How PropertyRoom.Com Improved Efficiency with a Centralized Data Hub

PROPERTYROOM.COM'S CHALLENGE

PropertyRoom.com is an online auction website that works with law enforcement agencies and municipalities to help auction seized, stolen, abandoned, and surplus goods. Their online auction activity generates a large volume of data about their auctions and listed items. The company wanted to leverage their data to improve the returns on their auctions.

SCATTERED DATA

Analysts at PropertyRoom.com were working off pre-built, limited views of their data, and analysis was being restricted by the lack of a tool to bring together all their data in one place. Analyst queries were being limited by total row count and their views of the data didn't always include all the fields necessary to respond to customer questions. Their primary analytical resource was an overstuffed Microsoft Excel sheet where they were joining, unioning, and cleaning various data exports.

PROPERTYROOM.COM WITH MAGPIE
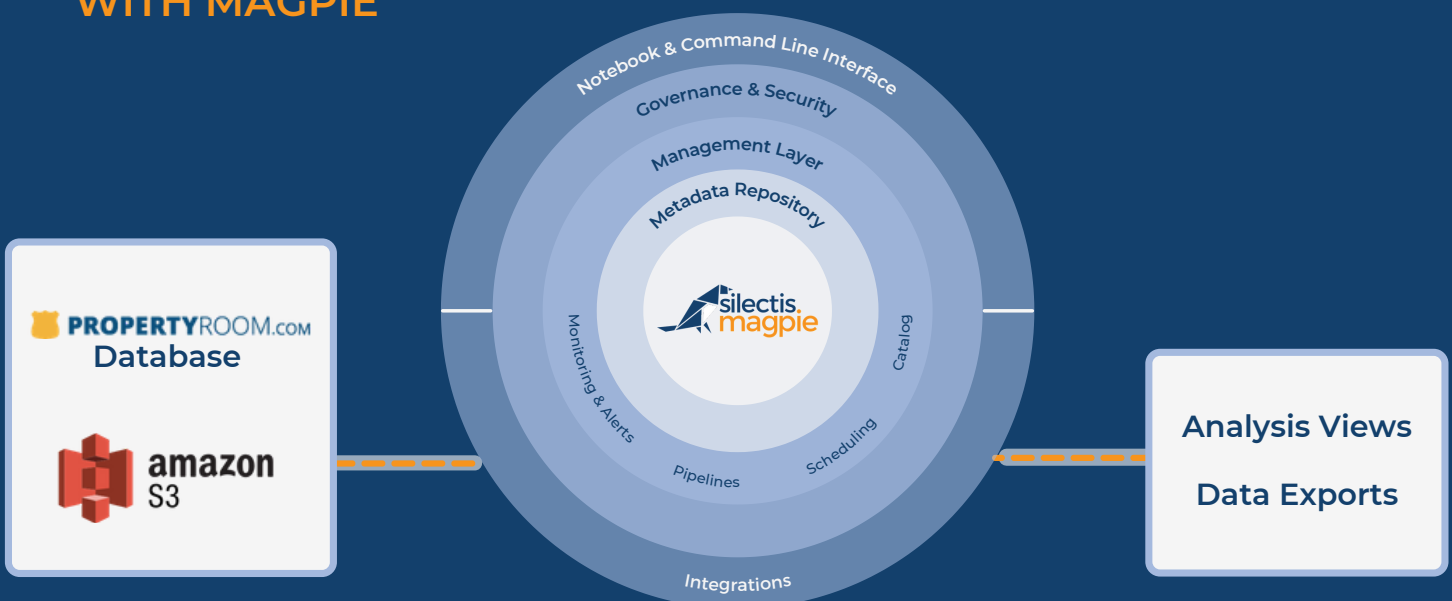
THE SOLUTION

Silectis worked with the PropertyRoom.com team to understand their analytical requirements and identify how they could generate value for the whole company from their auction data. They needed a single place where they could clean and hold all of their data in an organized manner. From that point, they could pursue broad analytical theories about their auction performance, or create exports of high quality data to address specific small targeted questions.

Within Magpie, Silectis helped PropertyRoom.com build a trusted data lake in the cloud as a foundation for their analytics. Their new Amazon Web Services (AWS)-based Magpie data lake is able to scale out to answer analytical questions when needed, while minimizing costs by storing their underlying data in Amazon Simple Storage Service (S3).

PROPERTYROOM.COM's RESULTS

PropertyRoom.com leveraged the power of Magpie to join all of their data together, then cleaned and dimensionalized the data. This provided the team with a single location to access all auction data. Using text processing techniques and advanced category mapping logic, Magpie also categorized their data so PropertyRoom.com could perform apples-to-apples comparisons to understand auction timing and reserve pricing relative to similar items.