

Company Name:

PT Christian

Industry:

Retail and E-commerce Analytics

Company Overview:

PT Christian is a mid-sized data analytics consultancy based in Chicago, serving over 120 retail and consumer goods clients across North America. Their core business revolves around providing advanced customer behavior insights, inventory optimization, and pricing analytics using modern cloud-based solutions.

Business Goals:

PT Christian aims to scale their analytics services globally, shorten data processing times, and enhance their clients' ability to make real-time merchandising decisions. They also plan to expand into AI-driven demand forecasting and predictive personalization models.

Technology Environment (Current State):

The company runs almost entirely on Google Cloud infrastructure. They have a hybrid setup with a few on-prem legacy workloads still being migrated. Their main data warehouse and processing pipelines are already centralized in GCP.

- They use **BigQuery** as their main enterprise data warehouse to store sales, product, and customer interaction data from multiple client systems.
- **Cloud Storage** is used for ingesting large volumes of raw CSV, JSON, and image data from external partners before transformation.
- **Dataflow** powers their ETL pipelines, orchestrating data ingestion from Google Analytics, ERP systems, and social media sources.
- **Pub/Sub** supports event-driven streaming between their internal analytics microservices and client dashboards.
- **Looker Studio** is the primary reporting interface for internal analysts and clients.
- **Vertex AI** is being used experimentally for model training on customer segmentation projects. However, adoption is limited to a small data science team due to lack of standardized MLOps practices.
- **Google Kubernetes Engine (GKE)** hosts their customer-facing API services and dashboard applications.

Pain Points:

PT Christian's leadership reports challenges with scaling machine learning experiments, inconsistent data governance across teams, and difficulty managing multiple GCP projects and IAM roles efficiently. They also face cost overruns from inefficient data storage management in Cloud Storage and BigQuery.

Future Plans:

They want to improve cost visibility, automate infrastructure management, and deploy AI models more reliably. There's growing internal interest in leveraging generative AI for marketing analytics and customer sentiment analysis, but they lack the necessary foundation and integration expertise.

Key Stakeholders:

The CTO oversees platform modernization. The Head of Data Science drives adoption of Vertex AI and experimentation pipelines. The CFO is pushing for cloud cost optimization.