

Data-Driven Decisions: Curamcare's Journey With Data

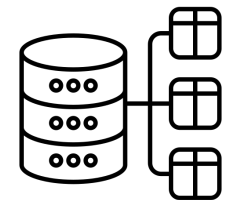
The Customer

Curamcare is a US-based company that provides healthcare services to patients. Their primary goal was to increase sign-ups and enhance user interactions on their website.



The Challenge

Curamcare struggled with large volumes of unstructured data from multiple sources, making it difficult to extract meaningful insights. This lack of effective visualization and organization hindered decision-making and led to missed opportunities for increasing user engagement and sign-ups.



The Solution

Here are the stages we went through to solve the problem -

- **Analytics Data Collection:** Collected user interaction data through Google Analytics and conducted A/B testing to monitor user behavior.
- **Centralizing Data Sources:** Used Google BigQuery to centralize data from various platforms (CRM, backend panel, GA) into a structured format.
- **Creating Dashboards:** Developed tailored dashboards for different stakeholders to present information clearly and effectively.



The Impact

- Enhanced data clarity and accessibility across teams.
- Saved 15-18 hours per week in data operations.
- Boosted productivity by 20%.
- Empowered stakeholders to make informed decisions quickly, leading to improved business outcomes.

Tech Stack

Looker Studio, Airbyte, Google BigQuery, Google Analytics 4, Google Ads

About Us

DataSlush is a data & AI consulting and research company - providing Analytics, AI, Data Engineering services and solutions. At the frontier of knowledge in data analytics and Generative AI/LLM, we continuously push the boundaries of innovation to stay ahead of the curve. Our team of experts combines cutting-edge research with practical expertise to develop solutions that drive tangible results for our clients.

Our purpose is to **bring certainty and innovate for a better tomorrow.**

50+

Delighted Customers

80+

Projects Completed

96%

Net-Promoter Score

20

Subject-Matter Experts

