



Wayfair believes everyone should live in a home they love. Through technology and innovation, Wayfair makes it possible for shoppers to quickly and easily find exactly what they want from a selection of more than 18 million items across home furnishings, decor, home improvement, housewares, and more. Committed to delighting its customers every step of the way, Wayfair is reinventing the way people shop for their homes – from product discovery to final delivery.

Current Stats:

- Founder-led since inception as CSN Stores in 2002
- Rebranded as Wayfair in 2011
- 26 million active customers
- Over 18 million products from more than 12,000 suppliers
- \$11.5 billion in net revenue for the 12 months that ended on June 30, 2020
- More than 16,200 employees with operations throughout North America and Europe

How Wayfair Uses Data to Drive their Business using Google BigQuery and AtScale



We wanted to move our fast-growing business to the cloud but didn't want to lose the capabilities we had in our on-premises environment. AtScale helped us do that and was a major part of driving cloud adoption for our data consumers and data producers across our organization.

Matthew Hartwig
Associate Director,
Data Infrastructure Team
at Wayfair



The Challenge

In order to support Wayfair's fast-growing business, the Data Infrastructure team at Wayfair realized that they needed to shift away from their on-premises infrastructure and towards a cloud infrastructure. This presented a number of challenges. First, Wayfair needed to drastically simplify their sprawling and increasingly unmanageable analytics infrastructure. Second, the Wayfair team needed to operate the business in a hybrid on-premises/cloud infrastructure as they transitioned in real time to a cloud-first infrastructure. Third, they needed to ensure that they didn't disrupt the hundreds of business analysts who relied on Microsoft SQL Server Analysis Services (SSAS) to manage and tune their merchandising operations every day. Ultimately, the challenge for Wayfair's Data Infrastructure team was to support current business operations while building a better system for the future without losing a beat.

The Solution

The team decided to use the Google Cloud Platform (GCP) and Google BigQuery as their cloud solution. They chose AtScale to ensure that they could support their hundreds of business analysts using Microsoft Excel and Tableau and maintain OLAP compatibility without the overhead and data movement required by SSAS. AtScale's Universal Semantic Layer™ eliminated the gap between the cloud data



Without needing to retrain our data consumers to use new tools and technology, we've been able to gather business intelligence from over 14 million items thanks to Google BigQuery and AtScale.

— **Matthew Hartwig**
Associate Director,
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warehouse and the business requirements for multidimensional analysis. AtScale's Autonomous Data Engineering™ helps Wayfair's Excel and Tableau experts analyze data using the BI tools that they prefer to use without needing to call in a data engineer for every project.

The Results

As a result of Wayfair's transformation to the cloud, they have been able to accelerate their time-to-insight with a live connection to their data at OLAP query speeds. AtScale has helped Wayfair drive the adoption of the cloud by providing one, governed view of the business for the hundreds of data modelers and business analysts who are optimizing sales across Wayfair's online channels. With minimal disruption to their business users, Wayfair made the leap to the cloud while ensuring that their users can analyze data using the BI tools they prefer quickly and easily.

About AtScale

AtScale powers the analysis used by the Global 2000 to make million dollar business decisions. The company's Intelligent Data Virtualization™ platform provides Cloud OLAP, Autonomous Data Engineering™ and a Universal Semantic Layer™ for fast, accurate data-driven business intelligence and machine learning analysis at scale. For more information, visit www.atscale.com



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