

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.



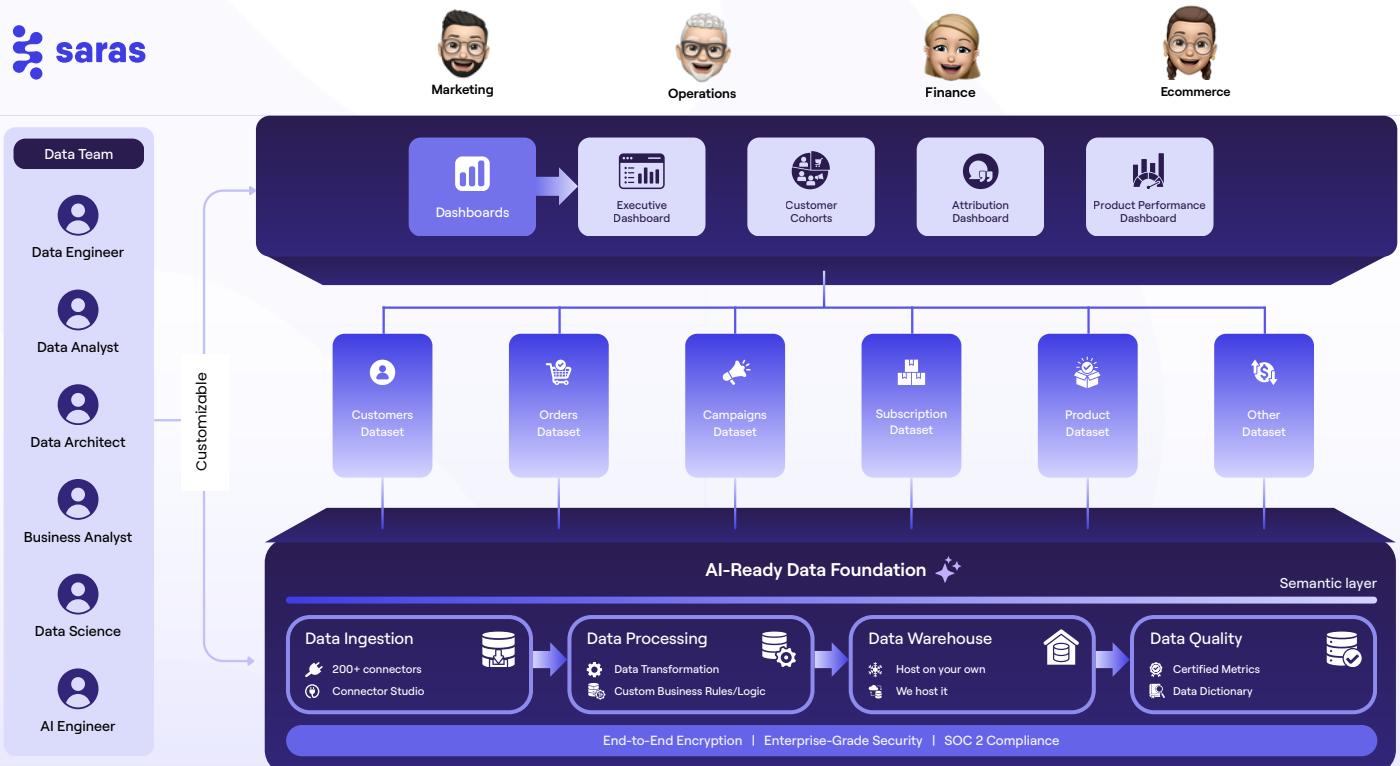
Unified Data Ingestion + Warehousing

- 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





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

.com Cart Performance – GWP Products Excluded

Start Date End Date

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	\$26,438	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

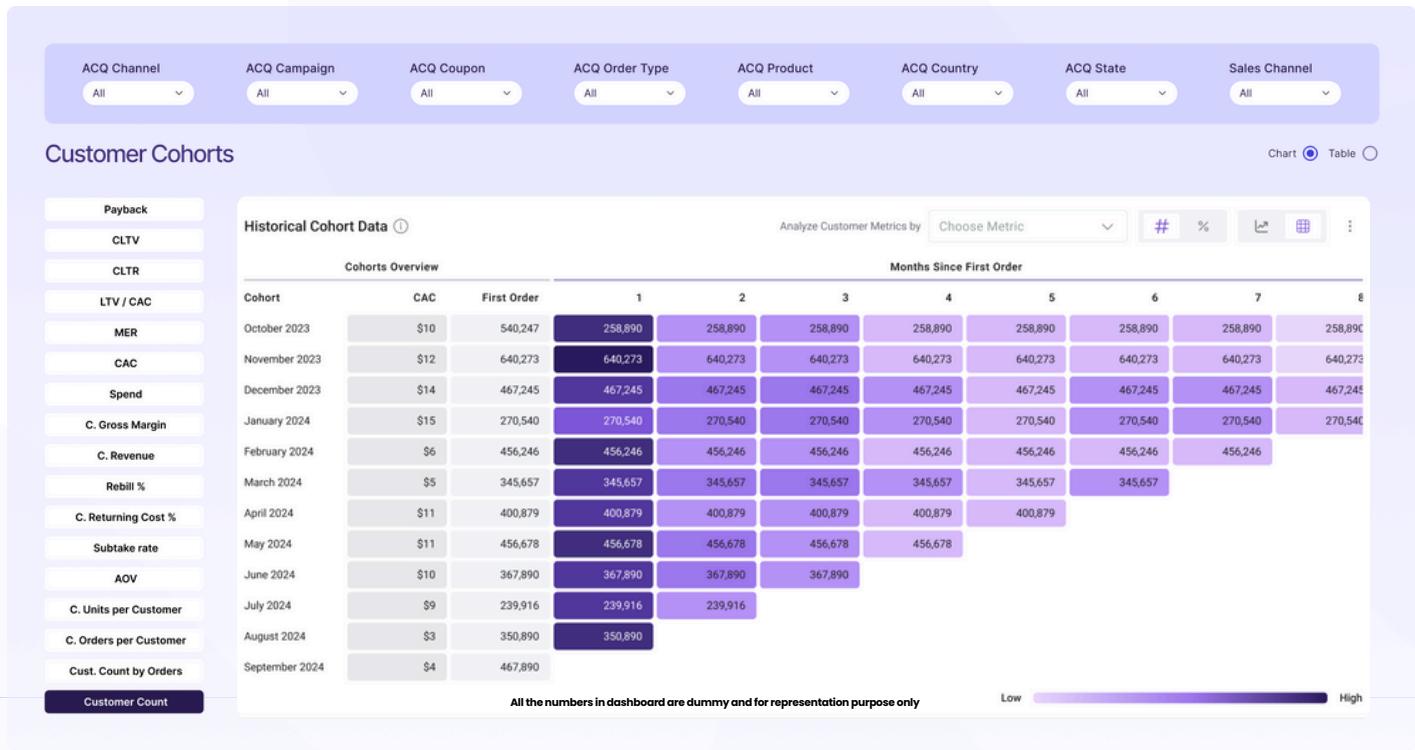


Cohort Analytics

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



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