



## SUCCESS STORY

# Global beauty brand builds a data-driven beauty brand with Domo and Databricks

Drawing inspiration from Brazil's beauty rituals, warmth, and spirit, this Global beauty brand delivers a sensory experience beloved by multi-generational consumers worldwide, with clinically proven results, transformative textures, and transportive fragrances.

With Domo and Databricks, this global beauty brand has built an analytics foundation that powers real-time insights, accelerates innovation, and empowers smarter decisions across every department.

*"Databricks has wonderful capabilities in terms of AI, data ingestion, and transformation," said their senior manager of global analytics. "With Domo Cloud Amplifier, we're able to layer that in but also take advantage of Domo's Magic ETL, data science, and visualizations."*

## CHALLENGE

This global beauty brand struggled with siloed data, a lack of a centralized infrastructure, and the growing analytics needs of a fast-moving company.

## SOLUTION

By combining Domo and Databricks, the company unified its data, automated manual processes, and enabled AI-driven insights.

## IMPACT

This global beauty brand centralized its insights to give every department real-time access to sales and marketing data.

## SCALING A ONE-PERSON DATA TEAM

Before Domo, this global beauty brand struggled to manage the data needs of a fast-growing international beauty brand with a one-person data team. Data was siloed between departments, preventing teams across sales, marketing, product, and operations from using data to drive decisions.

*"We didn't really have a business intelligence tool. We didn't have a data warehouse. We didn't have the capabilities of a full team. It was just me," said the senior manager of global analytics at this global beauty brand. "We decided to go with the tool that basically did everything all at once."*

Thanks to Domo, this beauty brand was able to centralize its data in a user-friendly analytics platform. As the company's team and data maturity evolved, they added Databricks to its stack. The combination of Domo and Databricks now powers advanced AI workflows, real-time decision-making, and a company culture that is as much about data insights as it is about fun in the sun.

*"Everyone from top to bottom is looking for data to make decisions, instead of using their intuition," they said.*

## POWERING PERFORMANCE WITH DOMO AND DATABRICKS

Global beauty brand uses Databricks for ingestion, transformation, and advanced analytics, while relying on Domo for business-friendly access and visualization. Domo's native integration, Cloud Amplifier, enriches Databricks' data foundation by providing a smooth integration with their data sources, unstructured data, and Delta Lake storage.

*"Databricks gives all of our data analysts more ability to query whatever they need to query, and then send it into Domo for visualization," they said. "If someone is considering Databricks and Domo, I'd say this is the key match between the two tools."*

## ANALYZING PRODUCT REVIEWS WITH DOMO.AI

The beauty brand regularly monitors customer reviews to understand its customer sentiment. Previously, its teams had to manually review feedback across multiple retailers and their global website. "It was a super manual process to go through every customer, every product, and every channel, and then compile a list to create a nice, insightful report," they said.

With Domo and Databricks, the brand can ingest all its reviews and use Domo.AI to power its internal Product Review Hub.

*"We leverage Domo.AI to summarize hundreds of thousands of reviews," they said. "As we do a new launch, the Product Review Hub gives us a pulse on the customer. We then use Jupyter Notebooks and Domo.AI to get a summary of strengths and opportunities for each product and category. That way, we can have a starting point and then go to a deeper level for review."*

In addition to saving the team countless hours, the Product Review Hub powered by Domo helped this global beauty brand save significant money. "We were quoted over \$80-100,000 per year for a tool that did a similar thing as far as summarizing reviews," they said. "We were able to do that in Domo without any actual additional cost. That was a huge savings for us for that specific use case."

## EXPANDING CONSUMER VISIBILITY

The sales and marketing teams use Domo to gain a clear picture of the company's global performance. "We have an app we use to go over all our marketing KPIs with our agency partners on a weekly basis," they said. "We can look at all of our marketing paid media across the whole globe, and all of our campaigns down to the ad level."

As the brand continues to expand into new categories, they built a consumer journey application to track cross-category behavior. By analyzing consumer purchase data, their product and marketing teams can see if customers who try a small-size product are likely to upgrade later or identify which new body care products will most appeal to people who buy a specific fragrance. Meanwhile, retail teams use Domo to access real-time sales data by region, retailer, and SKU to identify opportunities to boost sales.

*"Now the entire company has access to all of our sales data," they said. "We can see if customers are going into different categories, coming in from one, going to the others, or if they continue to buy after they made their first purchase."*

