# 2018 at DataWeave: A Year of Prolific Success and Growth

## 22nd Jan, 2019

### BY KARTHIK

As we enter 2019, in the backdrop of DataWeave's unprecedented growth and success, we decided to take a breath and look back at some of the highlights of our progress over the last 12 months.

DataWeave's growth through the year has been complemented and influenced by the evolution of the retail sector, reinforcing the relevance of our technology platform.

Amazon continued to dominate the online retail landscape, **now commanding** a staggering 49% of US e-commerce. At the same time, several large retailers have taken sure-footed strides toward establishing a stronger e-commerce presence, which places them head to head against the Seattle-based retail behemoth. As a result, competitive intelligence is no longer a "good-to-have" but is fundamental to the survival and growth of both traditional and new-age retailers, enabling them to devise smarter, data-driven competitive strategies.
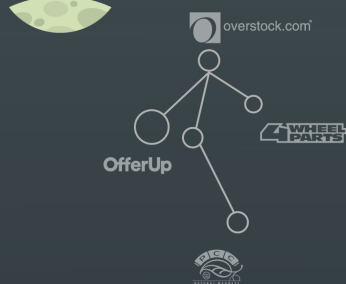
Consumer brands are continuing to figure out the dynamics of selling on online marketplaces, which happens to give them valuable access to a vast base of shoppers while simultaneously restricting their ability to influence the brand experience. In their quest to sell more through the e-commerce channel, while trying to safeguard the brand experience and loyalty, consumer brands have turned increasingly toward e-commerce performance platforms to augment their decision-making process.

These trends have reinforced our confidence in our technology platform, which aggregates and analyzes data from the Web at massive scale to deliver actionable competitive insights, as we're well poised to address the evolving challenges presented to retailers and brands today.

**2018** A STELLAR JOURNEY
AT DATAWEAVE

# ENABLING CUSTOMERS SUCCEED

We onboarded a series of large retailers and brands as customers, several of them in the US.

overstock.com

OfferUp

4 WHEEL PARTS

# TECHNOLOGY INNOVATIONS ABOUND

### Competitive Intelligence Product Suite

Launched a sleek new version of our Retail Intelligence and Brand Analytics products

### Counterfeit Products Detection

Unveiled a one-of-a-kind solution to solve the plague of counterfeit products on online marketplaces

### Fashion Tagger

Enhanced our use of advanced text and image analytics, using AI, to detect product attributes at high granularity in fashion

# PUSHING THE LIMITS

**3500+**
Web sources tracked

**150+**
Billion data points aggregated and processed

**150+ Million**
Images captured and processed

**125,000+**
New brands analyzed

**7000+**
Product types analyzed

**1500+**
unique product attributes identified

**5+ Billion**
New products monitored

**1+ Million**
MAP violations resolved

**50+ Million**
Price improvement opportunities identified

**30,000+**
Counterfeit products detected

# AN EVER-EXPANDING GLOBAL FOOTPRINT

Awarded as one of the **"Best 50 Innovative Applications of Artificial Intelligence"** by **NASSCOM**

Launched a new version of the **DataWeave website and blog**

Amplified our brand across 10 trade shows in the **US, UK, India, and APAC**

Hired **50** new people through the year across organization levels to reach a team size of over **140**

**NORTH AMERICA**

USA
Canada
Mexico

**SOUTH AMERICA**

Chile
Brazil

**EUROPE**

UK
France
Italy
Spain
Poland
Germany
Netherlands
Austria

**AFRICA**

South Africa

**ASIA**

Vietnam
UAE
Turkey
Hong Kong
Saudi Arabia
Taiwan
China
Russia

India
Indonesia
Malaysia
Singapore
Thailand
Philippines
Japan

**AUSTRALIA**

In 2019, there are no signs of slowing down for DataWeave.

We will continue to execute strongly in high-growth regions, and especially in the US, which has, in a span of two years, become the largest revenue generating region for DataWeave. We will also build a stronger footing in Europe, with specific focus on the UK market.

With time, our historical repository of data increases in volume and granularity, which enables us to better serve the maturing space of **Alternative Data**. We have already witnessed highly encouraging inbound interest over the last year, and we expect this interest to rise significantly moving forward.

With great success, comes the need for great people. In 2019, we will aggressively expand our team across functions, organization levels, and regions. As always, DataWeave is **on the lookout** for people who flourish in a competitive environment and can propel us to the next stage of growth.

Our technology platform never ceases to impress in its ability to aggregate and analyze billions of data points accurately each day. As our pipeline swells and we onboard bigger and more diverse customers, the platform will consistently be pushed to its limits, driving further innovations and improved efficiency.

Over the following 12 months, on the strength of all the lessons learnt and successes achieved in 2018, we look forward to another challenging year of empowering retailers and consumer brands to compete profitably in the new world order.

**Watch this space** for more on DataWeave through the year!

**- *Karthik Bettadapura***

***Co-founder & CEO at DataWeave*, *22nd Jan, 2019***

COMPANY