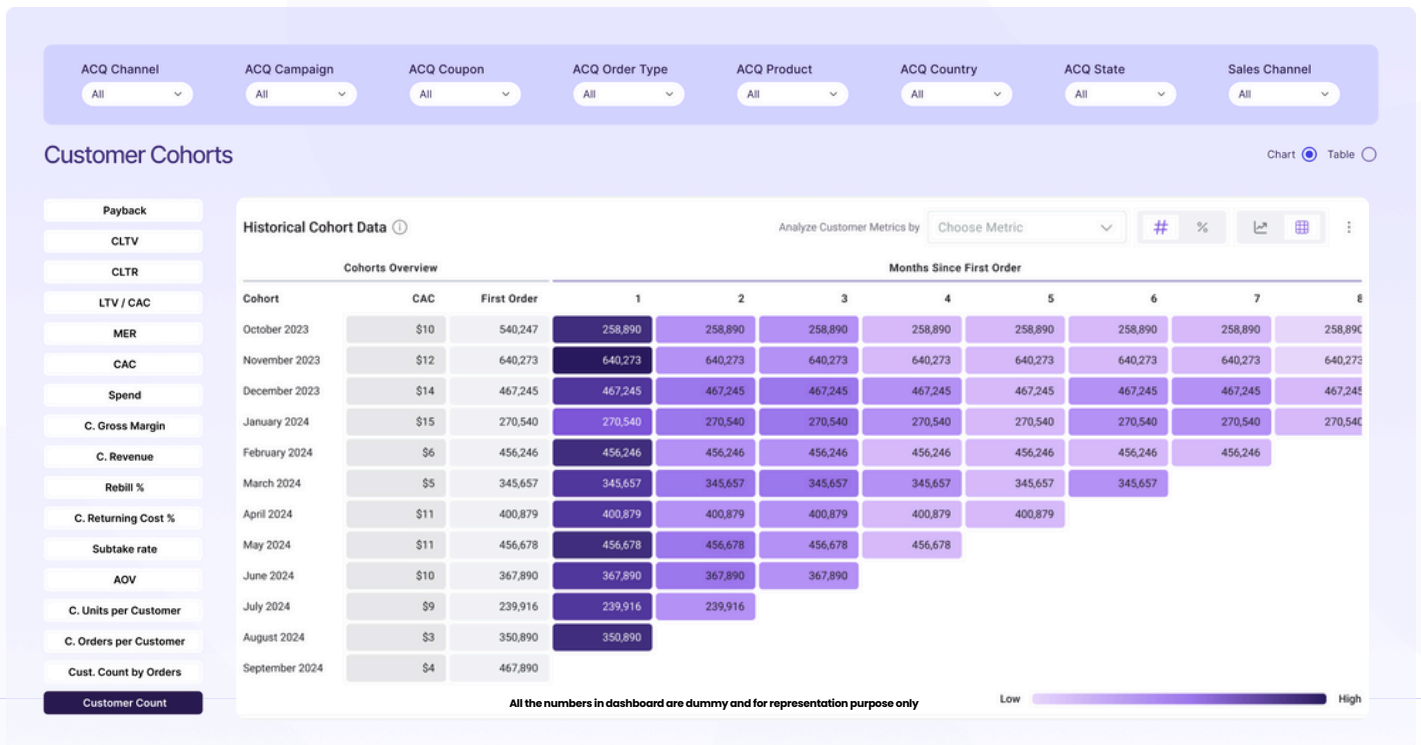


## Cohort Analytics

- Repeat buyer outcomes became measurable, not anecdotal
- Identified areas with high LTV potential



Led to prioritization of margin-centric improvements later



## Attribution Input Layer

- Mapped events + touchpoints to business results
- Created path to optimize spend allocation



Reduced dependency on intuition in growth strategy

# Complexity Deep Dive.

## Why it was worth getting it right?

Momentous deals with a dynamic commercial model:

- Rapid product evolution and variant launches
- Bundles and stacks shifting over time
- Subscription and non-subscription journeys
- Manufacturing and fulfillment introducing operational nuances
- Promotional rules (GWP, shipping) that must not distort decision intelligence

Instead of oversimplifying, Saras built precision:

## Results

A foundation built to accelerate **margin-first decision** making and commercial momentum.

Requirement	What Momentous Needed	How we enabled scale
Catalog governance	SKU hierarchy clarity	Master catalog + daily refresh + alerting
Accurate growth signals	Retention + revenue truth	Cohorts, channel attribution

## Why This Couldn't Be Done In-House?

Momentous chose partnership not because they lacked talent, but because they chose accelerated success over digression of resources:

Factor	Why partnering accelerated success
Specialized data modelling skills	Multi-system normalization requires deep ETL expertise
Future-proof architecture	Needed design that anticipates bundle, channel, and pricing evolution
Speed to value	In-house builds would delay margin experimentation and commercial action
Continuous data stewardship	Proactive monitoring + automated quality controls
Reusability across future use cases	Architecture optimized for margin, AI, ops — not just dashboards

Instead of reinventing complexity, Momentous leveraged Saras' domain playbooks and ready-to-deploy infrastructure enabling the business to skip the trial-and-error stage and go straight to impact.



**Smart leaders know when to build and when to partner so they can move faster.** This is exactly what Momentous did.

**Krishna Poda**  
Co-founder & CEO



## What did a Data Foundation enable?

### Key Outcomes:

#### Governed Baseline

Leadership gained a governed baseline of truth for revenue, cohorts, and growth drivers

#### Shared Metrics

Teams developed trust in shared numbers – no more reporting debates

#### Future-Proofing

The foundation allowed visibility into SKU-level profitability, Cart performance analytics, Shipping and COGS integration, and Planning and forecasting improvements.

#### Business Value Alignment

Roadmap became aligned to business value, specifically contribution margin & efficiency wins.

## What Momentous + Saras Analytics created together?

### Impact

Time-to-insight went from days to near-real-time refreshes.

Analytics became a strategic capability adopted across functions

Stakeholders became self-serve, removing operational bottlenecks

Set the stage for multi-million-dollar margin optimization



Saras helped strengthen the foundation by **improving the consistency and visibility of our product and margin data**. This work made it easier for our teams to access trusted insights and supports the level of analytical rigor we need as we move into our next stage of growth.

**Lauren Festante**  
SVP Finance



## Ready to **unlock business value** of your eCommerce brand?

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# Be AI-Ready

Build your Data Analytics Foundation supported by a team of data and e-commerce experts.



[Talk to an E-Commerce Expert](#)