



Client

oDesk

Industry

Workforce Development

Impact

oDesk enables businesses to expand by building a workforce in a flexible, affordable way. GoodData helps oDesk achieve a 360-degree look at all the business metrics across their entire organization.

Reach

50 Employees
5 Departments

Analytics for

Marketing, Product Usage, Support



“GoodData helps us focus on the data and not the process. Our attention is no longer on tracking down the latest Excel spreadsheet—it is about making smart decisions based on the numbers.”

– Anand Hattiangladi
Product Manager

Customer Story

Long Lived the Excel Spreadsheet

oDesk enables businesses to expand by building a workforce in a flexible, affordable way. GoodData helps oDesk achieve a 360-degree look at all the business metrics across their entire organization.

The Challenge

- Gather data from multiple sources into a central place
- Give employees access to drill into the numbers
- Flexibility to incorporate data as the business sees fit

The Solution

- Operational dashboards embedded right into company’s internal system
- Ad hoc reporting for easy customizations to the data
- Self-service platform with apps and connectors quickly bring the data together

Bye-Bye Spreadsheets

Before GoodData, oDesk ran reports on the production database and circulated a weekly Excel spreadsheet to highlight company numbers. In less than three weeks time, GoodData’s on-demand dashboards became the pinnacle reference for displaying the company’s data, saving oDesk’s Product Manager two days of data processing each month.

analysis more quickly to determine the driving factors behind their marketplace data, payment method and volumes and product usage.

Masterminding the Data

oDesk uses GoodData to obtain a 360-degree view of what is happening from the beginning to the end of a job. GoodData’s ad hoc analysis feature allows oDesk to conduct

Tie That Binds

oDesk became familiar with GoodData’s reporting efficiencies through the popular GoodData for Zendesk application. The simplicity of GoodData’s platform made it effortless for oDesk to bring all their important business data together via apps and command-line tool (CL). The next phase for oDesk will be incorporating their Google Analytics and mashing up their current projects with Zendesk analytics.