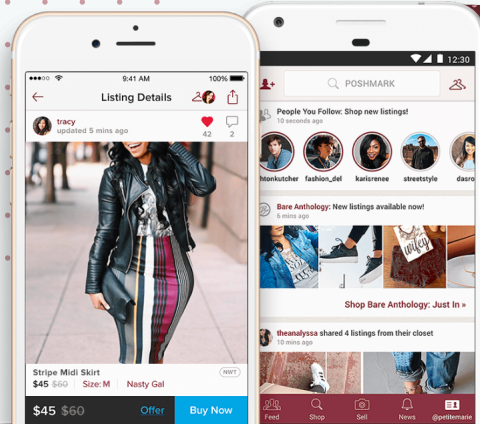


Poshmark:

Automating Data Delivery and Monitoring with Nexla



THE RESULTS



Industry: E-Commerce

Founded: 2011

Headquarters: Redwood City, California



10X analytics insights delivery efficiency



From POC to production:
Months vs. days



Unlimited data access for data scientists without engineering effort

INTRODUCTION

Poshmark Inc. (Poshmark) is a social marketplace that provides a platform for anyone to sell, purchase, and share their styles with others. Connecting people around a shared love of fashion, Poshmark’s community attracts 60 million users and empowers the next generation of retailers and shoppers. Poshmark operates at a fast pace making a sale every second, so transforming data into decisions requires smooth data streaming between its database and other data sources. Nexla bridges the gap between the massive number of Poshmark’s business intelligence reports and the ideal, easily navigable presentation with robust data pipelines and extremely low data engineering effort.

THE CHALLENGE

Prompt data delivery is the key to maintaining the fast decision making needed to power the Poshmark marketplace. Without a robust and scalable data pipeline, the data team at Poshmark had to hard code and maintain the connections from its business intelligence (BI) tool to shared spreadsheets where the executive team accesses BI reports, taking months of engineering effort. Poshmark needed a solution to automate data delivery and monitoring so that data is readily available for decision making.

THE SOLUTION

Nexla’s flexible and scalable solution enables Poshmark to automate pipeline building and monitoring throughout its data delivery process. Nexla’s self-service platform allows data users at Poshmark to easily access ready-to-use data from internal and third-party sources without spending additional engineering resources.



With Nexla, we are able to query data in a much more scalable and manageable perspective, increasing our insights delivery efficiency by 10X.



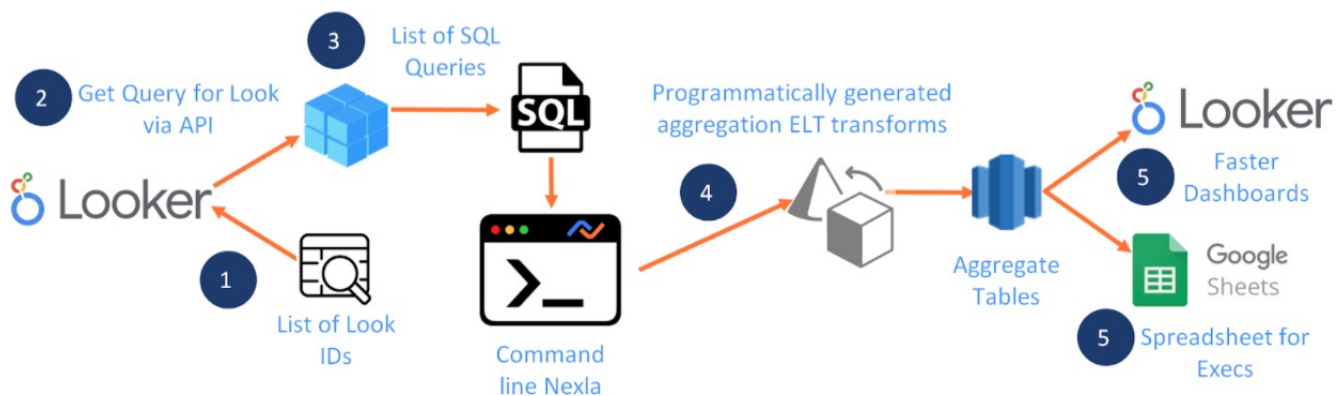
- Kyle Martin,
head of data management & analytics platform at Poshmark

FROM DATA TO DECISIONS

“Data is everything at Poshmark,” said Kyle Martin, head of data management & analytics platform at Poshmark. “We use data to make fast, unbiased, and objective decisions every single day.” As a leading social marketplace, Poshmark’s decision making process iterates at a fast pace, so it’s important that the data team ensures secure and timely delivery of its business intelligence reports.

Initially, Kyle’s team built a data pipeline from its business intelligence tool to shared spreadsheets so that the executive team could access business insights. This required the team to undergo a laborious and rigid process of managing numerous scripts and writing complicated code, resulting in occasional inscript errors and performance issues. Exporting hundreds of reports everyday not only caused an overwhelming amount of work but also hindered the query process because the data was scattered. As Poshmark’s business continued to grow, the data team needed to find a scalable solution to operationalize the delivery process.

Nexla’s powerful data streaming capabilities enable Poshmark to gather real-time SQL statements from its business intelligence tool without manually feeding every dashboard information into the system. Using Nexla’s command line tool, the data team creates new data flows and writes data to a centralized table from which the query results are sent to Google Sheets. All of the details take place automatically under Nexla’s intelligent monitoring system in which errors are caught and quarantined immediately. As Kyle said, “(the monitoring system) allows me to stay on top of the changes in our data structure,” so that report deliveries are uninterrupted and prompt for decision making.



With Nexla, Kyle’s team is “able to query data in a much more scalable and manageable perspective, increasing the company’s analytics insights delivery efficiency by 10X,” said Kyle, thus paving way for more prompt decision making.

NEVER MISS ANY GREAT INSIGHTS

“Nexla empowers data science teams to quickly access data through third-parties without having to build a complex internal process.”

— Kyle Martin, head of data management & analytics platform at Poshmark

From analyzing customer behavior data to researching COVID’s impact on sales, Poshmark’s data science team is constantly exploring and discovering insights hidden in terabytes of data generated daily. These insights may play an important role in strategy in unexpected ways, therefore, ideally, providing data scientists with every available data helps Poshmark to perfect its strategies. However, supplying data requires building pipelines and preparing data which takes time and resources such as writing APIs and back-and-forth communication with business experts. This tradeoff oftentimes limited opportunities to discover great insights.

Nexla fulfills the requirement of supplying data from anywhere at any time with extremely low engineering cost. Nexla’s universal connectors and bulk/batch data movement abilities enable the data science team to easily access data. Nexla’s intuitive self-service platform empowers the data science team to transform data in a few clicks or snippets of code without the interference of data engineers. Under a minimal cost, an idea is quickly developed into a proof of concept and ultimately into useful insights. Without the concern of investing resources into every project, the data science team now has the freedom to test out every idea and never miss any impactful discoveries.

SUMMARY

Nexla’s platform optimized Poshmark’s data delivery through universal connectors, command line tools, and intelligent data monitoring. Using Nexla, Poshmark saw a 10x increase in analytics insights delivery efficiency and remarkable expansion in data supply capabilities, freeing up data engineering resources and granting more room for insight discoveries.