

The Challenge:

Serko, an online platform for corporate travel management, integrated their booking and behavioral data inside of Snowflake. Access to this data was largely restricted to their Data Science Team.

They needed a way to **expand access to other team members** in order to draw actionable insights and **better inform their decision making**.

serko

*“With Kubit, if I have a question pop into my mind about user behavior, **within a minute or two**, I can get an answer.”*

Randall Britten
Senior Data Scientist

RESULTS

10X more data views and segmentation for measuring **customer retention**

KEY METRICS GAINED:

Avg. # of rooms per booking

Usage rate for search filters

- **Insights democratized across the team**, maximizing data-driven decisions
- Capturing more granular and **comprehensive data on customer retention**
- **Hypotheses can now be tested** and validated by team members in real-time
- Rapidly transforming customer insights into **new experimentation ideas**
- Engineers can **refine data telemetry iteratively**, honing in on key findings

Want to see the full product in action? →

Book a Demo 

