

Data Warehouse and BI Implementation

Health & Wellness Firm

Built robust and scalable Big Query based data warehouse by integrating source systems across all business functions into a central data repository. Created an enterprise reporting suite on Looker and Power BI to track key performance metrics across finance, sales, product, operations, and marketing

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Data warehouse and BI implementation for a health & wellness company

Situation

- Client had limited visibility into real-time business performance and relied on front-end reports provided by individual source systems. There was an opportunity in streamlining and automating the reporting to provide the executive leadership better transparency and insights into the business performance.
- Partnered with the client to build a robust and scalable BigQuery based data warehouse by integrating source systems across all business functions into a central data repository and created an enterprise reporting suite to track key performance metrics

Accordion Value Add

- Conducted interviews with the business leaders to understand the requirements across functions such as Finance, Sales, Marketing, and Operations to understand and define key strategic performance metrics
- Built pipelines on FiveTran to ingest data from multiple source systems (Shopify, Amazon, QuickBooks, Google Analytics, Blue Logistics etc.) to create a single centralized data repository on the BigQuery Data Warehouse
- Created user-friendly data marts for custom report building and created a single source of truth in the form of fact and dimension tables across functions
- Built near real-time automated self-serve dashboards on Looker and Power BI to track the performance of near-term strategic initiatives and help inform business decision-making

Impact

- The central automated repository with clean, sanitized, and transformed data helped in 80% reduction in person-hours needed for report preparation
- Holistic dashboards provided better visibility into the business performance and flexibility to stakeholders to extract essential data as per requirements from a central data repository

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Data and BI architecture

Data Sources Extract and Load Metorik W00 COMMERCE shopify recharge.com amazon Sales quickbooks. Financ BLUE **Fivetran** Inventor **Bing** ads Google Analytics facebook Ads Marketing **Budget and Marketing Files**

Centralized Data Platform

Business Intelligence



Raw Zone

Ingests raw data from source systems, to create a golden copy and maintain historical archives



DBT models **(II)**

(1)

(II)

Clean Zone + Aggregate Zone

Transforms all NWB data assets into a single source of truth





Data Publish Models

Models the data to support reporting and analytical requirements

Real-time Dashboards

- Finance
- Operations
- Sales
- Marketing
- Customer





Ad-hoc Analytics

- S&OP Forecasting
- Budgeting
- Customer Behavior
- Attribution Modelling
- Pricing Analytics
- FP&A Analytics
- MBR/QBR





Daily scorecard dashboard

