Case Study
Cloud Analytics Using Microsoft Azure

Industry
Consumer Goods

Location
North America

Function
Manufacturing, Sales & Operations

Challenges
• Highly complex structures that handle millions of records from disparate sources
• Data is manually gathered, cleansed and staged and did not support Ad-hoc Analysis
• Lack of insights and report delivery

Benefits
• Automated orchestration of data from disparate sources eliminates manual intervention
• Consolidated data access now facilitates ad hoc analysis
• Analytics delivered to business users with extensive drill down options for deeper analysis
• More timely, accurate and less laborious access to high value reporting and KPIs

• Developed strategy for the Enterprise Data Lake and BI roadmap by leveraging Azure platform to provide a robust, high performance and scalable solution
• Efficient delivery of timely and accurate high value KPIs and reports.
• Automated and scalable ELT process to accommodate future business requirements using Azure Data Factory and Azure Data Lake
• Developed U-SQL procedures for advanced processing of data in Azure Data Lake
• Designed and implemented Azure Data Warehouse for data consolidation and modelling
• High performance in-memory AS Model for seamless integration with front end tools like Power BI, SSRS and Excel
• Data analytics feasibility provided for reporting using Power BI, SSRS and Excel

"Really awesome work on this. Can't tell you how excited I am to see this come to life.
It’ll provide a great foundation on which to build more capabilities for your team,
and for us as a group to expand into other areas like customer service, quality, social, CRM...all on the same platform"  
- Director IT