



## CASE STUDY

### The Challenge:

As a high-growth company, Miro needed a solution to **turn its increasing data volume into actionable insights** and enable rapid iteration for better decision-making. Their Product Managers sought a more efficient way to optimize the user experience. Kubit's platform unlocked valuable product insights **without ETL or data ingestion**, allowing Miro to make informed, agile decisions and continuously improve its platform.



*“Not only are we providing **self-service capabilities**, but its also a **better experience for our Analysts**. They now have much faster turnaround times”*

Felipe Leite  
Data Product Manager



Watch Case Study Video



### RESULTS:

- 2500 queries per month, with over 240 WAU
- Greater accuracy of query results and better user experience
- Faster workflow for analysts to explore event data rather than working on a SQL workbook
- More stakeholders answering their own questions
- Cost-effective scalability; pricing based on event query volume and not available event volume

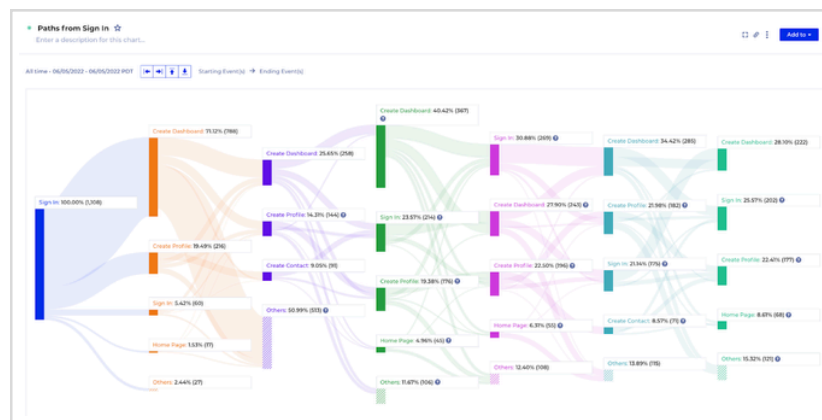
### KEY METRICS:

Monetization

Feature adoption

New customer onboarding

Upgrade conversion



Want to see the full product in action?

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