



# 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

# 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

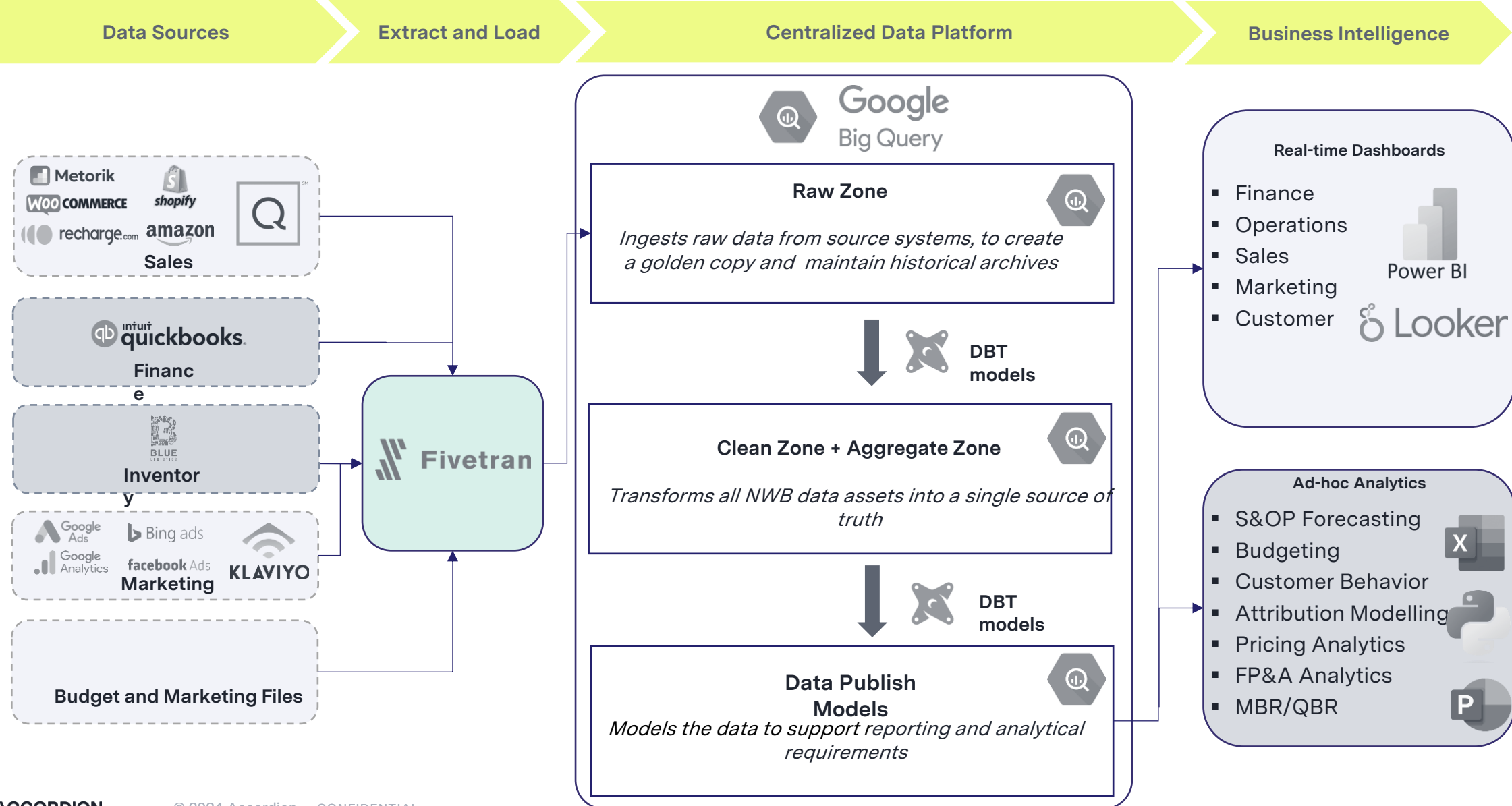
## Accordion Value Add

- 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

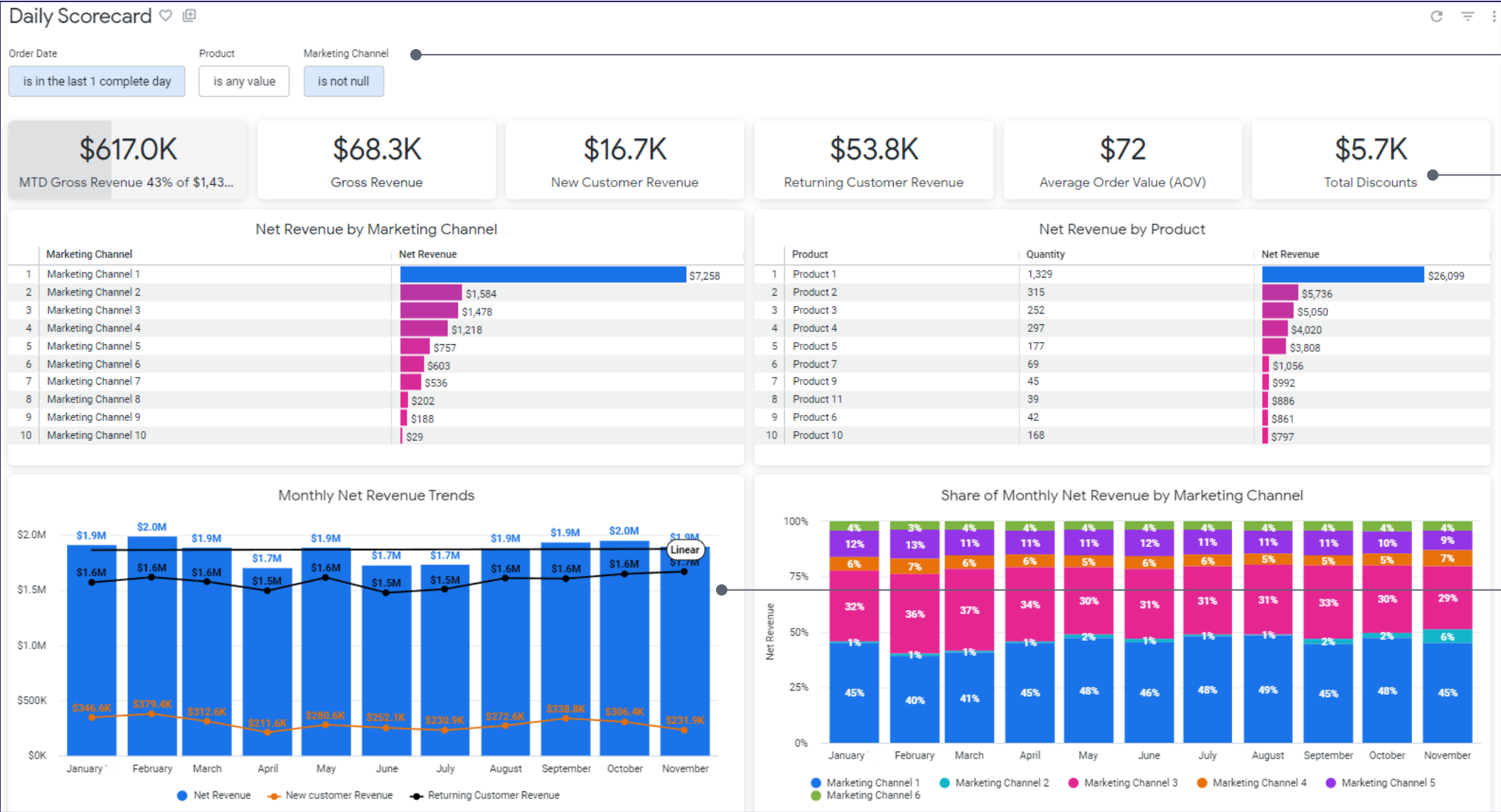
## Impact

- 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

# Data and BI architecture



# Daily scorecard dashboard



Filter Panel

Key Performance Metrics

Monthly Revenue Trends