

CASE STUDY

Data Management Partnership Curves Golf Giant's Trajectory into Rapid Growth

EdelGolf:

Leading provider of innovative weighted clubheads and customized putter fitting technology

EdelGolf, founded by former golf teacher David Edel, believes that a proper set of clubs is key to improving a golf swing. By applying basic physics principles, EdelGolf offers an innovative clubhead and putter fitting services that enhance performance through weight customization for customers. Their groundbreaking approach that distinguished the business as a leading brand for serious golfers looking to elevate their game. Edel recognized early on that clubs are just as vital as posture and technique for achieving an optimal swing. However, increased sales and social media attention caused severe issues for production and quality control, leading to a reorganization of their data practices

Science Behind the Swing

Natural talent is crucial for a solid golf swing, but many players rely too heavily on muscle and strength training. This relates to Newton's Second Law: the harder you hit, the farther the ball travels.

To hit the putting green in two strokes or less, club weight plays a significant role; lighter clubs require less strength but can negatively affect shot trajectories, so experts like Edel emphasize choosing the right clubhead weight for optimized performance on the golf course.

EdelGolf has innovated customizable weight technology, allowing golfers to hit with more force without extra training. This approach was popular among regular golfers and professionals, leading to a surge in sales, which caused challenges for EdelGolf. These challenges included managing growth and meeting increased demand or face risking their market position if they didn't act swiftly.

The Problem:

EdelGolf's Data Gets Trapped in the Rough

EdelGolf faced challenges thanks to rapid growth from its unique clubhead design and fitting approach. This surge resulted in a 20% direct-to-consumer and 80% wholesale customer base. The surge in demand overwhelmed its custom-fitting program, leading to issues like missing identification numbers and duplicate orders. As sales increased, managing orders and inventory became complex for EdelGolf, which demonstrated the need for a streamlined system. Without necessary changes to maintain their exceptional customer service and not sacrifice product quality, EdelGolf was in a quandary.

Taking Blind Shots Without Business Intelligence

There were operational challenges due to overwhelming data that left EdelGolf unable to cope with a rapid increase in consumer demand. The company's success relied on understanding client needs for innovative club designs, but fragmented, siloed data hindered insights, especially with a rapidly growing wholesale customer base. The company saw the necessity of viewing unified customer data. It was useful both for enhancing online experiences as well as informing product adjustments. EdelGolf reached out to Data-Sleek for a free consultation, leading to the development of tailored, strategic solutions to improve operations and drive growth.

The Solution:

Data-Sleek Caddies EdelGolf to Success

EdelGolf faced issues due to fragmented data across various systems. Instead of tackling the problem alone, the company partnered with Data-Sleek to implement modern data architecture.

The experts at Data-Sleek audited and analyzed EdelGolf's chaotic processes. Streamlining data began with seamless data pipelines that stream information from EdelGolf's various channels into a centralized platform. Consolidating data eliminated silos that previously hindered EdelGolf's operations. It also gave them a holistic view of customer data, sales patterns, and inventory management.

EdelGolf's data integrity was critical as Data-Sleek's team developed a robust data dictionary for them to cleanse and standardize information across departments. This newly organized data dictionary addressed EdelGolf's order challenges by assigning unique identifiers to each order. These identifiers facilitated tracking and fulfillment and prevented multiple orders from merging into a single invoice. Since partnering with Data-Sleek, the company is already making tremendous progress.

Unlocking the Power of Data-Driven Decision-Making

Edel understood the need to observe customer challenges, but fragmented data hindered effective decision-making. Data-Sleek addressed this issue with centralized data dashboards that provided invaluable business insights into customer behaviors, purchasing patterns, and market opportunities.

Data-Sleek's and EdelGolf's partnership continued well beyond the initial data dictionary implementation, with a focus on monitoring and refining data management systems. Data-Sleek provided ongoing support to the company to help them maintain an agile data infrastructure and allow EdelGolf to strengthen its competitive edge. The company aimed to streamline operations and scale effectively, and the outcomes after implementing the data management system were extraordinary.

The Results:

EdelGolf Makes the Green

EdelGolf's partnership with Data-Sleek was essential for corporate growth and attracted attention to EdelGolf from industry leaders. Their new system allowed EdelGolf to aggressively market products without its prior problems. EdelGolf's order management improved significantly as media attention increased and sales surged as a result, leading to a 71% boost in operational efficiency. Product returns and customer service expenses lessened while newly optimized inventory and shipping processes also enhanced EdelGolf's corporate agility. Through partnering with DataSleek, EdelGolf transformed into a dynamic force in its industry, proving that a company in motion stays in motion.

Coors Raises a Glass to EdelGolf

EdelGolf's continued growth and innovative approach caught the attention of Doug Coors, owner of the renowned Coors Brewing Company and avid golfer. Recommended by PGA Tour professional Craig Kanada, Coors experienced firsthand EdelGolf's and was immediately captivated by the brand's vision and expertise.

Coors saw the potential of EdelGolf's data-driven business model and acquired it in 2020. EdelGolf opened a cutting-edge headquarters and assembly facility in Denver in 2022 utilizing new resources from Coors. This new facility helped to solidify the business's position as a golf industry leader. Today, EdelGolf exemplifies the benefits of data-driven decision-making and operational excellence, paving the way for future growth. For Data-Sleek, EdelGolf, and Coors, it's a hole-in-one.

About Data-Sleek

Data-Sleek's extensive partnership opportunities help organizations strategically build data science and analytics capabilities to achieve their business objectives. Ready to learn more? Reach out to our experts today and discover how partnering with Data-Sleek can transform your organization's future.

Ready for your own success story?

Learn how Data-Sleek makes data management easy.

Contact us to learn more about Data-Sleek and how we can help drive actionable results with your data.

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