



data.world

CASE STUDY

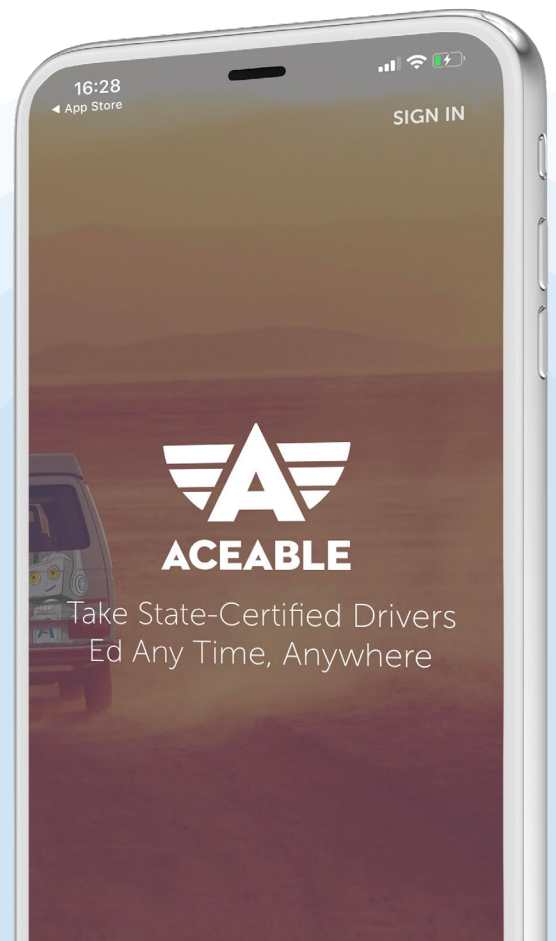
How Aceable saves a week or more on important projects by busting three data bottlenecks with data.world

Meet ACEABLE

Aceable is a tech startup that creates easily-consumable, digital-first mobile content for state-certified drivers ed and defensive driving courses.

More than 16,000,000 people have skipped the classroom and graduated from the company's fast-paced, interactive courses.

Aceable believes learning should be a joy, and the proof is in the 9.7 out of 10 rating across nearly 20,000 reviews on Trustpilot.





Quick Facts

- Founded in 2012
- 250 full-time employees
- Backed by \$55.7M of funding
- Based in Austin, TX

Awards

- Austin Business Journal Best Places to Work (2017, 2018)
- Austin Chamber of Commerce's Austin A-List (Hottest Growing Startup - 2017)
- EY Central Texas Entrepreneur of the Year Finalist (CEO Blake Garrett - 2019)





Challenges

In order to accelerate revenue growth, Aceable needs to analyze and develop go-to-market plans using factors like market size by geography, current sales throughput, student performance, and usage metrics. Before data.world, these were all time-consuming and complicated operations involving several teams with different priorities. For example, according to Aceable's Chief Product Officer Erin Defossé, performing analysis on student performance metrics would start with a request to busy developers to get the data from MongoDB and load it into a PostgreSQL database. Between the request and delivery was a long wait and a costly disruption to important development work.

Then the data was delivered to the BI team, which triggered yet another delay as Aceable's busy analysts struggled to find the time to represent the data in a way that would allow for easy analysis. "It could take a week or more to get the information our teams needed," recalls Erin.

And there was still another step to conquer. Since stakeholders preferred the data in Excel, Erin's team would manually extract the data from PostgreSQL into spreadsheets. However, he said, "the query

function isn't powerful enough in Excel" for everything Aceable needed to do with the data. So, they needed to preserve the SQL step within the workflow. All of these steps would have to be repeated once new data became available.

There were too many steps, too many tools, too many teams with their own preferences and priorities, and not enough hours in the day. And there was no clear fix—until they discovered data.world.



"It could take a week or more to get the information our teams needed."

- Erin Defossé
Chief Product Officer

How Aceable did it

Erin remembers the precise moment he realized data.world could solve his company's problem. "It really clicked when I realized I can upload a spreadsheet and—right away—do SQL on it," he recalls. As he explored more of what data.world could do, the value crystallized.

To Aceable, data.world is the ability for a single person to ingest, integrate, and query the data required to perform the analysis they needed for his or her job function.

"Now, we can load the MongoDB extracts into data.world, perform the needed analysis, and export a CSV for the accounting team or link directly to the data within Google Sheets or Excel," says Erin.

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Results

This new workflow cut out three bottlenecks— developer cycles, BI analyst hours, getting the data from MongoDB into PostgreSQL. Aceable has reclaimed the time and productivity they used to lose waiting for developers and analysts to do comparatively low-value work.

With the original use case off the ground, Erin has found new use cases for data.world, including self-service data access for new hires and integrating data from partners and acquisitions.

“Using data.world has saved us valuable BI analyst hours every week, and more importantly, we’re saving a week or more of waiting time per project,” says Erin.



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User Profile: Erin Defossé

In a former life...

I started my career as an aerospace engineer performing mission design, analysis, software, and hardware development for interplanetary spacecraft missions like Galileo (Jupiter), Cassini (Saturn), and Rosetta (Comet 67P/Churyumov-Gerasimenko). Yes, I was a “rocket scientist.”

How I use data today...

Business modeling, including TAM analysis, financial pro-formas, and user health metric analysis.

How data.world empowers me...

data.world allows me and my team the freedom to explore and analyze data quickly and make decisions faster than we could before.



See data.world in action.

A PDF can only do so much. We can't wait to show you a live demo! [Click here](#) to schedule time with a data.world expert.

About us

data.world is the modern catalog for data and analysis. Its patented technologies activate the hidden data workforce within your enterprise, multiply your data's value, and create a data-driven culture—faster. The data.world data catalog unites and classifies data, metadata, and analysis—no matter where it lives. The modern, intuitive user experience brings together employees of all roles, backgrounds, and skills to collaborate using the tools they already love. And the knowledge graph keeps data connected to everything people need to find, understand, and use it. As a result, your data, analysis, and expertise become more discoverable, trustworthy, and reusable. data.world is an Austin-based Certified B Corporation.



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