Jumia

How Jumia Cut GCP Costs by 87% with Deimos

Jumia, Africa's leading e-commerce platform, faced rising GCP costs due to unoptimised workloads and storage inefficiencies. Partnering with Deimos, they launched a focused cost optimisation initiative, resulting in an 87% reduction in cloud spend and a more scalable, efficient GCP environment.

PARTRNER ROLE IN PROJECT

Deimos led a GCP cost optimisation initiative by identifying inefficiencies, reducing redundant data use, and establishing automated monitoring and governance controls to ensure long-term cloud cost efficiency for Jumia

THE CHALLENGE

As a massive e-commerce company, Jumia faced rapidly rising GCP costs due to thousands of terabytes of data from transactions, user activity, and logistics. Unoptimised workloads, redundant data, and lack of cost controls led to budget overruns. Jumia needed expert help to identify cost drivers, optimise usage, and implement sustainable controls without disrupting operations.

THE SOLUTION

Deimos conducted a comprehensive GCP cost assessment, identifying inefficiencies in BigQuery, storage, and data transfers. They implemented usage policies, rightsized resources, automated cost monitoring, and established governance frameworks to ensure sustainable, long-term cloud cost control for Jumia.

Solution Pillars
- Data Management

Products

Google Cloud

THE RESULT

Jumia achieved an 87% reduction in GCP costs by optimising BigQuery queries, applying intelligent data lifecycle management in Cloud Storage, and eliminating redundant workloads. The significant cost savings enhanced financial flexibility, enabling reinvestment into strategic initiatives, platform innovation, and improved operational resilience.

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ABOUT Client

Jumia is Africa's leading e-commerce platform, serving millions across 11 countries. It stands out for its fully integrated ecosystem that combines a digital marketplace, robust logistics network, and proprietary payments infrastructure.

INDUSTRY: e-commerce
LOCATION: Nigeria

> With Deimos, we reduced GCP costs by 87% without disrupting operations. Their deep expertise helped us optimise usage, eliminate waste, and build lasting cost controls. This partnership gave us the flexibility to reinvest in innovation and scale smarter.

PEDRO FANGUEIRO | CTO
JUMIA

ABOUT DEIMOS

Deimos is a global leader in providing business & tech consulting services that transform organisations by leveraging the entire Google Cloud portfolio.