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Case Study:

How sticky.io recovered $8M in monthly declined transactions

How sticky.io built a predictive analytics model with one person in just 90 days

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23M IN DECLINED TRANSACTIONS EACH MONTH

35% OF DECLINED TRANSACTIONS RECOVERED

0 LINES OF CODE WRITTEN

$8M IN RECOVERED MONTHLY TRANSACTIONS

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sticky.io enables thousands of businesses to manage their back-end operations on a unified ecommerce platform. Their offering, a fully integrated subscription management and recurring billing platform, captures a lot of data with customer flows from providers such as processing, fulfillment, marketing, customer support and more through their platform.

THE CHALLENGE

The analytics team at sticky.io had a mandate to apply Predictive Analytics to optimize these flows to achieve net benefits to customers. Justin Shoolery, Director of Data Science & Analytics, wanted to quickly analyze customer data and determine how to treat customers and their transactions in more profitable ways. The analytics team knew that Predictive Analytics, using Machine Learning (ML) was the ideal technique to spot specific patterns from the data from the hundreds of millions of transactions they were seeing. However, with so many

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> - Justin Shoolery
>   Director of Data Science & Analytics | sticky.io

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different

partners and customers in the ecosystem, the amount and other kinds of data were simply overwhelming. The team's biggest challenge was how to make sense of data since they were discovering new data tables and new elements every day.

WHY STICKY.IO CHOSE DOTDATA:

sticky.io's team had a good idea about which data they should be looking at, the things that might be correlated, and what they could predict. But actually extracting the data out of the data warehouse in a format suitable to run a statistical model took quite a bit of effort. The added effort was exceptionally high when Justin ran a model and realized a predictor didn't work well and needed swapping. Given the database's complexity, Justin found himself going back to the drawing board, writing new queries to join new data.

Justin and his team evaluated several Predictive Analytics and Machine Learning platforms, including BigSquid and DataRobot, but found that the amount of data prep needed to get value would be too high. According to Justin, "I was spending 95% of my time wrangling data. I just didn't see value in automating the last 5% of my process when I need more help in making sure my data pipelines are working properly." The structure, complexity, and nature of the data used by sticky.io meant that generating and evaluating value was more critical than merely automating the process of developing predictive models. dotData's unique combination of no-code ML automation software and full-service approach to customer onboarding offered a unique combination.

dotData made the whole process convenient and easy. The team connected dotData to the database and moved quickly from ideas to tests — like testing if processing transactions on a particular day may be more favorable. According to Justin, "Before dotData, querying data, finding the right format, moving data to a new hosted cluster and testing models could take more than a month — only to find out the model did not work. Now I can offload most of that work and just focus on uncovering patterns and finding viable models. With dotData, we feel that finally we have a solution that is very promising."

What mattered most to sticky.io was dotData's focus on accelerating the process of combining information from multiple tables and columns through automation. The Feature Engineering

functionality ultimately made the difference for Justin's group. Feature Selection, particularly on complicated databases with many tables and joins, accelerated data science workflows and enabled the data team to explore millions of features across thousands of table columns in record time. The data science group is very excited about using dotData, and are hiring more members to the team to leverage the dotData platform.

PLANS

The analytics group has already pitched seven other use cases, and more are in the pipeline. The team has many ideas about how ML-powered predictive analytics will help sticky.io optimize the way they funnel transactions through their platform and drive insights for customers. Among the models Justin's team is considering are predicting revenue, identifying customer churn candidates, possible complaints and even modeling which clients might be better suited for specific product promotions. In the end, the possibilities are endless, and Justin and his team are confident that dotData is the ideal partner to help them explore ideas and build valuable models for their rapidly growing business.

LEARN MORE ABOUT DOTDATA:

dotData was designed exclusively for small and mid-sized organizations looking to leverage AI and Machine Learning to help build predictive analytics models to grow their business. Learn more by visiting our website:

https://dotdata.com
https://dotdata.com/dotdata-cloud
https://dotdata.com/blog

RESULTS

- sticky.io projects they will recover over 35% of declined transactions simply by using AI to decide when to process payments.

- sticky's team built an entire predictive AI model, from raw data, without writing a single line of code - all in a matter of days.

- In just the first year of use, sticky.io is projecting a rcovery of at least $8M of previously declined transactions per month- all from an AI model built in 45 days.

LEARN MORE

https://dotdata.com
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About dotData

dotData solves the biggest challenge of organizations of any size: Turning raw business data into valuable and meaningful data marts ready for Machine Learning (ML), Artificial Intelligence (AI), and traditional data analytics deployments and applications. dotData provides solutions tailored to the needs of companies that are just getting started with predictive analytics and companies with more mature data engineering processes. Our core technology allows companies to automatically convert data from data warehouses and data lakes into data marts and feature tables by exploring the relationships between varied data tables with hundreds of columns and millions of rows. Our global customers have used our platforms to accelerate their ML, AI, and Advanced Analytics adoption, achieving rapid ROI by lowering their dependence on scarce, costly expert resources.

Forrester recognized dotData as a leader in ML and AI in 2019, and CRN named dotData to its emerging vendors' list in 2019, 2020, and 2021 and was named a CB Insights Top 100 AI Startups for 2020. The AI breakthrough awards recognized dotData as the "best machine learning platform" for 2019, and Fortune 50 clients around the Globe rely on dotData to help them accelerate their ML, AI, and Advanced Analytics projects. For more information, visit www.dotdata.com, and join the conversation on Twitter and LinkedIn.

About sticky.io

For over 10 years, sticky.io has enabled thousands of ecommerce businesses to manage their backend operations on a unified ecommerce platform. Our mission: To be the go-to ecommerce solution for lasting relationships between brands and people