

FINANCIAL

CLEAN DATA FOR SUSTAINED PROFIT GROWTH

Data is an important part of your finance operation. It guides strategy and resource allocation, leading your business toward sustained profit growth. But messy data can lead to skewed metrics and intelligence, completely tanking your plan and budget.

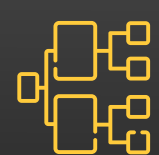


WITH CLEAN DATA FROM ORITA, YOU CAN TRUST THE INTELLIGENCE TO LEAD YOU TOWARD EFFECTIVE & UNBIASED DECISION MAKING

Metrics that help you plan for **maximum growth & profitability.**

	Repeat Purchase Rate	Records Received	Customers In Shopify & Klaviyo	LTV
Brand A w/ Raw Data	15.65%	516,597 Total Records	77,648 Shopify	\$243.88
Brand A w/ Clean Data	16.70%	300,472 Records Requiring Cleaning	276,137 Klaviyo	\$253.90
Impact	+6.69%	58%	21% Duplicates	+4.11%

WITH DATA CONFIDENCE, YOUR FINANCE TEAM CAN



Lean in to swift and dramatic resource reallocation.



Maximize efficiency across all tools and services the business has invested in.



Trust what-if scenario planning to unlock new growth opportunities.

TAKE ACTION WITH...

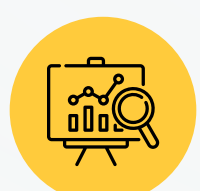
LAST CRUMB



Due to the high number of duplicate accounts, Last Crumb, learned that their sign-up flow was **confusing**.



An unusually high number of customers created an account but **never actually place an order**.



This led Last Crumb to **change their strategy** around marketing product scarcity, preventing the problem from continuing.

TAKE ACTION WITH...



The team at Shameless Pets was deciding if they should switch to a **subscription model or rely on new customer promos**.

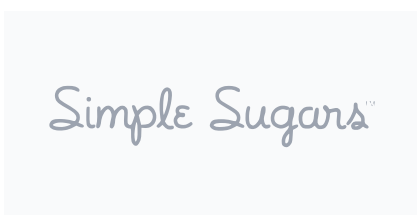


Clean and unified data showed **20% duplicates**, driven by repeat "first-time promo" users.



Because of this, Shameless Pets decided to **lean into a subscription model** and away from new customer promos.

SELECT A CLIENT BELOW TO LEARN MORE



Orita can clean **ANY DATA** from **ANY SOURCE**.

Start making better decisions with your data today.



Schedule a call with CEO, Daniel Brady, to learn more.

SCHEDULE A CALL