

ANALYTICS DATA INTEGRATION



SUMMARY

RPG Malaysia, the parent company of popular lifestyle brands **Montigo** and **Cosmic Cookware**, is a leading e-commerce player with a growing network of pop-up stores across the country. To support its omnichannel strategy, RPG is modernizing its operations by integrating data across platforms such as **Shopify, Shopee, Google Ads, Facebook Ads, CRM systems, and logistics providers**. This unified data ecosystem provides real-time insights into campaign effectiveness, customer behavior, and operational performance—empowering all teams with a **single source of truth** to make faster, data-driven decisions and scale confidently in both digital and physical channels.

OBJECTIVES

- **Integrate structured and semi-structured data** from Shopify, Shopee, Facebook Ads, Google Ads, CRM, and fulfillment systems
- **Eliminate data silos** across marketing, sales, customer service, and finance
- Enable **real-time performance tracking** across all customer touchpoints
- Improve attribution modeling for **better ad spend optimization**
- Deliver a **unified customer view** for personalized experiences

SOLUTION

- A **centralized data warehouse** combining marketing, e-commerce, and customer data
- **Automated ETL pipelines** that pull and normalize data from Shopify, Shopee, Google Ads, Facebook Ads, Meta Business Manager, and backend systems
- **Attribution model** connecting ad spend to sales conversions and customer LTV
- **Interactive dashboards** for marketing ROI, product performance, and conversion funnel tracking
- **Self-service analytics** layer built on Power BI and Microsoft Fabric to **democratize insights** across teams

BENEFITS

- **360° Customer View:** Merge marketing, sales, and behavioral data into a single profile for hyper-personalized campaigns
- **Improved Marketing ROI:** Real-time attribution ensures budget is spent on the highest-performing channels
- **Faster Decisions:** Reduce time-to-insight from days to hours with automated, always-on reporting
- **Scalable Operations:** A flexible architecture supports rapid addition of new sales channels and marketing tools
- **Agile Team Enablement:** Empower internal teams to explore data and run their own analyses without waiting for IT