



How a Top Furniture Search Platform Uses Advanced Analytics to Make Better Decisions

FAVI, a leading furniture and home décor search engine in the Czech Republic, needed a scalable analytics solution to support its internal data needs. By implementing GoodData® Platform and later migrating to GoodData® Cloud, the business **improved data availability, accelerated time-to-insight, and brought centralized data transparency to employees across the company.**

8 hours

per month

Time average user saves thanks to GoodData

50+

Active users of data analytics

100%

Faster dashboard creation after migrating to GoodData Cloud

THE COMPANY

FAVI aggregates products from over 2,300 retailers across 12 European countries, allowing users to search and compare items like sofas, beds, lighting, and decorations. Shoppers can browse hundreds of trusted sellers, all in one place, making it faster and easier to find the perfect pieces to furnish and decorate their homes.

“We aspire to be the best place to find everything for furnishing and decorating your home. Our mission is to make finding furniture as easy as possible for everyone.”



Ladislav Fišer

Data Product Manager, FAVI



THE ANALYTICS CHALLENGE

FAVI relies on analytics to guide decision-making across the entire business. Their teams use data to:

- Track overall performance and monitor key KPIs to understand what’s working and where to improve.
- Evaluate the impact of marketing campaigns and channels, enabling more targeted, data-driven strategies.
- Analyze website performance and visitor conversion to identify both effective touchpoints and areas for optimization.
- Monitor partner performance to maintain strong, mutually beneficial relationships with retailers.

As FAVI’s use of data expanded, so did the demands on its analytics infrastructure. Its Google Data Studio solution couldn’t keep up with the growing volume of data and users. Frequent database issues often left teams without access to the insights they needed, creating delays and increasing the workload for the data team.

“We needed a modern analytics platform that could handle embedded analytics at scale, offer robust data modeling, and empower both technical and business users. GoodData stood out for its flexibility, performance, and strong support for multi-tenant environments.”



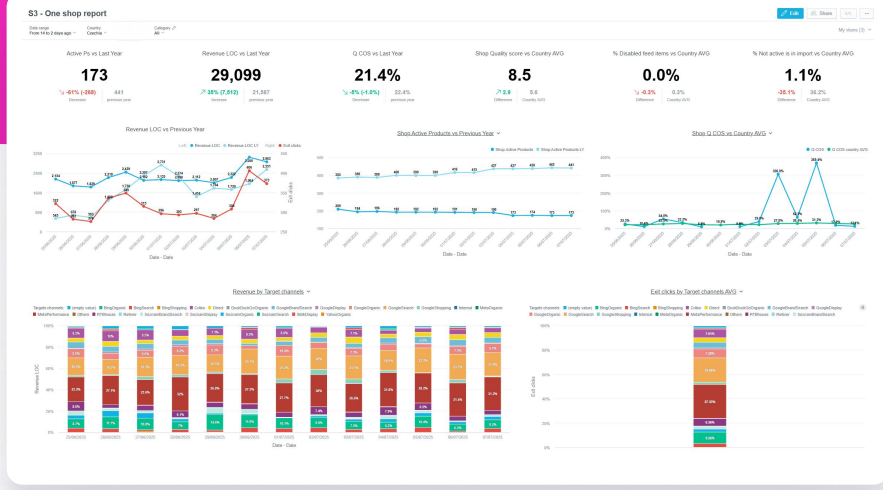
Daria Novakova

Chief Data Officer, FAVI



THE SOLUTION

GoodData provided a cloud-based analytics platform with **powerful semantic modeling, multi-tenant capabilities, and an intuitive user interface.** This enabled FAVI to centralize data governance while offering customizable analytics experiences for different user roles. “We immediately saw a significant reduction in time-to-insight for our business users”, says Daria Novakova, Chief Data Officer at FAVI. “Data accuracy and consistency improved across all departments.”



FAVI dashboard example

After two years of using GoodData Platform, FAVI began to explore ways to advance its analytics capabilities even further. They wanted a solution that could scale with their growing data and user base while minimizing the effort required for customization. **GoodData Cloud offered a scalable, API-first approach that aligned perfectly with FAVI’s cloud-native strategy.**

The FAVI team describes the process of migrating to GoodData Cloud as “extremely smooth”. With clear planning, thorough documentation, and support from the GoodData team, they were able to migrate key dashboards and data models with minimal disruption to users.

“Professional Services were instrumental in making the transition to GoodData Cloud successful. They helped us map out the migration path, resolve data modeling challenges, and even optimize our analytics design for better performance post-migration.”



Daria Novakova

Chief Data Officer, FAVI

What FAVI Likes Most about GoodData

Powerful and reusable semantic model

Strong support for embedded and multi-tenant analytics

Helpful and responsive customer support

Frequent new updates and features



THE RESULT:

Since adopting GoodData, FAVI has transformed its analytics workflows. Thanks to GoodData’s modular architecture and semantic model, **FAVI’s data teams can now build once and reuse logic across projects, saving time and reducing errors.** The platform has significantly improved analytics performance and reliability, while reducing time-to-insight for business users and ensuring consistent data across teams.

The switch from Platform to Cloud has halved dashboard creation times, and with a dedicated colleague now equipped with Analyze rights, data availability has improved in each department. This not only saves time for the data team but also enhances data literacy across the company. Looking ahead, **FAVI is excited to explore GoodData’s anomaly detection, forecasting, and AI features** to uncover even more possibilities for data-driven growth.