

Branch Furniture Transforms Data Chaos into Clarity

Branch needed a way to centralize data, eliminate manual work, and accelerate decision-making. The result? Using Zenlytic lead to faster decisions, greater efficiency, and measurable time savings across the entire organization.

⚡ Challenge

Branch Furniture was overwhelmed by nine different systems, including four Shopify instances, which made it impossible to get a clear view of their business. With Zenlytic's AI data analyst, Zoë, they unified their data into a single source of truth and gave every department the ability to self-serve insights.

Challenges included:

9 systems handling everything from order processing to fulfillment

4 separate Shopify instances preventing a cohesive business view

Heavy reliance on manual reporting, often in spreadsheets

Slow decision-making due to data silos and inaccessible insights

⚡ Why Zenlytic

Branch evaluated Tableau, Looker, and PowerBI but found they fell short of delivering true self-service. Zenlytic stood apart by combining trustworthy governance with an AI analyst that non-technical users could actually use.

✅ Benefits

- **Sales:** Unified **4** Shopify stores into **1** view
- **Operations:** Automated ERP & Shopify reporting, saving **2-3 hours weekly**
- **Customer Success:** Real-time fulfillment & issue tracking, saving **180 hours annually**
- **Issue resolution time:** **15 hours a month** saved

4

Shopify stores unified into 1 view

2-3 hrs/wk

saved with ERP & Shopify automation

180 hrs/yr

saved with real-time fulfillment tracking

15 hrs/mo

saved on issue resolution

“We have a view into our marketing data with Zenlytic that wasn’t possible in our previous tool. Super happy with it!”

Erika Folk

Director of Marketing & User Insights

Branch



Data Stack

Data Warehouse



ETL



Transformation



Intelligent Analytics

