Enabling next generation Data Warehouse and Analytics using Azure Synapse and Data Bricks

Case Study

Business Objective

Businesses wanted to expand their decision making by using a larger set of external data along with enterprise data and was limited due to existing Enterprise Data Warehouse's capabilities and cost of storing large amounts of data.

Client

- Our client is a Global Consumer Packaged Goods Company

Industry

- Retail and CPG

Function

- Manufacturing and Production, Supply Chain and Logistics, Sales

Technology

- Microsoft Azure, Cloud Services

The Solution

- TekLink helped in defining the Architecture of new Data Platform with modern capabilities and lower cost using Microsoft Azure Synapse and Data Bricks

- Designed a central framework and implemented our proposed solution for Modern Data Warehouse in a phased manner

- Created an Azure Data Lake for the Storage of Raw and Refined Data for POS data received from various retailers and eCommerce sites. Point of Sale data from the various retail, eCommerce vendors is loaded, transformed and harmonized in Azure Synapse for Sales Analytics

- Additionally, the sales data from the client's US based distributor of consumer and commercial products from across the globe is pushed into the Analytics Model in Azure

- The team then created a business-friendly semantic data layer using Azure Analysis Services. Dashboards and reports were created in Power BI for the business to use. In addition, Self-service was enabled for various User Groups using Power BI

Outcomes and Benefits

- By leveraging our deep expertise, TekLink enabled our client to create a modern data platform to address their growing need for additional data and advanced analytics. The platform also empowered the business to use Self-Service Analytics and Reporting. This freed up valuable IT and finance resources towards other meaningful activities.

- Further, the platform enabled Business and IT teams to use the data for Advanced Analytics, and building Machine Learning models such as analyzing product reviews, search terms from E-Commerce sites.

- The self-Service approach enables our Client's decision-makers to react faster to business indicators and implement business decisions faster.